Preparing for the Digital Member

We surveyed more than 1,000 association members and 400 association staff representatives to examine the gaps that exist between member expectations and association technology.

Member Technology Adoption

<table>
<thead>
<tr>
<th>Category</th>
<th>Laggard</th>
<th>Average</th>
<th>Ahead of the Curve</th>
<th>Early Adopters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio</td>
<td>7%</td>
<td>26%</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Members say tech plays a role in their life today</td>
<td>96%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Biggest Gaps in Member Digital Experiences

- Training opportunities
- Customer service
- Certifications or credentials
- Personalized info and relevant experience
- Purchase products or services
- Learn about/apply for jobs
- Advocate with policy makers

83% of millennials have a paid online subscription.

46% have used an app or website to meet new people.

83% use a smartphone every day.

Early Adopters

- #1 way early adopter members want to engage
- More interested in engaging through:
  - Smart TV
  - Smart speaker
  - Wearables
  - Virtual reality

83% of millennials consider themselves ahead of the curve.

Membership Organizations

- 58% do NOT feel technologically prepared to meet member expectations.
- 60% do NOT feel prepared for the future.
- Only 27% plan to invest more in new/better technology.

Biggest Concerns Implementing New Technology

- Cost of new technology: 74%
- Ability to really impact the member experience: 60%
- Return on investment (ROI) from new technology: 56%
- Ability to integrate legacy and/or multiple platforms/solutions: 50%
- Members being able to use new technology: 51%

Learn more at communitybrands.com/digitalmemberstudy