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## GrowthZone AMS Releases 2021 Association Industry Survey Results

*58% of respondents reported COVID positively impacted perception of their value proposition.*

**NISSWA, MN – February 2, 2021** – [GrowthZone](#), provider of association management software, released its 2021 Association Industry Survey results. The report shows positive trends in member engagement and employee turnover and stagnant or decreased membership growth trends.

The report contains specific data on association value proposition recognition, COVID's impact on organizations' operating status, and 2021 revenue trends predictions.

The report also highlights:

- Top non-dues revenue sources
- The shift to virtual events
- #1 job challenge
- COVID's impact on member engagement
- and more.

"Despite the challenges facing associations, this year's survey results revealed some encouraging statistics, such as the positive impact of COVID on value proposition perception," said John Cook, senior vice president of marketing, GrowthZone. "However, unfortunately, the results showed a significant difference in year-over-year membership growth statistics.

The survey was conducted from November 2 to November 28, 2020, by email and received responses from over 400 association professionals across North America.

In its 7th year, the [Association Industry Survey Results Report](#) has consistently proven to be GrowthZone's most sought-after association resource. The full report, as well as a [fast-paced Q&A video presentation](#) about the survey results with Teri Carden, founder of ReviewMyAMS, can be accessed on [GrowthZone.com](#).

Detailed survey findings can be accessed on [GrowthZone.com](#).

### About GrowthZone

[GrowthZone Association Management Software](#) has helped over 3,400 member-based organizations grow and retain membership, generate revenue, engage and communicate with members and prospects, and streamline their day-to-day operations. For more information, visit <https://www.growthzone.com/>.