# 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 (March 1)

Ahead of the Curve



Technology plays a big role in my life today

Average

Laggard

Technology plays some role in my life today (about the same as everyone else)

Technology plays a small role in my life today

74% 2%

> Millennials 1981-1999

65%

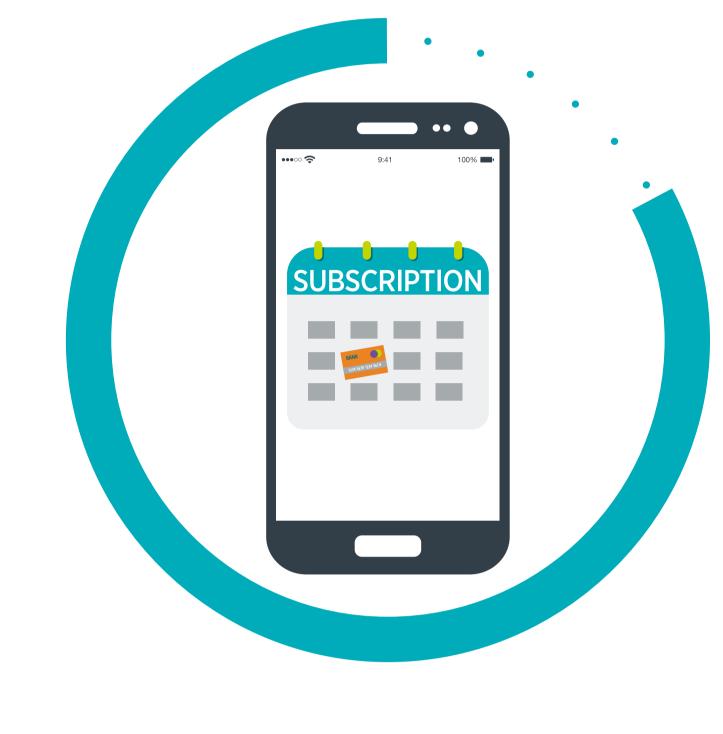
Early Adopters

**Gen Xers** 1965-1980 51%

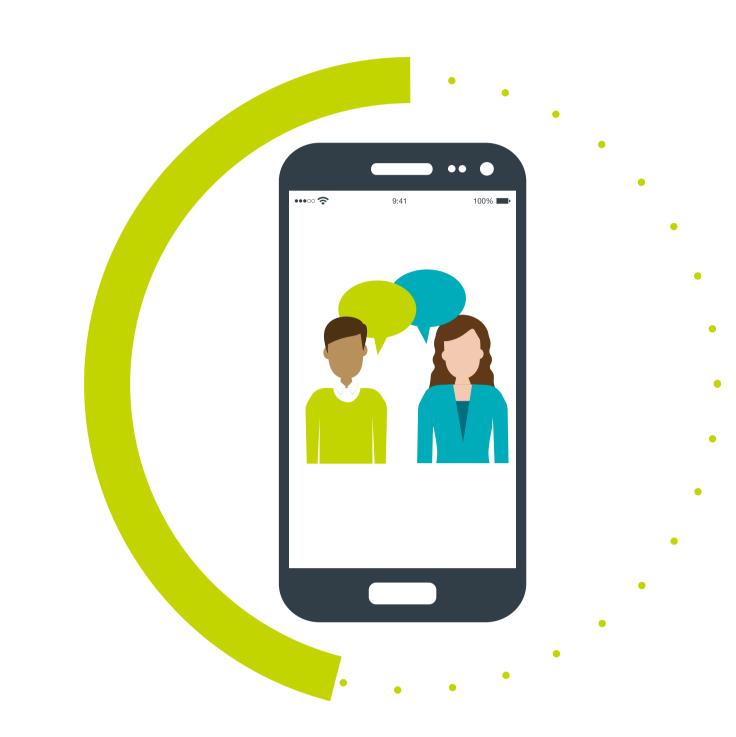
