

2017 ICMA MEMBER SURVEY

This has been our highest response rate to date and it's only getting better

Membership Value

90.1%

of respondents rated the value of membership "good" or "excellent."



Membership Satisfaction



89.6%

of respondents reported being "satisfied" or "very satisfied" with their membership.

Customer Service

93.4%

of respondents rated ICMA's customer service as "good" or "excellent."



Most Valued Member Benefits



1

INFORMATIONAL RESOURCES

2

PROFESSIONAL DEVELOPMENT RESOURCES

3

ADVOCACY FOR THE PROFESSION

4

ETHICS ADVICE & SUPPORT

5

CAREER & COACHING RESOURCES

Topics of Interest



LEADERSHIP - **81.6%**



CAREER - **79.4%**



ETHICS - **79.3%**

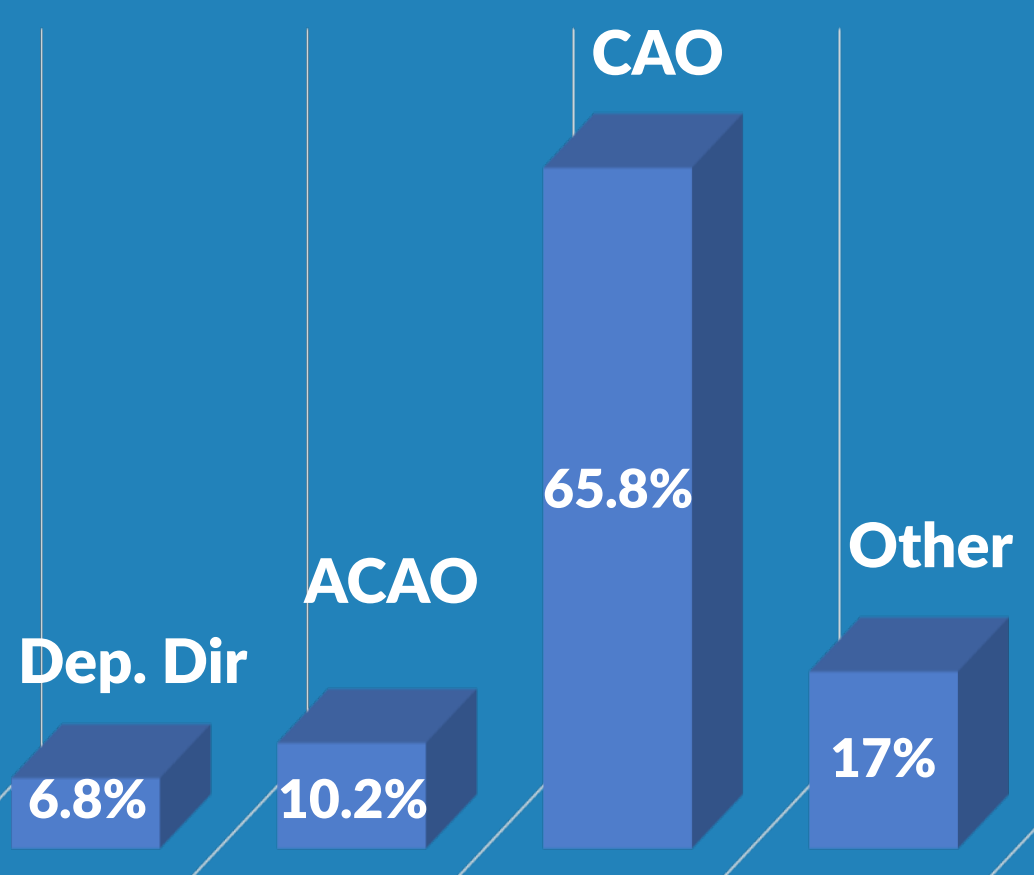
Referral & Retention

99% of respondents would recommend an ICMA membership to others.

98.2% of respondents are retaining their ICMA membership.



Career Goals



The majority of respondents identified "chief administrative officer" as their ultimate career goal.



CAO/ACAO - Male v. Female

This is the single area of the survey where we observe notable variation in gender. A greater percentage of male respondents identified a CAO position as their ultimate career goal compared to women respondents and a greater number of female respondents identified an ACAO position as their ultimate career goal compared to the male respondents.

