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**Association
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OUTLOOK REPORT

RESEARCH IN ASSOCIATIONS

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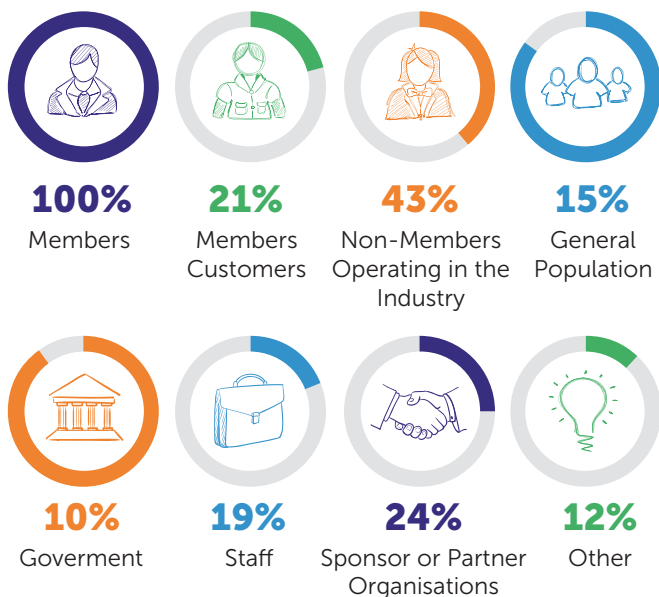
Introduction

Association's stakeholders have access to a huge amount of information and now more than ever before they need proof that the information they are absorbing is reliable and authentic.

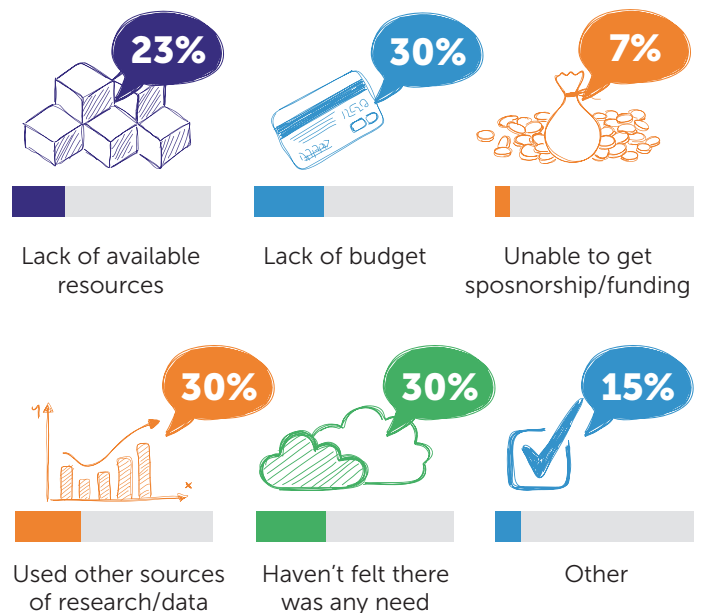
Research has never been more important for Associations, but what are they currently doing, and what are their future plans?

AAE conducted a survey to discover which associations are conducting research, who they are researching with and what they are using their findings for. We also investigated what the likelihood of them conducting research in the future and how much budget and resource they are setting aside for this.

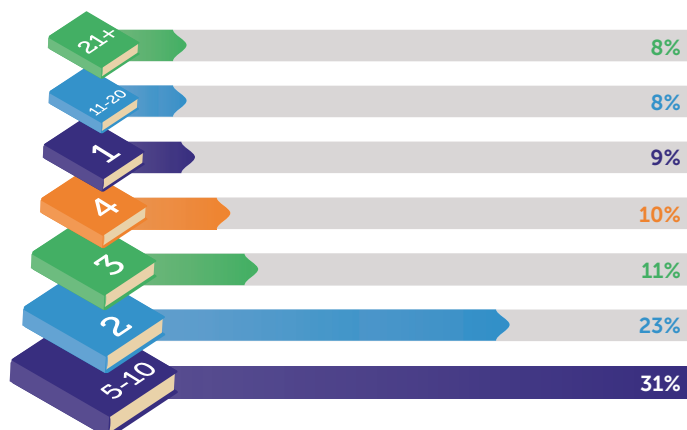
Who are Associations researching with?



