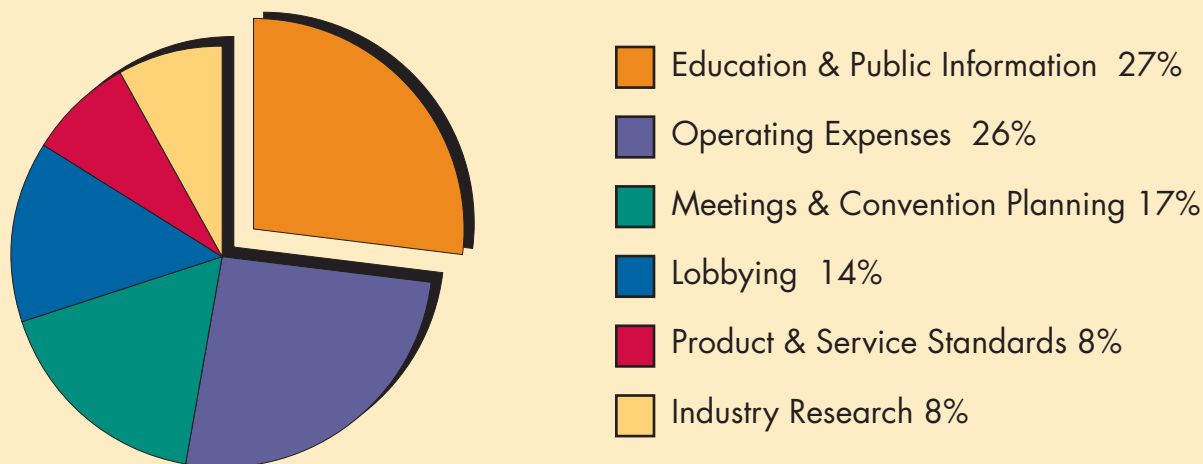


VALUE OF ASSOCIATIONS TO AMERICAN SOCIETY

How Associations are Allocating Their Resources



What the Research Reveals...

Associations' unique role in the democratic process has led to the misperception that we are primarily lobbyists. Yet lobbying accounts for only a fraction of our budgets, according to a study conducted by Harris Interactive, Inc. The pie chart shows where association dollars go and the contributions they make to society and the economy.

Skill-Building and Professional Development

Association members themselves spend more than \$25 billion annually participating in education programs. In terms of annual spending, membership education and training is also the single largest budget item for associations, accounting for 27% of the average association's budget.

Community Service

Association members devote more than 495 million volunteer hours to charitable and community service projects per year.

Economic Impact

Associations spent \$8.8 billion on conferences, conventions and meetings in 2004. In 2004, 21 million people attended trade shows, conventions, conferences and seminars and nearly 5 million attended committee and board meetings. These industry events accounted for over 14 million flights and 21 million overnight stays in U.S. hotels.



This research was conducted in 2005 for the American Society of Association Executives' Associations Advance America Committee. The findings were based on 372 mail and online surveys from a sample universe of 9,760 executive ASAE members from a total of 8,795 organizations. Most of the economic data is based on 2004 association spending and all projections are based only on the activities of the 8,795 organizations from which the sample was drawn, making the projections conservative for the entire universe of associations in the United States, which is over 100,000. The margin of error for the study is ± 5.1 percentage points in 95 out of 100 cases.



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