

WILEY

The Evolving Member

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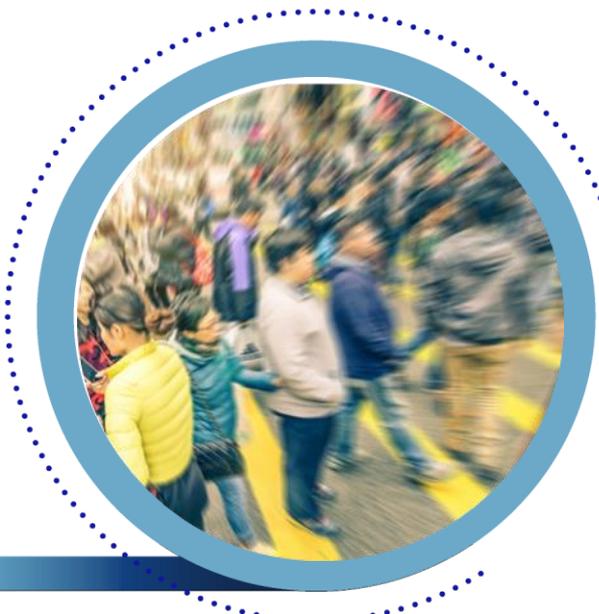
<http://exchanges.wiley.com/societies/membershipsurvey2014>

“We survey our new members, current members and past members, but we don’t survey our “never been members” so that data was very interesting.”

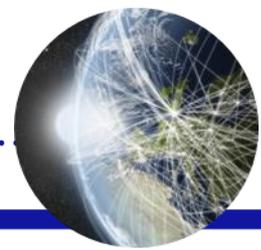
- Diane Cushman, National Council on Family Relations

“I was struck by a number of actionable findings, including the surprising number of non-members who say they haven't joined because they weren't asked (or not asked properly), the reasons for joining (and not joining), and the most valued benefits.”

