

COVER	TITLE	MAP	Confidence in the Results	SEGMENTATION	Segments	Segment 1: Supported
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COVER	TITLE	MAP	Confidence in the Results	SEGMENTATION	Segments	Segment 1: Supported
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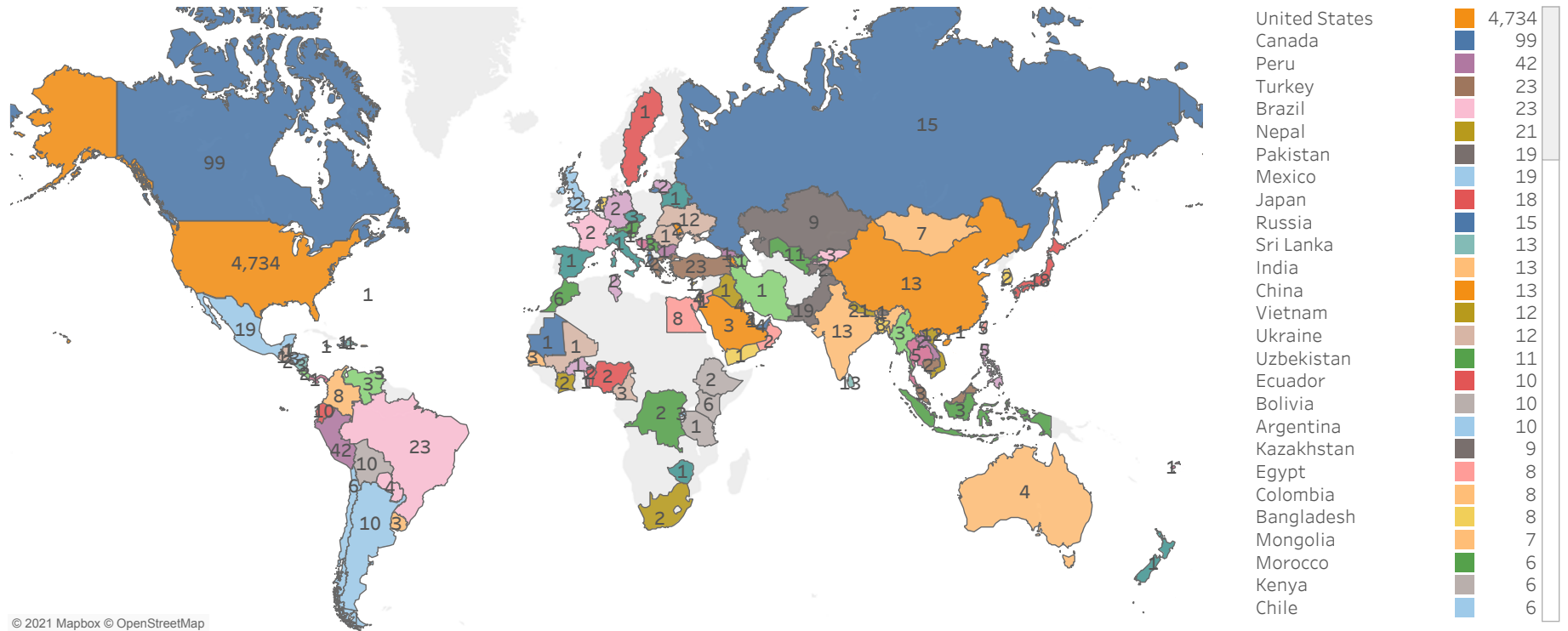
Exploring Member Mindsets
Meeting Your Members
Where They Are

GIVING MEMBERS A LIFT IN THE
POST-2020 ASSOCIATION COMMUNITY



COVER	TITLE	MAP	Confidence in the Results	SEGMENTATION	Segments	Segment 1: Supported
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5,338 professionals participated in the survey, including 604 from outside the US.



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Confidence in the Results

The number of respondents in the study gives us an overall margin of error of **+/- 1.2 percentage points at a 95% confidence level.**

95% of the time, repeating the study would generate results within 1.2 percentage points of the results reported here.

This is a very high level of confidence.



TITLE	MAP	Confidence in the Results	SEGMENTATION	Segments	Segment 1: Supported	Segment 2: Frustrated
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Attitudinal Segmentation

Segmentation was based exclusively on ratings of attitudinal statements.

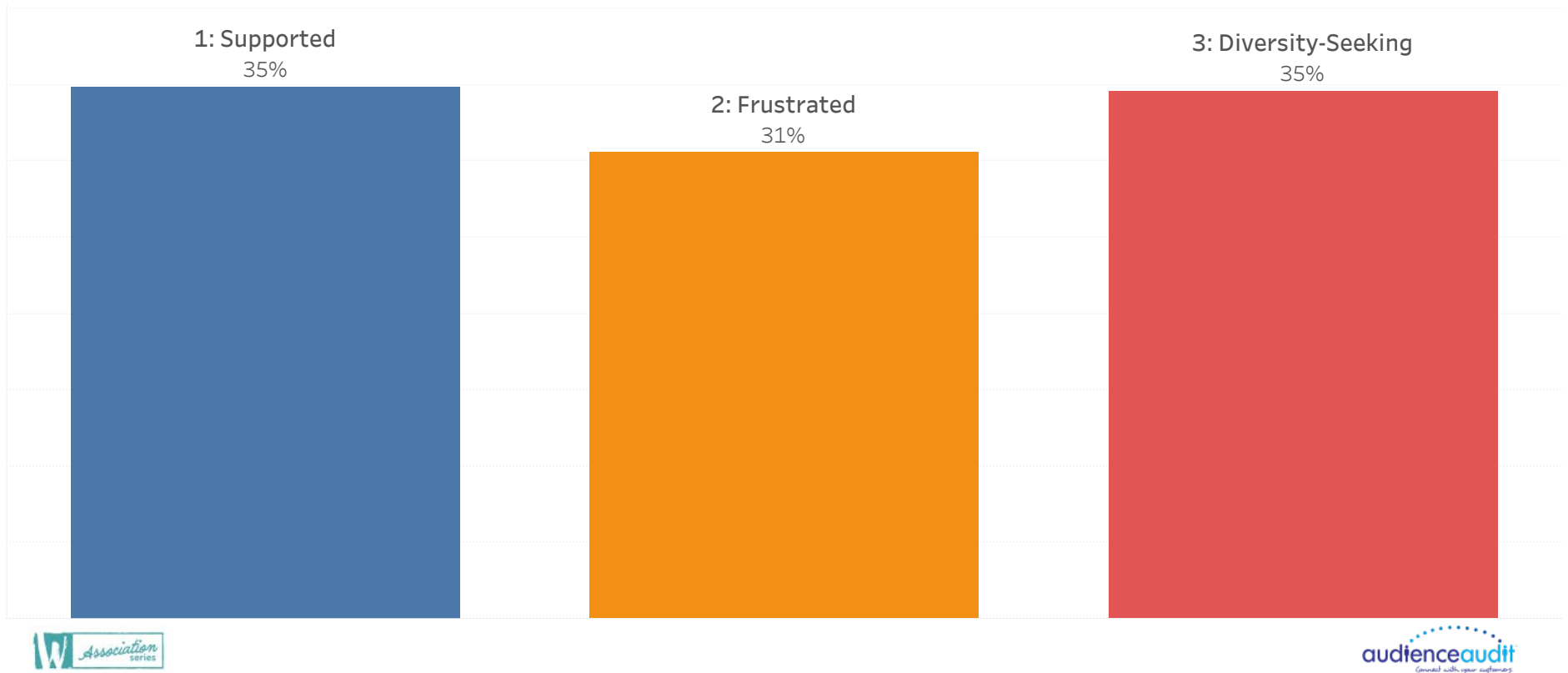
Neither the number of segments nor their defining attitudes were predetermined.

All resulted organically from a purely mathematical analysis.

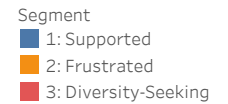
**Each segment represents a group of respondents
for whom a particular set of attitudes are strongly connected.**



Analysis identified three distinct attitudinal segments among association members.

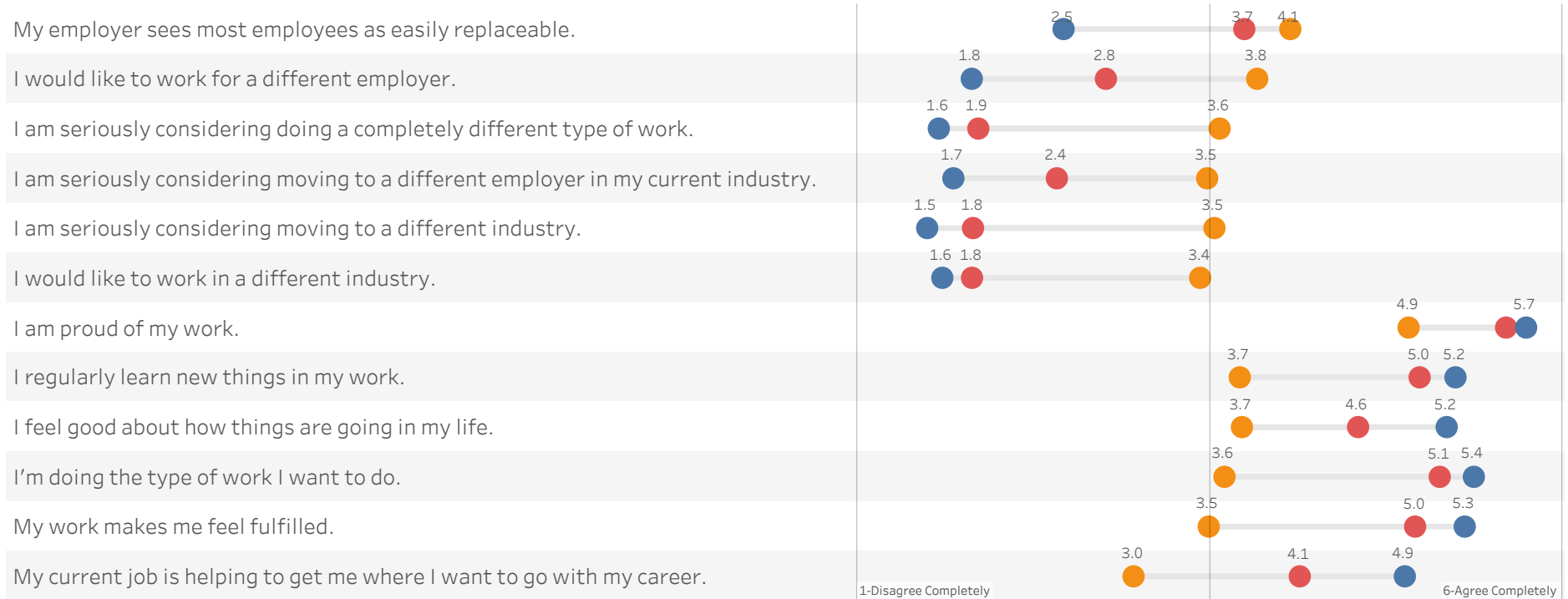


Supported respondents feel embraced by their industry and supported by their associations and their employers.

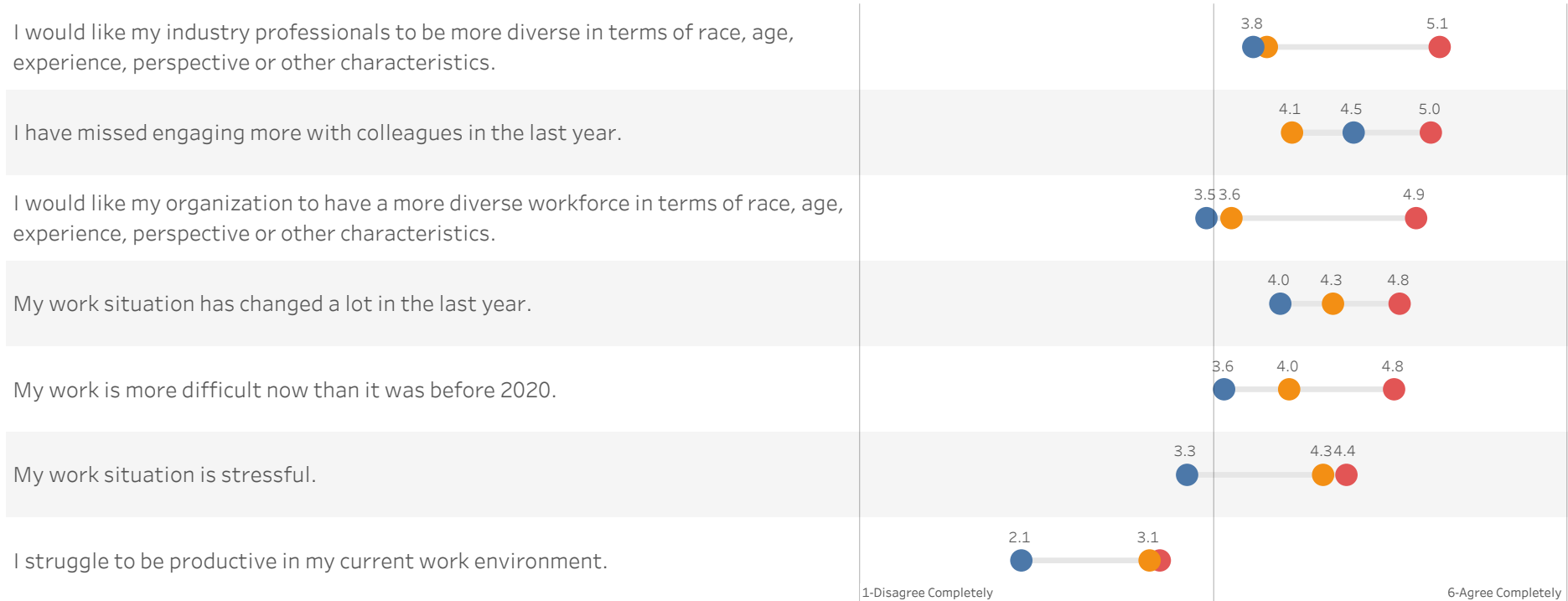
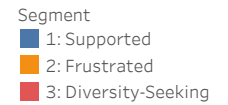


Frustrated respondents are unhappy with their work, their career, their opportunity to learn and their employers.

