

Recent Association Research Examples



METHODOLOGY

Quantitative survey of physician members who belong to a dermatology association.

Quantitative survey of physician members who read their association's peer reviewed medical journal.

Online quantitative study among educators of a national education association.

Online quantitative surveys with financial services professionals of a national financial service association.

Online tracking study among independent insurance agents of a national insurance association.

Engagement Segmentation

Readership Segmentation

Professional Development Offering

Member Benefits Evaluation

Member Universe Study

OBJECTIVES

To identify the needs of membership segments to guide product/service development to increase engagement.

To estimate future readership using segments based on personal /practice demos, professional attitudes, readership & lifestyle.

To evaluate interest in a large-scale professional development offering for members.

To understand knowledge and perceived value of various benefits offered to members.

3 waves of tracking research to understand trends/ issues facing the membership & to refine marketing /business practices