- Ed Liebow, Executive Director, American Anthropological Association



12,897
participants

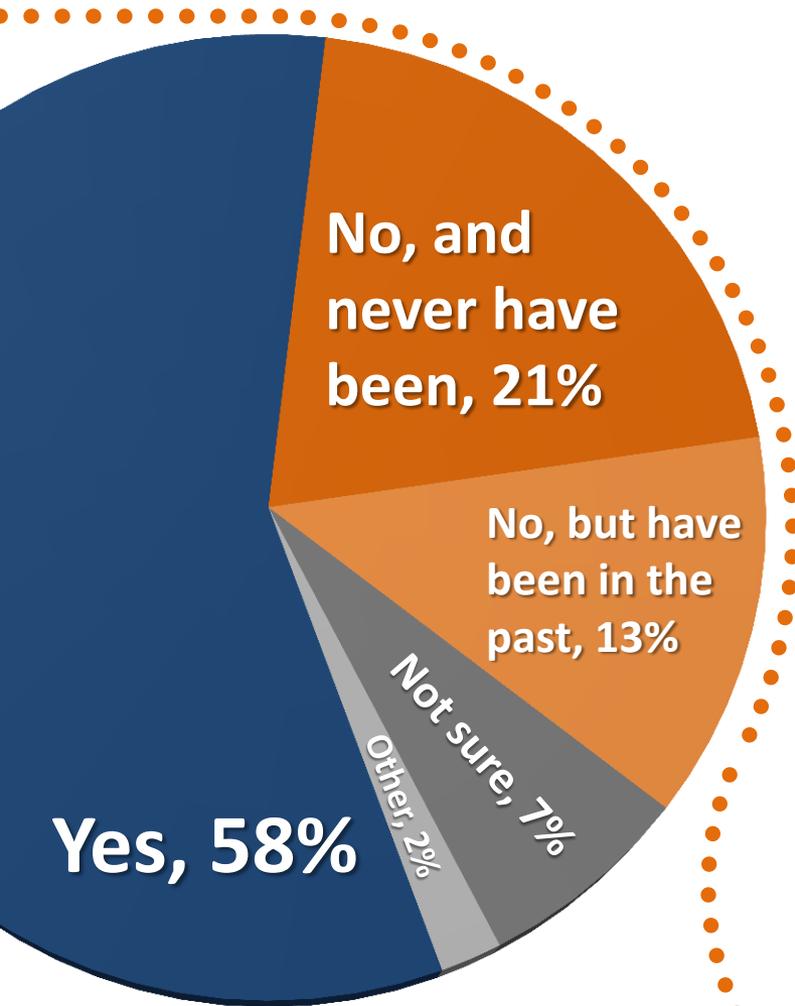


145
countries

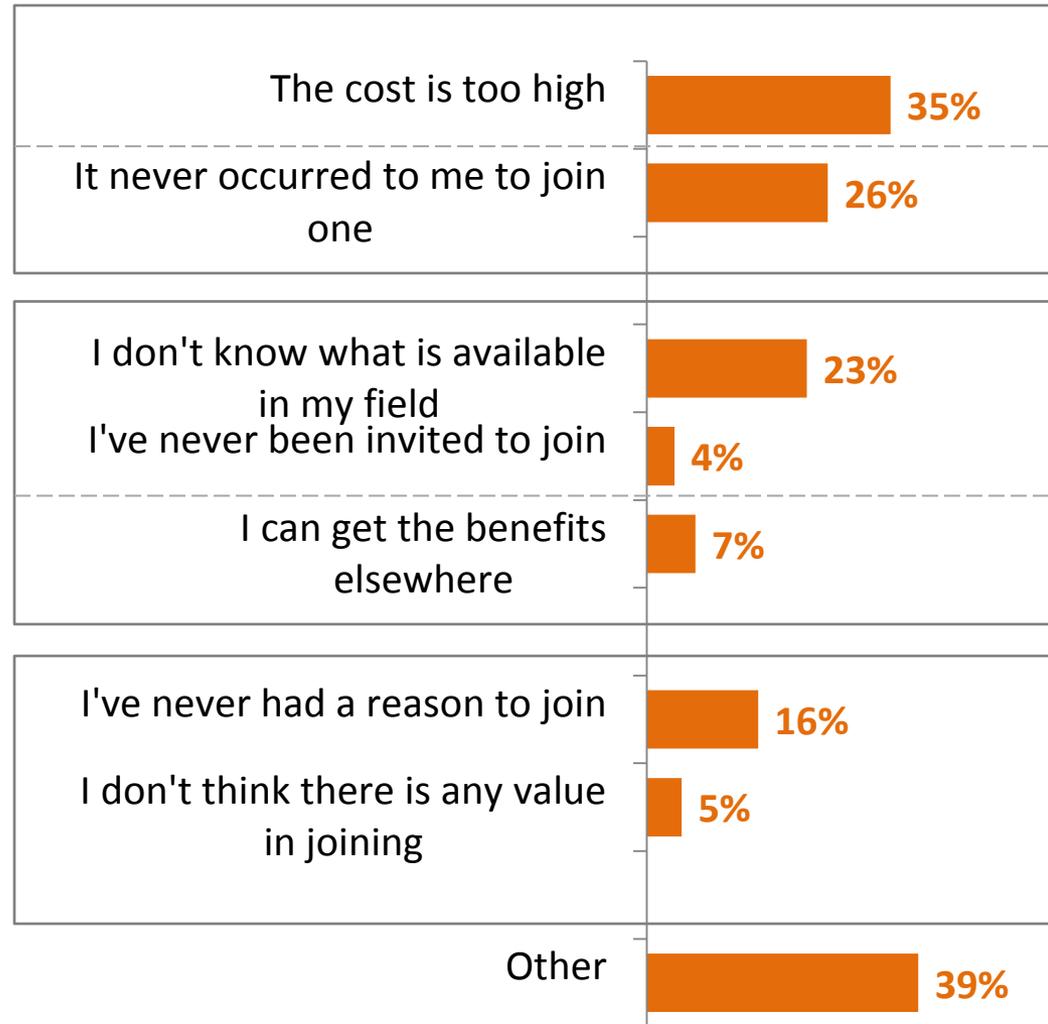