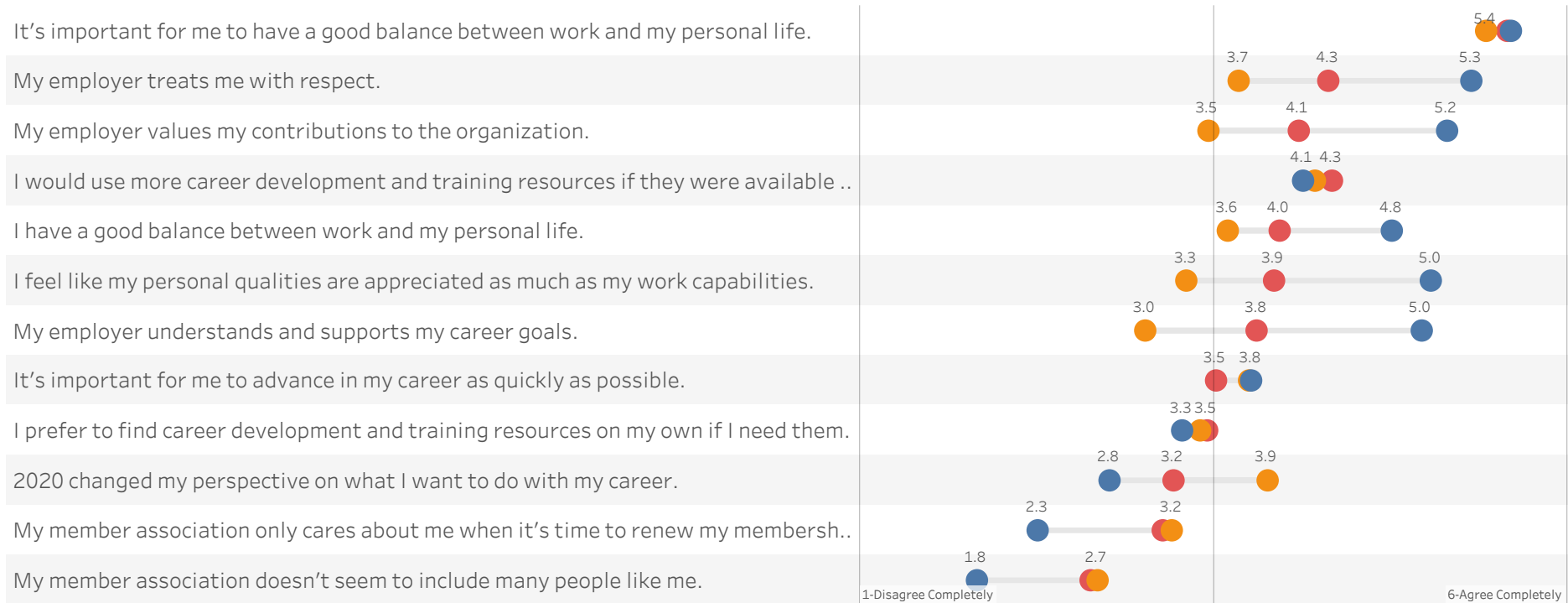
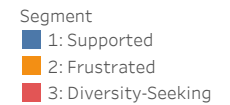
Segment
■ 1: Supported
■ 2: Frustrated
■ 3: Diversity-Seeking



Diversity-seeking employees are struggling with stress, productivity and isolation. They want their industry and their organization to be more diverse.



Supported respondents are most likely to say they have a good work-life balance and that they are treated well at work.



Segment 2: Frustrated	Segment 3: Diversity-Seeking	Non-Defining Attributes	RESPONDENT CHARACTERISTICS	Age	Gender	Race/Ethnicity
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Respondent Characteristics

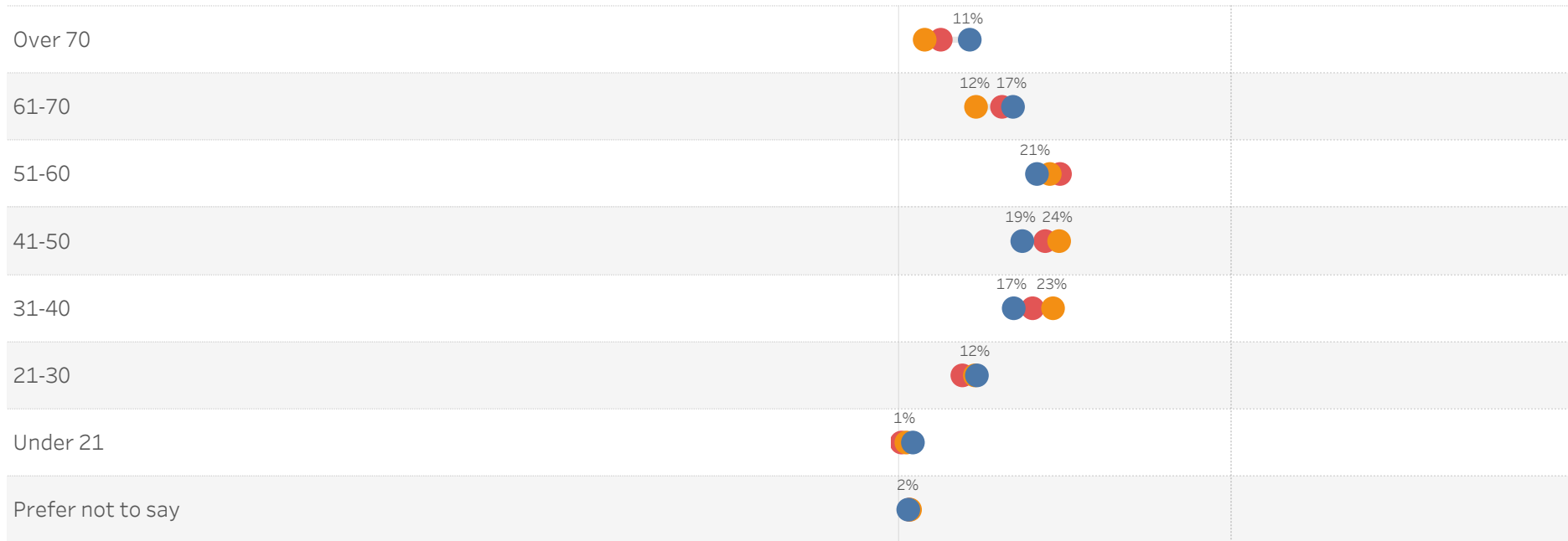


There is no difference in age distribution between segments.

View Selector
Segment

- 1: Supported
- 2: Frustrated
- 3: Diversity-Seeking

Age (n=5,338)



What is your age?

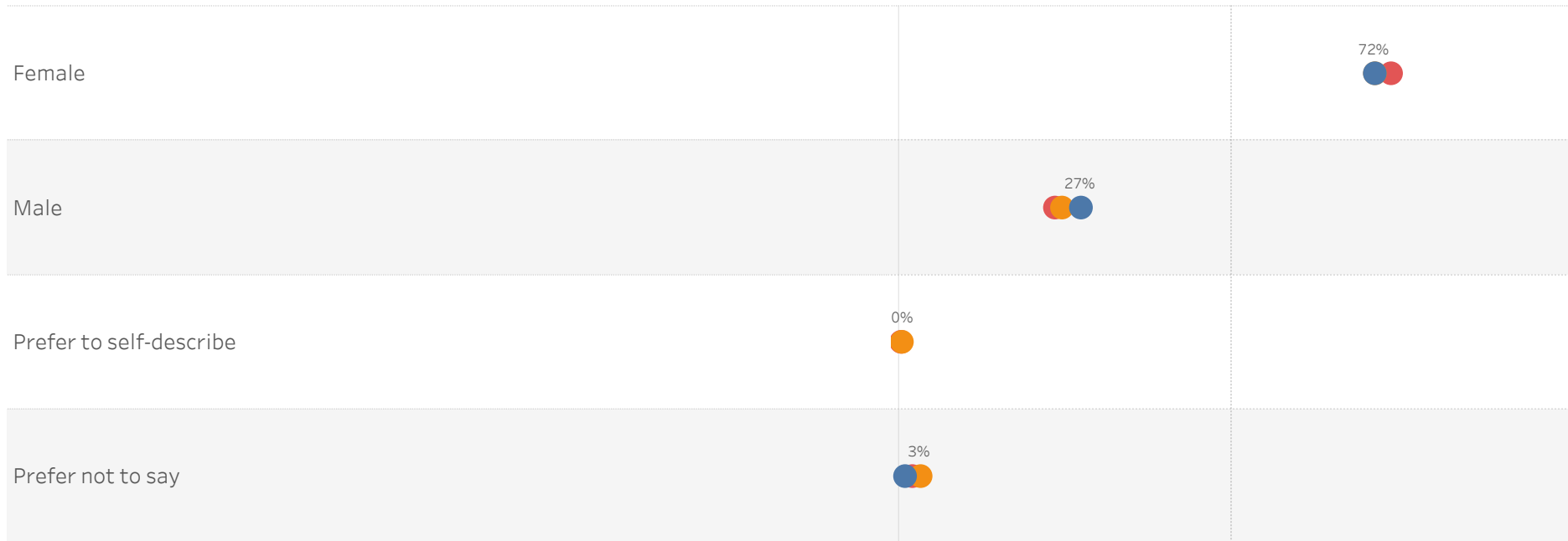


There is no difference in gender distribution between segments.

View Selector
Segment

- 1: Supported
- 2: Frustrated
- 3: Diversity-Seeking

Gender (n=5,338)



Which best describes your gender?

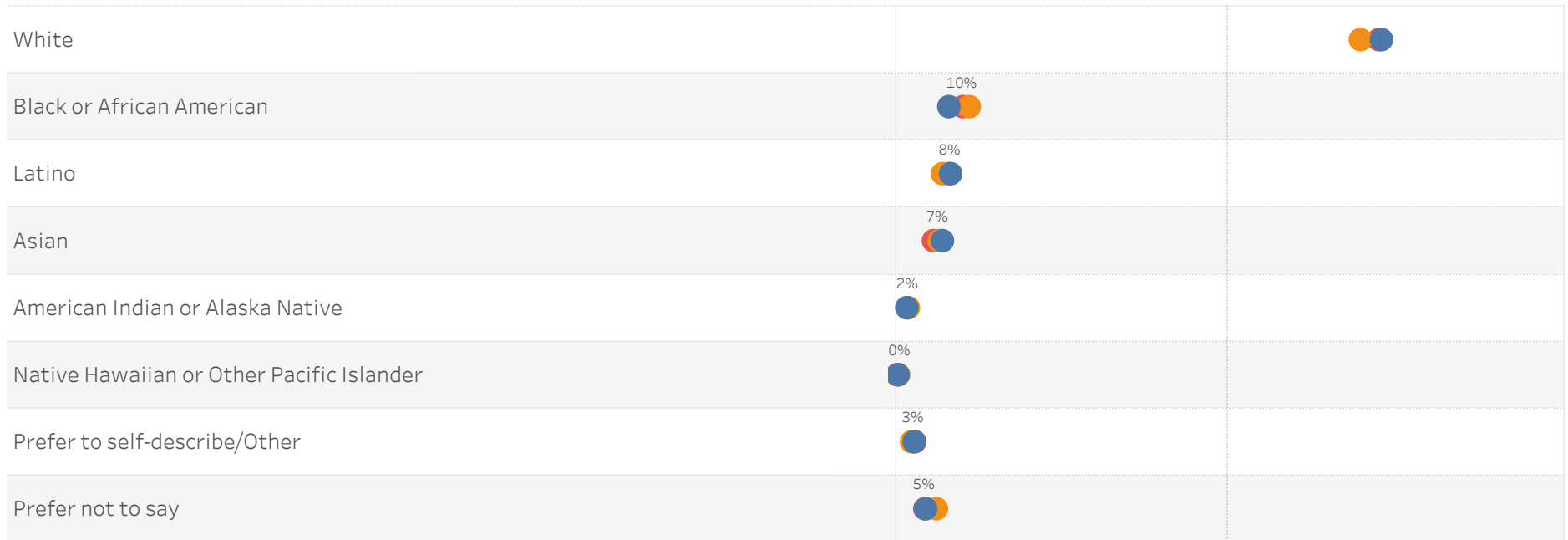


72% of respondents say they are white. There is no difference in racial distribution between segments.

View Selector
Segment

- 1: Supported
- 2: Frustrated
- 3: Diversity-Seeking

Race/Ethnicity (n=5,338)



One of the factors we want to assess is whether members from different groups experience association membership differently. It would help us to know your race or ethnicity. Please choose all that apply.

