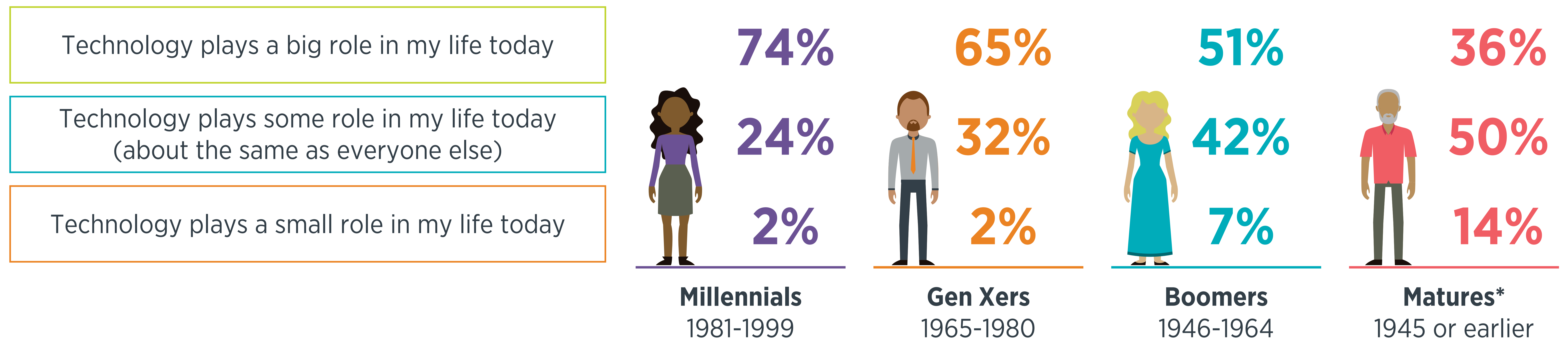
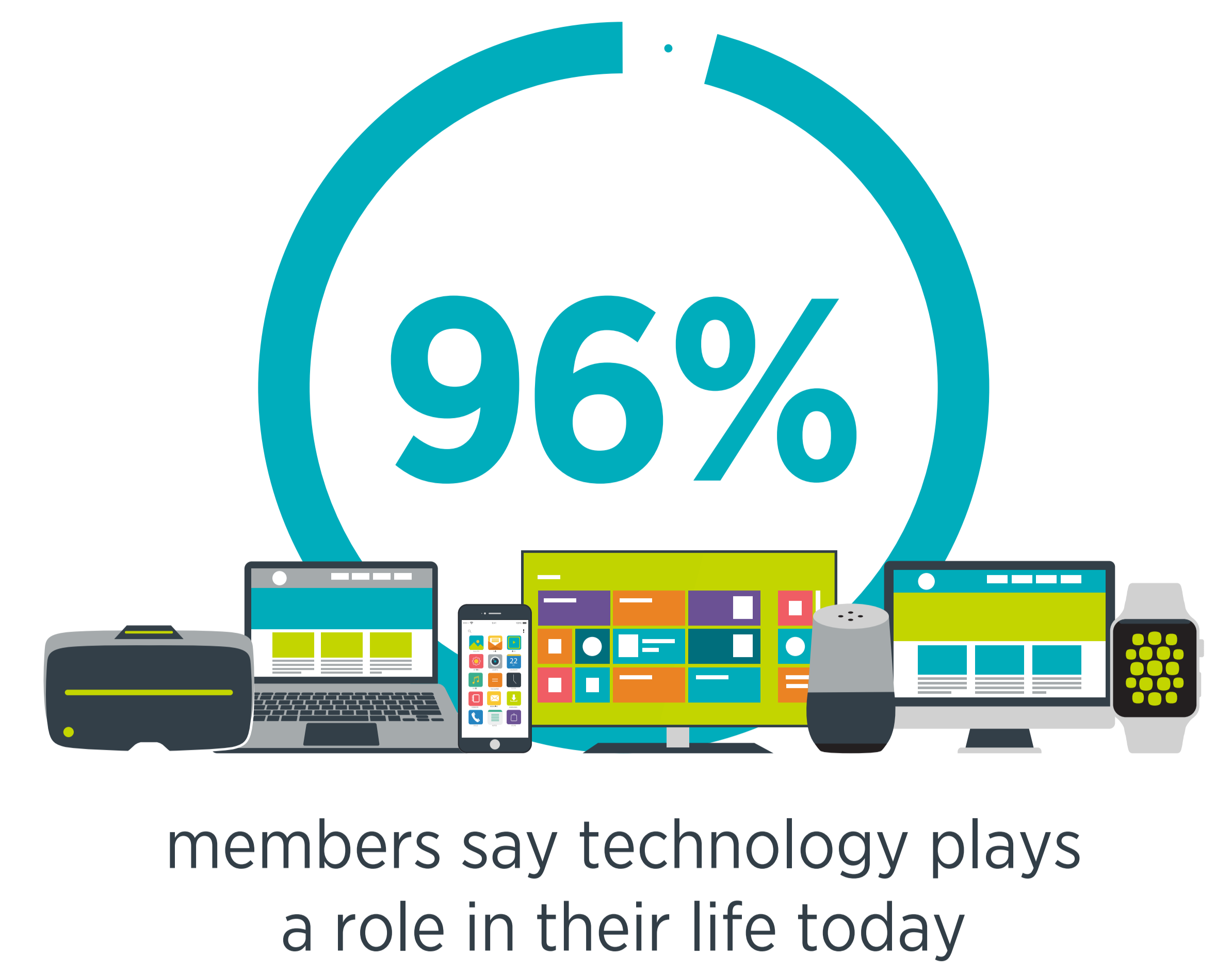