20+
disciplines

Membership status and reasons for not belonging

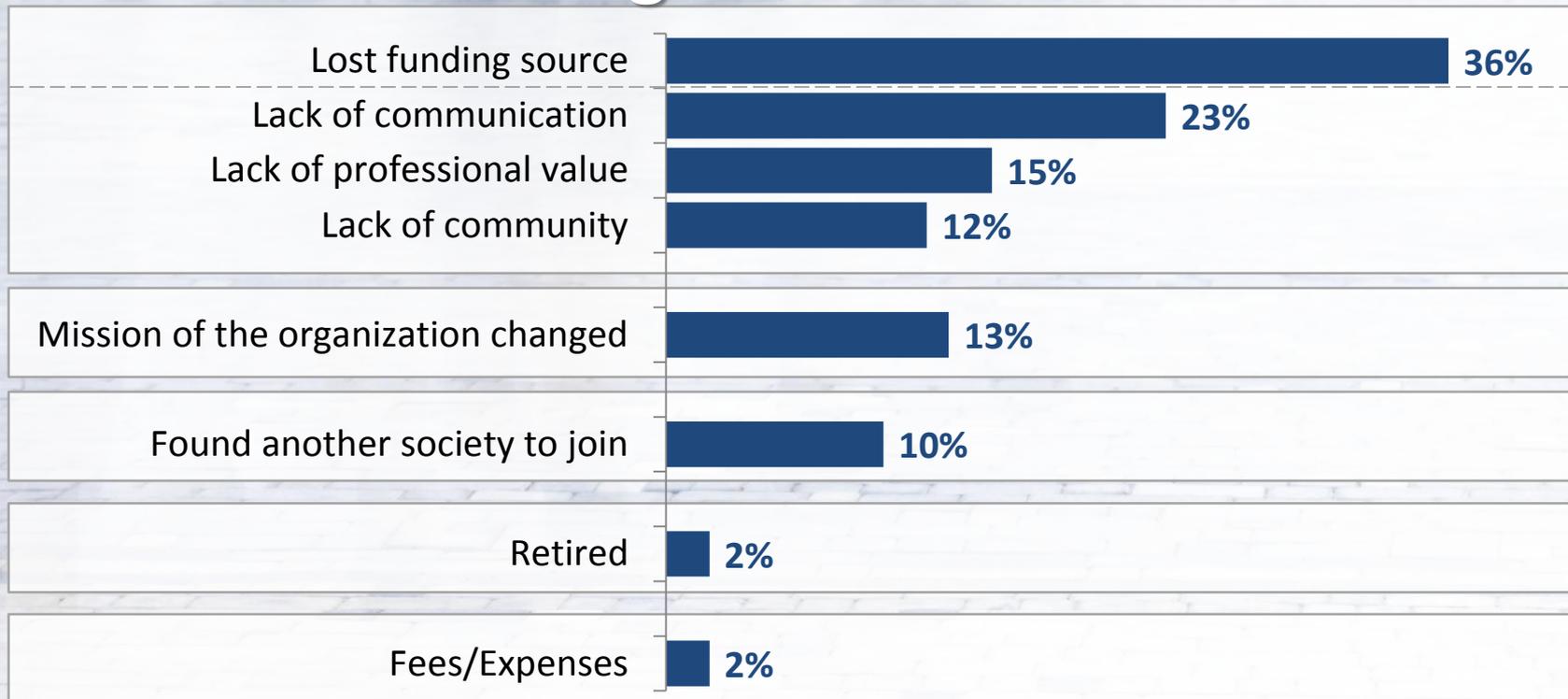


n=12,897

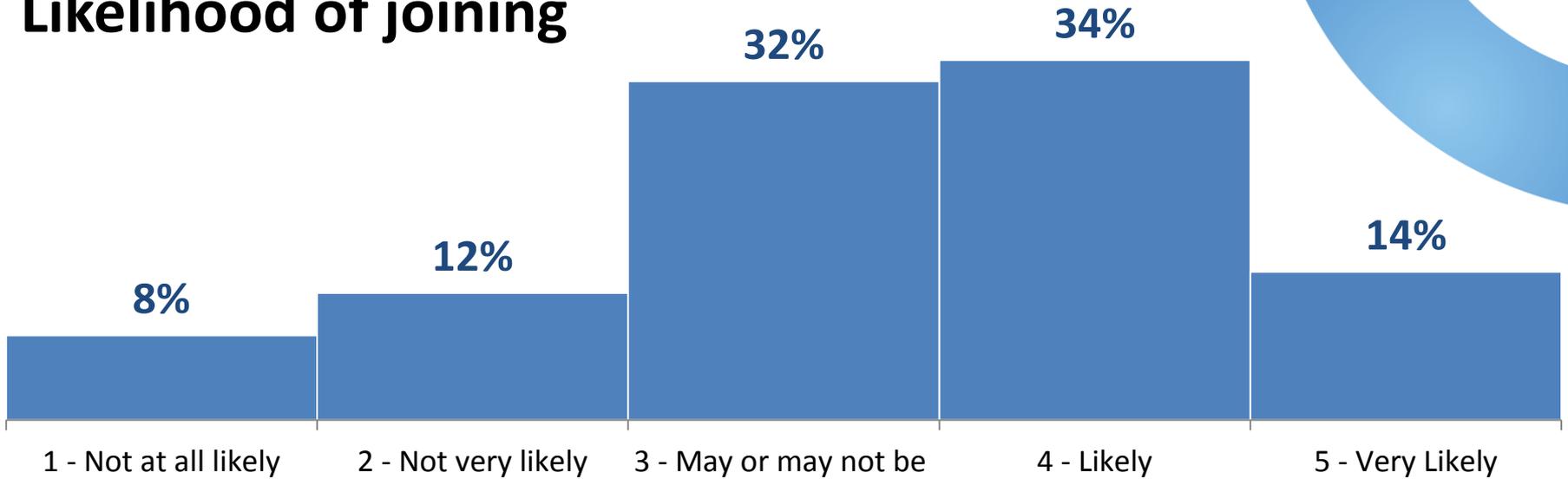