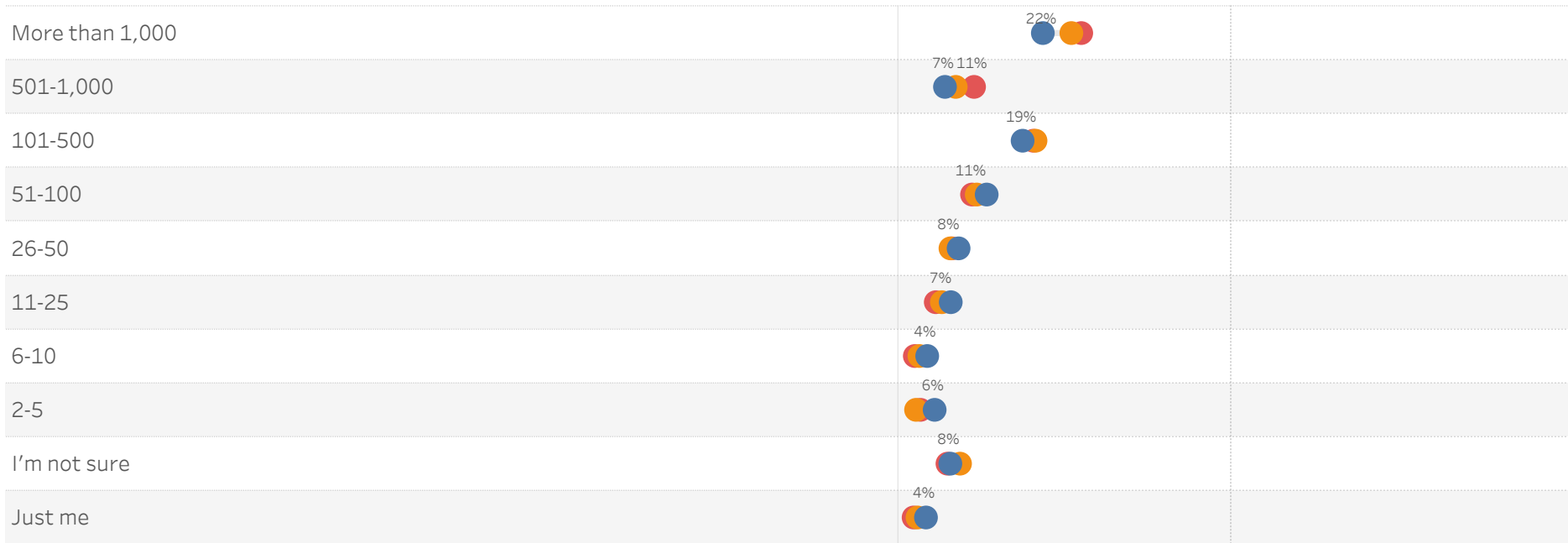


Respondents work in organizations of all sizes. There is no difference in the distribution of organization size between segments.

View Selector
Segment

- 1: Supported
- 2: Frustrated
- 3: Diversity-Seeking

Organization Size (n=4,657)



How many people work in your organization/institution?

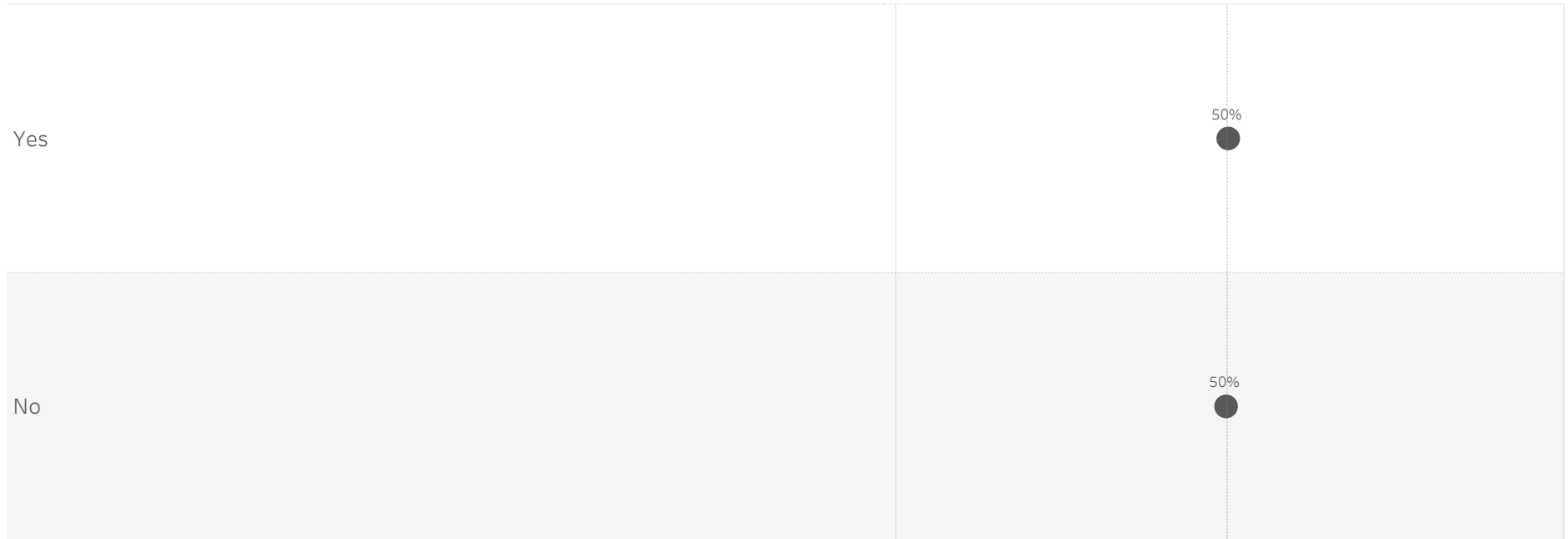


Among the respondents currently unemployed, half say it's due to circumstances related to COVID-19.

View Selector
All

■ All

Unemployed Due to COVID-19 (n=303)



Are you unemployed due to circumstances from COVID-19?

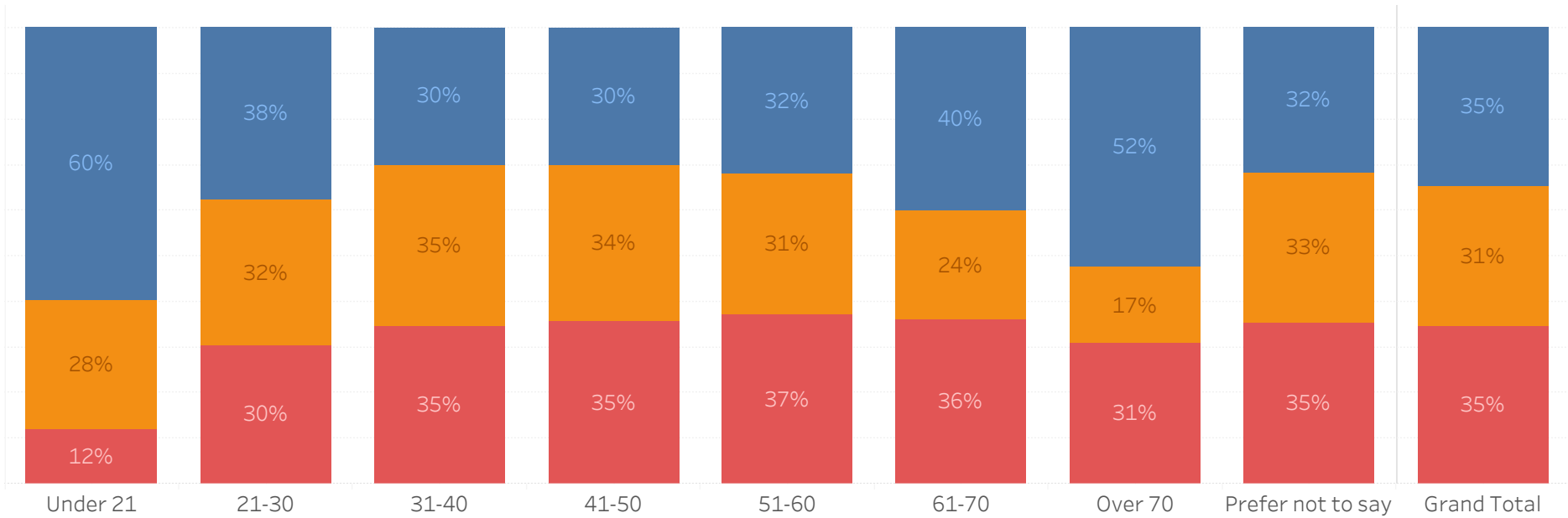


See segment distribution by group using the View Selector at right.

View Selector
Age Group

Segment
■ 1: Supported
■ 2: Frustrated
■ 3: Diversity-Se..

Segment Distribution



Organization Size	Unemployed Due to COVID-19	Segment Distribution	CHALLENGES	Greatest Work Challenges Personally Facing	Greatest Workforce Challenges	ASSOCIATION MEMBERSHIP
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Challenges



Frustrated and Diversity-Seeking respondents are more likely to say they struggle to feel valued and to be fairly compensated.

View Selector
All

■ All

Greatest Work Challenges Personally Facing (n=4,462)



What are the greatest challenges you personally are facing with respect to your work? Choose all that apply.

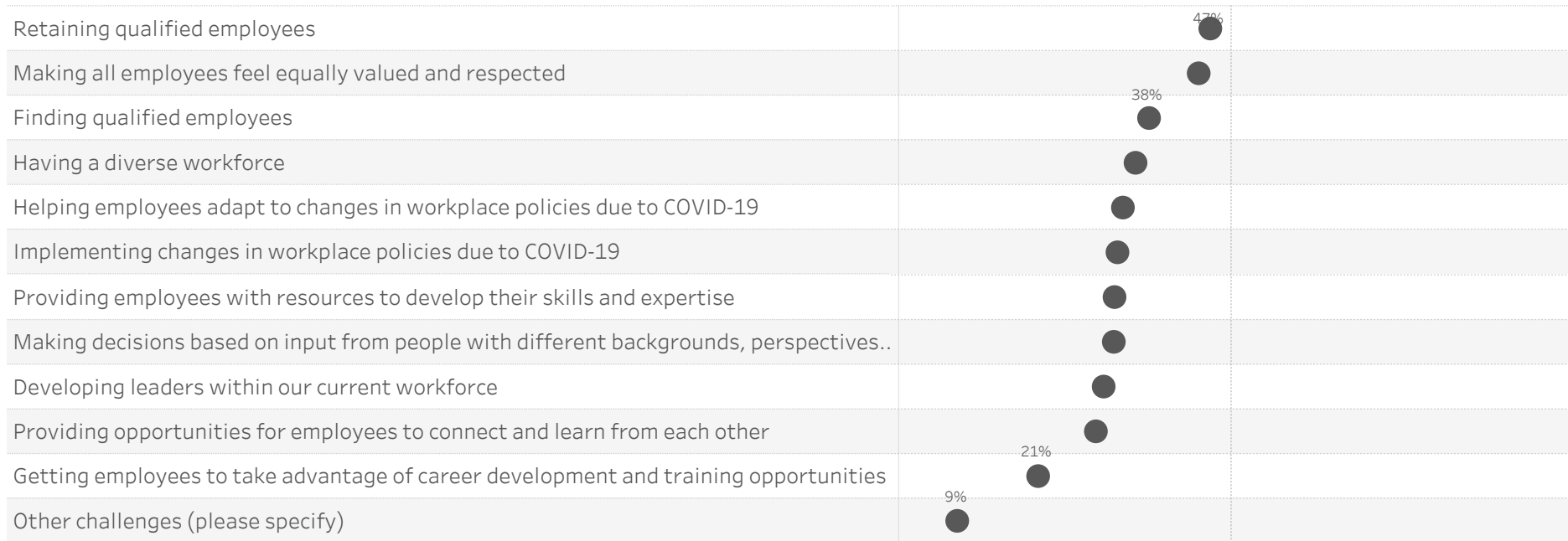


Frustrated and Diversity-Seeking respondents are more likely to say their organization struggles to retain employees and make them feel equally valued.

View Selector
All

■ All

Greatest Workforce Challenges (n=4,527)



What are the greatest challenges your organization is facing in terms of its workforce? Choose all that apply.



