



Associations Matter

Associations by the Numbers

Updated January 2012



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FOREWORD

Associations Matter is intended to provide an objective snapshot of America’s association community—a diverse, vibrant sector and powerful contributor to the United States economy and society. Associations are frequently regarded individually in the context of the industry, profession, or cause they represent. Rarely are they thought of in a collective sense as a broad sector that is enmeshed in the daily patterns of American life and community. The purpose of this report is to give an overview of the size and scope of association activity in the United States and illustrate its relative importance to society.

Part of the difficulty in getting a handle on the size of the association community and its unique contribution to the larger society stems from the complexity of the tax code and the different types of nonprofit organizations that are granted tax exemption by the federal government. While there were nearly two million tax-exempt organizations recognized by the Internal Revenue Service (IRS) in 2010, most associations fall under two tax classifications: Section 501(c)(6) trade and professional associations, and Section 501(c)(3) charitable and philanthropic organizations. In 2010, the IRS recognized about 90,000 501(c)(6) associations and about 1.3 million 501(c)(3) groups.

Although associations are formed for a wide range of purposes, the IRS—the federal agency tasked with oversight and enforcement of the tax-exempt sector—broadly defines associations as “a group of persons banded together for a specific purpose.”

A strong sense of community and coordinated activity is at the heart of the profession of association management. People join and volunteer for associations because they want to work together on a common cause or interest. America’s associations have deep roots in our history. The first American settlers formed guilds, patterned after British trade groups, to address common challenges and support each other’s work and lifestyle. This distinctive pattern of coordinated activity in the private sector has shaped and advanced the United States, and has historically set the country apart from many other nations (although associations or “non-governmental organizations” are now growing in number internationally as well). While the complexity of associations and their role has evolved, today’s associations still share the purpose of coming together to produce positive results.

Associations Matter relies on United States government statistics and tax-exempt returns (Form 990s) to provide a statistically precise overview of the association community. These statistics focus primarily on employment, wages, revenues, and assets. Where possible, we also cite recent ASAE studies that document trends in associations that are relevant to this report. By no means is this report a comprehensive assessment of the association sector and its many contributions to America's economy and quality of life. But, it begins to fill the information gap about associations as employers, as businesses, as membership organizations, and as unique contributors to the American experience.

Part of ASAE's mission is to promote a deeper understanding of associations and their role in American society. This report is intended to help those who are perhaps familiar only with certain associations gain a better picture of the size and scope of the broader sector. It may also be interesting reading for the members and employees of associations who may see themselves as specialists and not part of a larger, resourceful, and influential community.

ASSOCIATIONS BY THE NUMBERS: AN OVERVIEW

Size

- The IRS recognized 92,331 trade and professional associations in 2010.
- The IRS registered 1,280,739 charitable and philanthropic organizations in 2010.
- IRS statistics show that associations are a growing sector. During the 2010 fiscal year, there were 1,695 new applications for 501(c)(6) status and 59,945 applications for 501(c)(3) status filed with the IRS. Most of these applications were approved.
- The number of trade, professional associations, and charitable organizations has increased 3.4 percent since 2001.

Source: IRS Data Book and Bureau of Labor Statistics

Employment

- Membership organizations employed more than 1.2 million in 2009.
- States with the highest association employment numbers in 2009 are New York, California, Pennsylvania, Massachusetts, Texas, and Illinois.
- The Washington, DC metropolitan area (including the District of Columbia and portions of Maryland and Virginia) ranks fourth behind Pennsylvania in total association employment (109,905 employees in Pennsylvania to 89,751 employees in DC metro area).

Source: ASAE Foundation Association 990® Database

Wages

- Membership organizations (includes religious organizations, grantmaking and giving services, social advocacy organizations, civic and social organizations, and professional and similar organizations) generated a payroll of nearly \$47 billion in 2010.
- The average gross income for employees of professional associations in 2010 was \$70,876. The average gross income for employees of business associations in 2010 was \$65,104.
- Overall, full-time workers in business and professional associations had 31.7 percent higher hourly wages than in private industry as a whole.

Source: Bureau of Labor Statistics

Revenue and Assets

- Membership associations generated \$130 billion in revenue in 2009, up 13.8 percent from the previous year (\$112 billion in 2008) and down slightly (1.6 percent) from 2007 at \$127 billion. Total revenue includes revenue from contributions, grants, program services, and investment income.
- Washington, DC, New York, Pennsylvania, California and Texas lead in association revenue.
- Membership associations hold an estimated \$245 billion in assets. Among the different types of nonprofit organizations, 501(c)(3) groups hold the most assets at \$168 billion. Massachusetts-based associations hold the most assets (nearly \$55 billion), followed by California, New York, Pennsylvania and Washington, DC.

