

International Association of Assessing Officers



Executive Summary

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Introduction

The Protocol for Association Research (PAR) is a research subscription service offered by McKinley Advisors (McKinley) that offers associations research management, expert survey development and analysis, comparable benchmarking opportunities, and access to your data through a real-time, online dashboard. Through a standardized process of survey development, scheduling, and collection, McKinley will enable IAAO to track their progress on key metrics on an ongoing basis. Through PAR, IAAO will be able to benchmark their research data against other associations’ data to assess performance and identify trends compared to their peers. Finally, through an online dashboard, IAAO will be able to filter data according to key factors (demographics, industry type, etc.) download data, and create reports in a number of different formats.

Methodology

McKinley was retained by the International Association of Assessing Officers (IAAO) to administer a study to better understand member needs as well as to ensure ongoing value in the future. As of today, two surveys have been launched and data has been collected – a Needs Assessment for IAAO membership and a New Member Survey:

- **Needs Assessment Survey:** Broad research effort aimed at capturing member opinion on IAAO programs and benefits. The survey was delivered to all current IAAO members and will be conducted on a bi-annual basis and will be executed again in 2017.
- **New Member Survey:** A survey delivered to one half of the members of IAAO that joined between January and November 2015 for the first time for Wave 1 and all members that joined in December 2015 to January 2016 for Wave 2. It focuses on awareness of IAAO, reasons for joining, and anticipated participation with the organization. This survey will be conducted on a quarterly basis throughout the year, delivered to all new members that joined since the previous survey wave was conducted.

The table below describes survey sample and response patterns for both surveys:

	Needs Assessment	New Member Wave 1	New Member Wave 2
Launch Date	December 7, 2015 January 28, 2016	December 7, 2015	February 11, 2016
Survey Audience	All Current Members	Jan – Nov 2015	Dec 2015 - January 2016
Members Emailed (Delivered)	6,410	206	156
Completed Surveys	912	29	23
Partially Completed Surveys	206	11	2
Response Rate	17.4%	19.4%	16.0%

For the purpose of this report, we have combined data from both waves of the New Member and Needs Assessment survey. This will give us more responses to gather conclusions.

Additional analysis was conducted to highlight differences and similarities between age, membership tenure, and designation/ accreditation status.



Key Findings

Survey respondents reported a high level of satisfaction with IAAO membership via every method used for tracking performance

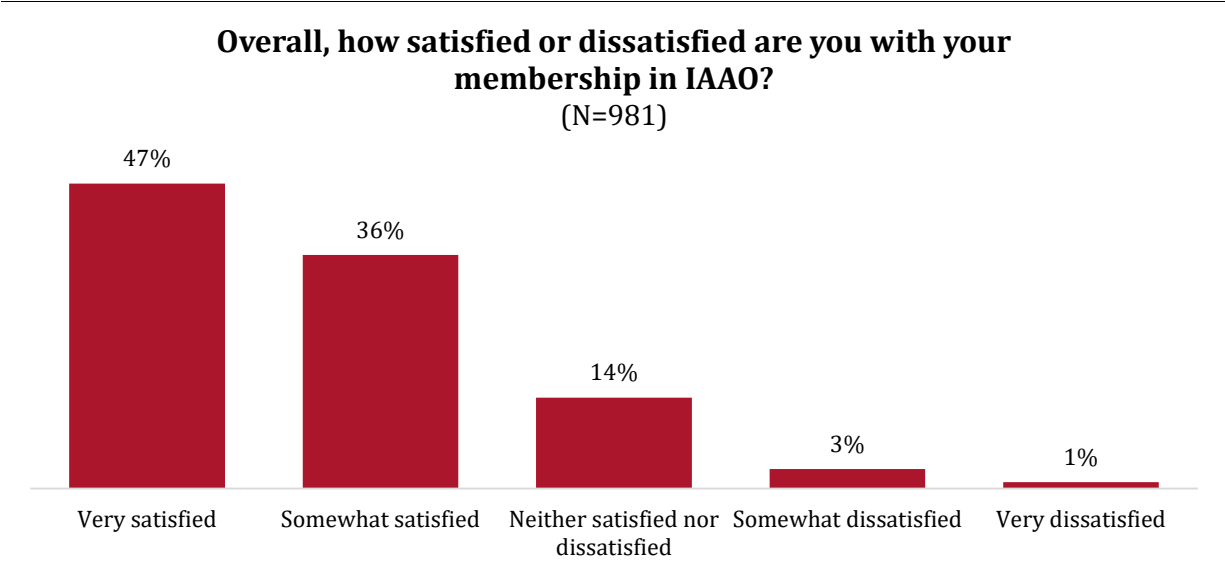
- Survey respondents reported a high level of satisfaction with IAAO membership via every method used for tracking performance. Members had a high level of overall satisfaction, perceived value, and Net Promoter Score. Additionally, satisfaction was very high for the IAAO headquarters and staff. Members were most likely to agree that they “were proud to be a member of IAAO.” The most engaged segments, composed of designated or accredited members, consistently reported higher satisfaction ratings, as did members in the oldest age bracket (65+).
- Participants from the Needs Assessment and New Member Surveys alike primarily joined IAAO for professional development, education, and training. Additionally, over one-third (36%) became members to stay updated on the latest developments and news, and 30% joined to earn or maintain IAAO professional designation or accreditation credentials. Almost three-quarters (70%) of members turn to IAAO for assessment information and resources. Older respondents were more likely to join to stay updated on the latest developments when compared to their younger colleagues.
- Respondents holding designation or accreditation were the most satisfied members on all levels. Segmentation revealed that members holding designation were the most satisfied and most involved segment, including within chapter membership. Over one-quarter of members (30%) joined to earn or maintain their designation/accreditation, and members who already held designation/accreditation were most likely to join to get/maintain their designation/accreditation. Non-Accredited members more likely to join for professional development and training.
- The importance of learning opportunities was a theme throughout the results – including continuing education, courses, seminars and webinars. Attendance for learning opportunities was high – only 13% of members had not participated in IAAO education courses. The most important member benefit was in-person courses, workshops, and forums (95%). The majority of members agreed that IAAO is the leading source of education and training for assessment professionals (81%).
- IAAO boasts strong brand awareness among membership. Members consistently chose positive and strong words to describe IAAO throughout the study.
 - Needs assessment respondents used the words “respected,” “competent,” and “helpful” to describe IAAO, while new member respondents used the words “helpful,” “respected,” “progressive,” and “effective.”
 - When asked to provide the one word that best describes the role of IAAO in their career, “professionalism,” “information,” “education,” and “resource” were most commonly cited.
 - Finally, “responsive,” “prompt,” “helpful,” and “accommodating” were words used to describe member satisfaction with IAAO Headquarters.



Needs Assessment Survey Results

Performance and Brand

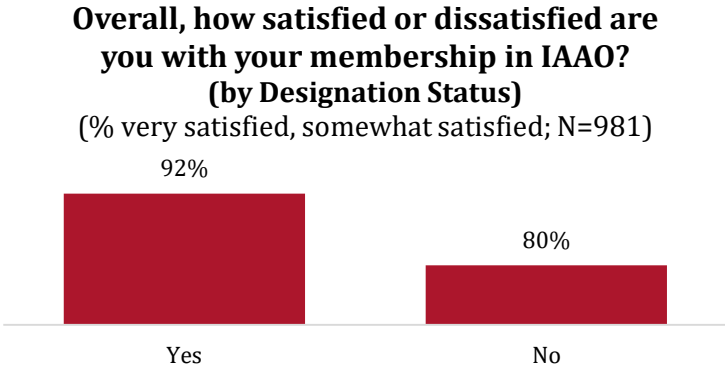
IAAO members had a high level of satisfaction with their membership. The majority of IAAO members (83%) reported they were “very satisfied” (47%) or “somewhat satisfied” (36%) with their membership. Only four percent reported dissatisfaction with membership.



After segmentation, several groups were highlighted as being more satisfied than others. Most notably, the vast majority of respondents holding designation or accreditation were “very satisfied” or “somewhat satisfied” (92%, compared to 80% of non-designated respondents). Additionally, the eldest respondents were more satisfied than their younger colleagues – 90% of respondents aged 65+ were satisfied, compared to only 80% 55-64 and 84% respondents less than 35 years old.

Members were asked to elaborate on their satisfaction rating. The largest percentage of respondents cited information and resources as a reason for their satisfaction (17%) and 15% cited education and courses.

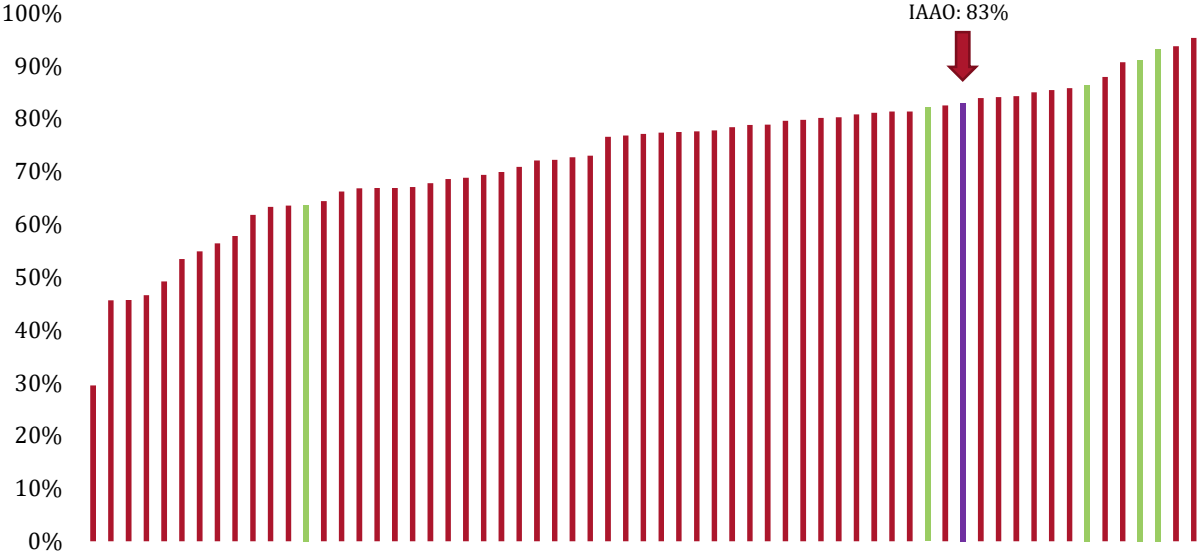
Another 15% stated they simply had “no complaints” with IAAO, and 11% touted the overall high quality of the organization.