Among those who do not belong (n=2677)

Reasons for leaving



Likelihood of joining



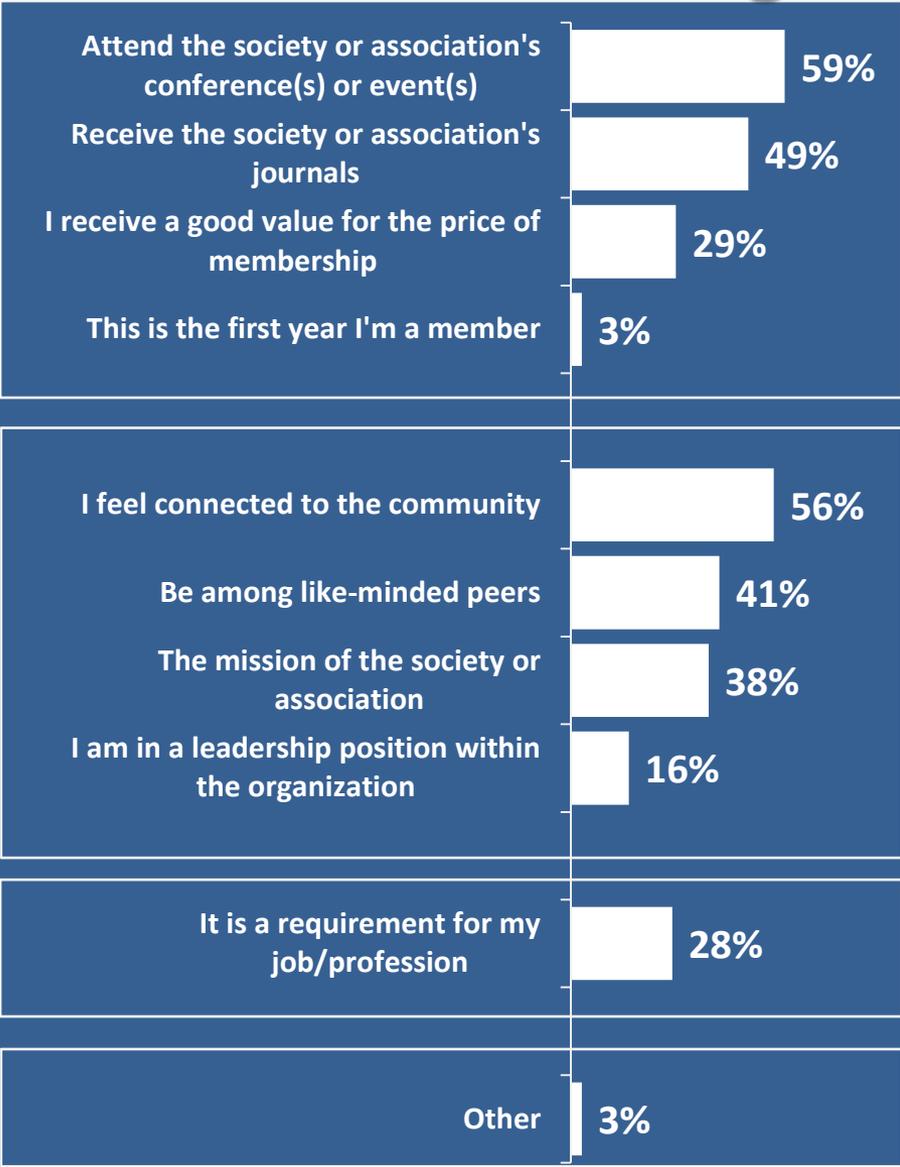
Over 51 years old
Based in Europe
Never have been a member