Source: Association 990® Database

Other Benefits

- Of the 63 million people who volunteered in the United States between September 2009 and September 2010, more than 18 million volunteered through a membership organization.
- Associations represent a major piece of the meetings and conventions industry in the United States. The meetings industry supports 1.7 million jobs and accounts for \$263 billion in spending.

- Trade associations and professional societies spend a similar amount on program activity-focused on education and professional development, versus lobbying activity. The average trade association spent nearly \$1.2 million on program activity in 2009—which includes publications, conferences, seminars, and other forms of education—and \$66,400 on lobbying activity reported under the Lobbying Disclosure Act. In comparison, the average professional society spent \$1,498,150 on program activity and \$65,085 on lobbying activity.

Source: Association 990® Database; The Economic Significance of Meetings to the U.S. Economy, a study by the Convention Industry Council, 2011; Current Population Survey (CPS) September Volunteer Supplement, 2010.

SUMMARY

Associations Matter documents the unique contributions of membership organizations to America's economy and civic life. Their economic benefits include more than 1.2 million jobs; a total payroll of nearly \$47 billion; and an average annual wage of more than \$60,000.

A Brief History

Associations are a unique segment of the nonprofit sector in the United States. The sector also includes colleges and universities, hospitals, churches and religious organizations, fraternal societies, veterans' organizations, labor unions, and more.

The first integrated federal income tax statute enacted in 1913 provided exemptions for business leagues, as associations were known at that time. The Revenue Act of 1913 also provided exemptions for charitable, scientific, and educational organizations. Subsequent revenue and tax reform acts in 1950 and 1969 created the contemporary structure under which associations operate today. There are currently nearly 30 different subsections of tax-exemption in the United States tax code.

Congress first gave associations favored tax treatment largely to recognize the public benefits derived from their activities. In simple terms, associations earn their tax-exempt status by satisfying many of the needs of various industries, professions, and the general public that the government would otherwise have to address.

Unlike corporations, associations are barred from accumulating equity appreciation for private benefit. Instead, these organizations undertake programs or initiatives to benefit members and the public rather than private individuals. Their earnings, therefore, are either dedicated to furthering the primary purpose for which they were organized or are subject to unrelated business income tax.

The IRS recognizes trade and professional associations under the same tax classification, Section 501(c)(6), because they are organized around either a common business or professional interest. Trade and professional associations may engage in political activity that relates to accomplishing and protecting their exempt purpose.

Section 501(c)(3) organizations are generally publicly supported charities or private foundations. Public charities and private foundations are not completely restricted from political activity, but attempts to influence legislation cannot be a substantial part of their activities. These groups are permitted to engage in certain voter education activities that are carried out in a non-partisan manner, but they are restricted from participating in any campaign activity for or against a specific political candidate.

Section 501(c)(4) organizations are operated exclusively for the promotion of social welfare. This means that the organization must operate primarily to further, in some way, the common good and general welfare of the people of the community (such as by bringing about civic betterment and social improvements). These groups may further their social welfare purposes through lobbying as their primary activity without jeopardizing exempt status. However, they are not able to receive tax-deductible donations.

Size and Scope of the Association Community

Despite the lagging economy, it's clear from IRS data that the number of associations continues to grow as new industries and professions emerge. A look at some of the fastest-growing industries in the world today—such as alternative energy, biotechnology, electronic commerce, and internet publishing— provides strong clues about where we will see new trade and professional associations forming in the years ahead. There really is an association for everything.

The 501(c)(3) tax classification is by far the largest subsection of the tax-exempt community. The IRS had 1,280,739 Section 501(c)(3) organizations on file in 2010, up from 1,128,367 501(c)(3) groups in 2007. This is a very broad subsection of organizations that includes everything from public charities and cause-related groups to supporting organizations and

grant-making organizations (including private foundations). This subsection also includes educational institutions, museums, and religious organizations (which are not required to register with the IRS and are not included in the numbers referenced above.)

