

2021 Membership Survey Results



Response Rate: 19%



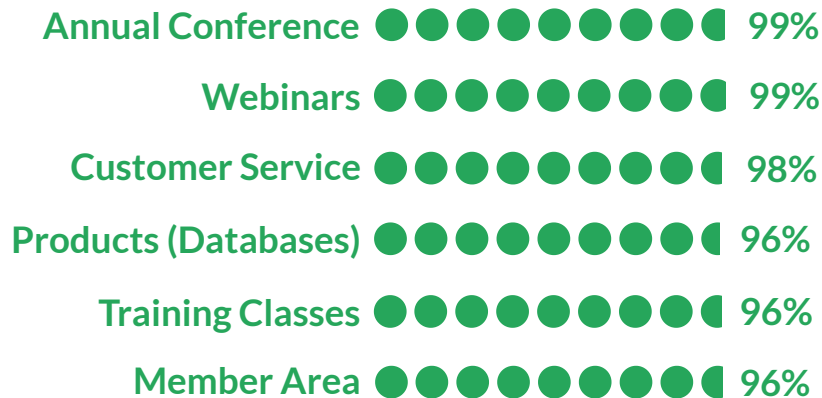
Satisfaction

OVERALL SATISFACTION

9/10

Members ranked their overall satisfaction with C2ER at an average of 9/10.

2021 Satisfaction Rate By Each Aspect:





Usage

Benefits Ranked



1 Cost of Living Index (COLI)



2 Annual Conference/Forum



3 State Business Incentives



4 Webinar Series



5 Weekly Email Updates



6 Training Programs



7 Reference Solutions (formerly Reference USA)



8 State Expenditures Database



9 Certified Economic Research Professional (CERP) Eligibility



10 Economic Diversity Index

Data Product Usage

Frequency

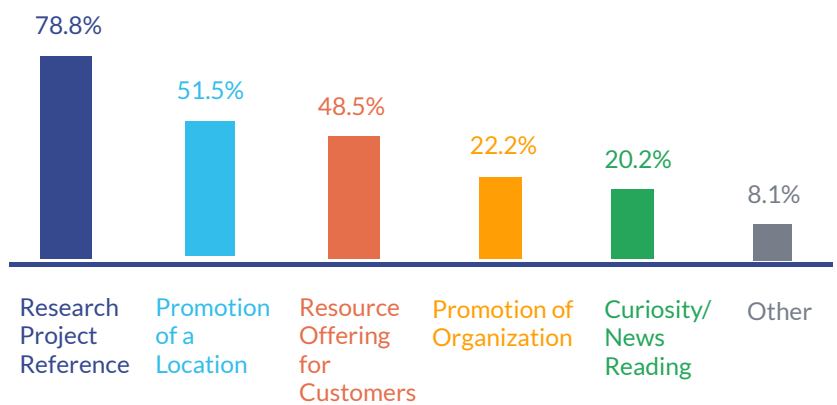
Purpose

Cost of Living Index (COLI)

80.2% use often

12.3% use rarely

7.5% do NOT use (benefit not selected)

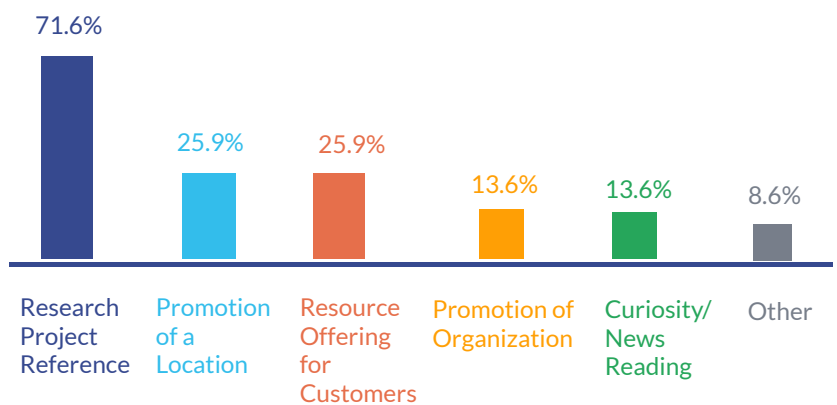


State Business Incentives

47.2% use often

34% use rarely

18.9% do NOT use (benefit not selected)

