Gender, Age, and Member Status

Average age 50
Under 35 16%

Average age 48
Under 35 24%
Education Level and Employment

AS or higher 90%

85% private sector
Product and Service Offerings

- Crop Protection Products/Chemicals: 60%
- Seed: 60%
- Fertilizer: 59%
- Precision Agriculture Technologies: 45%
- Consulting Services and Products: 33%
- Only Consulting Services: 18%
- General Field Equipment: 15%
- Other: 13%
Certification Tenure

11+ yrs 64%, 9- 31%

15+ yrs 46%, 9- 43%
Clients and Acres Serviced

- # of Clients/CCA
- # of Acres/CCA
- 61 – 83% crop acres in US (349 mil), 2/3
Support for certification

**Employers**

- **COMPANY PAYS ALL**
  - 2013: 5%
  - 2020: 63%
- **I PAY ALL**
  - 2013: 3%
  - 2020: 47%
- **COMPANY AND I PAY PART**
  - 2013: 64%
  - 2020: 34%
- **OTHER**
  - 2013: 0%
  - 2020: 1%

**Heard about certification**

- **EMPLOYER**
  - 2013: 15%
  - 2020: 34%
- **COLLEGE/UNIVERSITY**
  - 2013: 11%
  - 2020: 23%
- **CCA COLLEAGUE**
  - 2013: 14%
  - 2020: 13%
- **AMERICAN SOCIETY OF AGRONOMY (ASA)**
  - 2013: 8%
  - 2020: 11%
- **TRADESHOW, CONFERENCE, OR MEETING**
  - 2013: 5%
  - 2020: 8%
Reasons why certification

<table>
<thead>
<tr>
<th></th>
<th>To become</th>
<th>To maintain</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2020</td>
</tr>
<tr>
<td>PROVIDES PERSONAL SATISFACTION</td>
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<td>33% 40%</td>
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<td>38% 33%</td>
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- **CONVEYS PROFESSIONALISM**: 74% 80% vs. 73% 83%
- **PROVIDES PERSONAL SATISFACTION**: 20% 34% vs. 49% 62%
- **IMPROVES ADVISING ABILITIES**: 47% 52% vs. 52% 48%
- **INCREASES EMPLOYABILITY**: 42% 45% vs. 48% 48%
- **MEETS EMPLOYER REQUIREMENT**: 34% 40% vs. 40% 48%
- **SUPPORTS UNIFORM, ETHICS-BASED STANDARDS**: 39% 33% vs. 42% 41%
- **PROVIDES NON-FORMAL EDUCATION OPPORTUNITIES**: 20% 33% vs. 35% 41%
- **EXISTING/POTENTIAL REGULATORY REQUIREMENTS**: 38% 33% vs. 38% 40%
Satisfaction

**Recommend**
- Recommend CCA to a colleague: 2013 - 67%, 2020 - 76%
- Maintain CCA over next 5 years: 2013 - 78%, 2020 - 89%

**Satisfaction**
- Overall satisfaction: 2013 - 58%, 2020 - 75%
Electronic Devices and Activities

- **Laptop/Desktop Computer:** 52%
- **Smartphone:** 42%
- **Tablet:** 6%

Comparison of activities in 2013 vs. 2020:
- **Read and Write Emails:** 93% in 2020 vs. 95% in 2020
- **Monitor Markets and/or Weather:** 70% in 2020 vs. 63% in 2013
- **Read Industry Publications, Websites, and Newsfeeds:** 64% in 2020 vs. 64% in 2013
- **Perform Education Activities:** 21% in 2013 vs. 50% in 2020
- **Perform Field Mapping Work:** 44% in 2013 vs. 48% in 2020
- **Monitor Social Media:** 45% in 2013 vs. 48% in 2020
- **Use Industry Apps:** 43% in 2013 vs. 57% in 2020
- **Listen to Podcasts:** 34% in 2013 vs. 15% in 2020
- **Remotely Monitor and Control Agricultural Equipment:** 15% in 2020
Electronic Communication

- **Phone Call**: 75% in 2013, 64% in 2020
- **Email**: 55% in 2013, 64% in 2020
- **Text Messaging**: 55% in 2013, 64% in 2020
- **Social Media Messaging**: 1% in 2013, 1% in 2020
- **Video Chat**: 1% in 2013, 1% in 2020
- **Other**: 1% in 2013, 1% in 2020

- **Social Media Sharing**:
  - **Twitter**: 14% in 2013, 36% in 2020
  - **Facebook**: 23% in 2013, 36% in 2020
  - **LinkedIn**: 17% in 2013, 27% in 2020
  - **YouTube**: 23% in 2013, 26% in 2020
  - **Instagram**: 8% in 2013
  - **Pinterest**: 1% in 2013
  - **Other**: 19% in 2013

- **Indicated at Least One**: 69% in 2013, 81% in 2020