



2023-24 MEMBER SURVEY

40% PARTICIPATION

707 RESPONDENTS OUT OF 1,785 ACTIVE MEMBERS

AS OF 10.01.2024

SURVEY ORGANIZED IN THREE SECTIONS

2023-24 MEMBER SURVEY

MEMBERSHIP DASHBOARD

Group exercise to produce a dashboard of member demographics.

YOUR LAI EXPERIENCE

Questions to understand member experiences and levels of engagement.

LAI VALUE PROPOSITION

Opportunities for members to share perspectives on how to enhance LAI membership.

Anonymous Survey – No Personal Identifying Information Collected



2024 MEMBERSHIP BY CATEGORY

2023-24 MEMBER SURVEY

Active Paid	1,598
Retired	152
Emeritus	16
Fellow	19
TOTAL ACTIVE MEMBERS	1,785

27% DIFFERENCE FROM 2014 TO 2024

2014 = 2,434 | 2015 = 2,255 | 2016 = 2,239 | 2017 = 2,302 | 2018 = 2,219
2019 = 2,176 | 2020 = 2,177 | 2021 = 2,059 | 2022 = 1,951 | 2023 = 1,964

SURVEY RESPONSE BY CHAPTER

2023-24 MEMBER SURVEY

1 AUSTIN	71%	12 PHOENIX	38%
2 LONDON	70%	13 ORANGE COUNTY	37%
3 BARCELONA	69%	14 GOLDEN GATE	35%
4 AT-LARGE	55%	15 SACRAMENTO	34%
5 ATLANTA	50%	16 OTTAWA	33%
5 AUM (INDIA)	50%	17 ALOHA	31%
6 VANCOUVER	49%	18 SAN DIEGO	30%
7 BALTIMORE	47%	19 BOSTON	29%
8 NEW YORK	43%	20 SIMCOE	26%
9 CHICAGO REGION	41%	21 MEMPHIS	23%
9 PHILLY	41%	21 WASHINGTON	23%
10 MADRID	40%	22 MINNESOTA	21%
11 LOS ANGELES	39%	23 ZIA	19%

MEMBER DASHBOARD

2023-24 MEMBER SURVEY

AGE

Age 30-39	4%
Age 40-49	13%
Age 50-59	25%
Age 60-69	27%
Age 70-79	23%
Age 80+	8%

83% = OVER 50

(58% = OVER 60)

GENDER

Male	66%
Female	34%
Prefer Not to Answer	0.3%

YEARS IN LAI

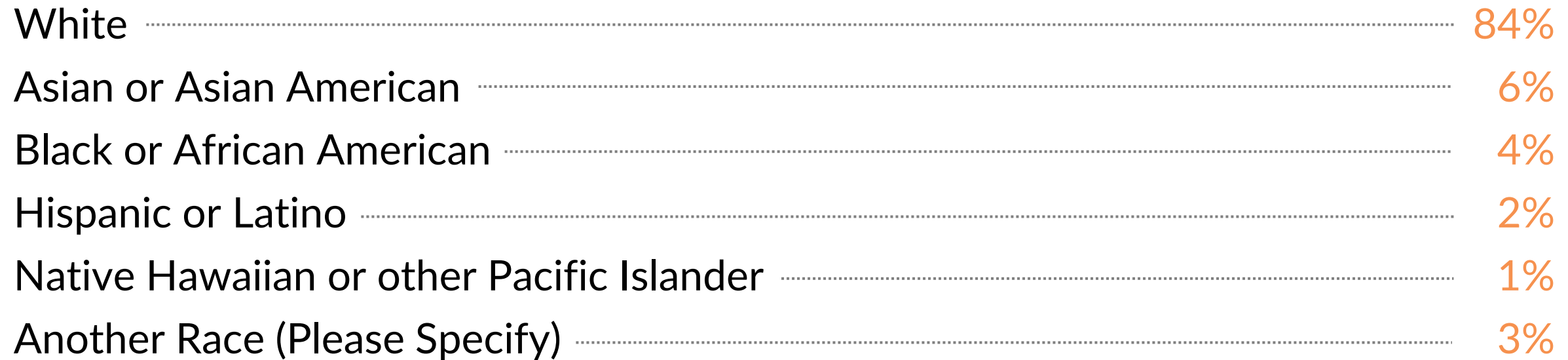
1-4	30%
5-9	25%
10-15	18%
16+	27%

70% = 5+ YEARS

MEMBER DASHBOARD

2023-24 MEMBER SURVEY

RACE/ETHNICITY



Responses: Combination (1); Hapa Haole (1); Hispanic/Portuguese/French (1); Indian (2); Iranian American (1); Mediterranean (1); MENA (1); Mixed (2); White and Hispanic (1); Human (2); Not Germane (1); This shouldn't be relevant (1); Why does it matter? (2)

