



**Metropolitan Halifax Chamber of Commerce
1998 Member Satisfaction Survey**

SURVEY RESULTS

Total Sample: 613 (26% response rate)

All results are expressed as a percentage

1. How many years have you been a member of the Chamber of Commerce? **(Circle appropriate number)**

	%	'97
- Less than 1 year.....	24	23
- 1 to 2 years.....	20	17
- 3 to 5 years.....	25	24
- 6 to 10 years.....	15	14
- More than 10 years.....	17	21

2. How would you describe your level of activity with the Chamber over the past two years? Would you say you have been: **(Circle appropriate number)**

	%	
- Very active.....	10	8
- Somewhat active.....	33	26
- Not very active.....	36	39
- Not at all active.....	21	26

3. How would you rate your **overall level of satisfaction** with the Chamber of Commerce? Are you: **(Circle appropriate number)**

	%	
- Completely satisfied.....	22	32
- Mostly satisfied.....	53	-
- Somewhat satisfied.....	14	54
- Not very satisfied.....	3	4
- Not at all satisfied.....	1	1
- Cannot say.....	8	9

4. What is the main reason for this level of satisfaction/dissatisfaction? **(Please specify below)**

Verbatim Comments to be Provided

5. In terms of your own business needs, how much value do you currently place on each of the following activities and services offered by the Chamber? **(Circle one for each of the items below)**

	Significant Value	Moderate Value	Minor Value	No Value At All	Can't Say/ N/A
	%	%	%	%	%
a. Work of Committees and Task Forces.....	27 (19)	36 (37)	21 (28)	2 (5)	14 (11)
b. Chamber activities on public policy issues.....	33 (21)	37 (38)	18 (28)	3 (4)	9 (8)
c. Publications (<i>Business Voice</i> , Directory).....	29 (23)	48 (50)	18 (19)	2 (4)	4 (3)
d. Networking Events (e.g. Business After Hours).....	37 (32)	31 (36)	19 (19)	5 (6)	9 (6)
e. Annual Spring/Fall Dinners.....	18 (16)	36 (40)	23 (25)	9 (11)	14 (8)
f. Member discounts and benefits.....	15 (9)	24 (22)	30 (34)	21 (20)	9 (14)

6. How satisfied are you with the **level of service** provided to you by Chamber staff? Are you: **(Circle appropriate number)**

	%
- Completely satisfied.....	43
- Mostly satisfied.....	35
- Somewhat satisfied.....	7
- Not very satisfied.....	1
- Not at all satisfied.....	-
- Cannot say.....	13

7. How satisfied are you overall with the **way in which the Chamber keeps you informed** about its activities, events and services? Are you **(Circle appropriate number)**

	%	
- Completely satisfied.....	68	68
- Mostly satisfied.....	25	
Somewhat satisfied.....	4	27
- Not very satisfied.....	-	3
- Not at all satisfied.....	-	1
- Cannot say.....	2	-

8. (IF LESS THAN COMPLETELY SATISFIED IN QUESTION 7) In what way are you not more satisfied with

how the Chamber keeps you informed?(Please specify below)

Verbatims to be provided

9. E-mail is a new vehicle the Chamber has implemented in the last year to communicate with members. If you have e-mail access, how satisfied are you with the Chamber's e-mail communications? Are you: (Circle appropriate number)

	<u>%</u>
- Completely satisfied.....	29
- Mostly satisfied.....	10
- Somewhat satisfied.....	3
- Not very satisfied.....	2
- Not at all satisfied.....	2
- Not applicable - use fax service instead.....	54

10. If you have e-mail access but continue to receive Chamber notices by fax, please explain why: (Please specify below)

Verbatim comments to be provided

11. The Chamber is looking for guidance from members in determining which public policy issues to focus on over the next couple of years. Please list below what you think are the three top issues: (Please specify below)

1. Verbatim responses to be provided

2. _____
3. _____

12. How effective do you think the Chamber is in each of the following areas **(Circle appropriate number)**

	Very Effective	Generally Effective	Not Very Effective	Not At All Effective	Can't Say/ N/A
	%	%	%	%	%
a. Addressing emerging business issues.....	20	64	4	1	12
b. Representing the interests of local business.....	27	59	4	1	10
c. Lobbying government on behalf of business.....	27	51	7	1	14
d. Servicing emerging industries (e.g. film, IT).....	8	45	12	2	34

13. In what way, if any, do you think the Chamber could do a better job of being Metro's Voice of Business? **(Please specify below)**

Verbatim comments to be provided

14. Do you have any further comments about the Chamber or about any of the topics covered by this survey? **(Please specify below)**

Verbatim comments to be provided