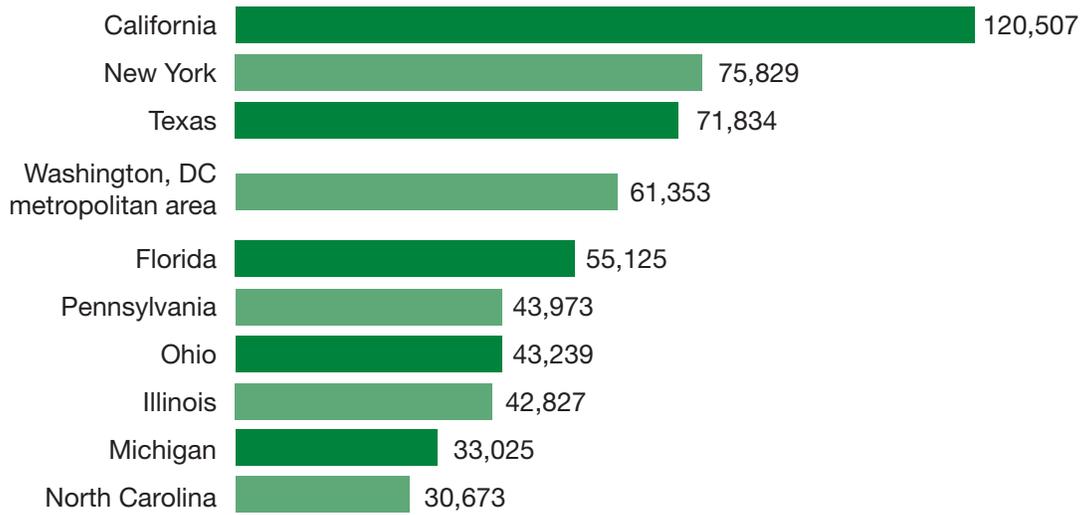
The second-largest subsection is 501(c)(4) social welfare organizations. In 2010, there were 139,129 501(c)(4) organizations registered with the IRS, up from 134,843 in 2007. Campaign finance experts have attributed the growth in 501(c)(4) registrations to their ability to conduct political activities related to their primary purpose without disclosing their donors. The IRS has said 501(c)(4) groups are playing an increasing role in American politics by using anonymous corporate donations to finance political ads before elections. Campaign finance law underwent a significant shift in 2010 when the Supreme Court ruled in the *Citizens United v. FEC* case that the government cannot restrict corporate spending in elections, and corporations, unions, and special-interest groups can use general treasury funds to pay for issue ads running just before an election.

Section 501(c)(6) tax-exempt organizations are also proliferating, according to the IRS. In 2010, there were 92,331 501(c)(6) organizations on file with the IRS, up from 88,071 in 2007. This subsection includes chambers of commerce and the majority of the trade associations and professional societies operating in the United States today.

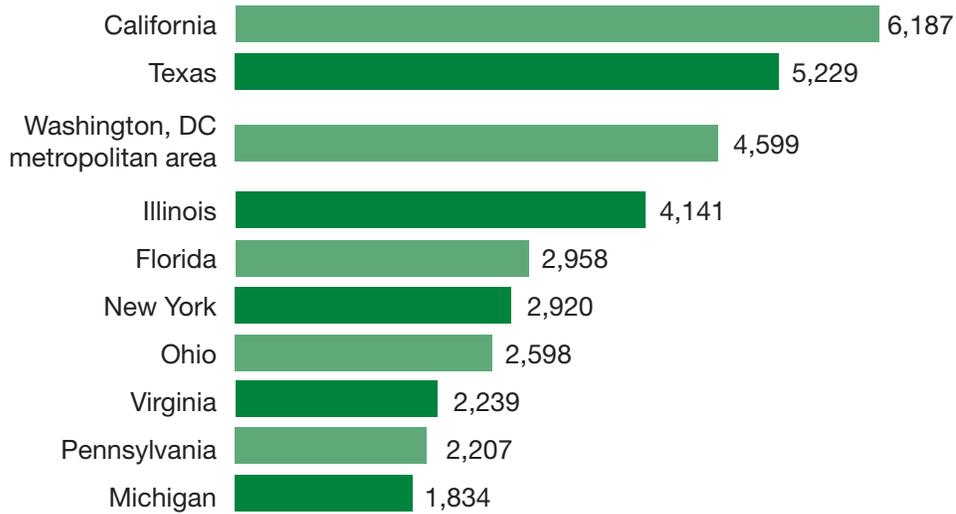
Geographic Focus

Primarily due to the presence of the federal government, the Washington, DC metropolitan region is home to a large concentration of trade and professional associations, as well as charities and philanthropic organizations. Other metropolitan areas with significant numbers of associations include Chicago and New York City. Looking at data by state, however, shows that associations are active in communities across the country.

Top States for Registered 501(c)(3) Organizations, 2008



Top States for Registered 501(c)(6) Organizations, 2008



Employment

Associations are found in every state and territory in the country. They are significant job creators, particularly in concentrated metropolitan regions across the country such as Washington, DC, Chicago, New York, Boston, and Philadelphia.