When comparing to other associations, IAAO falls well above the overall average of 73%. However, when comparing to other finance and accounting associations, IAAO is even with the industry average of 83%. The graph below highlights in green other finance and accounting associations.



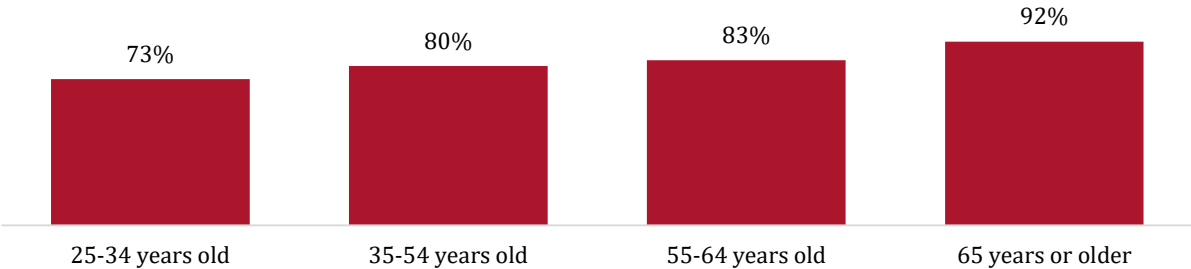
Satisfaction Benchmark



Perceived value was another measure of overall satisfaction – the majority (86%) of members felt the value they received from their membership was greater than (24%) or equal to (62%) the cost

Based on what you pay in dues, would you say the value you receive from IAAO membership is:

(% Greater than or equal to cost of membership; N=899)

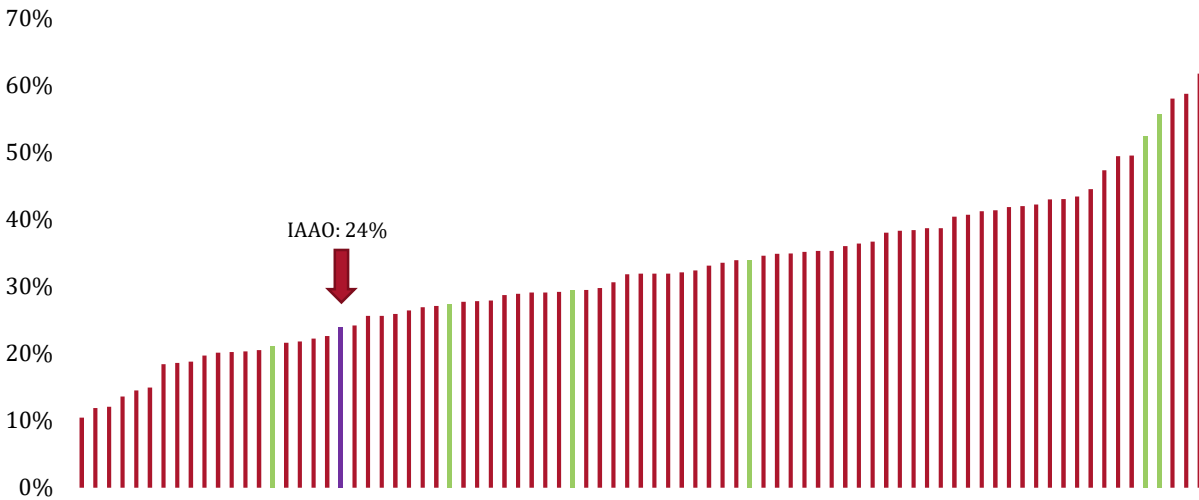


of their membership. Only 15% reported the value they received to be less than the cost of membership. Segmenting data by age revealed a stark contrast in perceived value – only 73% of the youngest members reported the value they received was greater than or equal to the cost of their membership, trending up to almost all (92%) of members over the age of 65.

Looking only at members who responded that they believe the value of IAAO membership is greater than the cost of membership, we can benchmark against other associations. As we see below, IAAO falls below the overall average of 32%. When comparing to other finance and accounting associations, IAAO is also below the industry average of 35%. The graph below highlights in green other finance and accounting associations.



Value to Cost Benchmarking

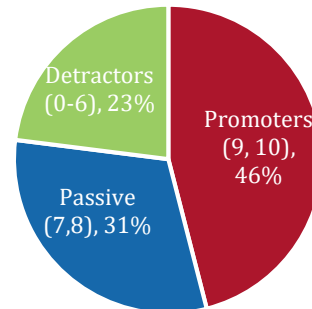


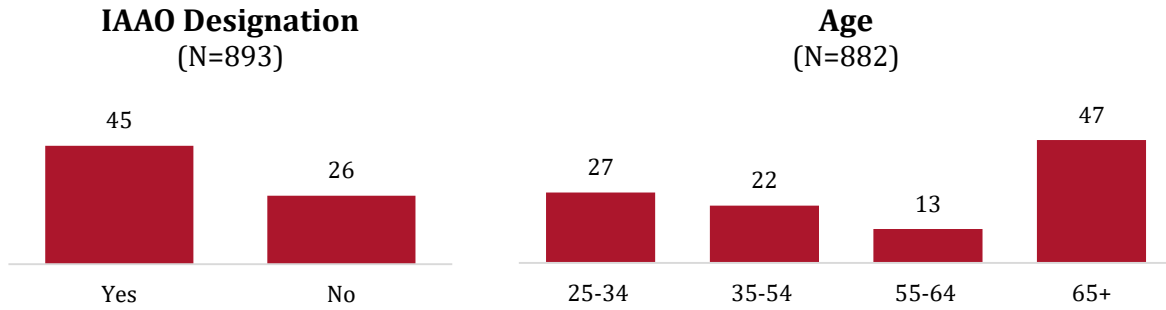
Respondents were asked to rate the likelihood that they would recommend IAAO membership to a colleague on a 10-point scale to test the association’s Net Promoter Score (NPS). Those who indicated a 9 or 10 are considered “promoters” of IAAO, while those selecting a 7 or 8 are labeled as “passives,” and those choosing a 0 through 6 are considered “detractors.” The net promoter score is calculated by subtracting the percentage of “detractors” from the percentage of “promoters.” In general, a positive net promoter score is seen as an indicator of positive word-of-mouth and potential growth for the organization.

Almost one-half (46%) of respondents were likely to recommend IAAO to colleagues, making them promoters of the association. On the other hand, 23% were labeled as detractors. Using the formula provided, the Net Promoter Score for IAAO is 23, a positive indicator of satisfaction and potential growth.

Segmentation revealed that the NPS was higher in certain segments. Designated/accredited members had almost twice the NPS than non-designated members (45 vs. 26). Members aged 65+ also had an NPS of 47, compared to 25-34 years old (27), 35-54 years old (22) and 55-65 (13).

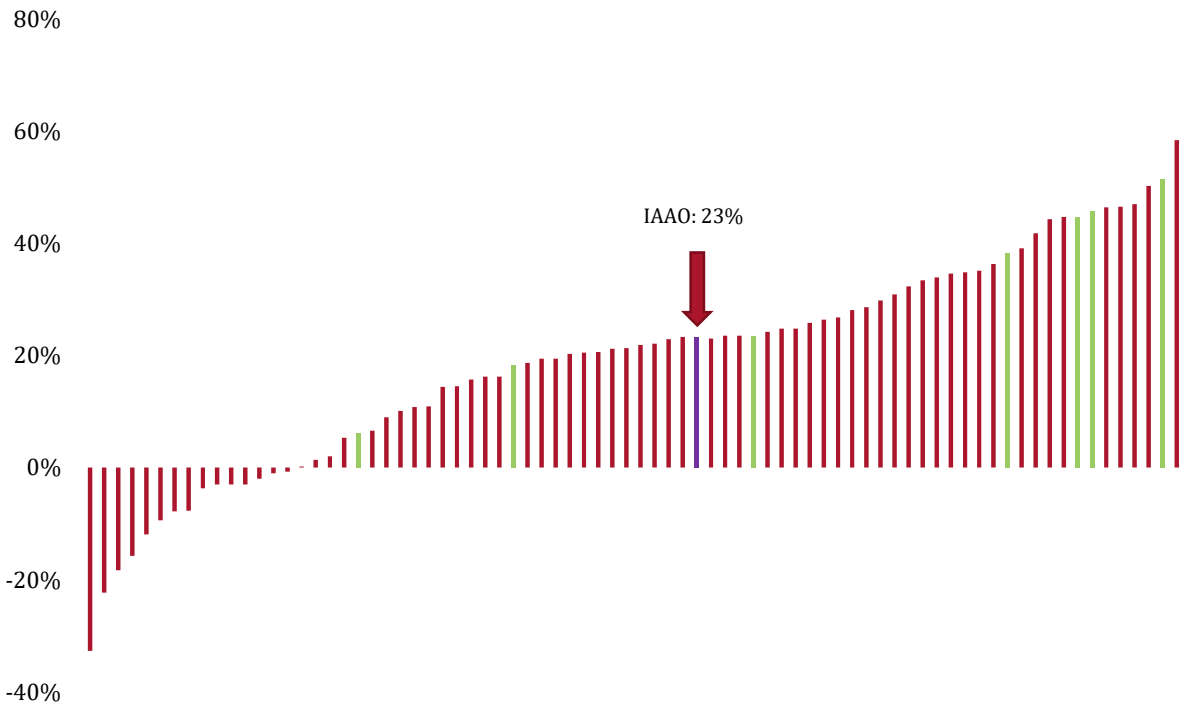
Net Promoter Score: 23
[Promoters - Detractors]
 (N=979)





When comparing to other associations, IAAO falls above the overall average NPS score of 20. However, when comparing to other finance and accounting associations, IAAO is well below the industry average of 34. The graph below highlights in green other finance and accounting associations.