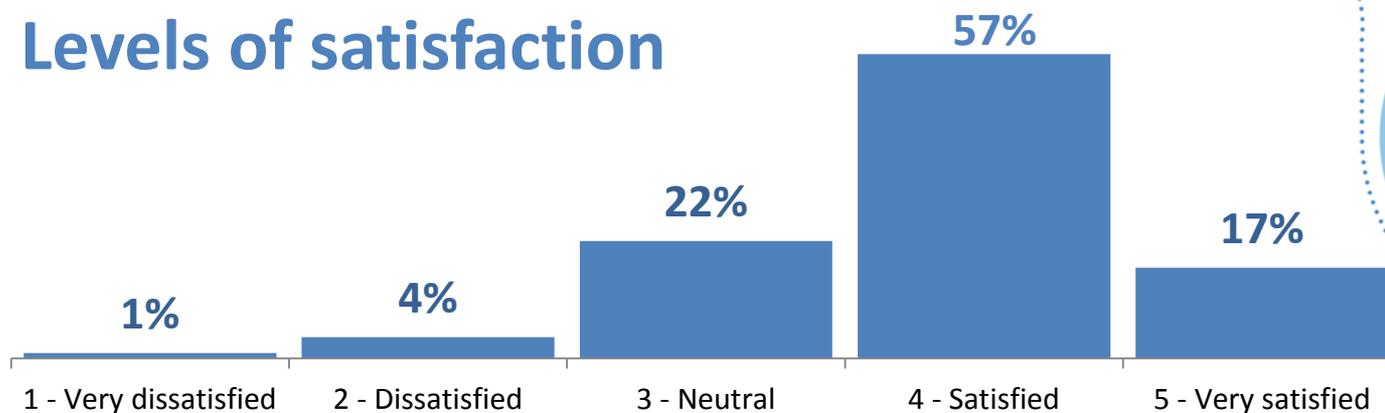
Under 30 years old
Based in Central Asia
Lapsed members