MEMBER DEMOGRAPHICS

2023-24 MEMBER SURVEY

SEXUAL ORIENTATION

Heterosexual	89%
Lesbian, Gay, Bisexual	5%
Prefer Not to Answer	6%

DISABILITY

No	95%
Yes	3%
Prefer Not to Answer	2%

MEMBER DASHBOARD

2023-24 MEMBER SURVEY

LEVEL OF EDUCATION

High School Diploma	3%
Bachelor's Degree	22%
Master's Degree or Professional Degree	68%
Ph.D. or Higher	7%

YEARS OF EXPERIENCE

10-19 Years	12%
20-29 Years	25%
30-39 Years	29%
40+ Years	34%

88% = OVER 20 YEARS

MEMBER DASHBOARD

2023-24 MEMBER SURVEY

BUSINESS/EMPLOYER/ INITIATIVE TYPE

For Profit	65%
Government/Public	10%
Nonprofit	8%
Academic	4%
None of the Above	13%

WORK STATUS

Full-Time	67%
Part-Time	8%
Retired	18%
Select Projects	6%
Looking for Work	1%

PROFESSIONAL SECTORS

2023-24 MEMBER SURVEY

(SELECT NO MORE THAN THREE)

Real Estate Development/Construction	26%	Environmental/Land/Water	6%
Design (Arch/LArch/Urban Design)	17%	Planning (Public Sector)	6%
Land Use/Development Regulation/Zoning	17%	Property Management	5%
Planning (Consultant)	15%	Historic Preservation/Adaptive Reuse	4%
Community Development/Economic Development	12%	Infrastructure and Utilities	3%
Government	11%	Real Estate Appraisal	3%
Real Estate Brokerage and Related Services	11%	Transportation	3%
Academia/Teaching/Research	8%	Property Tax Assessment	1%
Affordable Housing and Related Services	8%	Title Insurance	1%
Finance	8%		
Real Property Law	8%		
Asset Management	7%		
Market Research	7%		

Other: Arts and Culture (2); Construction General Contractor (3); Data Analyst (1); Energy-Related Real Estate (1); Land Economist (1); Insurance Brokerage (1); Marketing and Communications (2); Municipal Law (1); Philanthropy (1); Property Technology (1)



YOUR LAI EXPERIENCE

2023-24 MEMBER SURVEY

WHAT MADE YOU INTERESTED IN JOINING LAI VERSUS OTHER PROFESSIONAL ORGANIZATIONS? (SELECT ALL THAT APPLY)

Personal/Professional Networking	62%
Prominence of the Organization and Members	60%
Invited by a Colleague	58%
Learning/Education/Research	45%
Multidisciplinary Composition	40%
Business-to-Business Networking	36%
Social Activities	24%
Other (Please Specify)	3%

Other: Smaller and more personal group; Combination of public and private sector expertise; Small gatherings; Program of speakers and topics; Land Economics Weekends; Opportunity to serve the community; Breadth of the organization; Requirement for minimum professional experience



YOUR LAI EXPERIENCE

2023-24 MEMBER SURVEY

HOW MANY PROGRAMS AND EVENTS DO YOU TYPICALLY ATTEND IN A YEAR?

1-3	39%
4-6	38%
7-10	20%
11+	3%

3 OR LESS = NEARLY 40%

DO YOU BRING GUESTS TO LAI PROGRAMS AND EVENTS?

Yes	33%
No	34%
Sometimes	33%

RARELY OR NEVER = 67%

YOUR LAI EXPERIENCE

2023-24 MEMBER SURVEY

WHAT IS THE BEST LAI PROGRAM OR EVENT YOU PARTICIPATED IN OVER THE PAST YEAR OR TWO AND WHY?