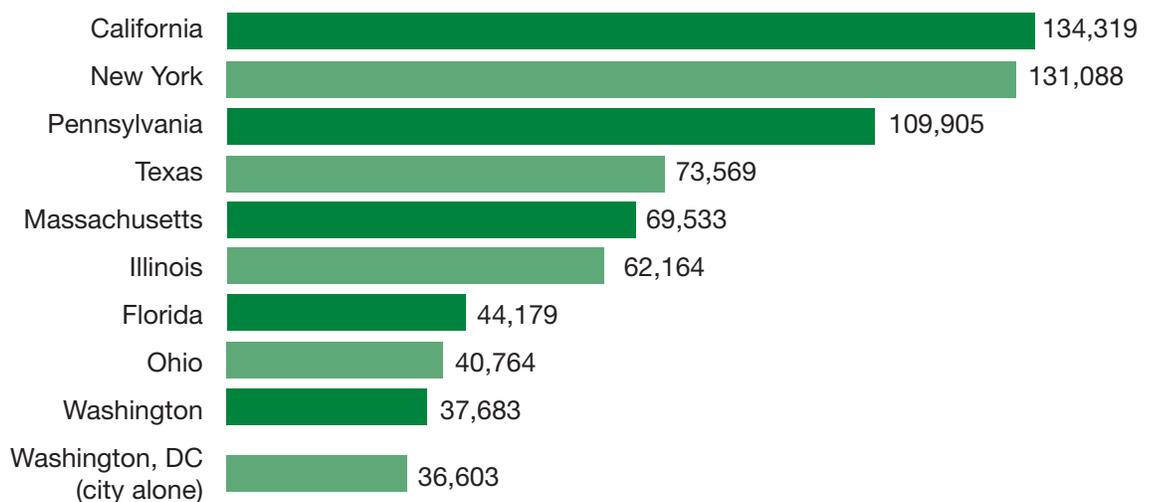
The entire nonprofit sector accounts for nine percent of all wages and salaries paid in the United States. The nonprofit sector's share of gross domestic product (GDP) was 5.4 percent in 2009.

For a closer look at employment in membership associations, we turn to a benchmarking tool created by the ASAE Foundation in 2010. The Association 990 Database relies on information from the Form 990 returns filed with the IRS by the majority of tax-exempt organizations. Association 990 Database relies on Form 990 returns from 2008 and forward from organizations with dues of at least \$200 and at least one paid employee. The latest data are from the 2009 tax year. The data do not include information from private foundations or smaller organizations that file a Form 990-N or Form 990-EZ.

Association 990 Database shows that membership associations alone employed more than 1.2 million people (1,213,929).

The leading states for association employment were California (134,319 jobs), New York (131,088 jobs), Pennsylvania (109,905 jobs), Texas (73,569 jobs) and Massachusetts (69,533 jobs).

Top States by Association Employment, 2009



Association HQ

If the Washington, DC metropolitan area were a state, it would rank fourth behind Pennsylvania in total employment with 89,751 jobs. There are many reasons why the nation's capital is home to such a dense concentration of trade and professional associations. Chief among those reasons is proximity to Congress, the presidential administration, federal agencies, and other associations that work on domestic and international issues of interest to many associations' members.

Largest Associations in the Washington, DC Metropolitan Area

AARP

Mission: Founded in 1958, AARP is a nonprofit, nonpartisan membership organization for people aged 50 and over. AARP is dedicated to enhancing the quality of life for all as we age. AARP leads positive social change and delivers value to members through information, advocacy, and service.

Number of Members: More than 40 million

Budget: \$855 million

American Chemical Society

Mission: The American Chemical Society (ACS) is the world's largest scientific society and one of the world's leading sources of authoritative scientific information. A nonprofit organization, chartered by Congress, ACS is at the forefront of the evolving worldwide chemical enterprise and the premier professional home for chemists, chemical engineers and related professions around the globe.

Number of Members: More than 163,000

Budget: \$480 million

National Education Association

Mission: The mission of the National Education Association is to advocate for education professionals and to unite its members and the nation to fulfill the promise of public education to prepare every student to succeed in a diverse and interdependent world.

Number of Members: 3.2 million

Budget: \$337 million

National Rifle Association

Mission: The National Rifle Association advocates for the protection of the Second Amendment of the U.S. Bill of Rights and the promotion of firearm ownership rights as well as marksmanship, firearm safety, and the protection of hunting and self-defense in the United States.