CHALLENGES	Greatest Work Challenges Personally Facing	Greatest Workforce Challenges	ASSOCIATION MEMBERSHIP	Member of Professional Association	Association Types	How Many Memberships
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Association Membership

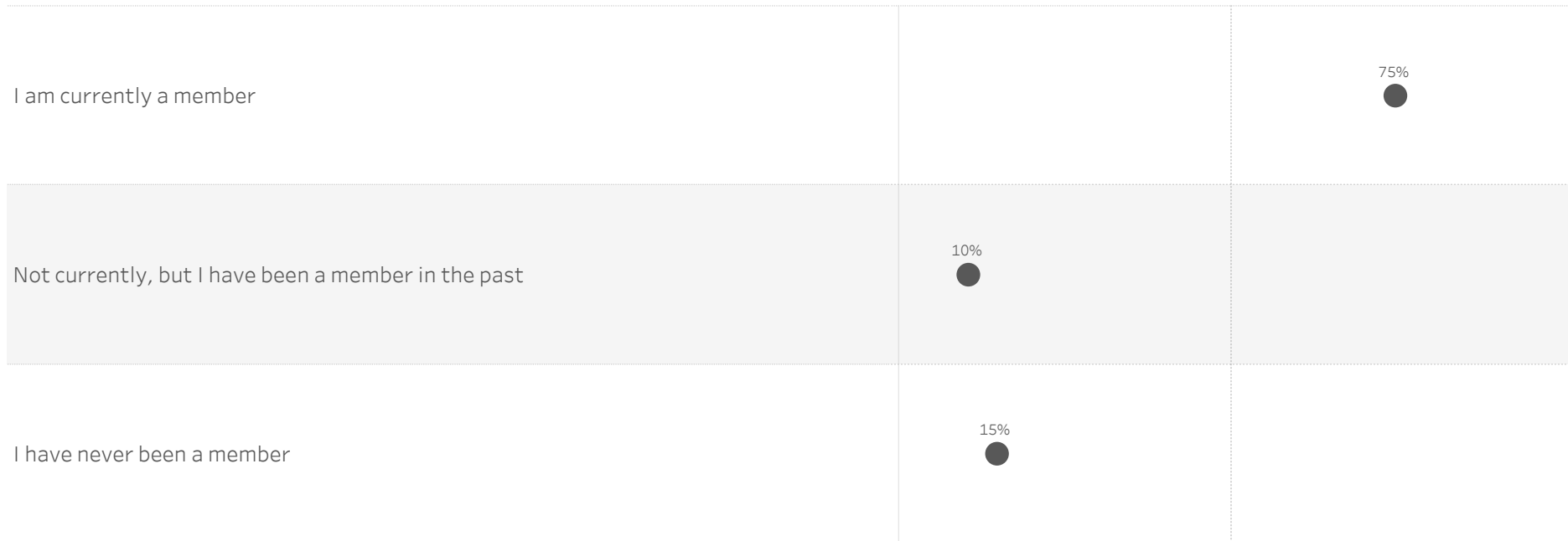


75% of respondents are current association members.

View Selector
All

■ All

Member of Professional Association (n=5,338)



Are you personally a member of a professional, trade or industry association?

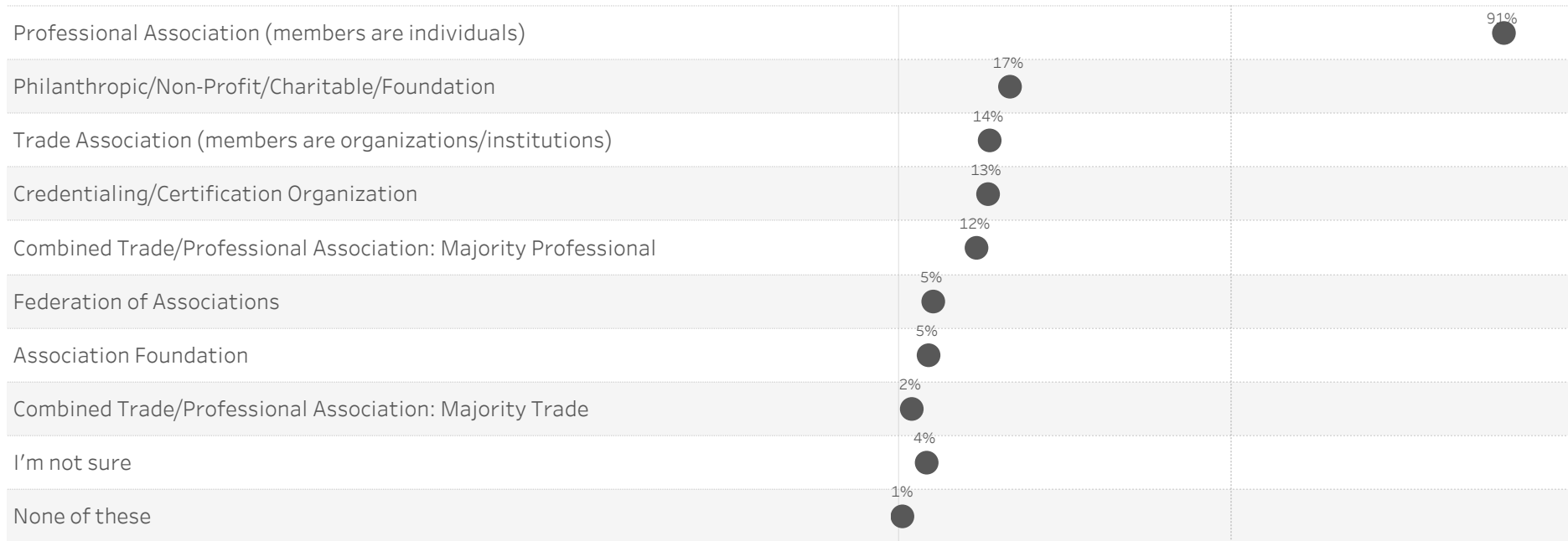


91% have belonged to professional associations.

View Selector
All

■ All

Association Types (n=4,549)



Which best describe the types of associations you've been a member of? Choose all that apply.

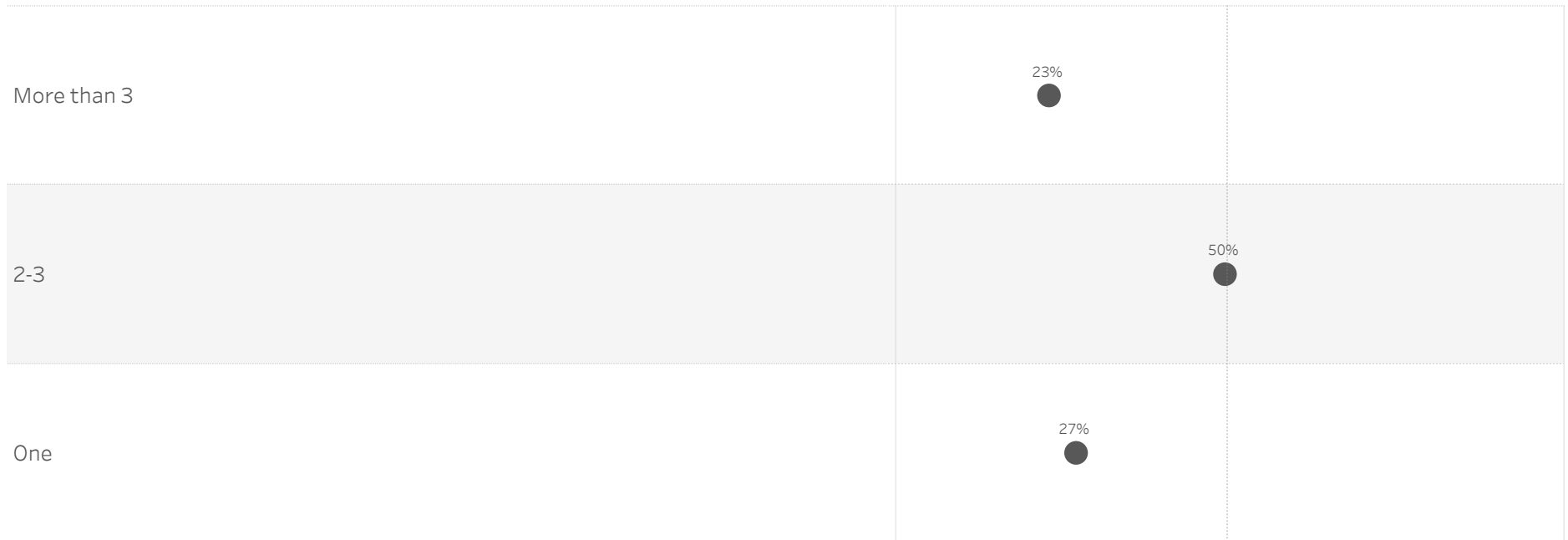


Half of respondents have two or three association memberships.

View Selector
All

■ All

How Many Memberships (n=3,988)



How many professional, trade, or industry associations do you currently belong to?

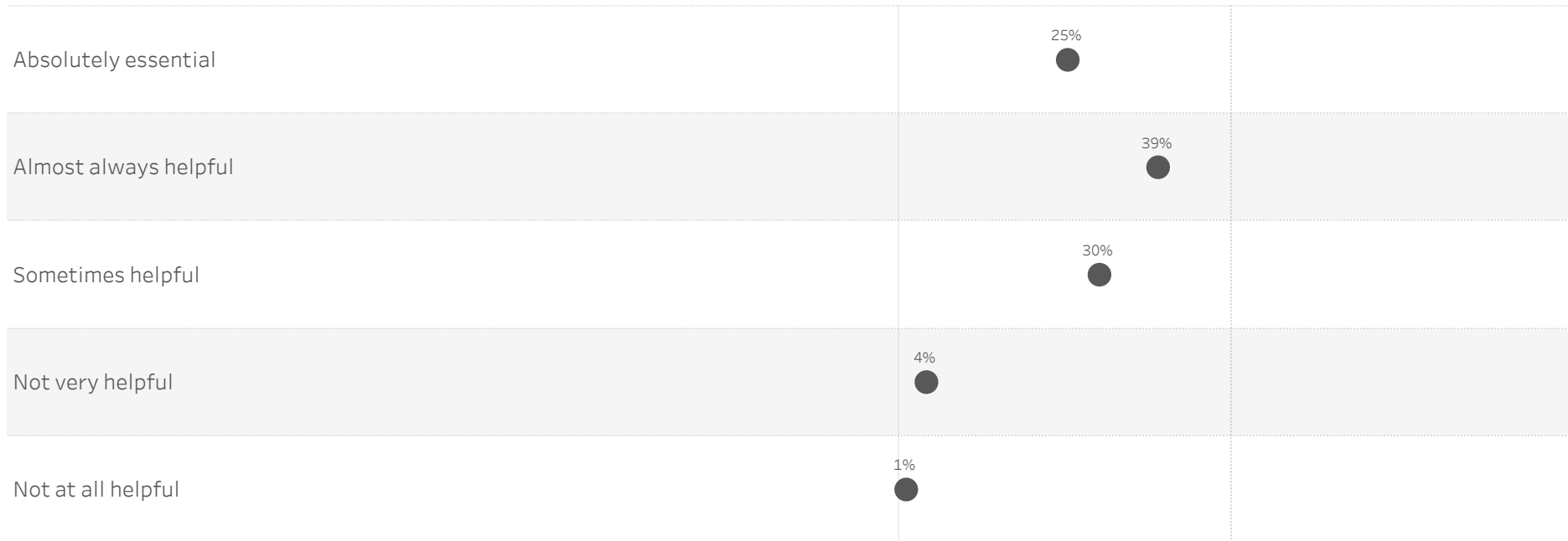


39% say association membership is almost always helpful for someone in their profession, and 25% say it's absolutely essential.

View Selector
All

■ All

Helpfulness of Membership (n=4,446)



Generally speaking, how would you categorize association membership as a career resource for someone in your profession?

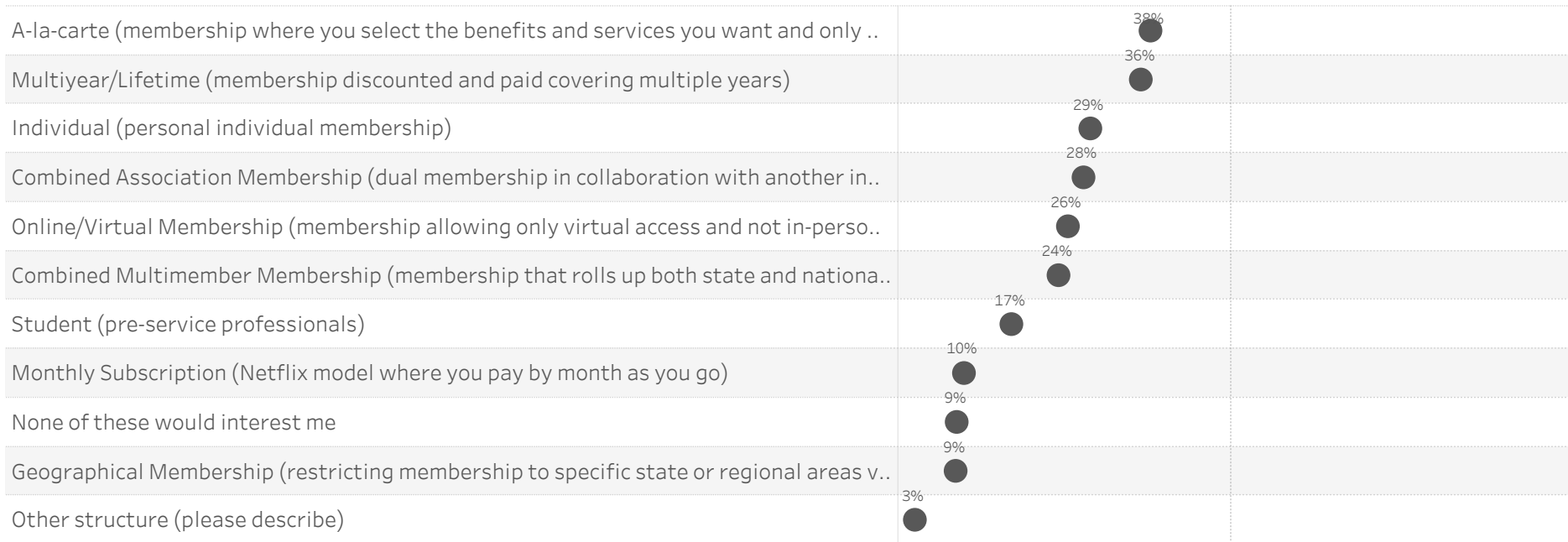


The greatest interest is in a-la-carte or multiyear/lifetime memberships.