NPS Benchmarking



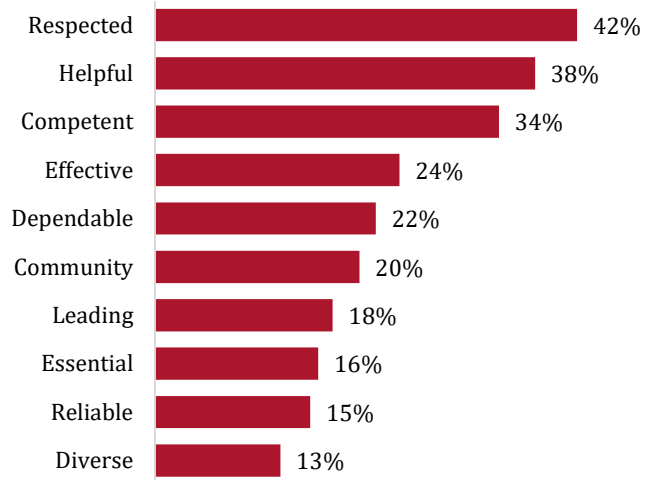
IAAO brand is strong, representing a respected and helpful organization.

When respondents were asked to pick words describing IAAO, “respected,” “helpful,” and “competent” stood out – chosen by 42%, 38%, and 34% of respondents, respectively.

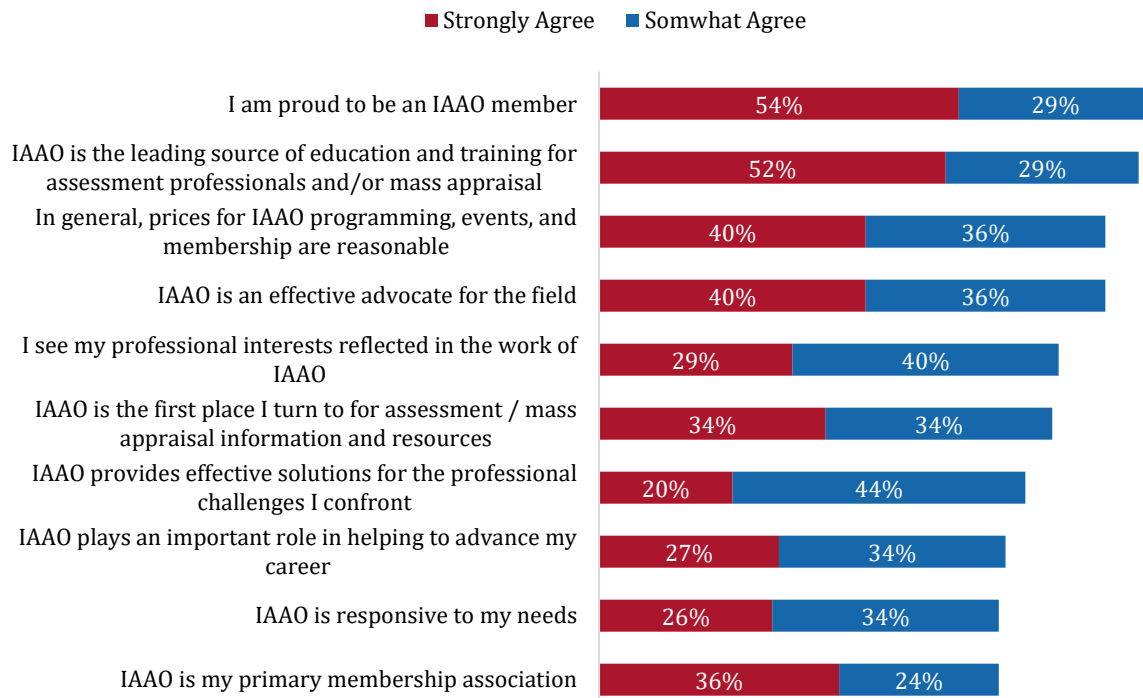
IAAO members were most likely to agree that they were proud to be an IAAO member – 83% of members either “completely agreed” (54%) or “somewhat agreed” (29%) with the statement. Members also agreed that IAAO is the leading source of education and training for assessment professionals (81%) and that in general, prices for IAAO programming, events, and membership are reasonable (76%).

It should be noted that only 60% of respondents agreed that IAAO is their primary membership association.

Which of the following words would you say describe IAAO very well?
(N=975)



Please indicate your level of agreement/disagreement with the following statements regarding IAAO:

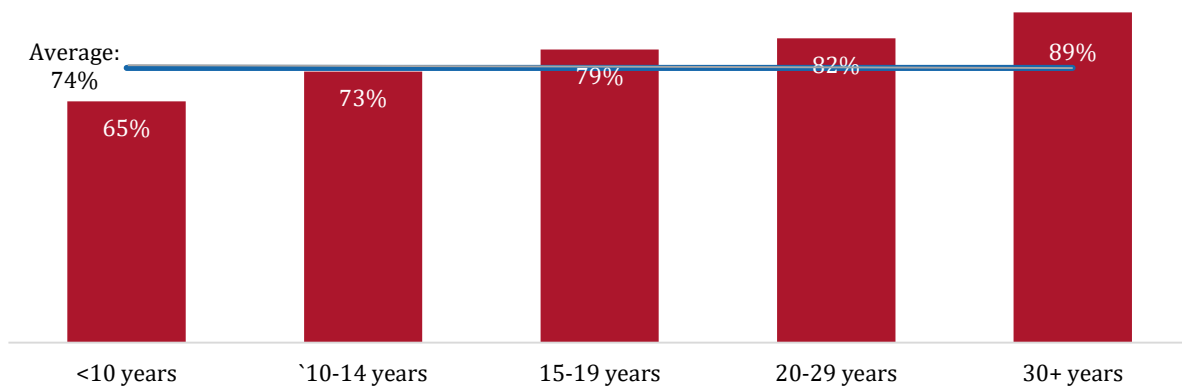


Segmenting member perceptions revealed a few trends. The youngest segment was significantly more likely to agree that IAAO plays an important role in helping to advance my career (73% vs. 57% 55-65 year olds). The youngest segment was also more likely to agree that IAAO provides effective solutions for professional challenges (67%, vs. 58% of 55-65 year olds). Finally, members who were accredited/designated were more likely to agree with every question regarding IAAO perceptions.

The majority of IAAO members were satisfied with the customer service they received from the IAAO Headquarters (74%). Almost one-quarter (24%) had never contacted IAAO headquarters, and only two percent reported dissatisfaction with the service they received. Segmentation revealed that satisfaction increased as membership tenure increased – 65% of respondents with less than 10 years of membership indicated they were satisfied, trending up to 89% of the most tenured members.

Are you satisfied with the customer service you receive from the IAAO Headquarters?

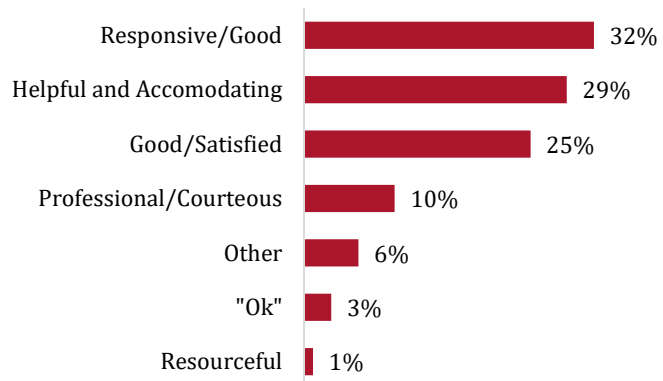
(% "Yes" by Membership Tenure; N=552)



When prompted for additional input, members had nothing but praise to describe their level of satisfaction with the IAAO headquarters office.

Respondents cited interactions with headquarters that were responsive (32%) and helpful (29%). One-quarter of respondents had general praise when describing their experience with headquarters (25%).