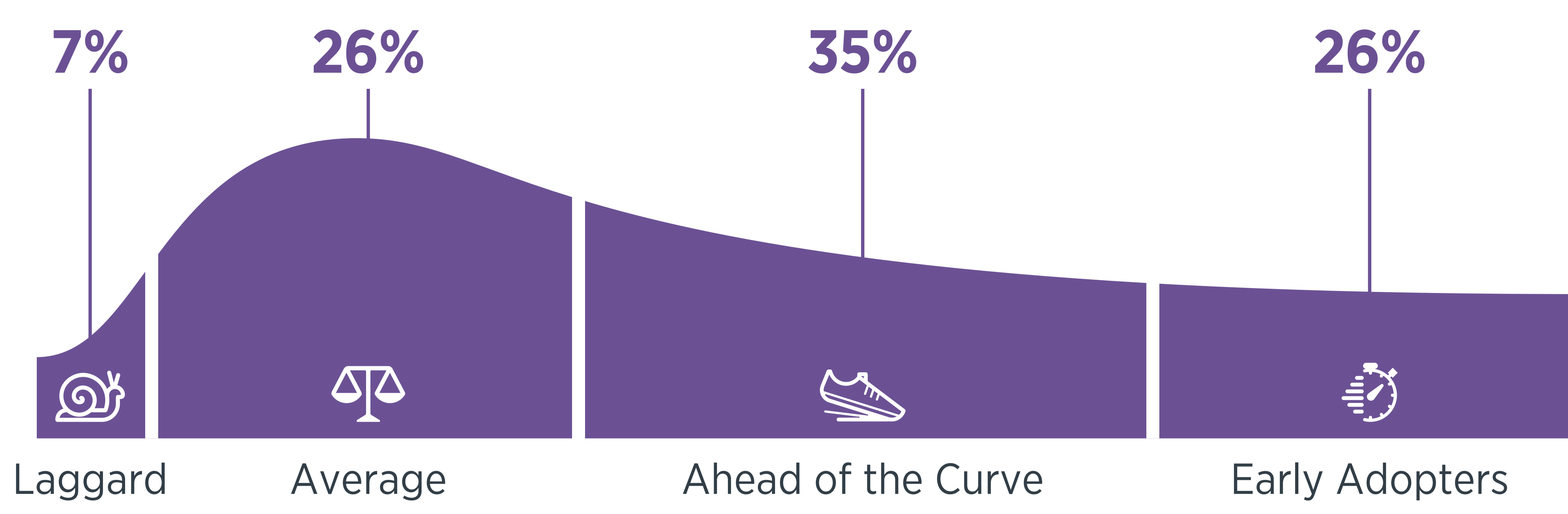