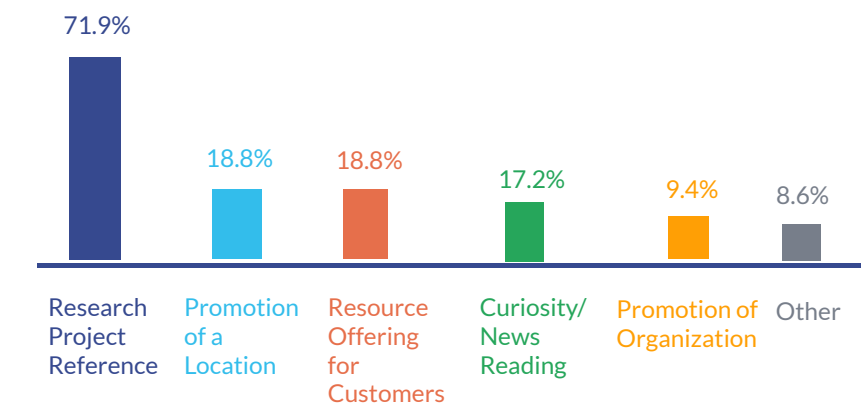


State Expenditures

32.7% use often

41.1% use rarely

26.2% do NOT use (benefit not selected)

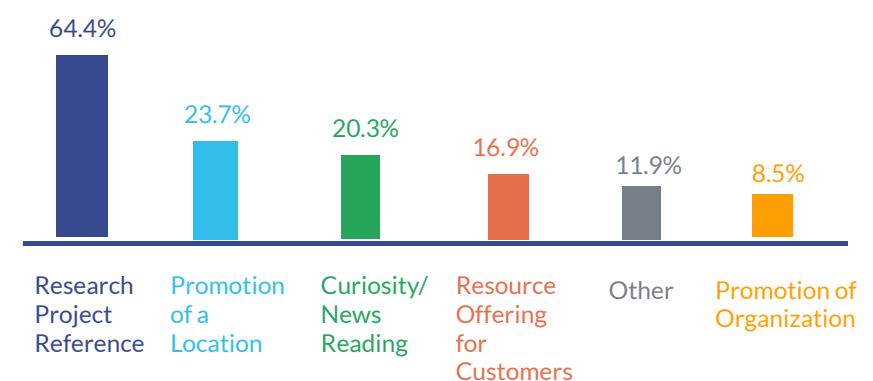


Economic Diversity Index

37.7% use often

28.3% use rarely

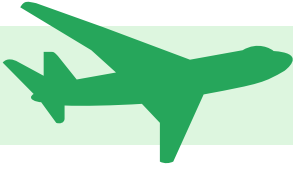
34% do NOT use (benefit not selected)





Behaviors

Travel



Comfort level

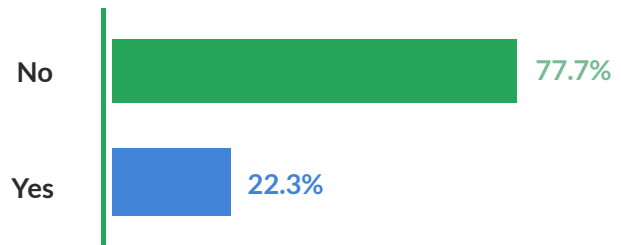
3 out of 5 members are comfortable traveling to an in-person professional development events following CDC guidelines



Travel Restrictions

Only 22.3% anticipate having travel restrictions for in-person professional development events in 2022

