

ECS MARKET RESEARCH SURVEY RESULTS

Last year, ECS conducted a large-scale market research survey to better assess the needs of the community it stewards. The survey was international in scope, covering a wide breadth of demographics.

The Society's principal goal in carrying out the survey was to evaluate, enhance, and determine the future of ECS programs, particularly those related to individual and institutional membership, *Interface*, and open access.

In total, almost 1,870 responses were collected from a diverse pool of respondents all around the world. Their feedback revealed key, actionable insights into the value propositions of various ECS services and offerings. Moreover, the results attest to the enduring importance of the role the Society serves for its vast community of researchers.

ECS thanks everyone who took the time to respond to the survey. Your input will be invaluable in charting the Society's course for the years to come.

ECS'S TOP ATTRIBUTES



**global, relevant, credible,
established, prestigious**

MEMBERSHIP

2/3

of members feel
engaged



Individuals join
for professional
recognition, colleague
recommendations, and to
support the community

INTERFACE



93.4%
satisfied with quality
of *Interface*

OPEN ACCESS

72.5%
recommend
subscribing to
ECS Plus

OPEN
ACCESS
PUBLISHING 

91.6%
agree that
the most important goal
of *Free the Science* is
to accelerate scientific
advancement

INSTITUTIONAL MEMBERSHIP



Almost
90%
indicate that institutional membership
helps support the ECS community

DEMOGRAPHIC

1,869

survey responses



44%
of survey responses were
from those 35 or younger

34%
from ages 36-55

WORKPLACE



68.5%
of survey respondents were
from academia

20%
from industry/
government

GEOGRAPHIC

55%
from North America



16%
from Asia

22%
from
European Union