# Preparing for the Digital Member

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.

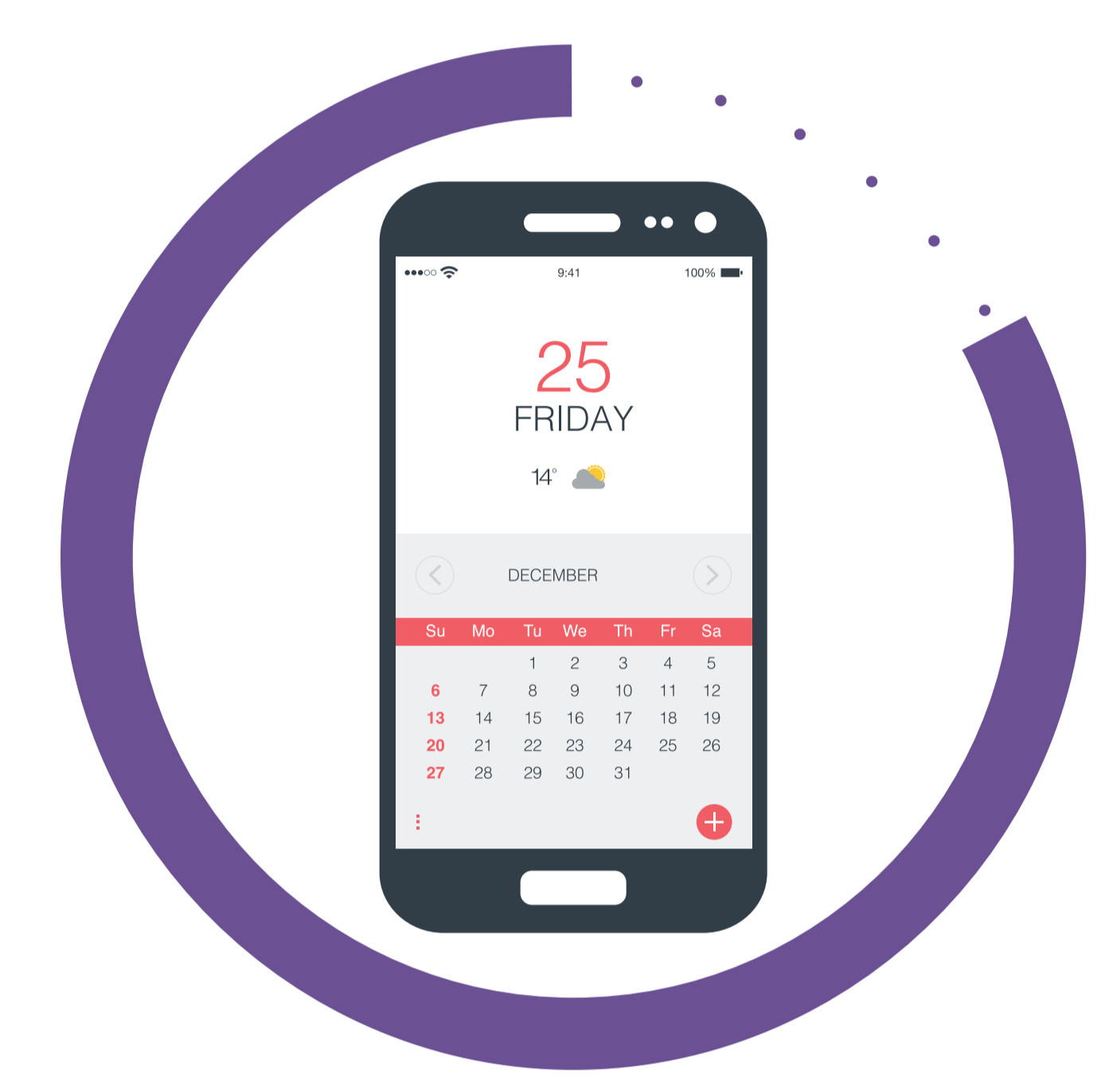
## Member Technology Adoption



83% Have a paid online subscription



46% Have used an app or website to meet new people



83% Use a smartphone every day

## Early Adopters



way early adopter members want to engage

More interested in engaging through



Smart TV



Smart speaker



Wearables

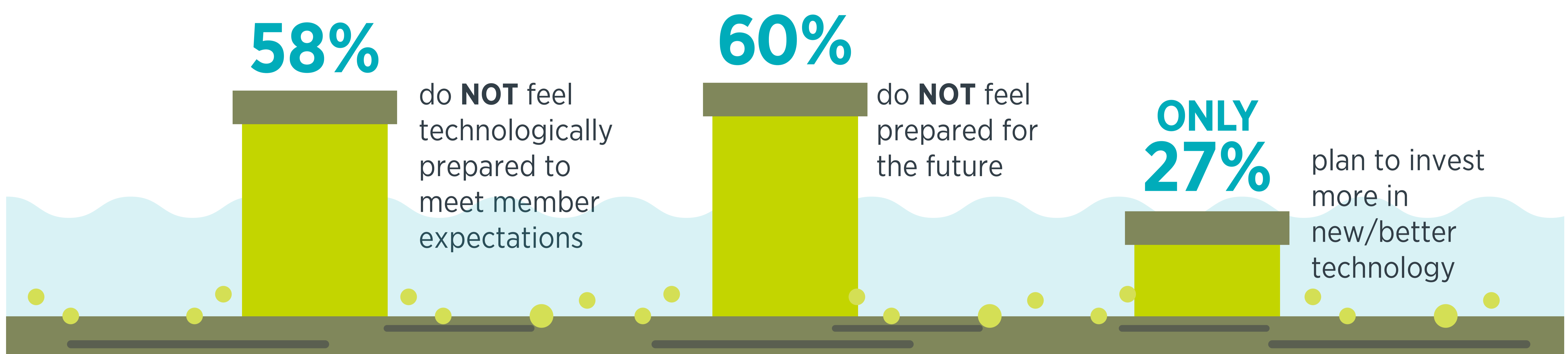


Virtual reality