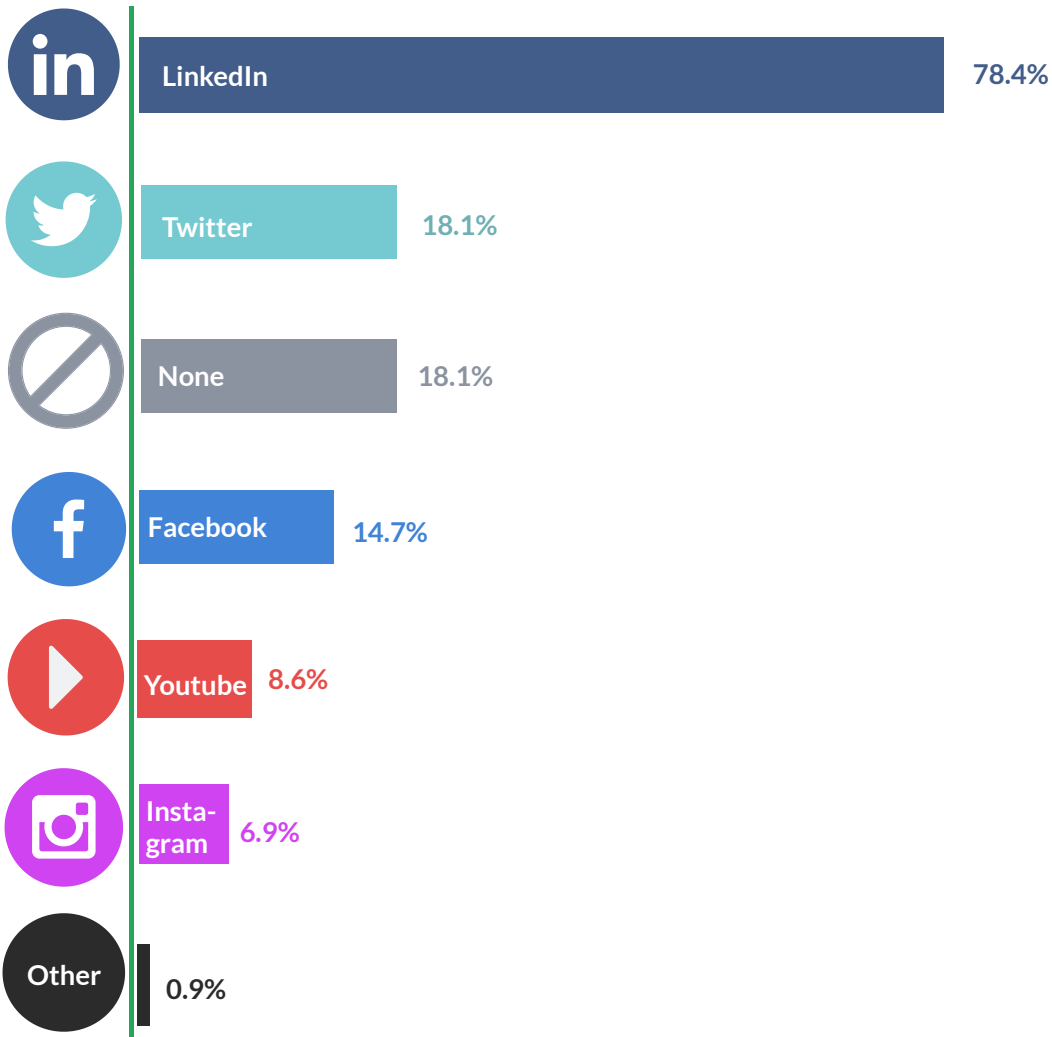
Do you anticipate having travel restrictions in 2022?



Social Media



Social media C2ER members use frequently for professional use:





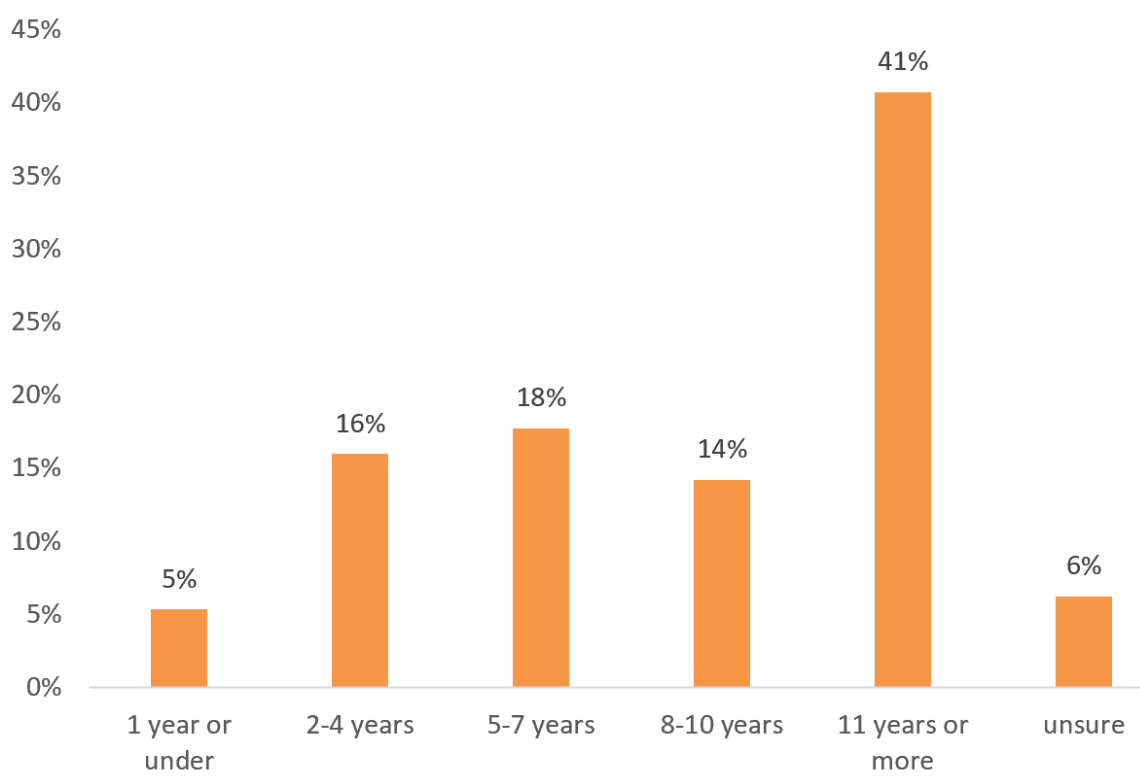
Membership Census

Who Are C2ER Members?

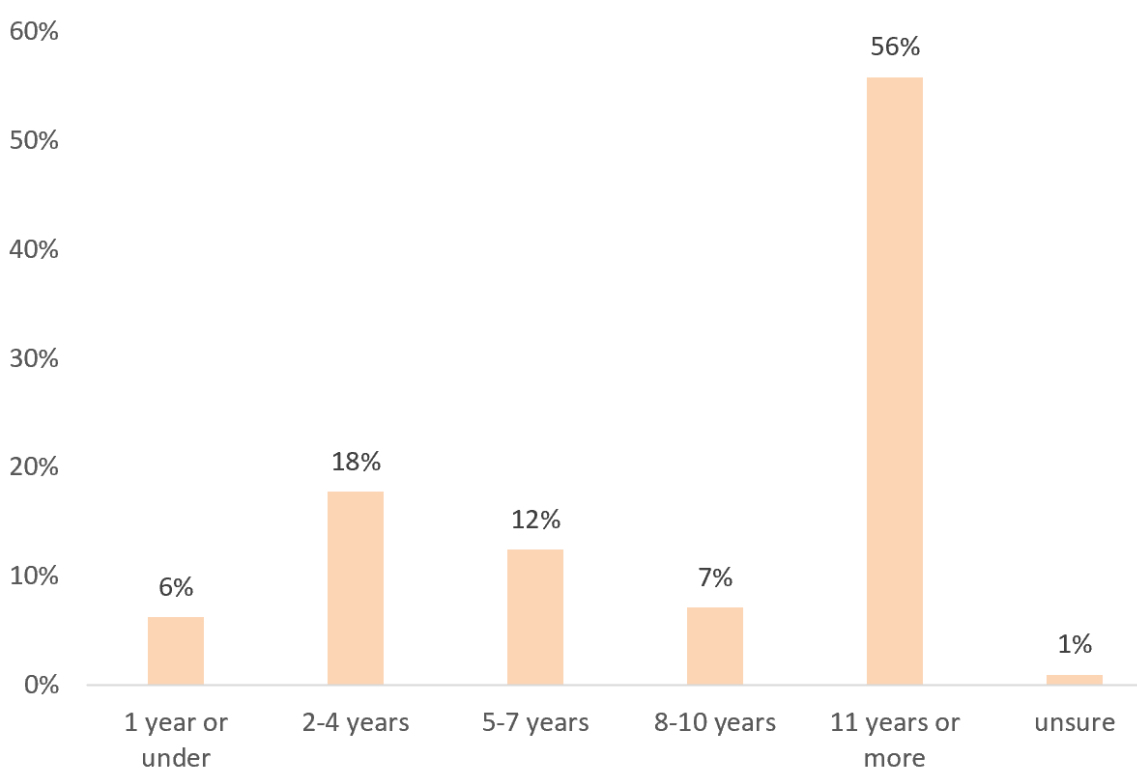
Organization Types	Top 5	Job Titles
Economic Development (non-profit)	1	Research Director
State Economic Development	2	Policy/Research Analyst
Higher Education	3	Senior Executive/Manager
Chamber of Commerce	4	Economist
State Government	5	Business/Market Intelligence Officer