Number of Members: 4.3 million

Budget: \$218 million

American Diabetes Association

Mission: The mission of the American Diabetes Association (ADA) is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To fulfill this mission, the ADA funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health professionals and the public. The ADA is also actively involved in advocating for scientific research and for the rights of people with diabetes.

Number of Members: N/A

Budget: \$204 million

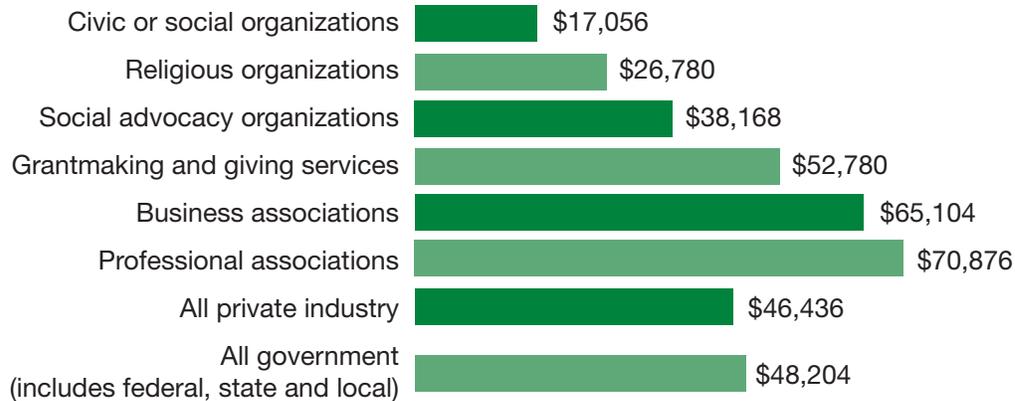
Wages

For years, the prevailing assumption about working in the nonprofit sector was that nonprofit employers generally paid lower wages than their for-profit counterparts, but were more likely to compensate employees with other benefits or favorable job conditions such as a flexible work schedule. People who work for nonprofits might also obtain satisfaction from being part of an organization that has an altruistic mission or purpose.

Over the past several years, however, employment and wage data compiled by the federal government suggest that full-time workers in certain subsets of the nonprofit sector are earning more on average than their counterparts in private industry and government.

The 2010 annual average data from Quarterly Census of Employment and Wages (QCEW) full-time workers employed by civic or social, religious, social advocacy organizations continue to earn less than other areas of private industry as well as government, but workers employed by professional associations, business associations, grantmaking and giving services earn more than private industry and government employees.

Average Wage, 2010



Wages in business and professional associations compare very favorably to other industries. For example, employees of professional associations earned an average annual wage of \$70,876 in 2010, which is 18.8 percent higher than the annual average wage for the nation's manufacturing workforce in 2010 at \$57,512. The annual average wage for the nation's finance/insurance workforce in 2010 was \$84,500.

Business and Professional Associations' Average Wage Compared to other Industry Wages, 2010



Payroll and Employment Trends

After losing about 8.8 million jobs between January 2008 and February 2010, the private sector added back just more than 1 million jobs by the end of 2010, according to the federal government's Current Employment Statistics (CES) survey. For most of last year, job growth was evident over more than half of all industries in the private sector.

For the purposes of categorizing industries, the CES survey includes membership associations into the category of "other services." That category lost 223,000 jobs between March 2008 and February 2010, but had added 99,000 jobs in the last 10 months of 2010. Membership associations accounted for more than 80 percent of the jobs added.

Revenue and Assets

As evidenced throughout this publication, associations and the larger nonprofit sector are substantial contributors to the economy at the national, state, and local levels. In 2009, nonprofit organizations reported more than \$1.4 trillion in total revenues and \$2.6 trillion in assets.

More than half of all nonprofit organizations are registered as tax-exempt under Section 501(c)(3) of the tax code. This broad subsection of tax-exempt organizations includes public charities, educational institutions, tax-exempt hospitals, museums, and more. The nation's more than 350,000 religious institutions also fall under the 501(c)(3) classification, but are not required to register with the IRS.

Registered associations and public charities with more than \$25,000 in total revenues are required to file a Form 990 return annually with the IRS. In 2009, membership associations reported \$130 billion in total revenue--an increase of 9.2 percent from the \$118 billion in revenue reported the previous year. Fifty percent of membership associations had an average of \$866,745 in total revenue. Total revenue includes revenue from contributions, grants, program services, and investment income.

Membership associations also held an estimated \$248 billion in total assets. Among all types of tax-exempt organizations, 501(c)(3) organizations held the largest share of total assets at \$179 billion.