- Programs (138)
Not Specific (89) Lunchtime (49)
- Banquet/Gala/Annual Meeting (57)
- Tours (56) *“Break from Normal Routine”*
- LEWs/Gatherings (37)
- Chautauquas and Salons (31)
- Economic Forecast (16)
- Socials (10) *“Great Catching Up”*
- All Are Good (9)
- Zoom (4)

YOUR LAI EXPERIENCE

2023-24 MEMBER SURVEY

**HAVE YOU EVER SERVED ON
A CHAPTER COMMITTEE OR
ON A CHAPTER BOARD?**

Yes 42%
No 58%

NEVER = NEARLY 60%

**HOW MANY NEW INITIATES HAVE
YOU SPONSORED/CO-SPONSORED
IN YOUR TIME AS A MEMBER?**

1-2 63%
3-5 22%
6-10 8%
11+ 7%

0, 1 OR 2 = 63%

YOUR LAI EXPERIENCE

2023-24 MEMBER SURVEY

ARE YOU SUPPORTIVE OF INCREASING MEMBERSHIP IN YOUR LOCAL CHAPTER?

Yes 94%
No 6%

Feedback: If Honorary, Keep Selective (8); Chapter Size Seems Right (7); Maintain Intimate Setting (3); Be More Exclusive (3); LAI has Lost Focus (2); Avoid Race and Gender Quotas (1); Increase Minority Participation (1); Within Reason (1); Class Sizes are Too Big (1); Need Young People (1)

TO WHAT LEVEL DOES YOUR LOCAL CHAPTER REFLECT THE RACIAL AND ETHNIC DIVERSITY OF THE PLACE IN WHICH IT IS ROOTED?

Very Much 18%
Somewhat 49%
Not Much 30%
Not At All 3%

YOUR LAI EXPERIENCE

2023-24 MEMBER SURVEY

WHICH SOCIAL MEDIA PLATFORMS DO YOU USE PROFESSIONALLY?

(SELECT ALL THAT APPLY)

LinkedIn	81%
Twitter	12%
Instagram	23%
Facebook	25%
None of the Above	15%
Other (Please Specify)	4%

Other: Academia (1); Counselors of Real Estate (1); Email (3); Nextdoor (3);
None (2); ResearchGate (1); Threads (3) ; YouTube (1)

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

HOW COULD THE “VALUE PROPOSITION” OF LAI MEMBERSHIP BE ENHANCED?

TOP FIVE RESPONSES

1. High Quality Programs
2. Improve Brand and Publicity
3. Address Cost Barriers
4. Increase Diversity
5. Don't Know/What is This?

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

HOW COULD THE “VALUE PROPOSITION” OF LAI MEMBERSHIP BE ENHANCED?

- High Quality Programs (29)
- Improve Brand and Publicity (23)
- Address Cost Barriers (22)
- Increase Diversity (21)
- Don't Know/What is This (17)
- Focus on Community Impact (14)
- Focus on Land Economics (13)
- Learn About Other LAI Members (12)
- Better Connect International and Local Chapters (10)
- More Tours (10)
- More Networking – Structured Not Informal (10)
- More Young Members (10)
- More Regional and Inter-Chapter Events (9)
- Better Access to Recorded Programs and Research (5)
- Better Meeting Space and Variety of Locations (5)
- Frequent and Reliable Communication (5)
- LAI Should Be More Exclusive (5)
- More Social Events (5)
- More Virtual Programming (5)
- Continuing Education Credits (4)
- Focus on Member Retention and Engagement (4)
- Less Focus on Diversity, Equity and Inclusion (4)
- More Small Group Meetings on Common Interests (4)
- More International Programming (3)
- Ask Members What Topics to Address (2)
- Educational Events (2)
- Member Onboarding/Less Cliques (2)

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

WHAT WOULD YOU LIKE LAI TO START DOING OR DO MORE OF?

TOP FIVE RESPONSES

1. More Tours
2. Satisfied
3. Focus on Community Impact
4. Increase Diversity
5. More Young Members; Debates/Public Forums

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

WHAT WOULD YOU LIKE LAI TO START DOING OR DO MORE OF?