Millennials consider themselves ahead of the curve

## Membership Organizations



## Biggest Gaps in Member Digital Experiences



Training opportunities



Customer service



Certifications or credentials



Personalized info and relevant experience



Purchase products or services

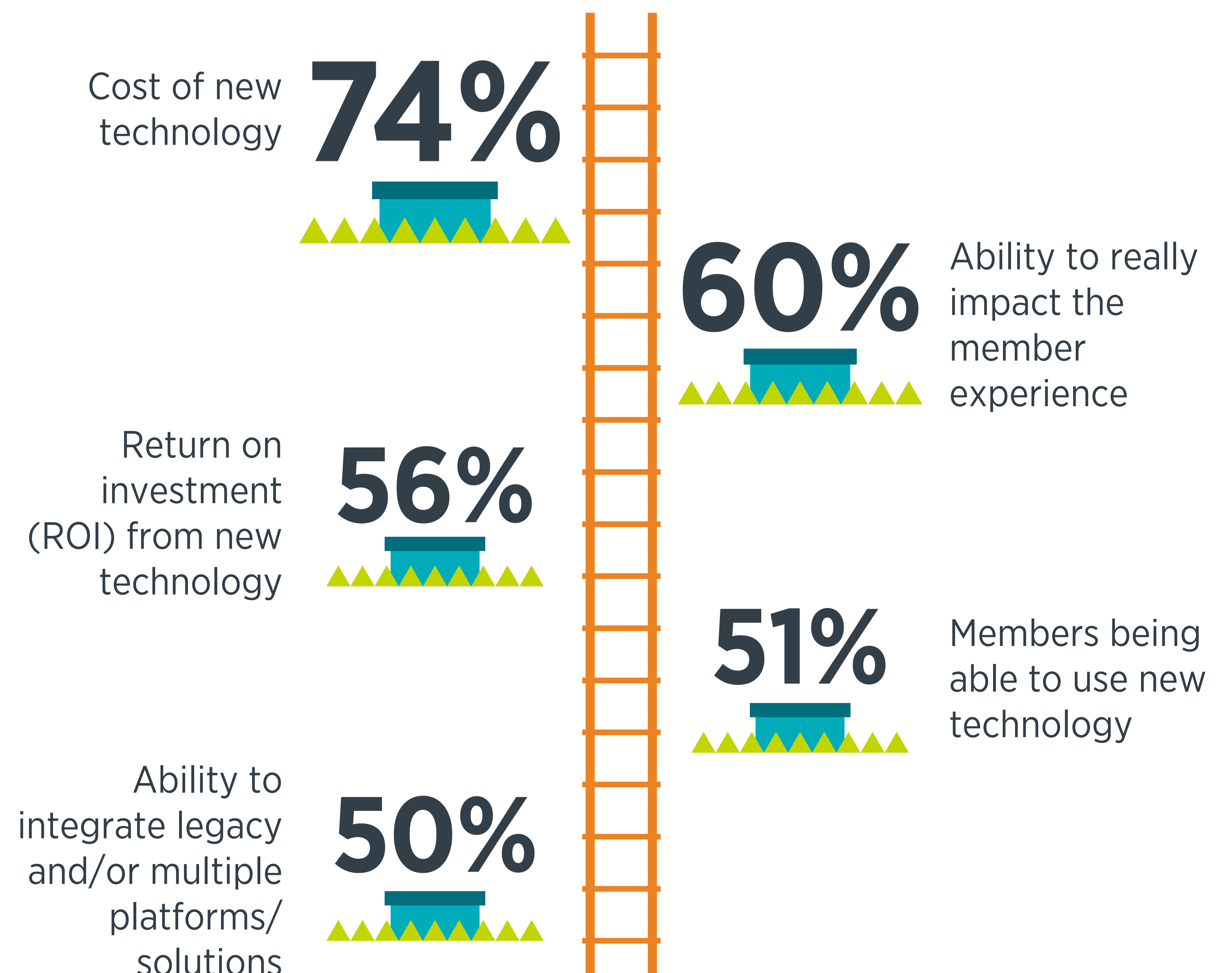


Learn about/apply for jobs



Advocate with policy makers

## Major Concerns Implementing New Technology



Learn more at [communitybrands.com/digitalmemberstudy](http://communitybrands.com/digitalmemberstudy)