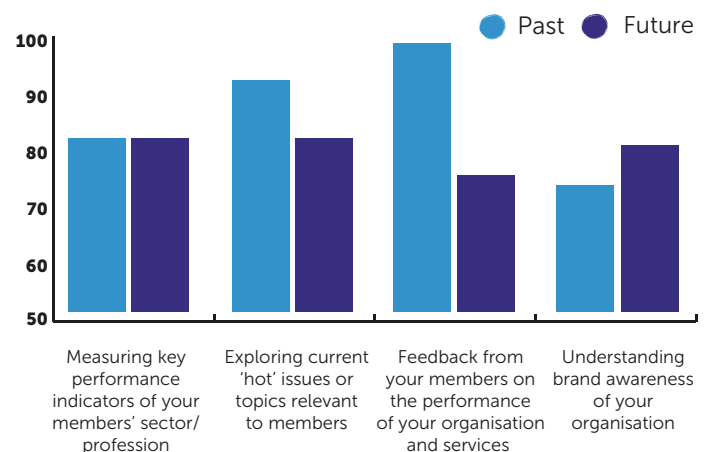
What are the biggest barriers to research in Associations?



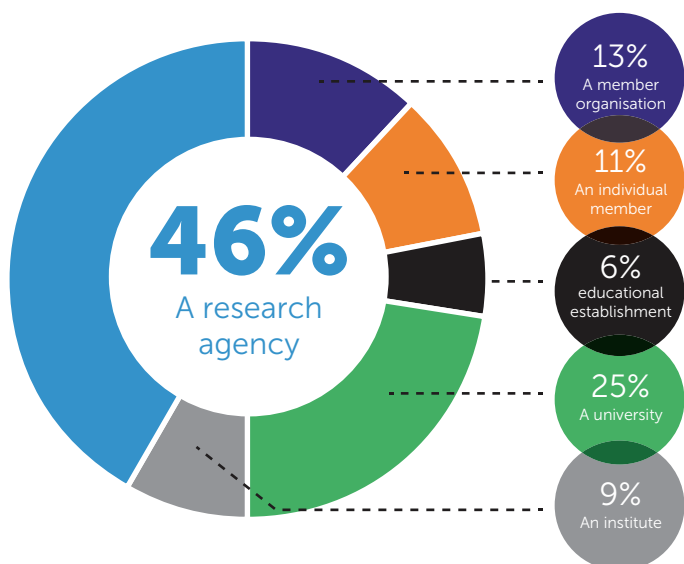
How many primary research studies have Associations undertaken in the last year?



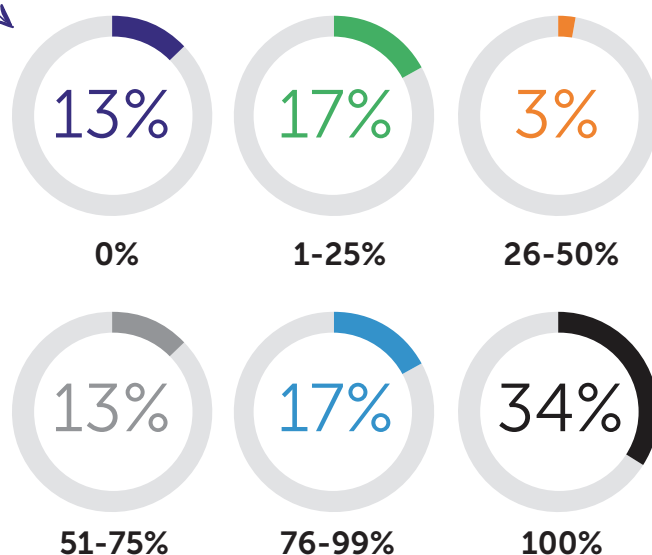
What research are associations conducting, now and in the future?