How many years has it been?

Years since joining C2ER



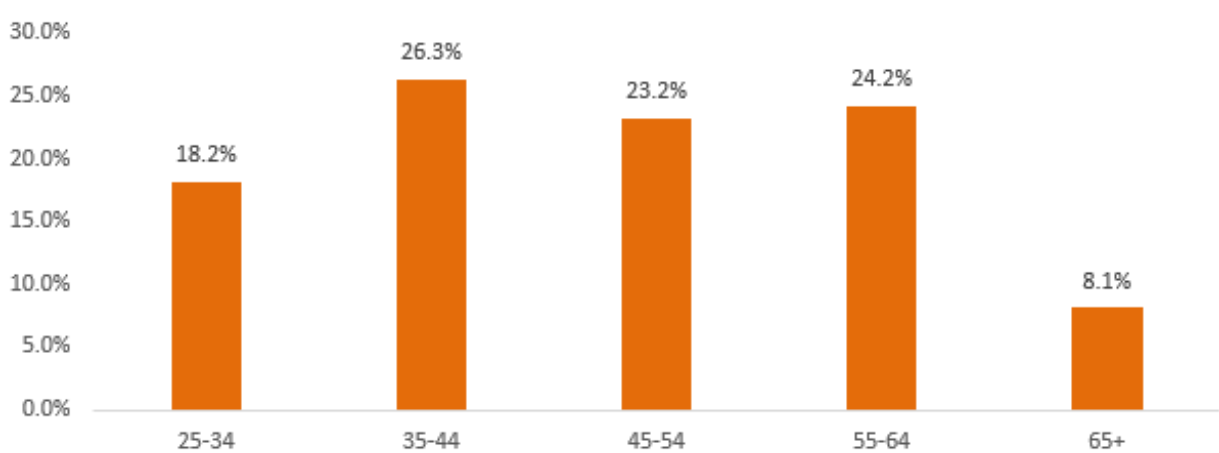
Years in the economic development field



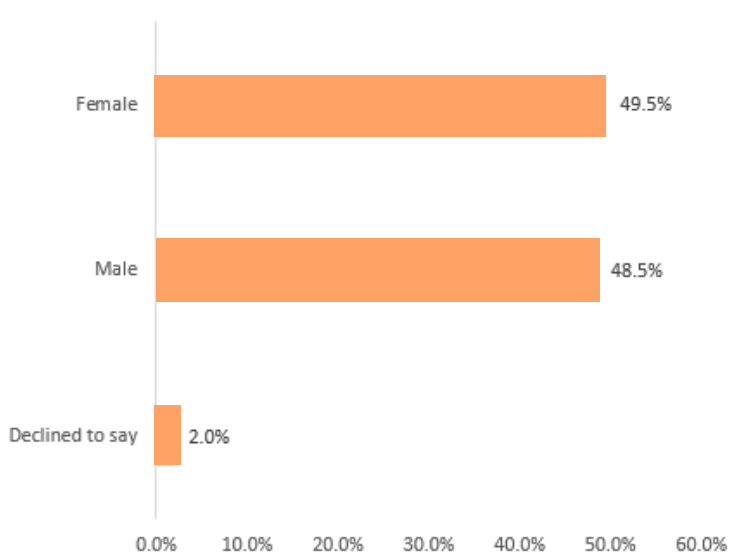
Membership Demographics

Note: The demographic results below are from a separate, recent survey distributed as a membership census by C2ER's Diversity, Equity and Inclusion committee. The main difference in these two groups is the inclusion of LMI state memberships.

Age



Gender



Race or Ethnicity