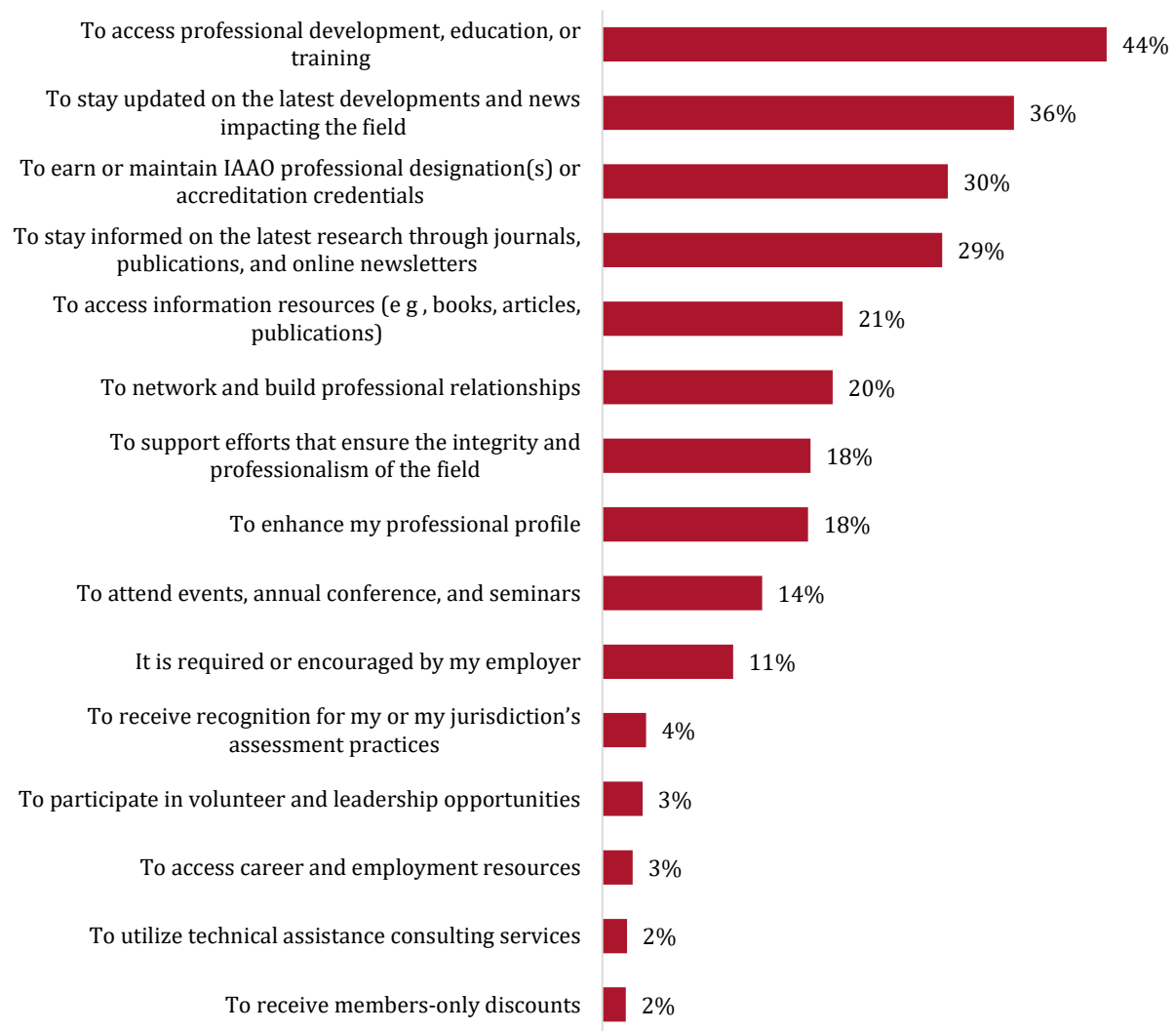
Please use the space below to explain your level of satisfaction with the IAAO headquarters office



Decision to Join

Professional development, education and training were the primary reasons for IAAO membership. Almost half (44%) indicated that the primary reason they were a member of IAAO today was “to access professional development, education, or training.” Over one-third (36%) were members “to stay updated on the latest developments and news” and 30% were members “to earn or maintain IAAO professional designation or accreditation credentials.”

Please indicate the primary reason you are a member of IAAO today? (N=1,034)



When segmenting by age, reasons for joining IAAO differed. Members under the age of 54 cited “earning IAAO professional designation or accreditation credentials” as a top reason for joining. In contrast, members over the age of 55 reported that “staying informed on the latest research through journals, publications, and online newsletters” was a reason to join. Top three answers for each age group are highlighted in the table below.



the respondents indicated they read the Journal of Property Tax Assessment and Administration (50%). Respondents also accessed IAAO’s library of resources (41%) and read Assessing Info (38%) in the past twelve months.

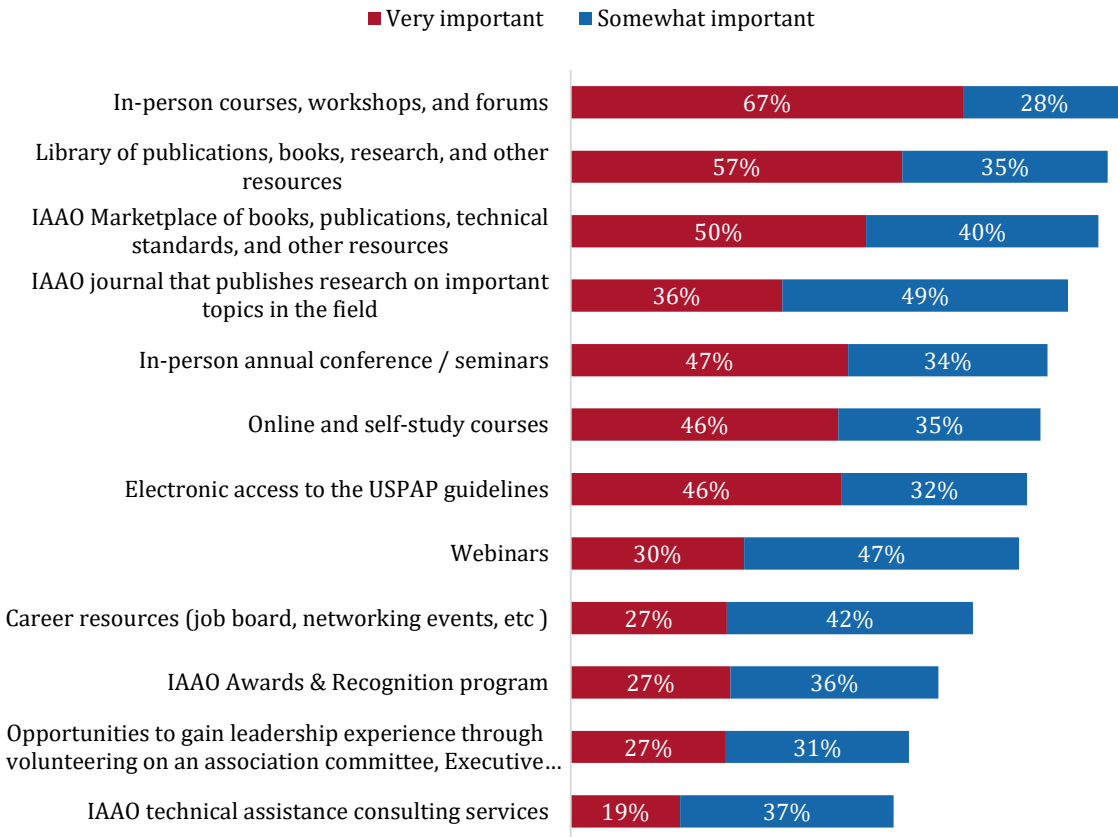
In the past 12 months have you used, participated, or taken advantage of any of the following IAAO programs, products, and services:	
<i>(N=1,008)</i>	
Read Fair & Equitable, IAAO’s magazine	87%
Read Journal of Property Tax Assessment and Administration, IAAO’s journal	50%
Accessed IAAO library of resources	41%
Read Assessing Info, IAAO’s electronic newsletter	38%
Participated in IAAO in-person course(s), workshop(s), or forums	36%
Participated in IAAO in-person annual conference or seminar(s)	31%
Accessed IAAO online member directory	29%
Participated in IAAO webinar(s), online / self-study course(s), or other online professional development	21%
Purchased IAAO book(s) and / or multimedia, and / or other resources	19%
Accessed IAAO online career center	16%
Accessed the electronic USPAP guidelines	16%
Participated in leadership role (IAAO representative, chapter / affiliate officer, committee volunteer, Executive Board member)	14%
Participated in AssessorNET online community	14%
Interacted with IAAO’s social media (Facebook, LinkedIn, Twitter)	9%
Presented an educational offering at the annual conference or seminar	6%
Applied for scholarship(s) for member dues, education, or annual conference / seminar costs	5%
Earned IAAO professional designation or accreditation	4%
Nominated myself or my jurisdiction for an IAAO award	3%
Inquired about or utilized IAAO’s technical assistance consulting services	2%

Cross-tabulation revealed little-to-no variation among all segments for reading the magazine, journal, and newsletter, as well as little variation among segments who accessed IAAO’s library of resources. However, there was a higher level of participation within designated/accredited members for participation in annual conference, courses, webinars, and the online member directory than with non-designated members.

Respondents placed a high level of importance on the benefits, services, and programs at IAAO and results prove benefits were an important part of IAAO membership. At least half (50%) of respondents rated every benefit and service at IAAO as either “very important” or “somewhat important.” The most important benefits were in-person courses, workshops, and forums (95%), library of publications, books, research and other resources (92%) and IAAO Marketplace of books, and publications (90%).

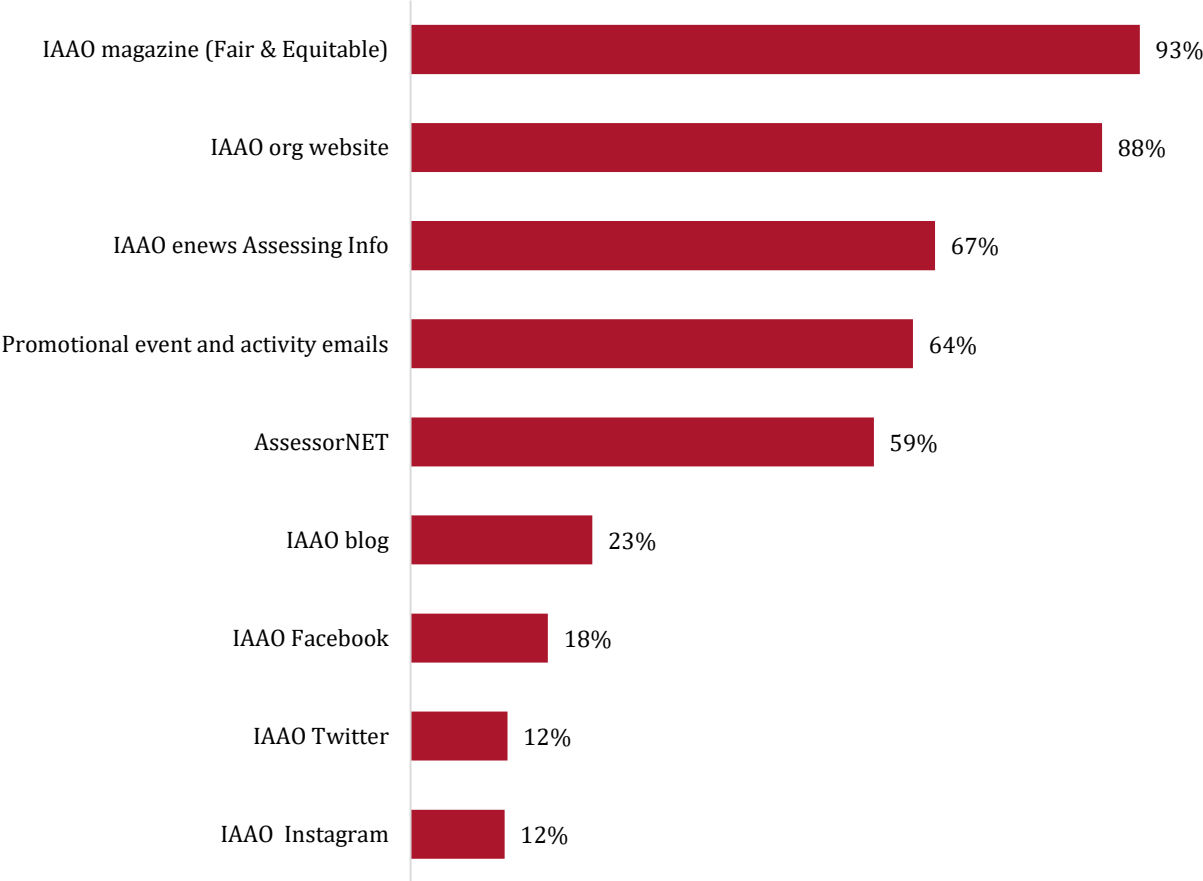


How would you rate the importance of these benefits, services, and programs? (N=904)