Who did associations outsource their research to?



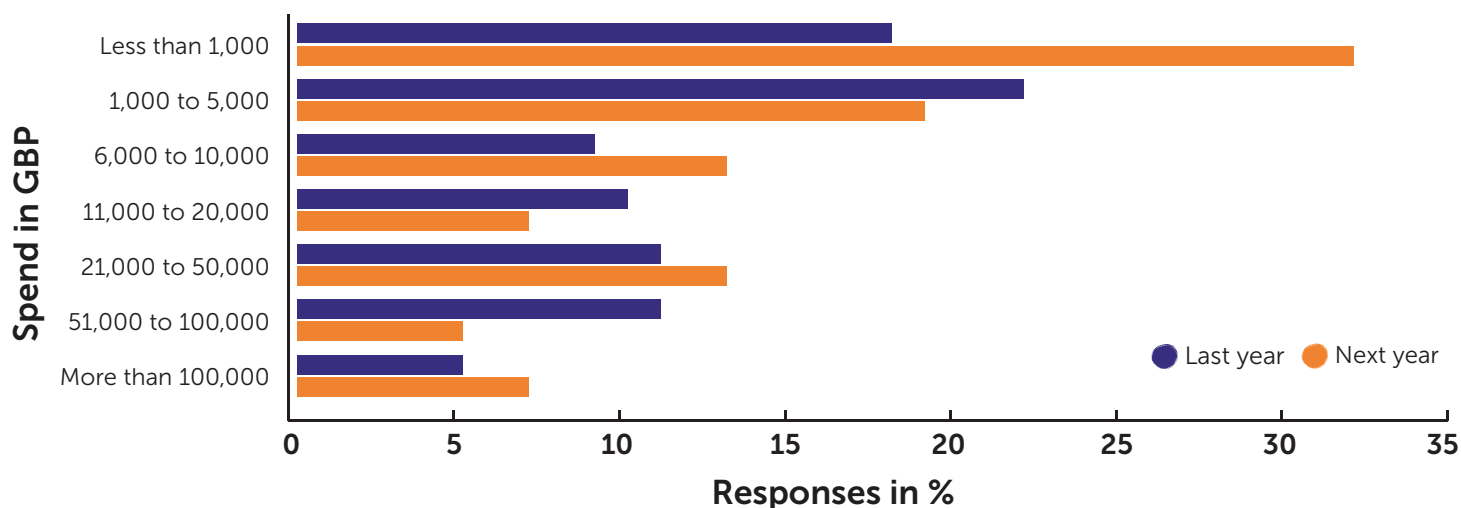
What % of outsourced research was funded by the Association?



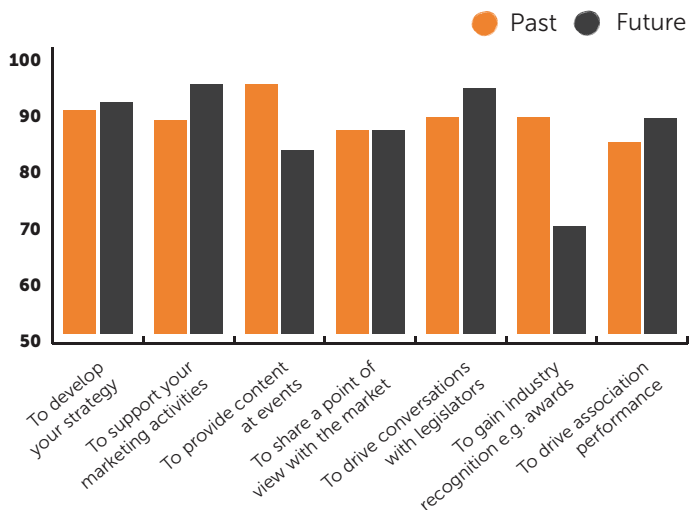
What styles of research are Associations using?