**7%** 

**Boomers** 1946-1964 36%

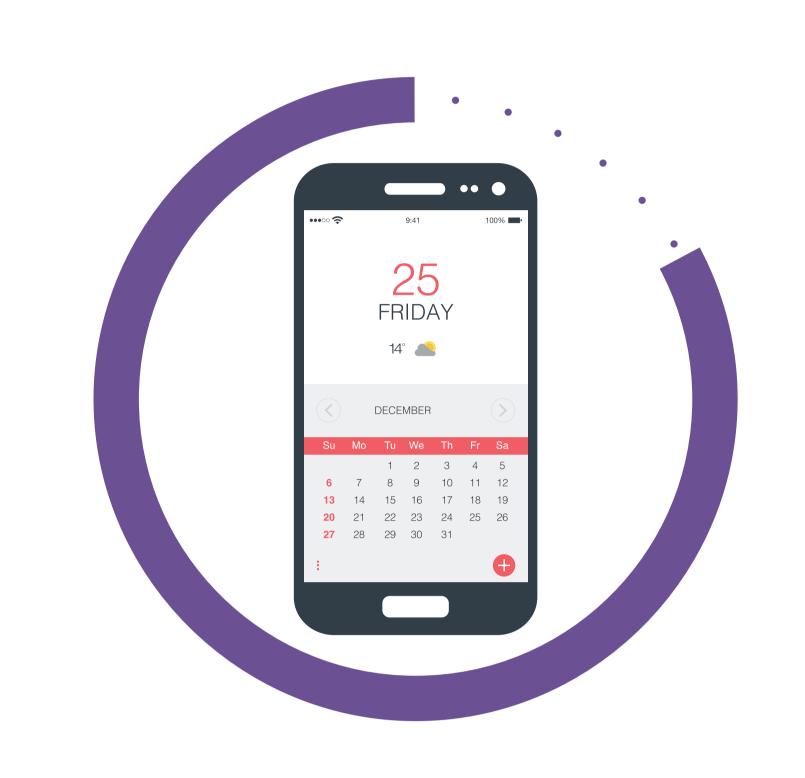
**Matures**\* 1945 or earlier



83% Have a paid online subscription



Have used an app or website to meet new people

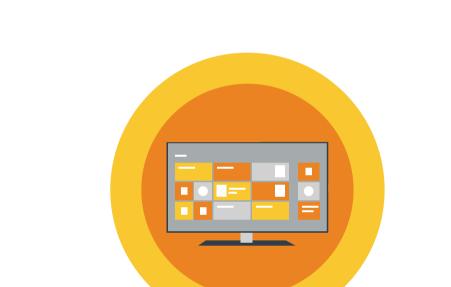


Use a smartphone every day

#### Early Adopters

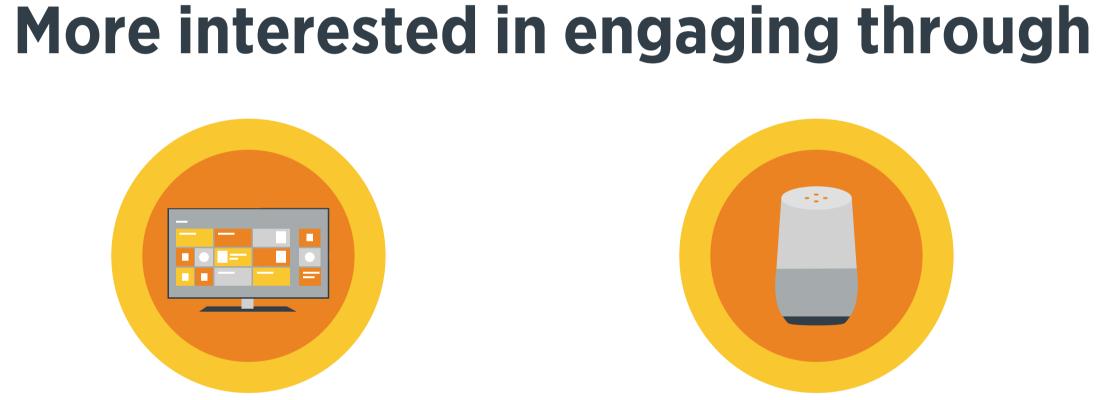


way early adopter members want to engage





Wearables



Smart speaker



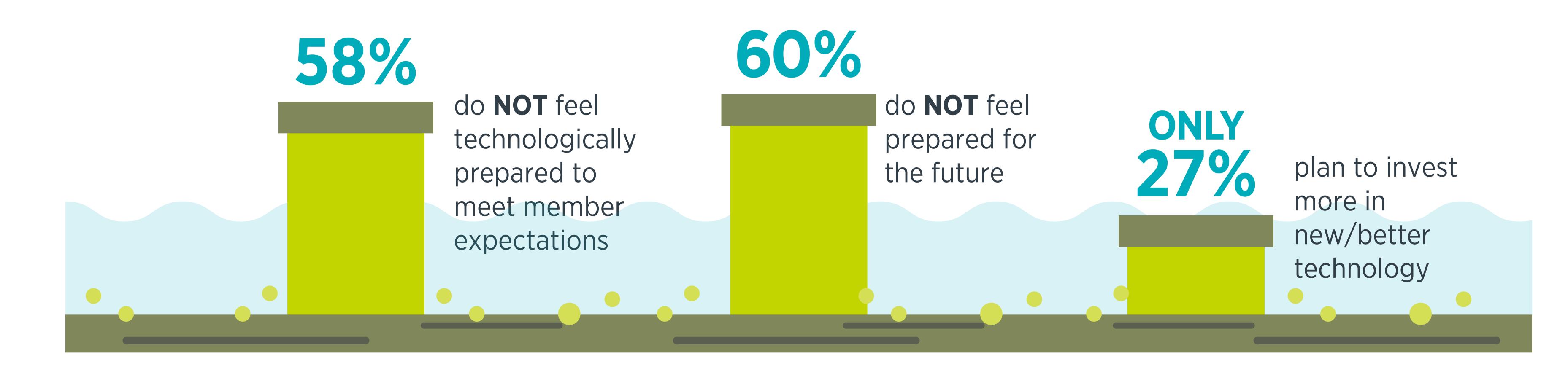
Virtual reality





Millennials consider themselves ahead of the curve