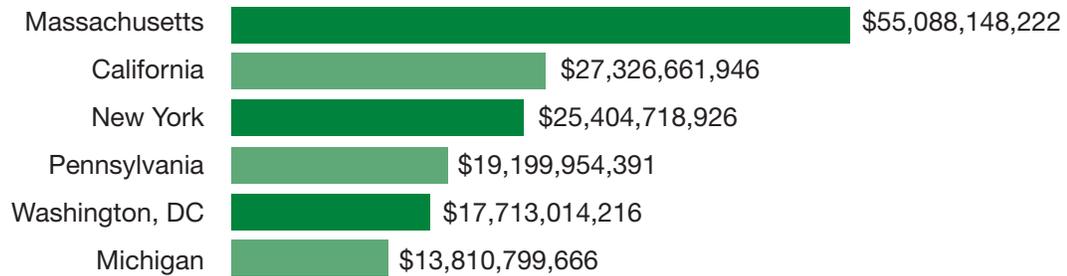
The top-ranked states/federal district by association revenue in 2009 were California, Washington, DC, New York, Pennsylvania, Texas, and Massachusetts.

Top States by Membership Association Revenue, 2009



The top states by association assets in 2009 were Massachusetts, California, New York, Pennsylvania, Washington, DC, and Michigan.

Top States by Membership Association Assets, 2009



Revenue Trends Looking Up?

A survey of ASAE's members conducted in late 2010 and early 2011 provides some reason for optimism for associations that have experienced declining revenue during the prolonged recession. According to the survey, far fewer association leaders are expected a decrease in membership revenue in 2011 (from 51.6 percent to 36.2 percent), but were still being cautious and anticipated little change in revenue (41.7 percent expected no change in revenue, but 19 percent expected an increase, up from 11.4 percent in 2010).

Economic Impact

Beyond their role as employers, associations make tangible contributions to national, state, and local economies. With their focus on professional development and training, associations host a wide range of meetings, seminars, conventions, trade shows, and other events in cities across the United States and abroad.

These meetings are big business for their host cities. Meetings boost hotel room occupancy, generate direct spending by attendees, and lead to future business. In 2011, the Convention Industry Council (CIC) released a study, *The Economic Significance of Meetings to the U.S. Economy*, revealing that the United States meetings industry directly supports 1.7 million jobs, a \$106 billion contribution to the GDP, \$263 billion in spending, \$60 billion in labor revenue, \$14.3 billion in federal tax revenue and \$11.3 billion in state and local tax revenue.

The CIC study quantifies the economic contributions made by the 1.8 million meetings, trade shows, conventions, congresses, incentive events, and other meetings that take place across the country. The 1.7 million jobs generated by the meetings industry is larger than many United States industries, including broadcasting and communications (1.3 million), truck and rail transportation (1.5 million) and computer and electronic product manufacturing (1.1 million). The industry's 1.7 million jobs generate \$60 billion in labor income and support another 4.6 million United States workers, including industry suppliers and those who rely on meeting output for sales and revenue.

A total of 205 million people, representing domestic and international delegates, exhibitors, and organizers, attend those 1.8 million meetings. The meetings are vehicles for job training and education, generate sales revenue, link domestic and foreign buyers, and foster lasting relationships in personal environments that build trust and unity. Of the 1.8 million meetings, 1.3 million are classified as corporate or business meetings, 270,000 are conventions, conferences or congresses, 11,000 are trade-shows, and 66,000 are incentive meetings. The vast majority of meetings (85 percent) were conducted at venues with lodging. Meetings generate 250 million overnight stays by 117 million Americans and 5 million international attendees.

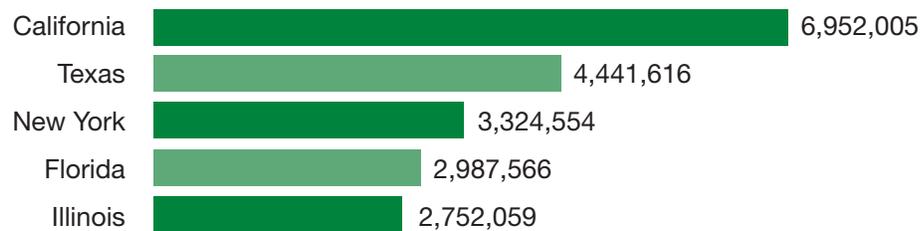
Other Benefits of Associations

Beyond their direct impact on the economy, associations provide numerous other benefits that can be felt in communities across the United States and worldwide. These public benefits speak to the unique resources and expertise in the association sector and the collective contributions associations make to society.