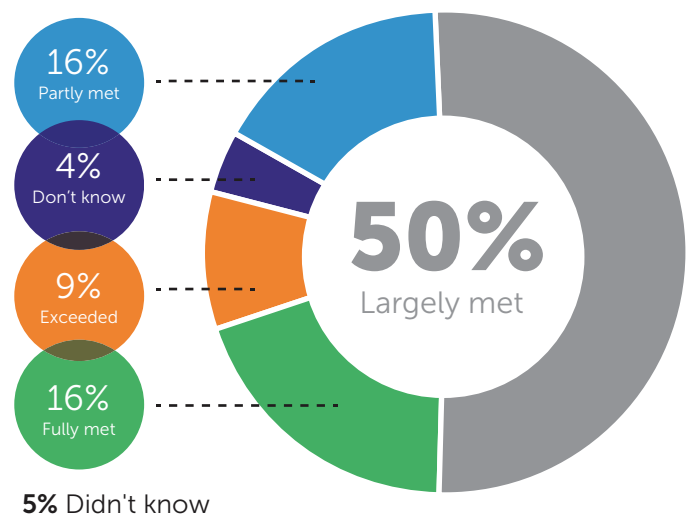
Association research spend past and future



What purpose have Associations used research & will in the future?

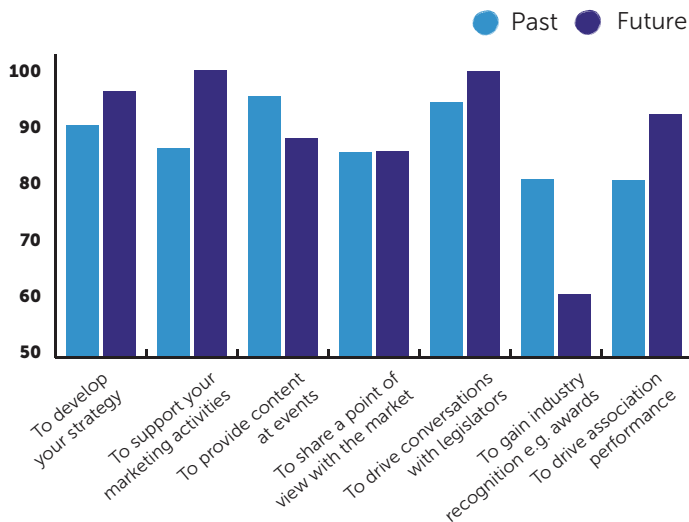


Are research expectations being met?

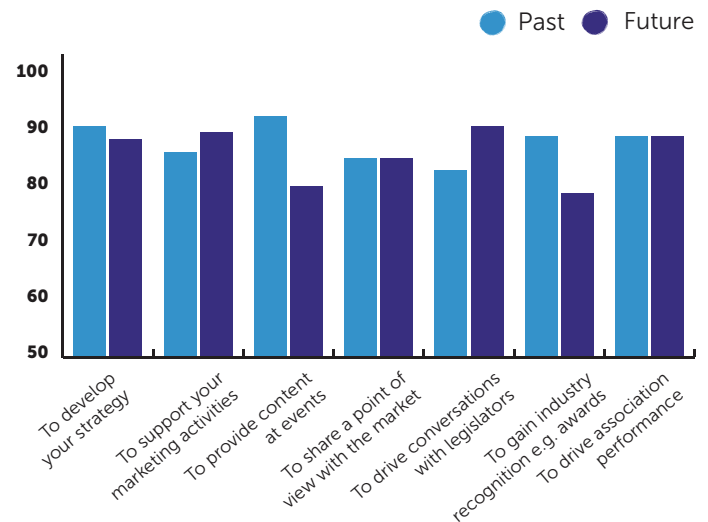


Comparison: Purposes associations have used and plan to use research

International & European Associations



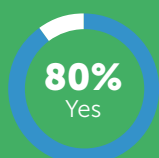
UK and Other National Associations



Analysis by association type

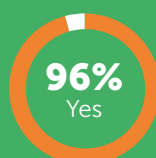
Are they conducting research?