While the journal and magazine were the most utilized benefits of IAAO there is room to increase the value of the two products for IAAO members. Over half of respondents reported that the journal was not important (52%), and 45% reported the magazine as not important. IAAO.org website was rated as the most valued communication vehicle – 62% of members rated the website as “very important” (55%) or “somewhat important” (7%). While the rating of Fair & Equitable revealed an opportunity to create value for members, still 54% rated the magazine as important. Social media outlets were the least valued communication tools at IAAO, but also had the highest level of unawareness.

How would you rate the value of the following?
 (% Very important/Somewhat important; N=874)



Members were asked to indicate if there were any other programs or services they would find beneficial if provided. Almost half (48%) said there wasn’t anything else they needed or could not think of anything. 15% indicated additional information or resources would be beneficial, citing listservs and more information on AssessorNET.

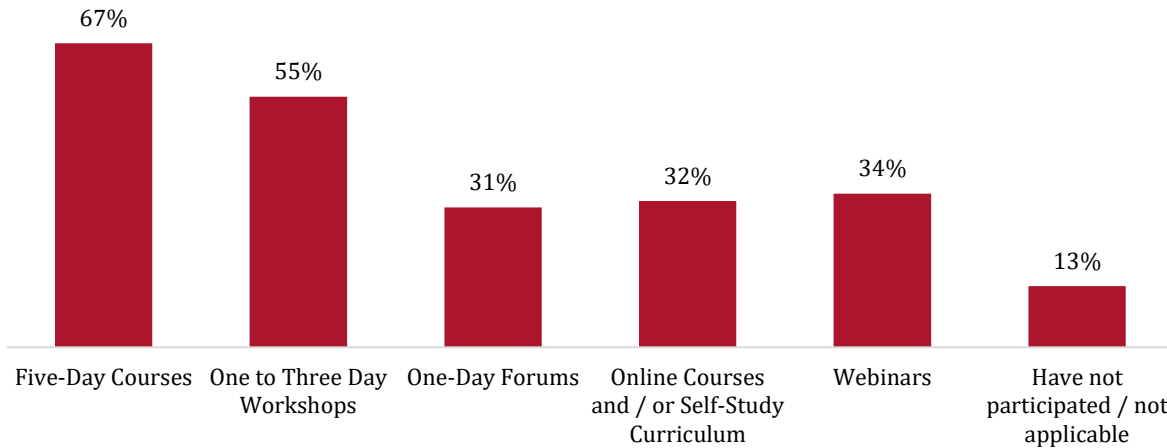
Participation

The majority of members participated in five-day courses (67%) or one to three day workshops (55%). Only 13% of members had not participated in IAAO education courses. Segmenting results revealed that the youngest respondents were significantly more likely to participate in a five-day



course (76%, trending down to 53% of 65+ year olds). Respondents age 55-65 were more likely to participate in a one to three-day workshop (62%, compared to 41% of 65+ year olds).

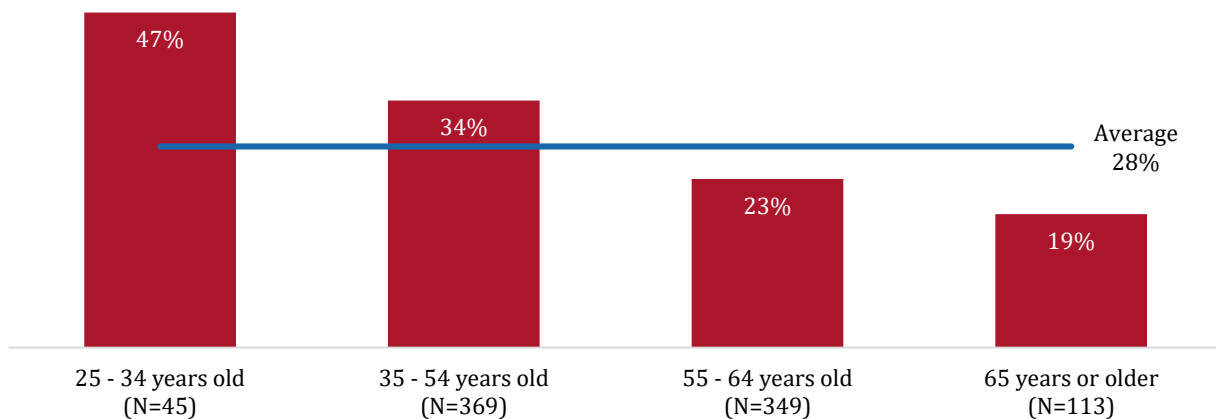
Do you participate in IAAO education courses? (N=925)



Certification

Only one-quarter of respondents reported that their employer offered incentives for attaining an IAAO Designation or accreditation (28%). When segmenting by age, the youngest respondents were most likely to have an incentive offered to them (47%, trending down to only 19% of 65+ year old members). Also, designated members were more likely to have an employer incentive for obtaining their designation or accreditation (44%, compared to only 24% of non-designated members).

Does your employer offer any incentive for attaining an IAAO designation?



Chapter/Affiliation

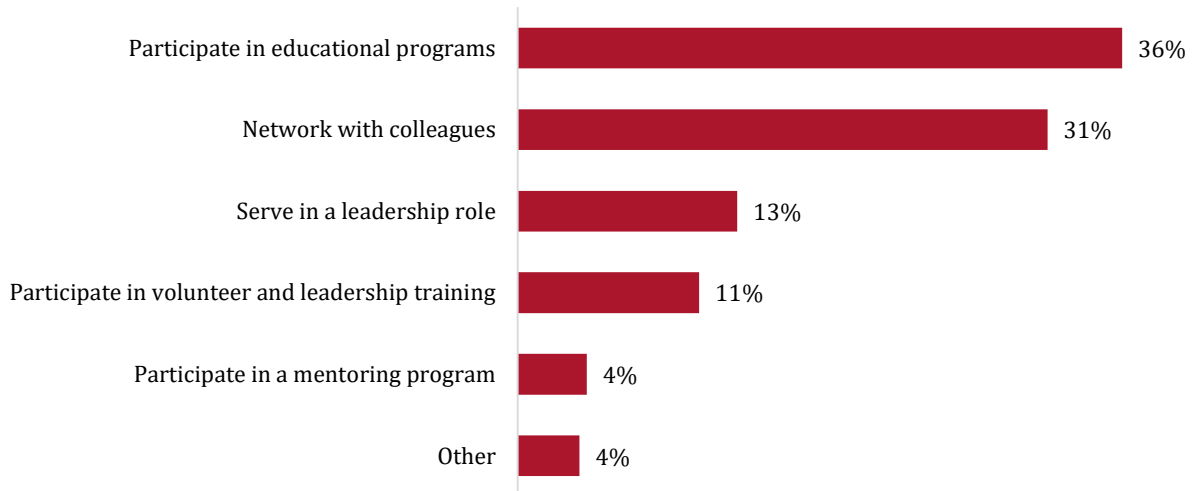
Over half of respondents were members of an IAAO chapter/affiliate (56%). One-third of respondents said the value they receive from their IAAO chapter was to participate in educational



programs (36%) and to network with colleagues (31%). Only 11% served in a leadership role, and four percent participated in a mentoring program within their chapter.

If you are in an IAAO chapter/affiliate, please indicate the value you receive:

(N=927)



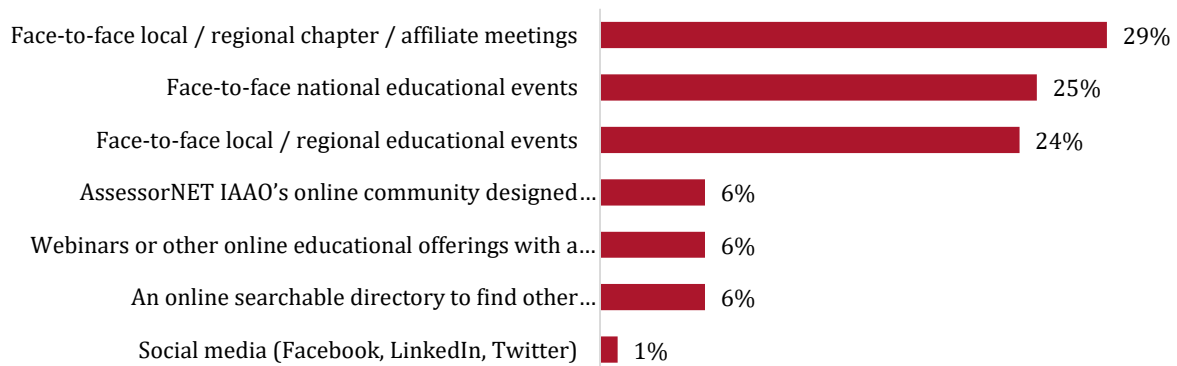
Segmenting data revealed that a higher percentage of younger respondents participated in educational programs with their IAAO chapter/affiliate (42%), trending down to 28% of the oldest respondents. However, a lower percentage of younger respondents used IAAO chapter/affiliate to network with colleagues (24%) trending up to 34% of the oldest respondents.