View Selector
All

■ All

Interest in Membership Models (n=4,393)



Would any of these membership models interest you? Choose up to 3.

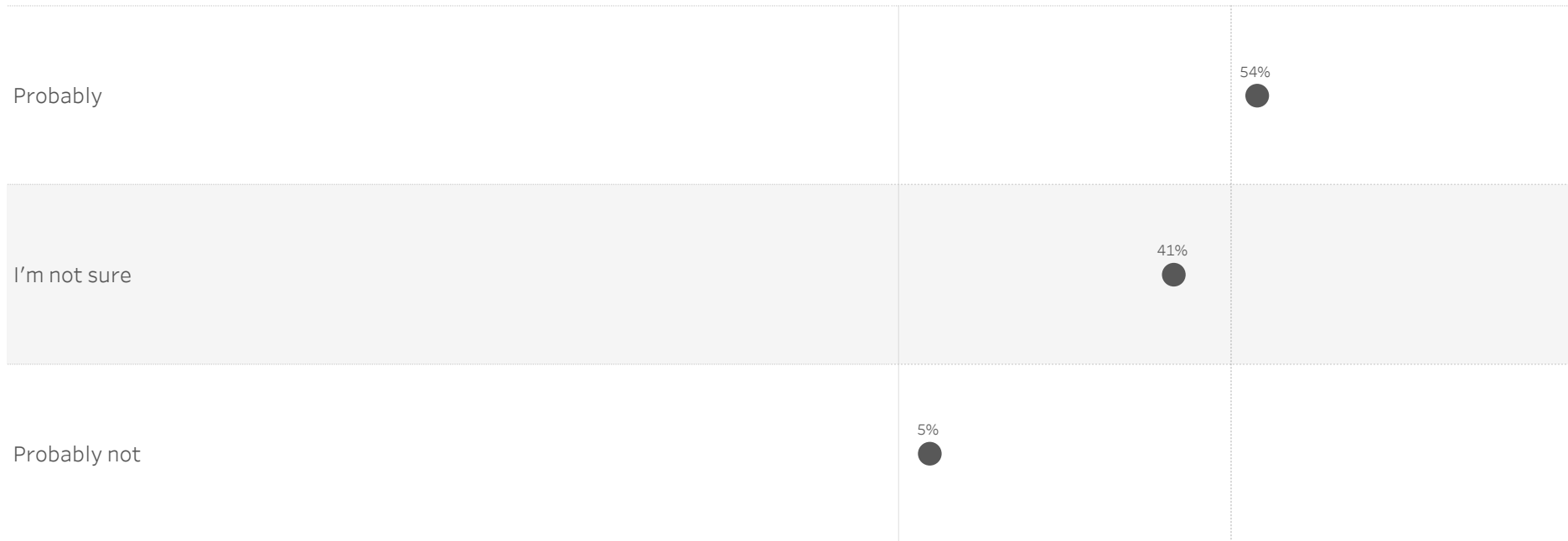


54% say that membership organizations would probably benefit from having different membership models.

View Selector
All

■ All

Benefit From Different Membership Models (n=4,393)



Do you think membership organizations could benefit from different membership models?

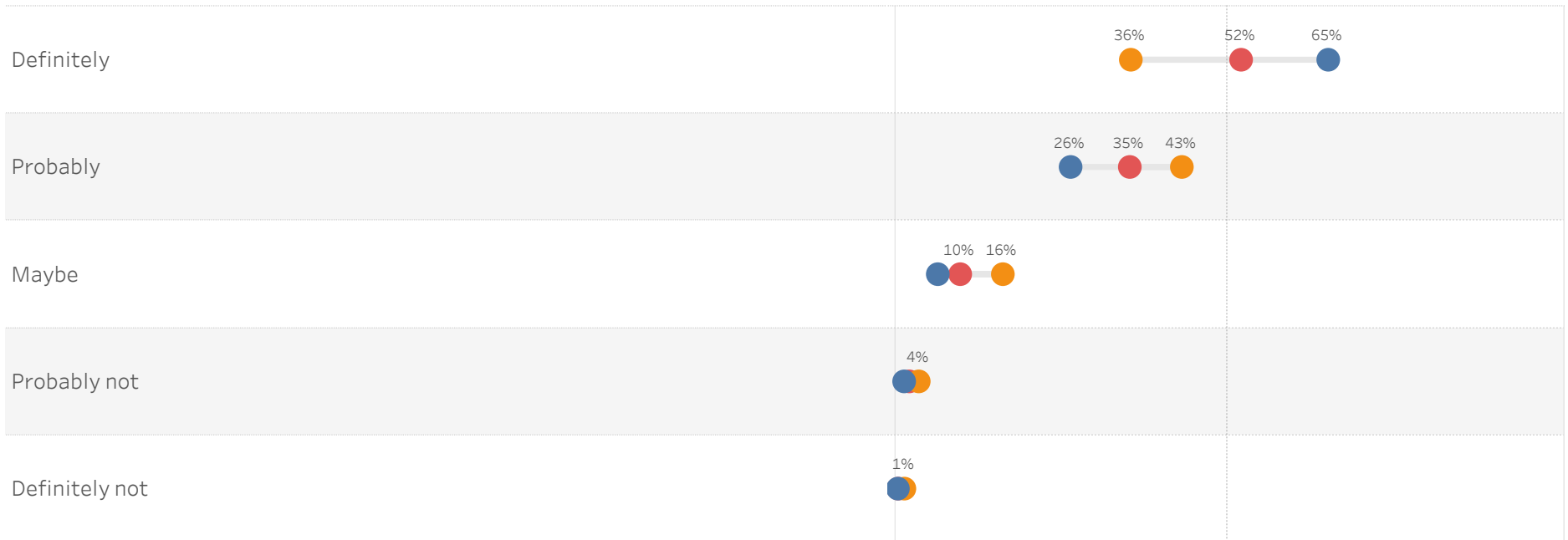


52% of members say they definitely plan to renew their membership. 34% say they probably will. Frustrated are the least likely.

View Selector
Segment

- 1: Supported
- 2: Frustrated
- 3: Diversity-Seeking

Plan To Retain Membership (n=3,339)



Do you plan to retain your association membership when it's time to renew?

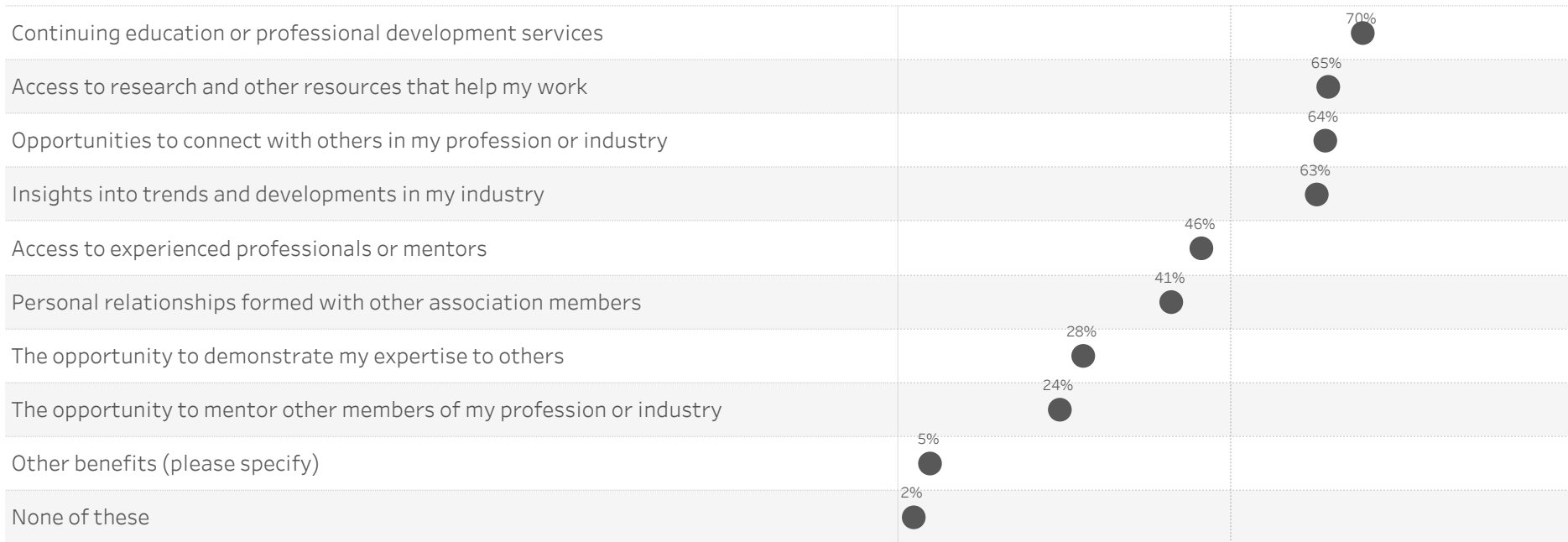


Continuing education, access to research, member connections and insights into trends are the main reasons to renew.

View Selector
All

■ All

Which Benefits Encourage Renewal (n=3,358)



Which of the following benefits are most likely to keep you renewing your association membership? Choose all that apply.

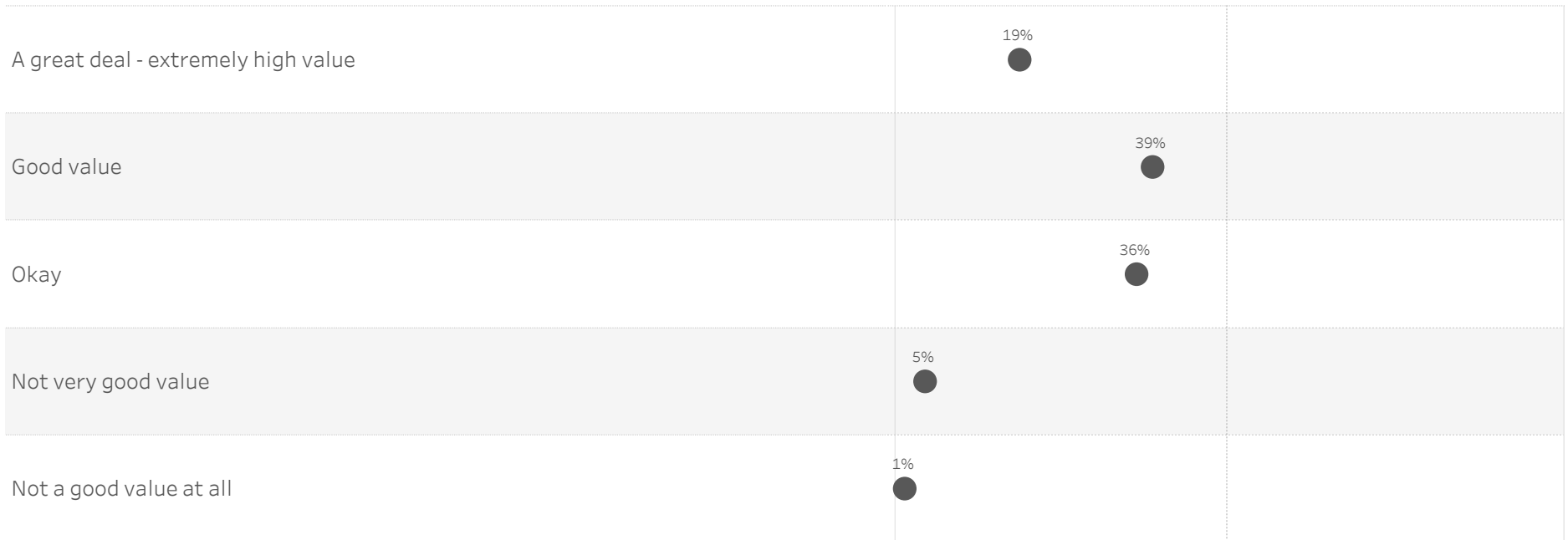


39% say membership is a good value, and another 19% say it's a great deal. Frustrated and Diversity-Seeking want more value.

View Selector
All

■ All

Value of Membership Dues (n=3,354)



How would you rate the value of your association membership dues?