#### Membership Organizations



### Biggest Gaps in Member Digital Experiences



Training opportunities



Customer service

Personalized info



Certifications or credentials



and relevant experience



Purchase products or services

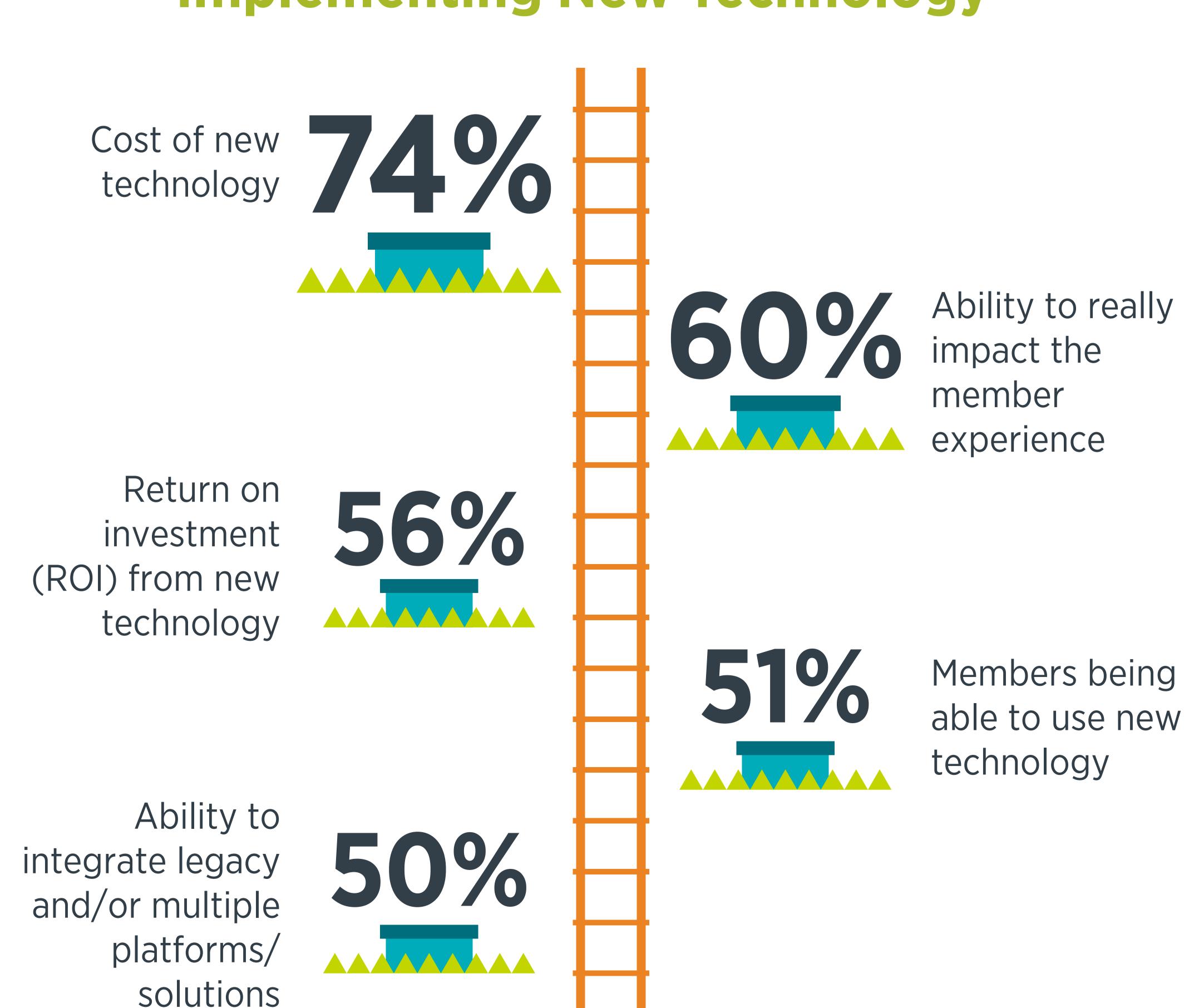


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## Major Concerns Implementing New Technology



Learn more at communitybrands.com/digitalmemberstudy