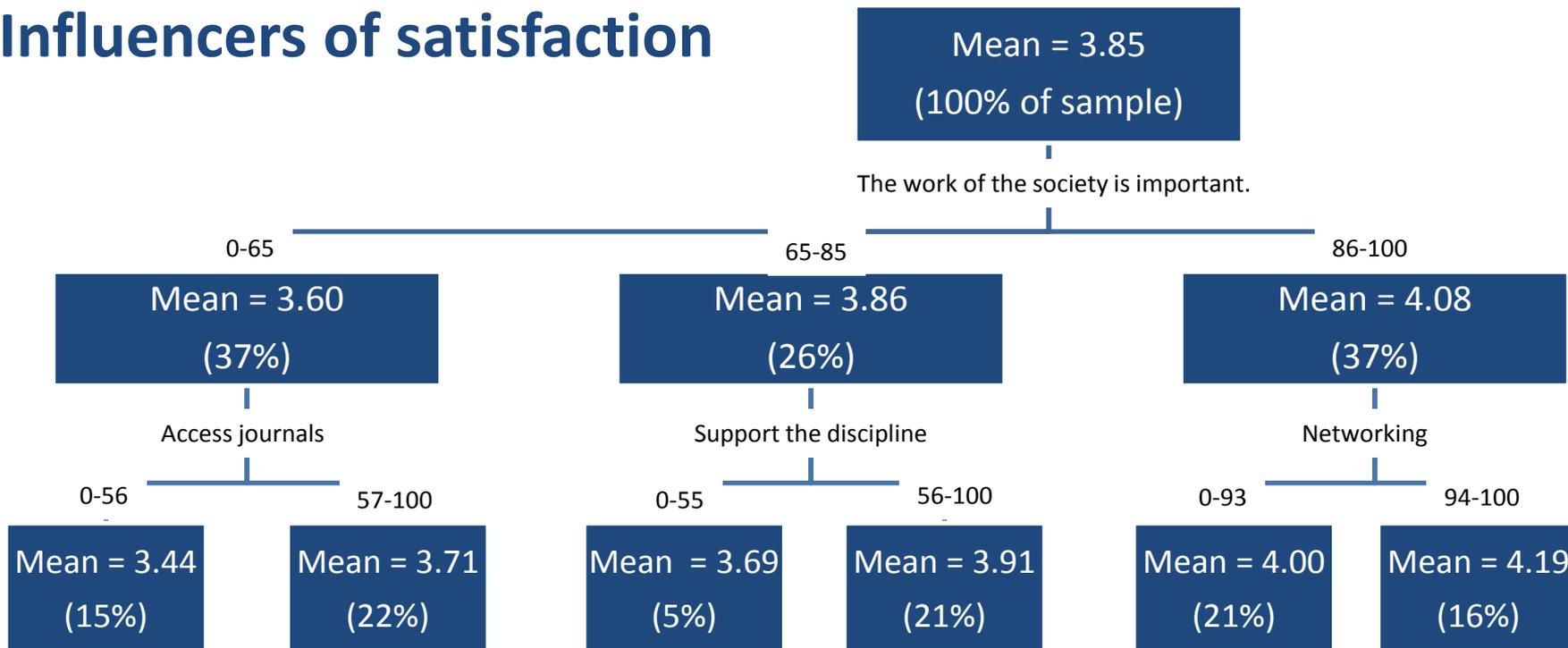
Reasons for renewing

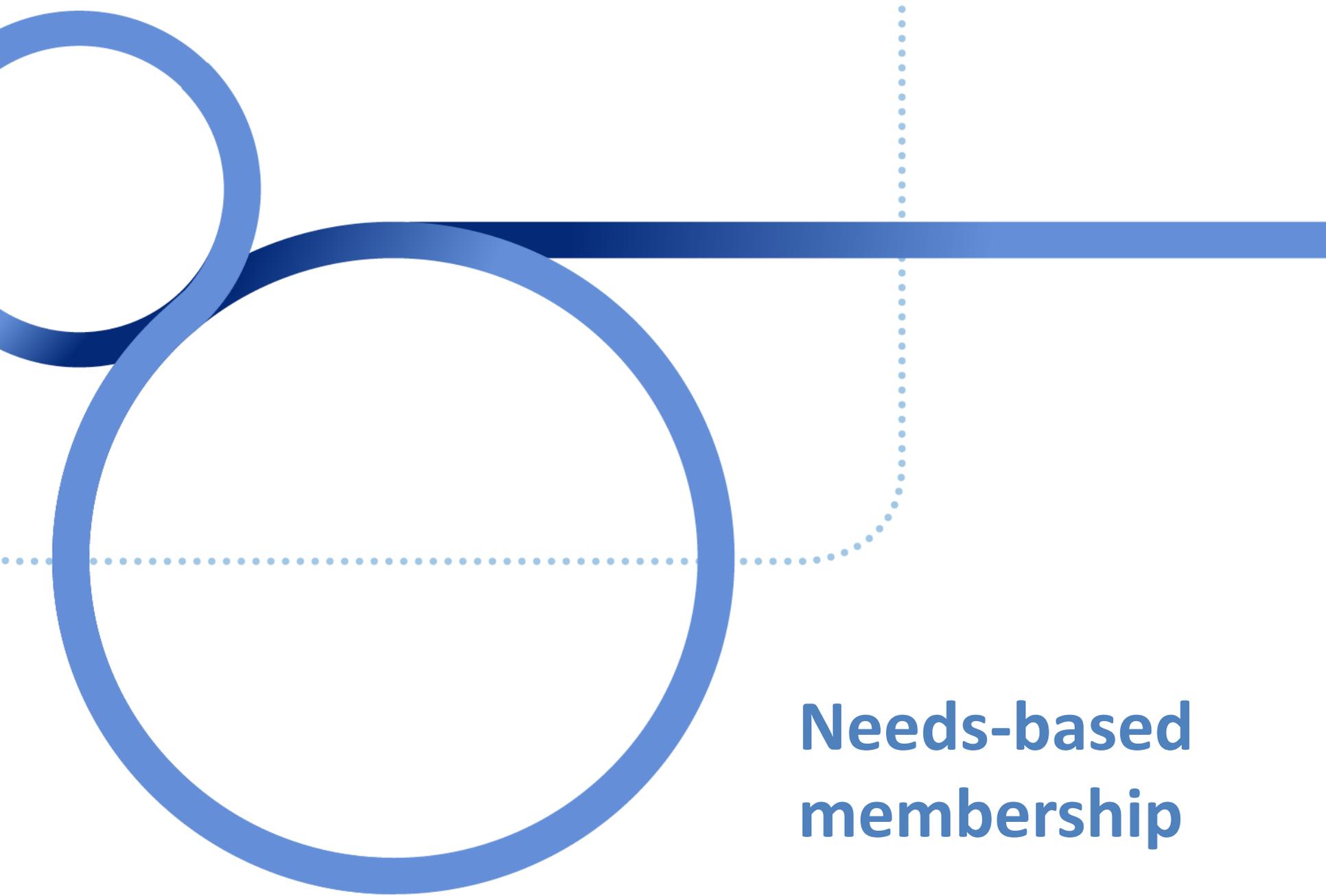


Levels of satisfaction



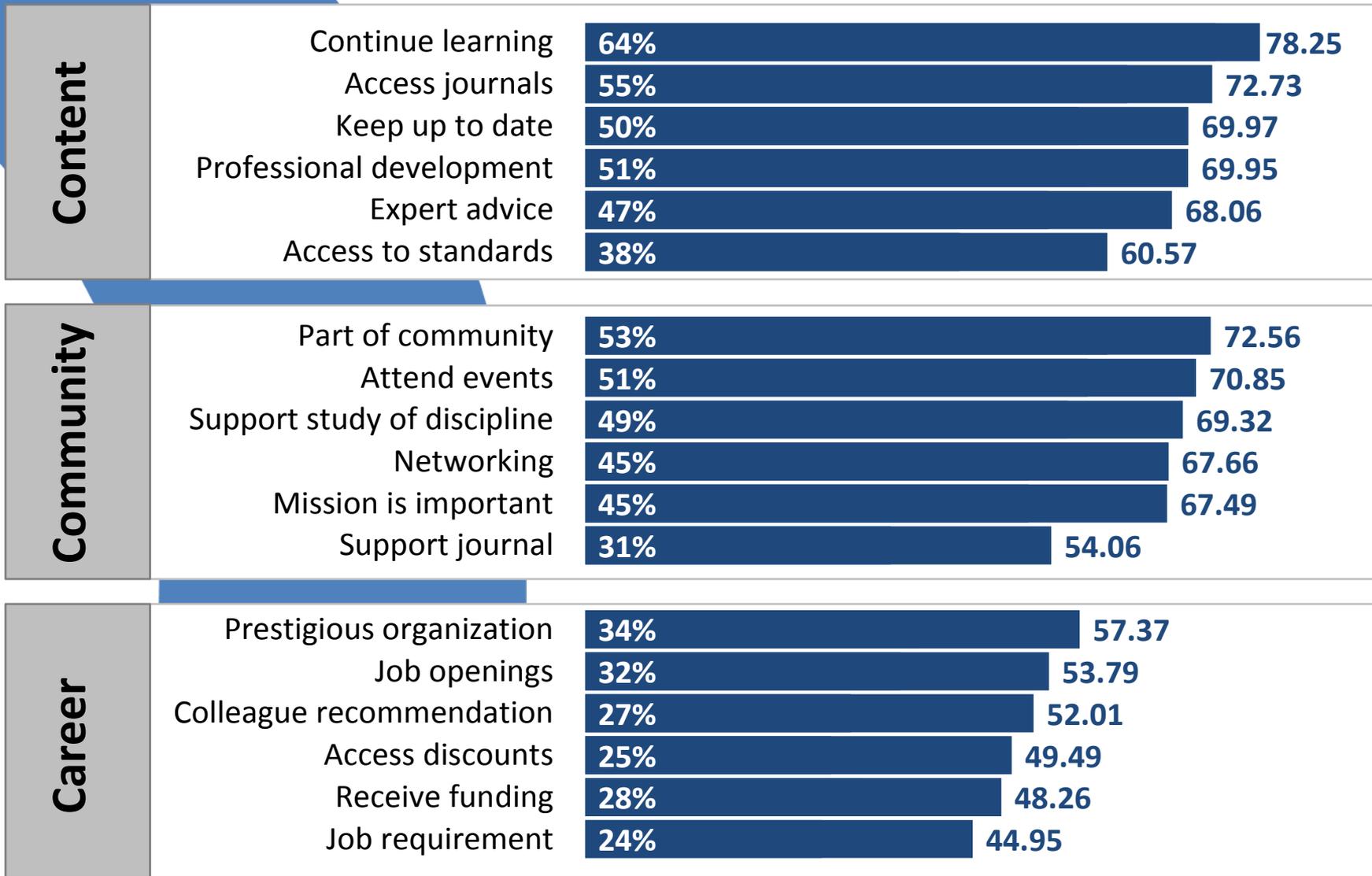
Influencers of satisfaction