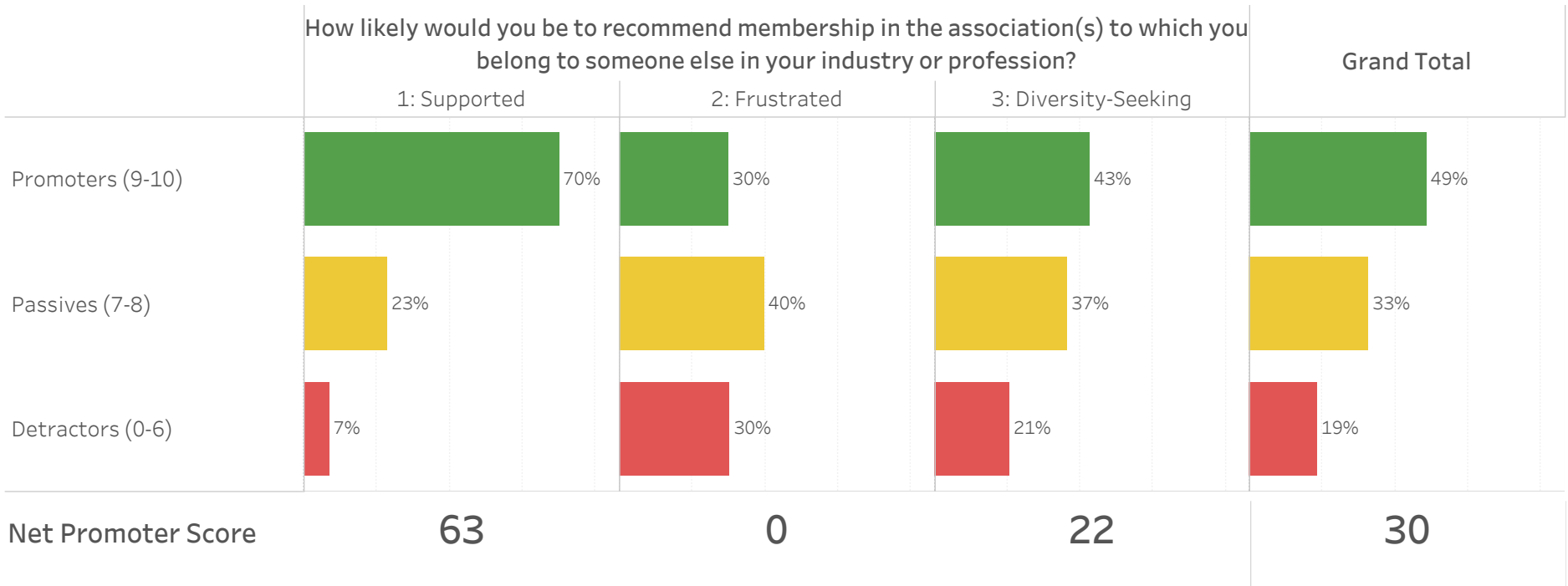


Supported respondents reflect a significantly higher Net Promoter Score for association membership.

US or Non-US
All

View Selector
Segment

NPS Membership

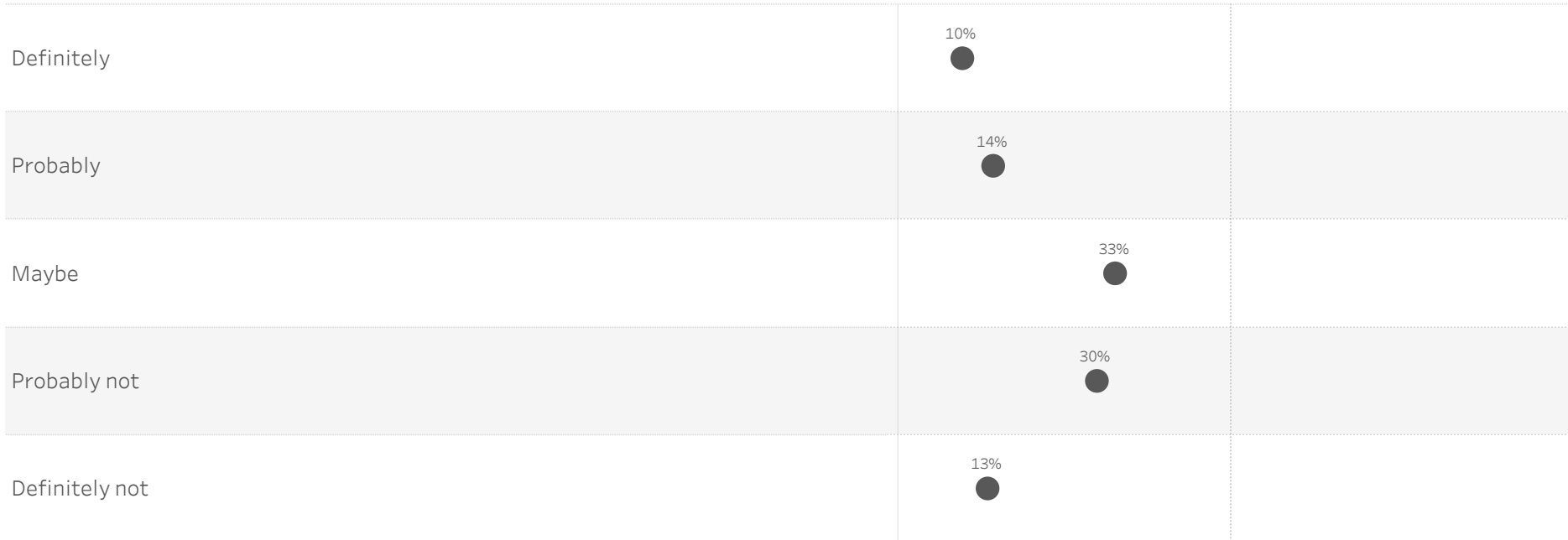


24% of non-members say they are definitely or probably considering establishing membership in the next year. 33% are on the fence.

View Selector
All

■ All

Plan To Establish Membership (n=475)



Are you considering establishing an association membership in the next year?



Value of Membership Dues	NPS: Membership	Plan To Establish Membership	DIVERSITY, EQUITY & INCLUSION	Familiarity with DEI terms	Are "Diversity" and "Inclusion" Equivalent	Organization Diversity Importance
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Diversity, Equity & Inclusion



Nearly all respondents say they understand the meaning of the terms diversity, equity and inclusion very well.

US or Non-US All | View Selector All | All

Familiarity with DEI terms (n=5,191 to 5,193)



How familiar are you with the meaning of the following terms?

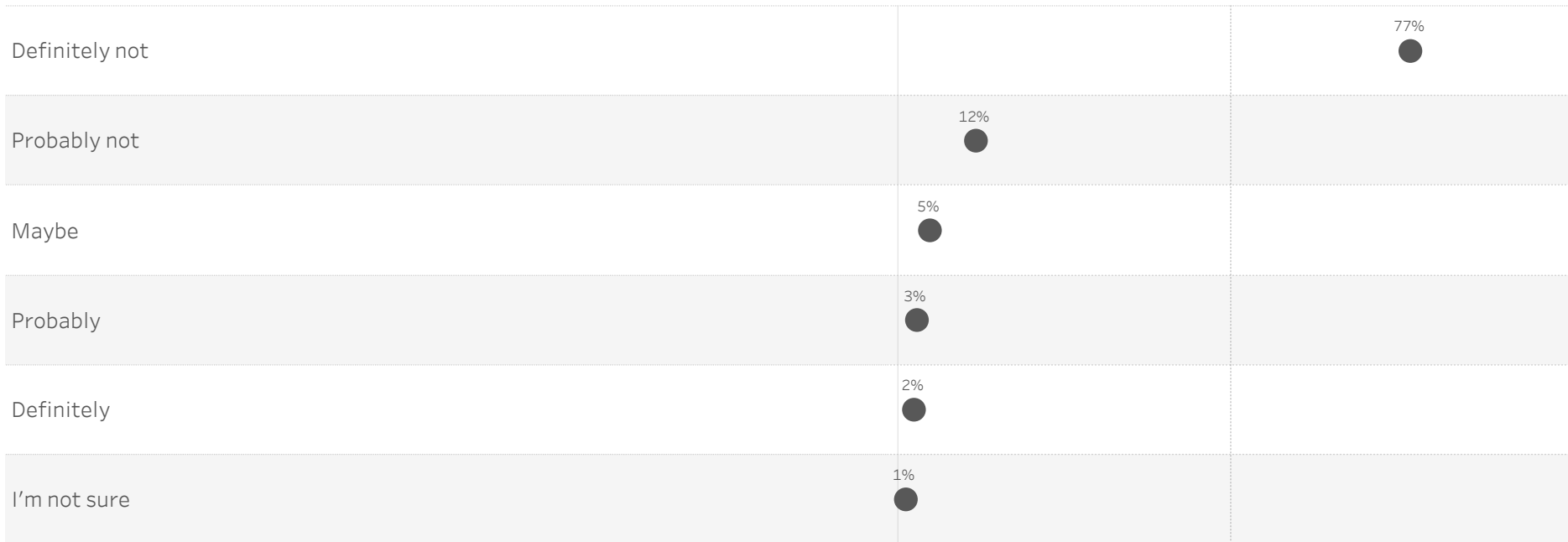


77% recognize that diversity and inclusion definitely do not mean the same thing.

View Selector
All

■ All

Are "Diversity" and "Inclusion" Equivalent (n=5,176)



Do the terms "diversity" and "inclusion" mean the same thing?

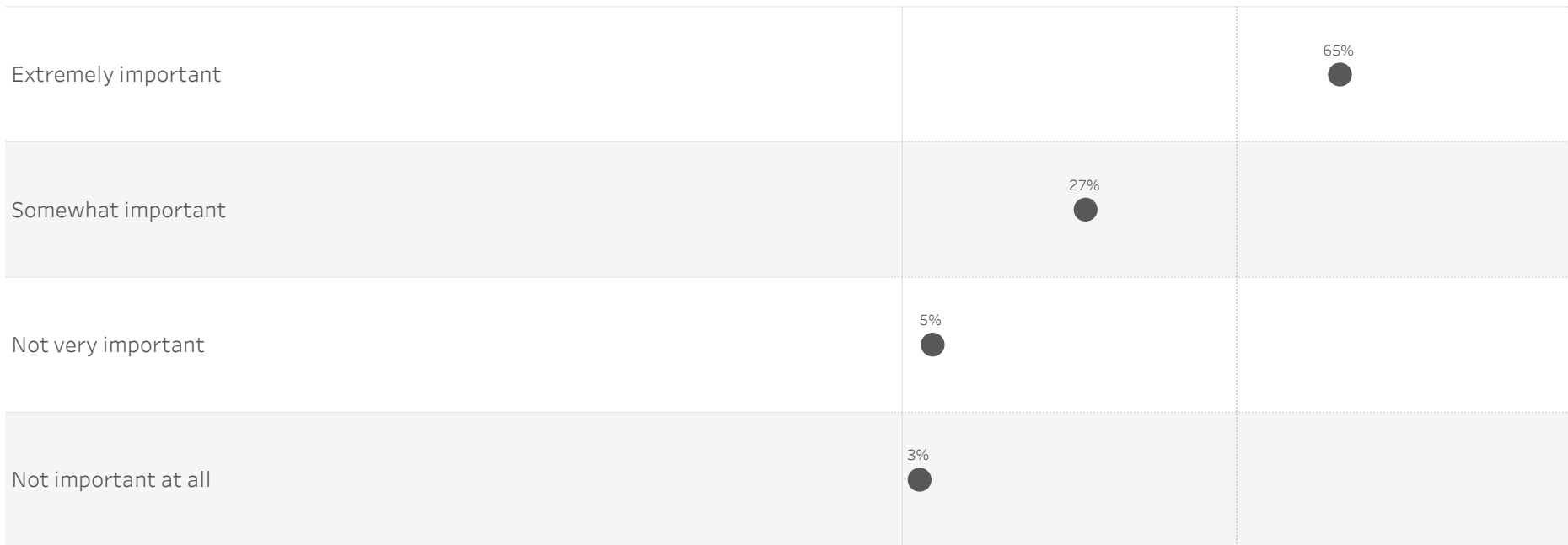


65% say it is extremely important that their organization has a diverse workforce. 78% of Diversity-Seeking say so.

View Selector
All

■ All

Organization Diversity Importance (n=4,589)



Is it important to you that your organization has a diverse workforce?

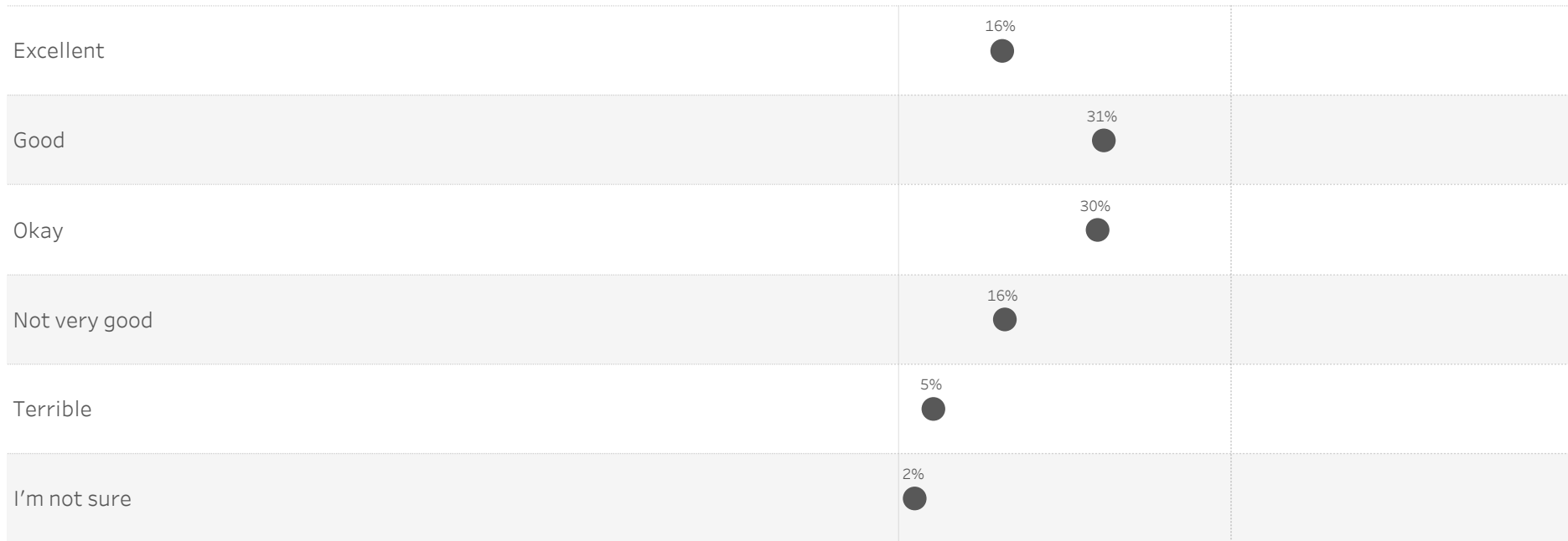


Only 16% give their organization a rating of "excellent" with respect to having a diverse workforce. Supported are more likely.