Communication

Members were asked how they preferred to interact with other professionals in the field. The majority of respondents (78%) prefer in-person interaction. Only 19% responded that they would prefer virtual interaction with other professionals.

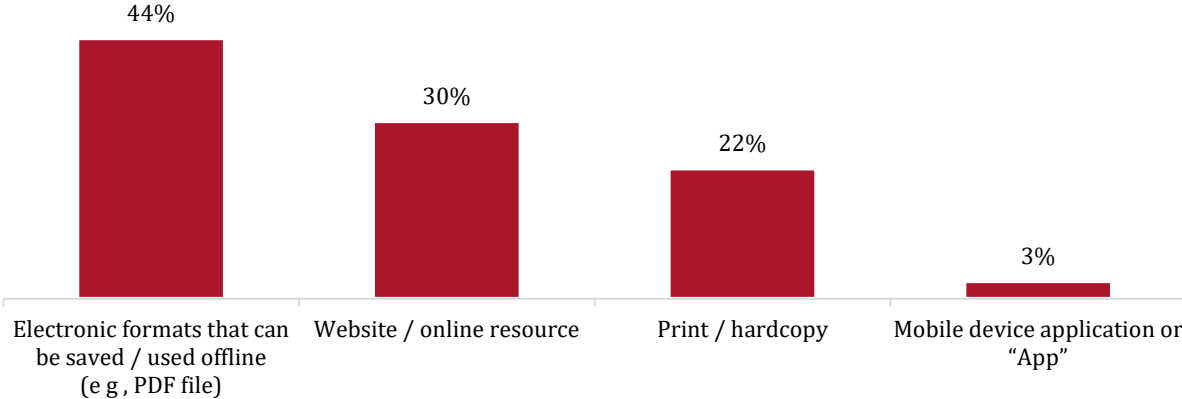
How do you prefer to interact with other professionals in the field?

(N=48)



However, when members were asked their preference for the way that content, information, and resources were made available to them, the majority of respondents (77%) prefer virtual communication methods through PDF files, online resources, or mobile applications. Only 22% reported that they prefer print or hard copies of content.

In general, what is your preference for the way that content, information, and resources are made available to you?
(N=47)



Members were also asked their preferred method for receiving various forms of information. Segmentation showed no variance from overall responses.

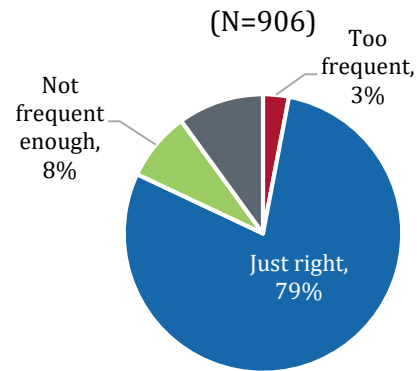
What is your preferred method(s) for receiving the following information from IAAO? (N=875)								
	Blog post	Assessor NET	Email	Mobile	Printed	Social media	Website	Prefer not to receive
Career resources	1%	4%	40%	1%	9%	1%	37%	7%
Education opportunities	0%	3%	57%	2%	10%	1%	26%	1%
General membership updates	0%	3%	61%	2%	11%	1%	21%	1%
General news in the field	1%	5%	55%	2%	14%	1%	22%	0%
Information on conferences and events	1%	2%	64%	2%	11%	1%	19%	0%
Market research, intelligence, and trend reports	1%	5%	49%	1%	16%	1%	26%	2%



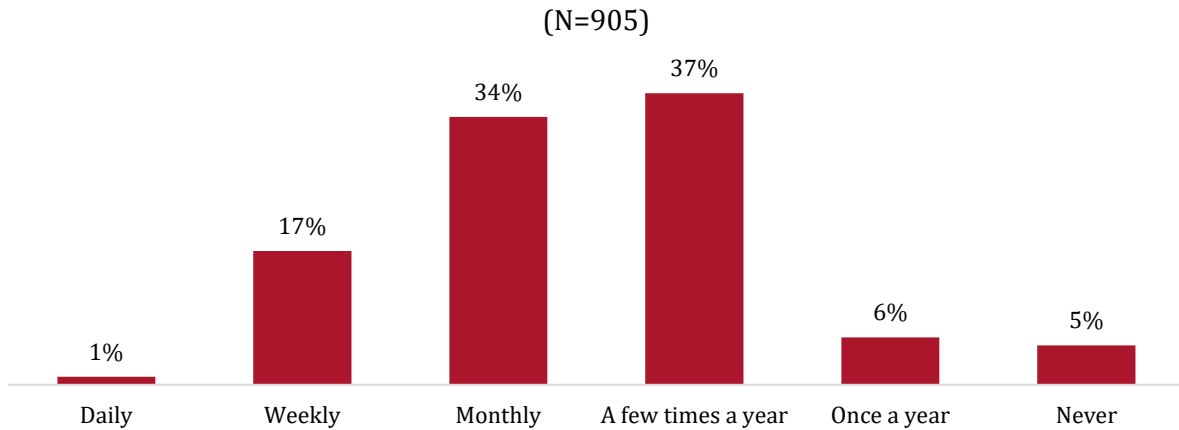
Members were asked to rate the frequency of IAAO's email communications. The majority of members (79%) reported the frequency just right. Only 3% said that communication was too frequent.

Members were also asked how frequently they access information and resources on IAAO's website. Over half of the membership (52%) reported accessing the website at least monthly. Only 5% said that they have never used IAAO's website to access information.

How would you rate the frequency of IAAO's email communications?



How frequently do you access information and resources on IAAO's website? How frequently do you access information and resources on IAAO's website?

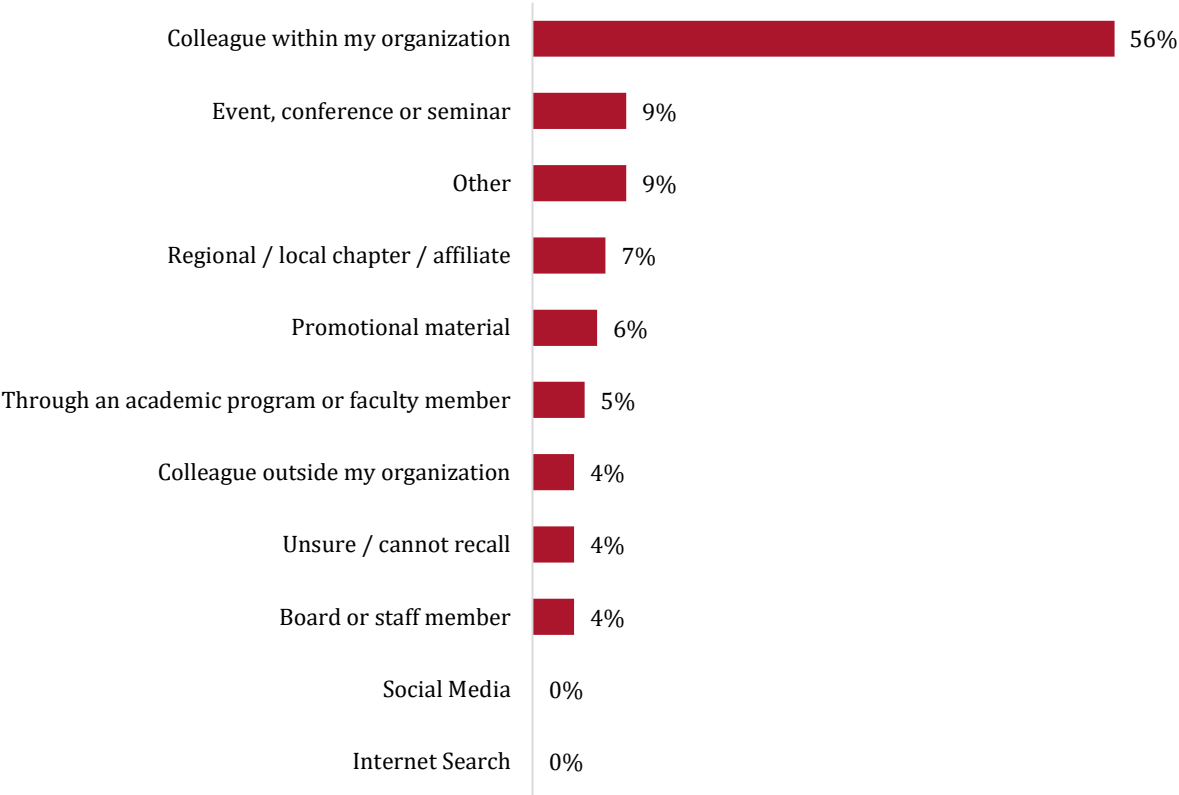


New Member Survey Results

Decision to Join

Almost half of new members first learned of IAAO via a colleague within their organization (56%). And 9% of new members learned of IAAO from an event, conference, or seminar. No new members learned of IAAO via internet searches or social media outlets (0%).

How did you first learn of IAAO?
(N=55)



New members were asked to indicate their primary reasons for joining IAAO. The most common reason for membership was to access professional development, education, or training (45%). New members also joined to stay updated on the latest developments and news impacting the field (33%) and out of encouragement from an employer (31%).