Volunteerism

Roughly 63 million Americans volunteered through or for a nonprofit organization at least once between September 2009 and September 2010. That volunteer rate was similar to the rates observed in 2007 and 2008. Approximately 18 million people volunteered for a membership association. Within the Washington, DC metropolitan area, approximately 751,940 people volunteered for a membership association in 2009.

States with the Highest Number of Association Volunteers, 2010



During the most recent recession, as millions of Americans found themselves unemployed or saddled with financial uncertainty, there were numerous signs that volunteerism actually increased. Research conducted in 2010 by the Corporation for National and Community Service, an independent federal agency that fosters civic engagement through AmeriCorps, Senior Corps and other service opportunities, shows a strong connection between volunteer rates and economic and community factors. The corporation's study *Volunteering in America* shows that factors such as home ownership, education, and even commute length all contribute to individuals' rate of volunteerism.

Associations often have missions that engage volunteers. Association members are recruited both to serve in leadership capacities within their trade association or professional society, and to contribute their expertise, skills, and time to community-based efforts.

In 2008, ASAE published *The Decision to Volunteer*, a comprehensive examination of the

volunteering behavior of association members. The findings were based on a survey of more than 26,000 respondents who are members of at least one association. The most commonly cited reason for volunteering is a desire to help others and create a better society. While association members expect career benefits from their professional volunteering, they are also interested in contributing to a larger cause, such as building a stronger profession. The top methods for recruiting volunteers to associations were through participation in chapters or annual meetings and a direct ask from staff or other volunteers. While ideally suited for involvement, associations face challenges in retaining volunteers. Association volunteers have strong expectations that they will be involved effectively in an organization and rewarding opportunities to work with other industry professionals on a common cause. The study also showed that the next generation of association leaders (millennial and generation X members) believe strongly in the importance of volunteering, but they also have high expectations regarding their experience.

Community Service

One of the unique attributes of associations is their ability to effect positive change in society. Beyond their specific mission or purpose, associations are often able to leverage their members' expertise and other resources to address a social need and improve our collective quality of life. There are countless examples throughout America and the world of associations engaging their members in efforts that enrich lives and positively affect the global economy.

Following are just a few examples of how associations organize and channel resources to address a social issue or advance a cause:

Million Dollar Round Table

During its 2010 Annual Meeting in Vancouver, Canada, members of the Million Dollar Round Table (MDRT) united in an impressive effort to alleviate world hunger. The Million Meal Challenge was an integrated volunteer effort to create awareness of world hunger and engage members in MDRT's largest-ever volunteer event. The goal of the Million Meal Challenge was to package and send one million rice-based meals to children and families suffering from malnutrition in impoverished communities worldwide. The one million meals packaged during the Million Meal Challenge were shipped to children and families in Haiti, India, Jamaica, the Philippines, and Tanzania. Many of the meals shipped literally saved lives due to the chronic hunger in these impoverished regions.

National Industries for the Blind

The National Industries for the Blind operates the Business Leaders Program to help break down barriers to employment and prepare individuals who are blind for careers in a wide range of professions. By providing educational and employment opportunities, this program encourages professional development and transforms a high-potential population into successful business people. The goal of the Business Leaders Program is to reach 1,000 people who are blind each year. Since its founding in 2003, the program has provided job opportunities for more than 6,000 people throughout the United States.

Minnesota Grocers Association

Every year, the Minnesota Grocers Association partners with America's Second Harvest Food Banks in a statewide campaign to raise funds and awareness to fight hunger. This one-of-a-kind program, called "Minnesota's Own," reaches across the state through a unique partnership of grocers, industry vendors, consumers, and community food support agencies to educate people on how hunger affects the state's communities. This program pools available resources to create a proactive approach to a growing social problem.

American Academy of Ophthalmology

Since 1985, the American Academy of Ophthalmology has operated the EyeCare America program to provide access to eye care to the medically underserved and those who are at increased risk for eye disease. EyeCare America is the largest program of its kind in American medicine. Since its inception, EyeCare America has helped more than one million people. EyeCare America's corps of 7,000 volunteer ophthalmologists provides free eye care for eligible seniors.

Iowa Dental Association

Through the Iowa Mission of Mercy, Iowa's dental community is working diligently to ensure Iowans have the access they need to quality oral health care. The Iowa Dental Association and Iowa Dental Foundation works with member dentists, allied dental professionals, and community partners to serve Iowans in need of critical oral health care at no cost, regardless of their financial situation. As a result of the program, public attention has been focused on the need for public and private partnerships to explore sustainable solutions to the issues that keep Iowans from seeking dental care.