☒ Scientific associations and institutes:



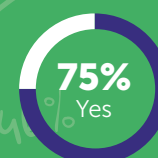
With 50% citing lack of research and the remaining 50% citing the use of other resources and no need

☒ Professional associations:



With 100% citing lack of resource as the reason not to be able to conduct research.

☒ Associations of associations/federations:



Lack of budget, resource and sponsorship all cited as reasons not to conduct research.

Survey Respondent demographic

Association sectors



Other	16%
Professional, scientific and technical activities	15%
Human health and social work activities	14%
Other service activities	14%
Construction	8%
Transportation and storage	8%
Financial and insurance activities	7%
Wholesale and retail trade; repair of motor vehicles and motorcycles	6%
Information and communication	4%
Manufacturing	4%
Arts, entertainment and recreation	4%

Type of organisation



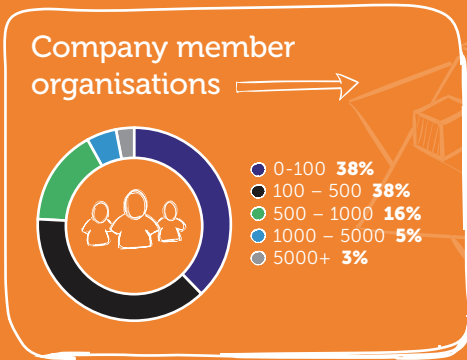
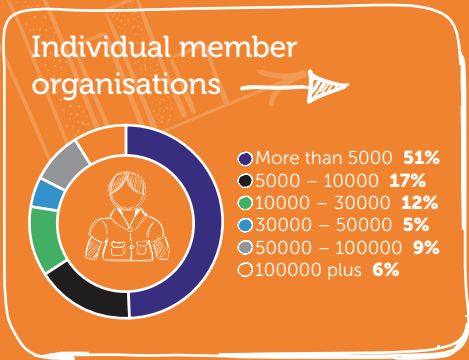
Professional body	32%
educational organisations	24%
Other	17%
Scientific/learned organisation	9%
Other individual member organisation	9%
Association of companies/ governments/ Federation of other associations	9%

Membership regions



National - UK	39%
International	28%
Europe	19%
Other	8%
National - Other	6%

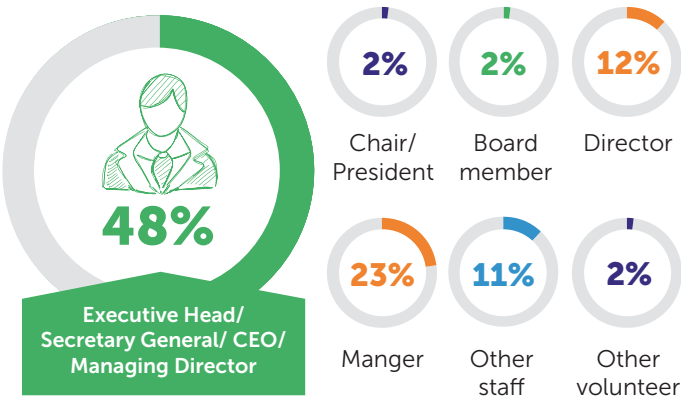
Membership size by type



Number of employees



Main role



This survey was responded by 82 association executive members of AAE

Summary

Whilst research is clearly highly valued and recognised by many respondents as key when developing strategies and providing fact based evidence to support decisions and positions, there are still challenges for associations when conducting research, which leads to uncertainty.

Challenges cited in our research suggest that the two biggest problems that organisations face when conducting and utilising research is firstly low response rates and secondly acting on the research results.

However when successful research is cited as being one of the greatest member benefits, generating useful, authentic content and providing a sound basis for future developments.

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