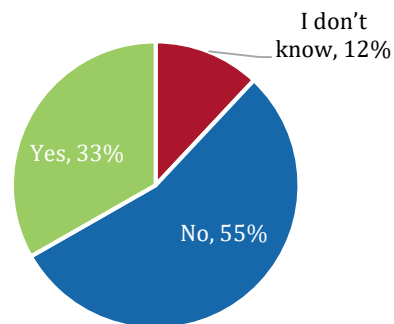


What were your primary reasons for joining IAAO? (N=55)



New Members were asked if their employer offers an incentive for attaining an IAAO designation or accreditation. Over half (55%) responded that they do not offer an incentive and one-third (33%) reported that their employers do offer an incentive. 12% of respondents did not know if their employer offered an incentive for IAAO designation or accreditation.

Does your employer offer an incentive for attaining an IAAO designation or accreditation? (N=51)



Participation

New members were most likely to participate by reading Fair & Equitable (78%). New members were likely to read both the Journal of Property Tax Assessment and Administration (63%), attend in-person courses, workshops or forums (63%), and read Assessing Info (61%). New members were least likely to apply for IAAO's scholarships (50%), nominate themselves for an IAAO award (48%), and interact on social media (47%).

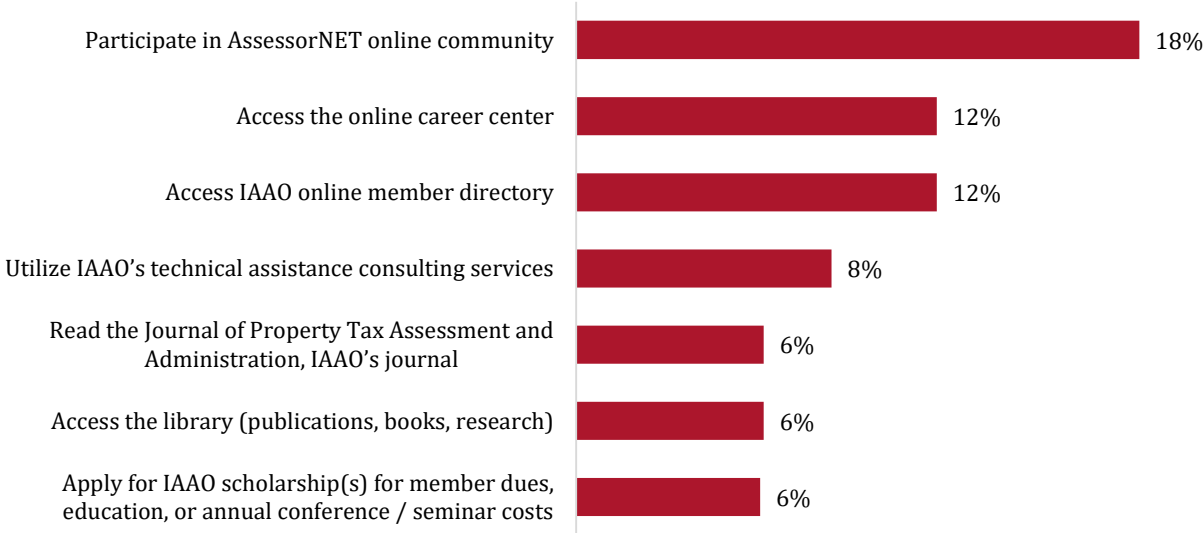
The table below lists how likely members are to participate with IAAO. Responses higher than the average for each response (likely, neutral, not likely) are highlighted in red.

How likely are you to participate with IAAO in the following ways: (N=49)			
	Likely	Neutral	Not likely
AVERAGE	40%	31%	25%
Read Fair & Equitable, IAAO's magazine	78%	16%	6%
Read the Journal of Property Tax Assessment and Administration, IAAO's journal	63%	24%	6%
In-person course, workshop, or forum	63%	27%	8%
Access the library (publications, books, research)	61%	29%	4%
Read Assessing Info, IAAO's electronic newsletter	61%	24%	10%
Online education (course or webinar) participant	60%	28%	10%
In-person annual conference or seminar attendee	53%	29%	16%
Purchase IAAO book(s)/multimedia/other resources	45%	35%	16%
Participate in / work toward an IAAO professional designation or accreditation	42%	40%	18%
Utilize electronic access to the USPAP guidelines	41%	27%	29%
Access IAAO online member directory	39%	14%	35%
Access the online career center	35%	22%	31%
Utilize IAAO's technical assistance consulting services	23%	46%	23%
Apply for IAAO scholarship(s) for member dues, education, or annual conference/seminar costs	22%	22%	50%
Interact with IAAO's social media	18%	35%	47%
Serve on a committee, task force or other volunteer leadership position	18%	40%	40%
Participate in AssessorNET online community	12%	43%	27%
Present an educational offering at the annual conference or a seminar	12%	43%	45%
Nominate myself or my jurisdiction for an IAAO award	7%	43%	48%



New members were most unaware of AssessorNET online community (26%) and the online career center (14%), revealing an opportunity to promote these benefits to new members.

How likely are you to participate with IAAO in the following ways:
(% "Unaware of Benefit"; N=49)



The majority of new members wanted to gain improved technical skills (49%) and stay up-to-date on news and information (49%) with their IAAO membership. Members also indicated a desire to enhance their knowledge and understanding by participating in continuing education (37%).

From my IAAO membership, I hope to... (N=57)	
Improve my technical skills (techniques, best practices, etc.)	54%
Stay up-to-date on news and information about the profession	54%
Enhance my knowledge and understanding by participating in continuing education	40%
Advance my own career through IAAO's career resources	33%
Attend annual conference, seminars, and other in-person educational events to expand upon my knowledge	31%
Network and build relationships with other professionals	19%
Improve my soft skills (leadership, time management, etc.)	11%
Receive mentorship from more experienced colleagues	8%
Participate in a community of like-minded professionals	6%
Serve in a leadership role on a committee or Executive Board	4%
Support less experienced colleagues by serving as a mentor	2%

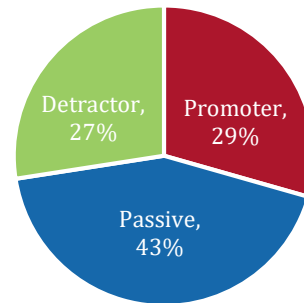


Performance and Brand

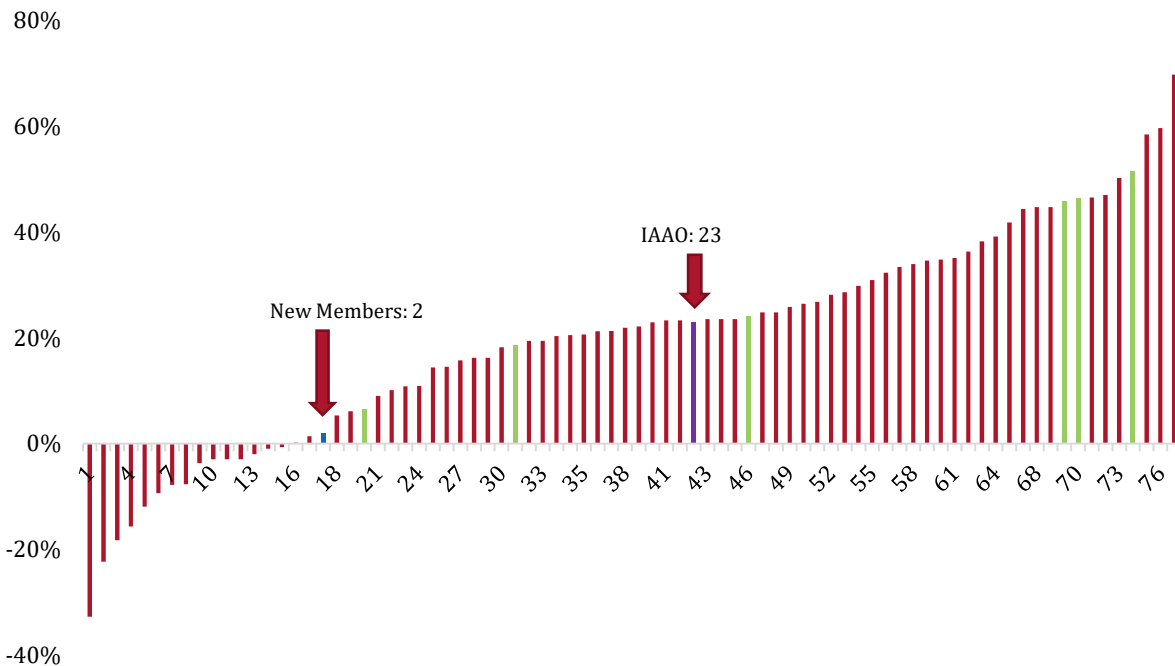
New Members were asked their likelihood to recommend IAAO to a friend or colleague. 29% of new members are classified as promoters, 43% passive and 27% detractors. The calculation results in a Net Promoter Score of 2 for new members.

The NPS score for New Members (2) is much lower than the overall NPS score (23). It is also the lowest NPS compared to only finance and accounting associations. The graph below highlights in green other finance and accounting associations.