View Selector
All

■ All

Organization Diversity Rating (n=4,588)



How would you rate your organization in terms of achieving a diverse workforce?



62% say it's extremely important that their associations have a diverse member community. 75% of Diversity-Seeking respondents do.

View Selector
All

■ All

Associations Diversity Importance (n=4,574)



Is it important to you that the associations you belong to have a diverse member community?



Only 16% say their associations are doing an excellent job of helping their industry achieve a diverse workforce.

View Selector
All

■ All

Associations Diversity Rating (n=4,574)



How would you rate your membership associations in terms of helping your industry achieve a diverse workforce?



86% say it's extremely important to them that their organization treats all employees equitably.

View Selector
All

■ All

Organization Equity Importance (n=4,543)



Is it important to you that your organization treats all employees equitably?

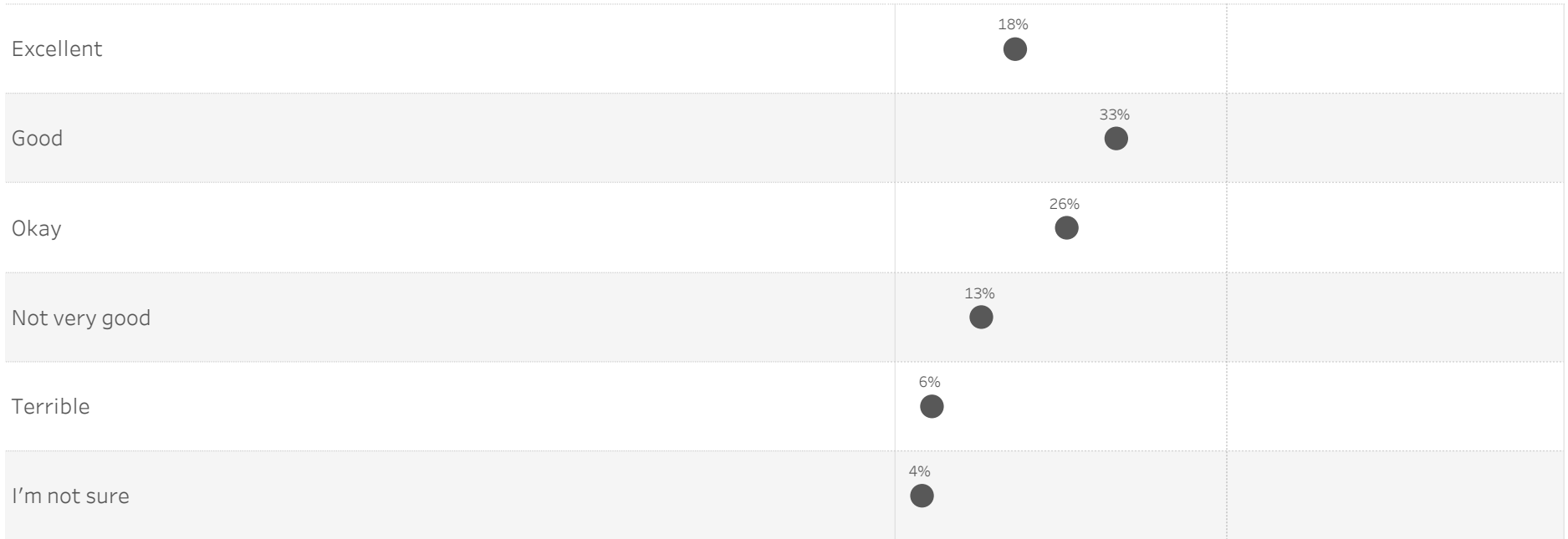


Only 18% say their organizations are excellent with respect to treating all employees equitably. Supported respondents are far more likely.

View Selector
All

■ All

Organization Equity Rating (n=4,543)



How would you rate your organization in terms of providing equity for all employees?



84% say it's extremely important that their associations treat all members equitably.

View Selector
All

■ All

Associations Equity Importance (n=4,527)



Is it important to you that the associations you belong to treat all their members equitably?

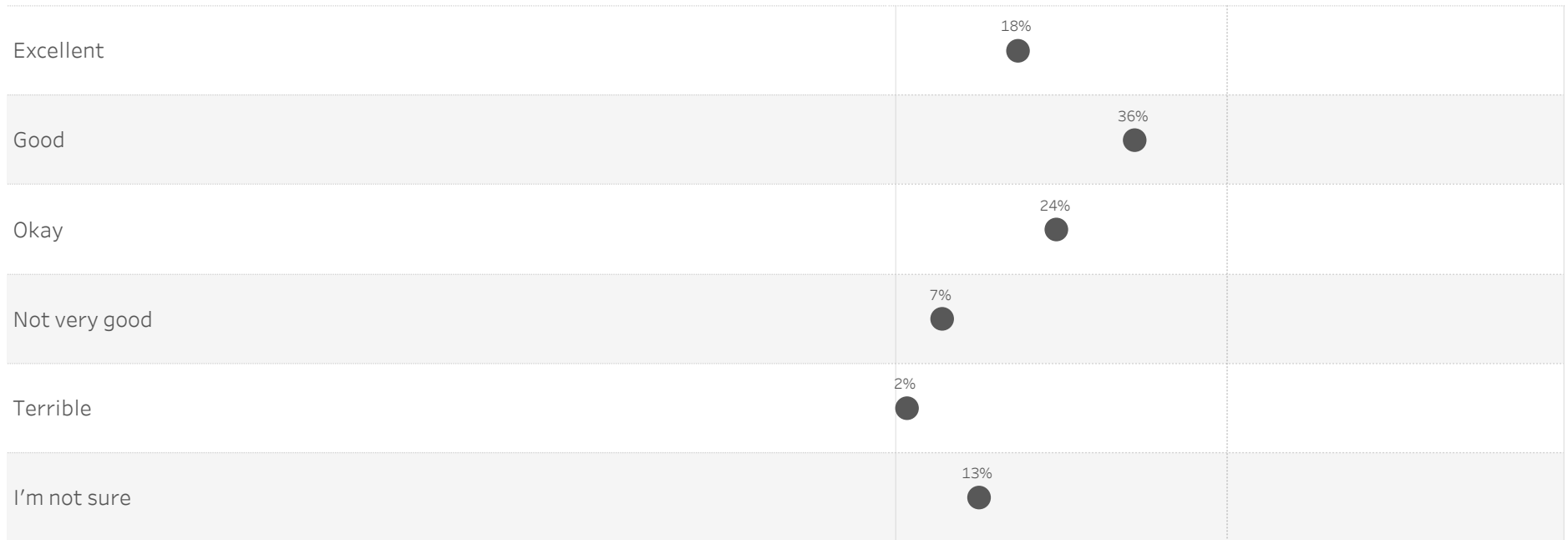


18% say their associations are excellent with respect to helping their industry achieve equity for all employees.

View Selector
All

■ All

Associations Equity Rating (n=4,527)



How would you rate your membership associations in terms of helping your industry achieve equity for all employees?



84% say it's extremely important that their organization is an inclusive workplace for all employees.

View Selector
All

■ All

Organization Inclusion Importance (n=4,497)



Is it important to you that your organization is an inclusive workplace for all employees?

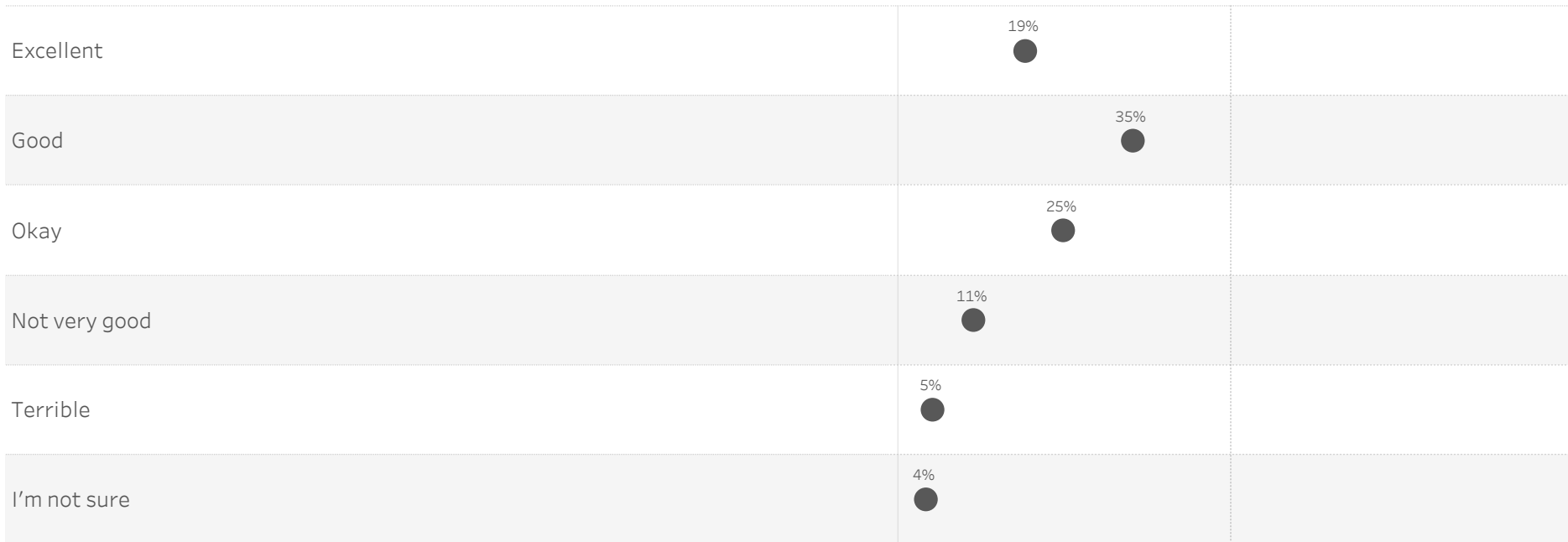


19% give their organization a rating of excellent with respect to providing equity for all employees. 39% of Supported respondents do.

View Selector
All

■ All

Organization Inclusion Rating (n=4,496)



How would you rate your organization in terms of providing an inclusive environment for all employees?

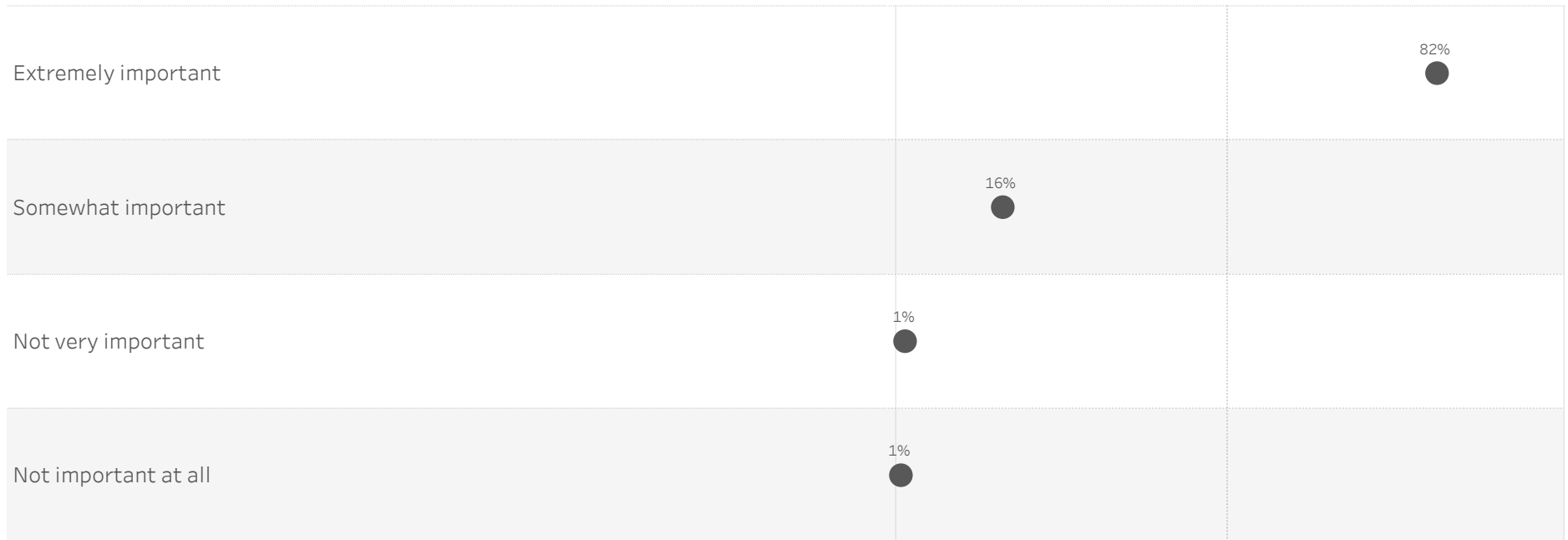


82% say its extremely important that their associations create an environment of inclusion for all members.

View Selector
All

■ All

Associations Inclusion Importance (n=4,483)



Is it important to you that the associations you belong to create an environment of inclusion for all members?