International Franchise Association

Created to aid American veterans in their transition from military service to civilian life, the International Franchise Association's Veterans Transition Franchise Initiative, known as "VetFran," is a voluntary effort by franchise companies to offer financial incentives that ease and hasten veterans' paths to small-business ownership by reducing the amount of start-up cash required. The program recently achieved a landmark, surpassing the 300 mark for participating companies. Nearly 1,100 veterans have used the financial incentives provided by participating companies to help them purchase franchised small businesses.

Conclusion

Associations make broad contributions to American life. They are an essential piece of our national, state, and local economies. They create jobs in every state. Their measurable economic benefits include more than 1.2 million jobs for Americans and a total payroll of nearly \$47 billion. Business and professional associations pay their employees' salaries well above the private sector average. Associations are also a significant part of the \$263 billion meetings industry and host a wide range of meetings, seminars, conventions, trade shows, and other events in cities across the United States and abroad. Beyond their direct economic impact, associations play a vital role in enriching communities and creating positive change around the world. With their deep wells of expertise and knowledge, associations are able to address numerous social concerns and enhance our collective quality of life.

Sources

ASAE Foundation Association 990® Database

Association 990 Database, developed by the ASAE Foundation, is a database that comprises collected information from the IRS Form 990 (Return of Organization Exempt from Income Tax) submissions of organizations reporting membership dues of at least \$200 and at least one paid staff member. ASAE Foundation is not collecting information on organizations that file a Form 990-PF, Form 990-N, or Form 990-EZ. Report includes returns filed through November 2011.

Bureau of Labor Statistics

The Bureau of Labor Statistics of the Department of Labor is the principal federal agency responsible for measuring labor market activity, working conditions, and price changes in the economy. Its mission is to collect, analyze, and disseminate essential economic information to support public and private decision-making.

Census Bureau, Current Population Survey 2010

The Current Population Survey (CPS) is a monthly survey of about 50,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics. The survey has been conducted for more than 50 years.

The Decision to Volunteer

The Decision to Volunteer, published by ASAE, offers a comprehensive examination of the volunteering behavior of association members. The study behind the publication was designed as a comparative examination of association volunteering to understand workplace and professional volunteering in the context of a member's other civic activities and in the context of his or her personal and professional situation.

“The Economic Significance of Meetings to the U.S. Economy”

Conducted by PwC US, the research quantifies the economic contributions made by the 1.8 million meetings, trade shows, conventions, congresses, incentive events and other meetings that take place across the country. The study was spearheaded by an alliance of 14 organizations representing the collective meetings, travel, exhibitions and events industries in the United States brought together via the Convention Industry Council.

IRS Data Book

The Internal Revenue Service (IRS) *Data Book* is published annually by the Internal Revenue Service and contains statistical tables and organizational information on a fiscal year basis. The report provides data on collecting the revenue, issuing refunds, enforcing the law, assisting the taxpayer, and the budget and workforce.

National Center for Charitable Statistics

The National Center for Charitable Statistics (NCCS) is the national repository of data on the nonprofit sector in the United States. Its mission is to develop and disseminate high quality data on nonprofit organizations and their activities for use in research on the relationships between the nonprofit sector, government, the commercial sector, and the broader civil society.

Washington Business Journal, “The Book of Lists”

The “The Book of Lists,” 2010 is a complete list of the 50 Largest Associations.

Note regarding government statistics:

Associations Matter relies on tools used by the U.S. government to define the American economy. Standard analyses by the U.S. Census Bureau, the U.S. Bureau of Labor Statistics, and the Bureau of Economic Analysis use the North American Industry Classification System, or NAICS.

Under the NAICS system, associations are comprised of seven distinct segments: social advocacy organizations, civic and social organizations, business associations, professional organizations, labor unions, political organizations, and other similar organizations.

While the study references the broader nonprofit sector, the focus is on business associations (81391) and professional organizations (81392) because these segments constitute the core of the association community.

NAICS ASSOCIATION INDUSTRY SEGMENTS

- 8133 Social Advocacy Organizations
- 8134 Civic and Social Organizations
- 81391 Business Associations
- 81392 Professional Organizations
- 81393 Labor Unions and Similar Labor Organizations
- 81394 Political Organizations
- 81399 Other Similar Organizations

Business Associations

Business associations are those associations primarily engaged in promoting the business interests of their members and include chambers of commerce and trade associations.

Professional Organizations

Professional organizations are those organizations that seek to advance the interests of their members and their profession.