Net Promoter Score = 2



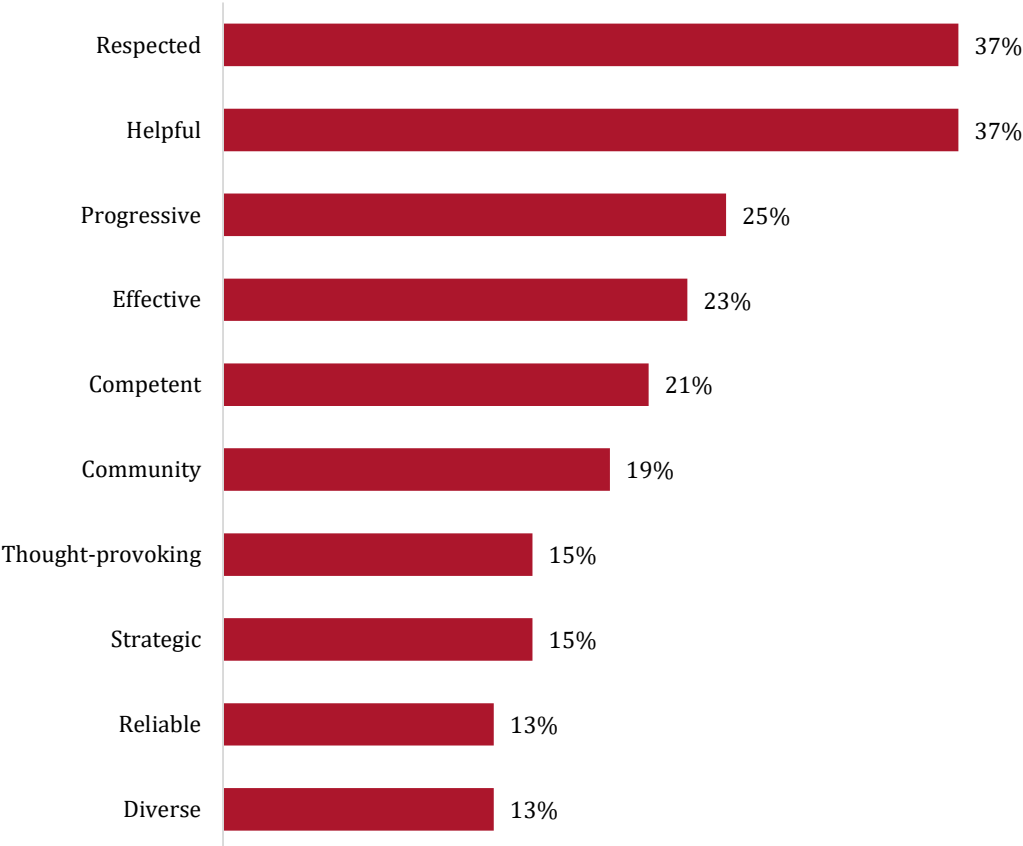
NPS Benchmarking



Like respondents in the Needs Assessment, new members showed a favorable opinion of IAAO, an indicator of strong brand. The top descriptors new members gave IAAO were “respected” (37%), “helpful” (37%), “progressive” (25%), and “effective” (23%). Out of the top 15 responses, only one descriptor was of negative connotation – eight percent described IAAO as “cliquey.”

Which of the following words would you say describes IAAO very well?

(Top 10 responses; N=52)

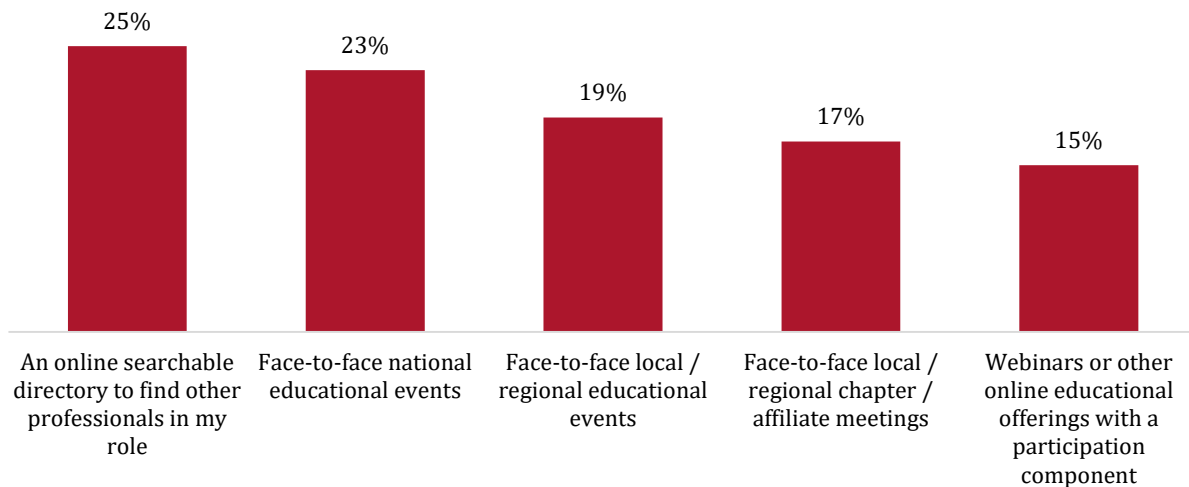


Communication

Members preferred to interact with other professionals in an online searchable directory to find other professionals in their role (25%) and face-to-face at national education events (23%). No respondent selected Social Media or AssessorNET.

How do you prefer to interact with other professionals in the field?

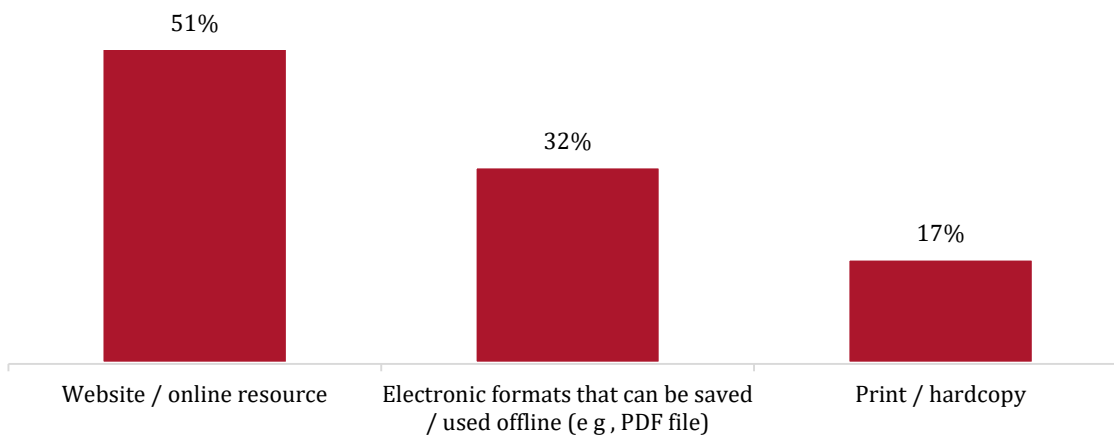
(N=48)



Members were asked their preference for the way that content, information, and resources are made available to them. Over half (51%) prefer online and one-third (32%) prefer electronic formats. Only 17% prefer print or hard copies of materials.

In general, what is your preference for the way that content, information, and resources are made available to you?

(N=47)



Members were asked their preferred method for receiving various forms of information from IAAO. From the table below, it is clear that members overwhelmingly prefer email and the IAAO website as their preferred method for all options.

What is your preferred method for receiving the following information? (N=47)							
	Blog post	AssessorNET online community	Email	Mobile	Printed	Social media	Website
Career resources	0%	6%	36%	0%	9%	0%	45%
Education opportunities	0%	4%	54%	2%	8%	0%	31%
General membership updates	4%	2%	52%	0%	8%	0%	31%
General news in the field	4%	4%	43%	0%	15%	0%	34%
Information on conferences and events	2%	4%	58%	0%	10%	0%	25%
Market research, intelligence, and trend reports	0%	4%	38%	0%	23%	2%	32%



Appendix

Respondent Demographics¹

	Needs Assessment	New Member Wave 1	New Member Wave 2
What best describes your current job level?			
<i>Sample Size</i>	906	28	23
Executive	34%	29%	4%
Senior level	39%	29%	43%
Mid-level	21%	39%	17%
Entry/junior level	2%	4%	26%
Retired/Student/Not Working	3%	0%	0%
Prefer not to answer	1%	0%	9%
Do you hold IAAO designation or accreditation?			
<i>Sample Size</i>	899	24	22
Yes	21%	8%	5%
No	79%	92%	95%
What is your highest level of education			
<i>Sample size</i>	902	26	23
High school diploma	15%	27%	22%
Associate degree	15%	23%	4%
Bachelors degree	41%	42%	57%
Masters degree	15%	4%	13%
Doctorate	3%	0%	4%
Other, please specify	8%	0%	0%
Prefer not to answer	3%	4%	0%
What is your gender?			
<i>Sample Size</i>	892	27	23
Male	66%	56%	65%
Female	33%	44%	30%
Other	0%	0%	0%
Prefer not to answer	1%	0%	4%

¹ Demographics might differ slightly from DOMO dashboard. These are separated by survey and the dashboard is divided by member type. Some “New Members” are respondents in the Needs Assessment.



	Needs Assessment	New Member Wave 1	New Member Wave 2
Which of the following best describes your race/ethnicity?			
<i>Sample Size</i>	894	26	23
Caucasian/White	85%	96%	87%
African-American/Black	3%	0%	0%
Hispanic	3%	0%	9%
Asian/Asian-American	1%	0%	0%
Non-White Hispanic	0%	0%	0%
Middle Eastern	0%	0%	0%
Native American / Alaskan Native	1%	0%	0%
Pacific Islander	0%	0%	0%
Other, please specify	1%	0%	0%
Prefer not to answer	5%	4%	4%
What is your age?			
<i>Sample Size</i>	904	28	23
Under 18	0%	0%	0%
18-24 years old	0%	0%	0%
25-34 years old	5%	11%	9%
35-54 years old	41%	46%	65%
55-64 years old	39%	43%	13%
65 years or older	13%	0%	9%
Prefer not to answer	2%	0%	4%
How long have you worked in property tax assessment or related careers?			
<i>Sample Size</i>	906	28	23
1 year or less	1%	9%	9%
2-5 years	5%	20%	22%
6-10 years	13%	22%	13%
11-20 years	26%	27%	35%
Over 20 years	54%	20%	17%
Retired/Student	2%	1%	0%
Prefer not to answer	0%	0%	4%



	Needs Assessment	New Member Wave 1	New Member Wave 2
How long have you been a member of IAAO			
<i>Sample size</i>	901		
1-4 years	21%		
5-9 years	20%		
10-14 years	16%		
15-19 years	14%		
20-24 years	10%		
25-29 years	8%		
30-34 years	5%		
35-39 years	3%		
40-44 years	1%		
45-49 years	0%		
50-54 years	0%		
55-59 years	0%		
60-64 years	0%		
65+ years	0%		
Are you a member of a chapter/affiliate?			
<i>Sample Size</i>		26	23
Yes		58%	70%
No		42%	30%

Association-related dues