- More Tours (36)
- Satisfied (26)
- Focus on Community Impact (17)
- Increase Diversity (14)
- Debates/Public Forums (10)
- More Young Members (10)
- More Social Events (9)
- More Variety in Events/Locations (9)
- More Prominent Speakers (8)
- Improve Brand and Publicity (7)
- More Regional and Inter-Chapter Events (7)
- Host Political Forums (7)
- More Educational Programming/Research (7)
- Topic-Focused Program Series (7)
- Issue and Community Advocacy (6)
- Learn About Other LAI Members (6)
- Small Group Meetings on Common Interests (6)
- Events with Allied Organizations (5)
- More Frequent Programs and Events (5)
- More Networking – Structured Not Informal (5)
- New Member Onboarding – How to Get Involved (5)
- Mentoring (4)
- More Online Presence/Publications (4)
- More Regional and Inter-Chapter Events (4)
- Address Cost Barriers (3)
- Frequent and Reliable Communication (3)
- Grow Membership (3)
- More Gatherings (3)
- More Land Economics Focus (3)
- More Virtual Programming (3)
- Suburban Focused Programs and Events (3)
- Better Access to Recorded Programs and Research (2)
- Better Connect International and Local Chapters (2)
- Respect International Time Zones (2)

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

WHAT PROFESSIONAL ISSUES ARE YOU DEALING WITH THAT LAI IS NOT ADDRESSING?

TOP FIVE RESPONSES

1. Environmental/Climate Issues and Responses
2. Housing
3. Development Regulation (Too Much)
4. Governance (Too Much)
5. Diversity; Impact of Crime/Safety on Land Economics

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

WHAT PROFESSIONAL ISSUES ARE YOU DEALING WITH THAT LAI IS NOT ADDRESSING?

- Environmental/Climate Issues and Responses (22)
- Housing (20)
- Development Regulation (12)
- Governance (12)
- Diversity (7)
- Impact of Crime/Safety on Land Economics (7)
- Economic Market Dynamics (6)
- Project Finance (6)
- Community Engagement (5)
- Construction Methodologies (5)
- Workforce Preparedness (5)
- Difficult CRE Climate (4)
- Community Impact (4)
- Transit/Walkability (4)
- Artificial Intelligence (3)
- Entrepreneurship (3)
- Office/Workplace Trends (3)
- Nonprofits (3)
- ESG (2)
- Immigrant Impacts on Land Economics (2)
- Natural Disaster Impacts (2)
- Placemaking (2)
- Quantum Communication (2)
- Retail/Shopping Malls (2)
- Young Practitioners/Mentoring (2)
- Adaptive Reuse (1)
- Advocacy (1)
- Brownfields (1)

LAI VALUE PROPOSITION

2023-24 MEMBER SURVEY

PLEASE PROVIDE ADDITIONAL FEEDBACK AND SUGGESTIONS.

- Thank you for doing this survey
- Satisfied with what LAI is doing
- LAI is virtually unknown – need to grow visibility
- Need to rebrand and tell our story better
- Need better access to recorded programs and research
- Address cost barriers
- Hard for new members to get information about board meetings, who attends, protocols, etc
- Broaden membership beyond “who we know”
- Need Chapter administrative support if we are to grow membership
- RVPs should play a bigger role
- Need a leadership pipeline and term limits
- Need better new member onboarding
- LAI should “campaign for positive change”
- Don’t try to be more than we are – a place for discourse and debate
- Don’t let LAI become a marketing tool and resume builder
- Focus on membership growth and young professionals
- Improve how member data is collected and updated
- Increase inter-Chapter programs and events
- Need more focus and programming in suburban communities
- Less focus on diversity
- How can we change the lack of diversity
- Pay less attention to government socialism
- Do not set racial quotas as the survey suggests
- Too focused on social issues; Chapter name changes are pandering
- Male dominated, females not taken seriously, lackadaisical leadership
- Too many disciplines recognized in this organization
- Need more women and minority practitioners
- Would like more mid-career practicing professionals
- Member recruitment and retention requires greater focus
- More focus on sustainable development
- Need more consistent and dynamic programming
- Need more virtual and hybrid programming
- Need more International and Chapter interaction
- LAI is more centered around networking than academics
- Return to our academic roots
- Improve outreach and connection to academia
- Focus on education, uplift, philanthropy and mutual gain
- Foster healthy debate



2023-24 MEMBER SURVEY

SURVEY REMAINS OPEN

**PLEASE ENCOURAGE YOUR CHAPTER
COLLEAGUES TO PARTICIPATE**