19% give their associations an excellent rating with respect to helping their industry achieve an inclusive environment for all employees.

View Selector
All

■ All

Associations Inclusion Rating (n=4,482)



How would you rate your membership associations in terms of helping your industry achieve an inclusive environment for all employees?



Organization Inclusion Rating	Associations Inclusion Importance	Associations Inclusion Rating	Organization DEI Policy Y/N	Organization Current DEI Initiatives Y/N	Organization Planned DEI Initiatives Y/N	Importance of Association Website ..
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52% say their organization has a DEI policy. 39% aren't sure.

View Selector
All

■ All

Organization DEI Policy Y/N (n=3,858)



Does your organization currently have a diversity, equity and inclusion (DEI) policy?



44% say their organization has DEI initiatives underway. 47% aren't sure.

View Selector
All

■ All

Organization Current DEI Initiatives Y/N (n=3,859)

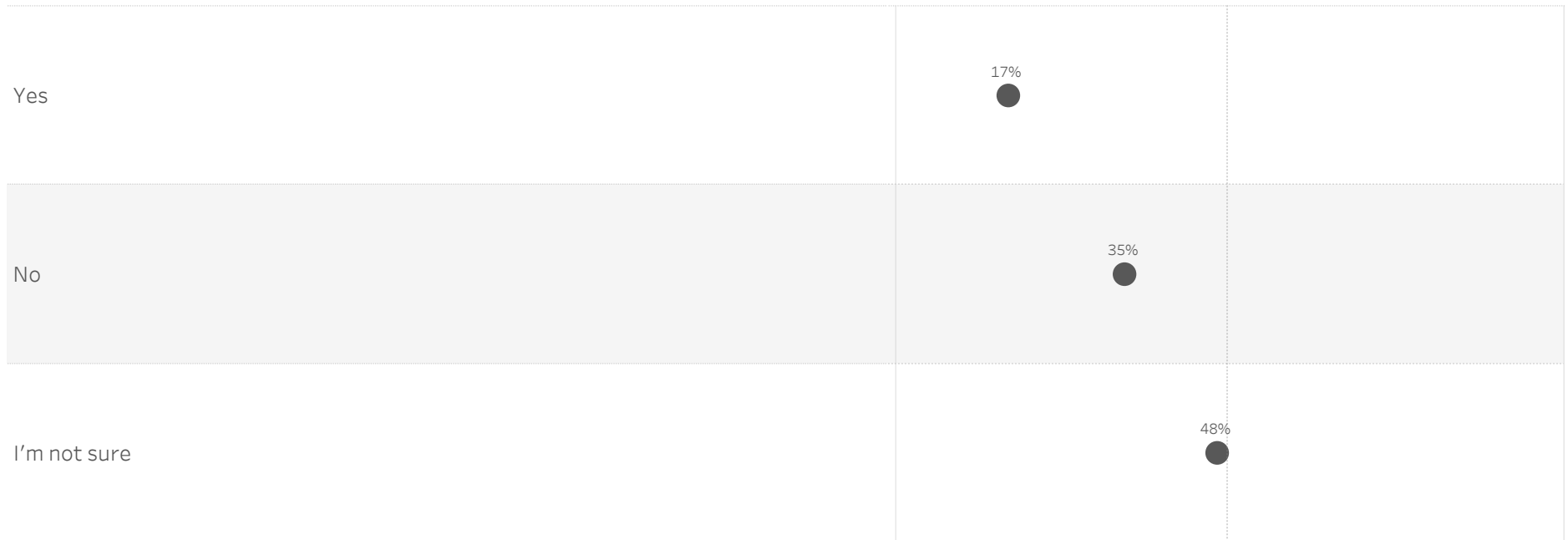


Does your organization have any DEI initiatives currently underway?



Among those whose organizations don't have DEI initiatives underway, 48% say they're not sure if the organization has plans to.

Organization Planned DEI Initiatives Y/N (n=365)



Is your organization planning to pursue any DEI initiatives in the future?



55% of respondents say it's extremely important that their association's website is ADA-compliant.

View Selector
All

■ All

Importance of Association Website ADA-Compliance (n=3,387)



Is it important to you that your member association's website is ADA-compliant?

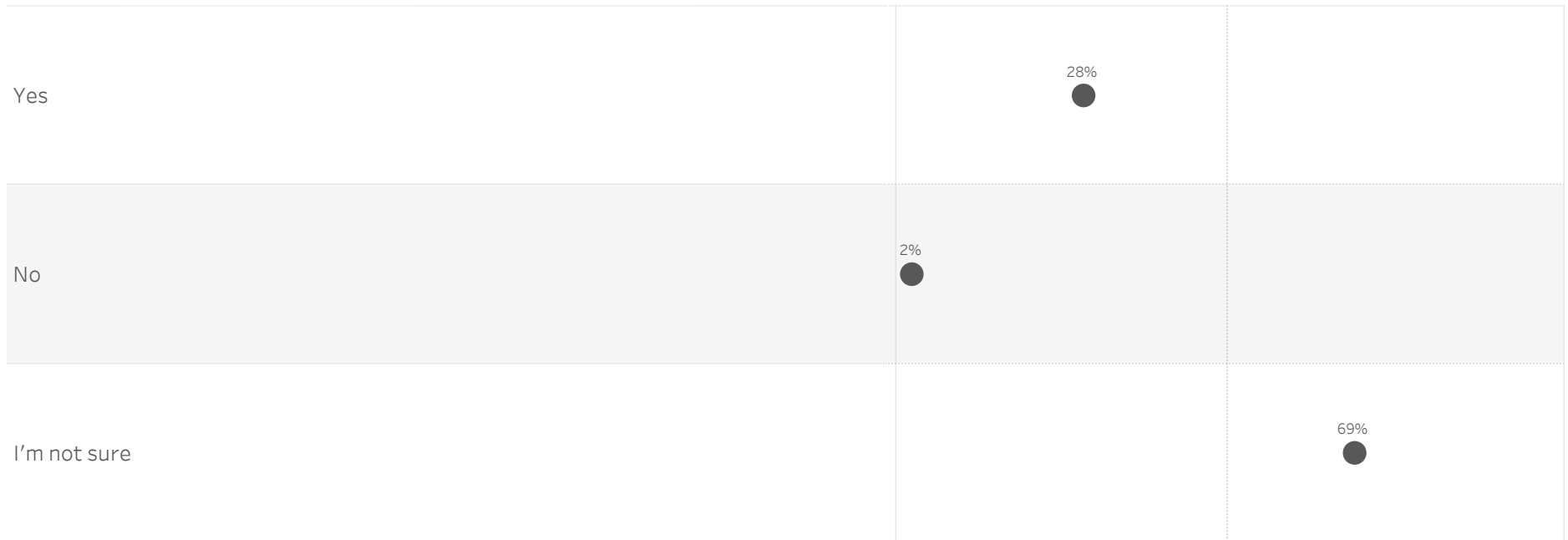


69% aren't sure if their association website is ADA-compliant.

View Selector
All

■ All

Association Website ADA-Compliance (n=3,387)



Is the website of the association to which you belong ADA-compliant?



Organization Planned DEI Initia..	Importance of Association Website ADA-Compliance	Association Website ADA-Compliance	ENGAGEMENT	Social Media For Industry Connect	Active Participation On Social	Reasons for Networking with Ind..
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Engagement



38% of respondents use social media sometimes to connect with others in their industry. 30% use it often.

View Selector
All

■ All

Social Media For Industry Connect (n=4,389)



Do you use social media to connect with others in your industry?

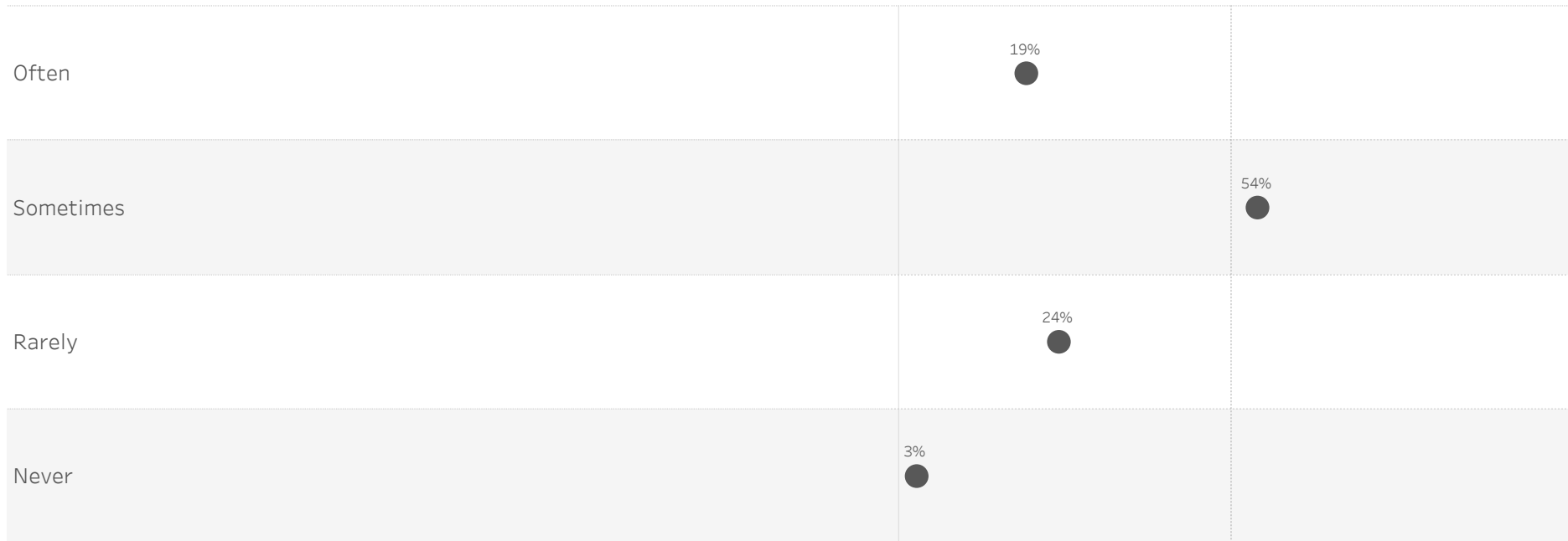


73% actively participate in discussions with other industry professionals on social media at least sometimes.

View Selector
All

■ All

Active Participation On Social (n=2,983)



When you connect with other industry professionals on social media, do you actively participate in discussions or reach out to others for discussions?

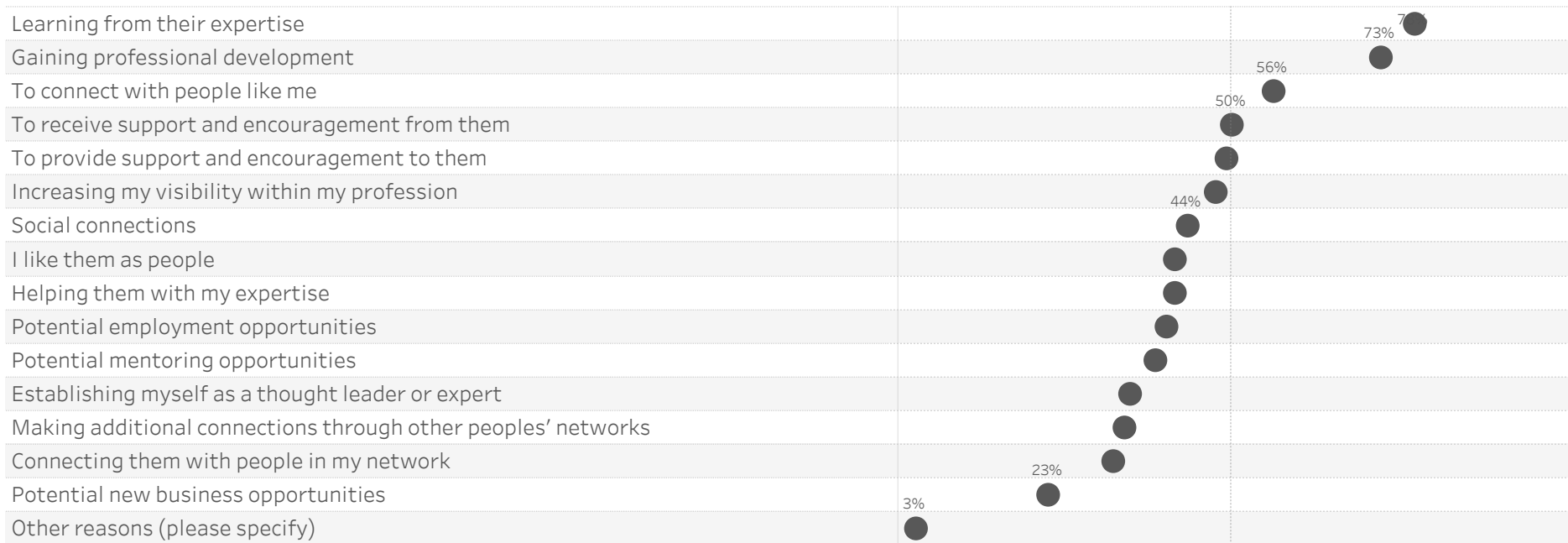


Most respondents say they network with industry colleagues to learn from them and to gain professional development.

View Selector
All

■ All

Reasons for Networking with Industry Colleagues (n=5,338)



What are your main reasons for connecting with others in your industry for networking activities? Choose all that apply.