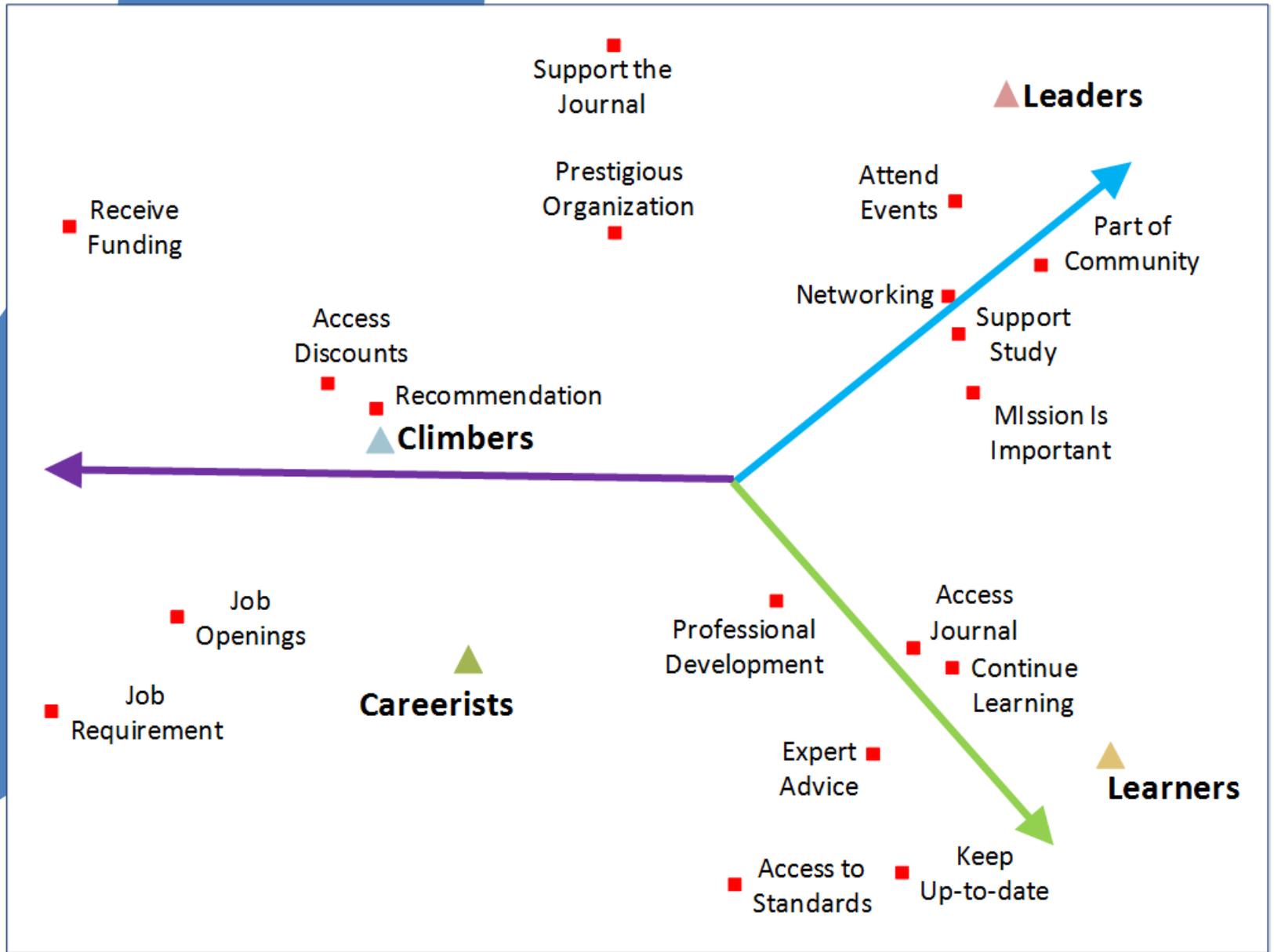


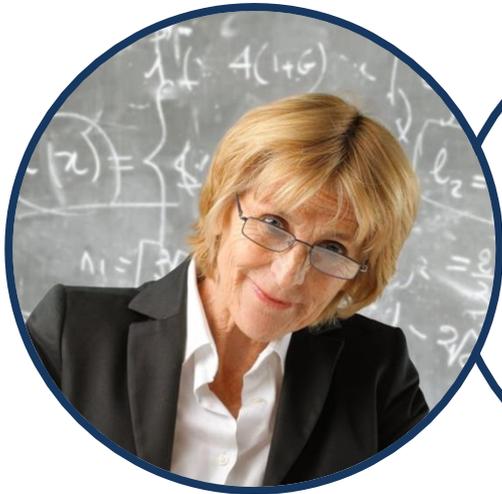


Needs-based membership

WILEY







Leaders



Learners



Climbers



Careerist



Young professionals program
Social Media engagement
Mentorship program

New programs and offerings
Geographic diversity
Mission-driven marketing

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