

Chamber Receives Best-Ever Member Satisfaction Rating

May 15, 2000

As part of its commitment to effectively anticipate the needs of members, the Chamber conducted its annual membership survey in March. It covered a comprehensive range of topics, from overall satisfaction to policy priorities. These surveys help the Chamber determine how well it is serving its membership, detect areas for emphasis, and measure trends.

Corporate Research Associates conducted the survey on a volunteer basis. The phone survey was a random sampling of 300 members, and it ensured representativeness by geography and company size. Previous Chamber surveys utilized a mail survey technique.

Overall Satisfaction

In 2000, members expressed the highest level of satisfaction ever for the Chamber. Ninety-four per cent of respondents were completely, mostly, or somewhat satisfied with the Chamber, showing a continual climb in satisfaction since 1995 when 81% indicated this level of satisfaction. The 94% was a five-point increase over the 1998 survey.

Services and Activities

The high level of satisfaction reflects the fact that 72% of members feel they get excellent or good value for their membership dollar. Networking opportunities, the role as the voice of the business community, and the Chamber's increasing involvement in policy and business issues have propelled the perception of membership value. Seventy-eight per cent would place significant or moderate value on the Chamber's role as the voice of business.

The Chamber's role as a networking facilitator continues to be viewed as valuable (74% say it is significant or moderate value), and one on which members feel the Chamber is placing the right amount of emphasis. In addition, the Chamber's role as a vehicle to network and develop business contacts was an important rea-

son for members to join.

On the other hand, 44% of members expressed a desire for the Chamber to place more emphasis on discounts and member benefits. Indeed, half (51%) placed moderate or significant value on discounts and benefits – the lowest score for any of the measured issues. Members were most likely to have been aware of the Chamber of Commerce Group Health Plan (29%), fuel (14%), or merchant credit card (12%) discounts.

Future Initiatives and Issues

Members were asked about the level of priority the Chamber should place on various issues. By far, respondents believe the Chamber should place the highest priority on government taxation (80% top priority) and government spending (79%). A majority think port development (63%) or oil and gas development (55%) should be high priorities, along with improving Halifax's national image (55%). The lowest priorities were reforms to WCB (29%) and EI (27%).

Communications

The Chamber's ability to communicate with members remains a key strength. Eighty-eight per cent of members are clearly satisfied with the way the Chamber keeps them informed about policy initiatives, events and services.

The vast majority (77%) of members believe they have sufficient opportunity to provide input into the development and direction of Chamber positions on policy-related issues.

Overall, the 2000 membership survey results show that the Chamber's satisfaction rating continues to rise. The Chamber is an effective voice for the business community and continues to be a strong networking facilitator.

Editor's note: Visit the Policy Update section on our website for the survey's quantitative results and a slide presentation of highlights, or contact the Chamber office with specific questions on the survey.

POLICY UPDATE



**METROPOLITAN HALIFAX
CHAMBER OF COMMERCE**
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Metropolitan Halifax Chamber of Commerce Membership Study 2000

Presented to:
Metropolitan Halifax Chamber of Commerce

April 2000



Study Objectives

- Determine members' overall satisfaction with the Chamber of Commerce
- Assess Chamber members' level of participation in a variety of activities
- Determine member perception regarding value of membership and value derived from various events, activities and services
- Identify members' usage behaviour with respect to Chamber website
- Determine member preferences for the Chamber's focus and upcoming activities

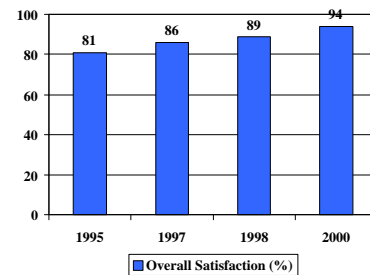


Study Methodology

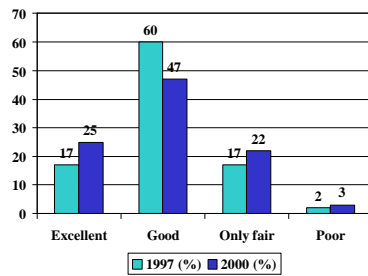
- Telephone interviews (in past years, surveys were collected by mail)
- Total sample size 303
- Respondents randomly selected from Chamber membership list (representative by geography & company size)
- Field work March 6-16, 2000
- Surveys have alternated annually between a short form and longer form (2000 is the longer form version)



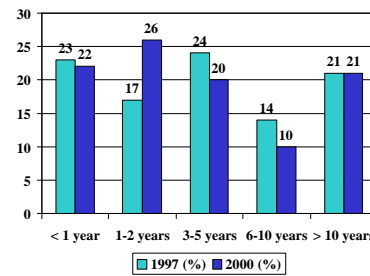
Overall Level of Satisfaction



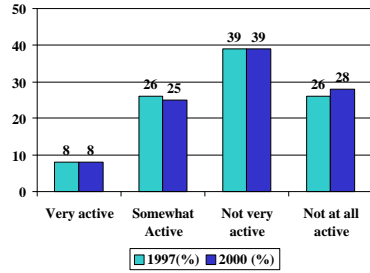
Value of Membership Compared to Cost



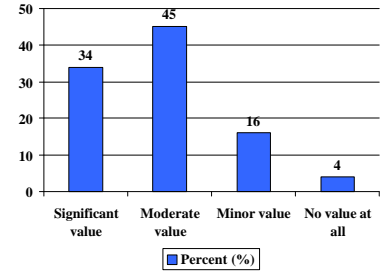
Length of Chamber Membership



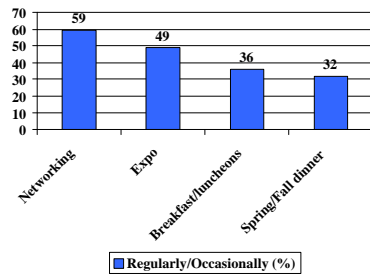
Level of Activity Last Two Years



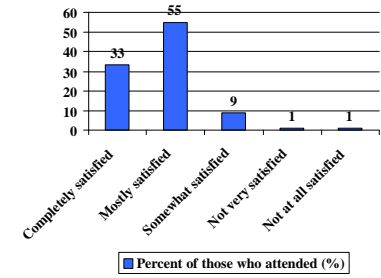
The Chamber's Value As Voice of Business in Community



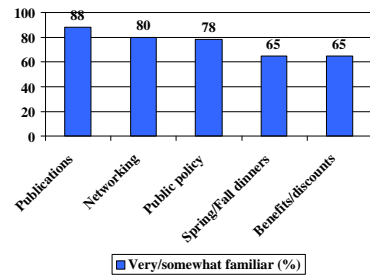
Attendance at Chamber Events in Past Year



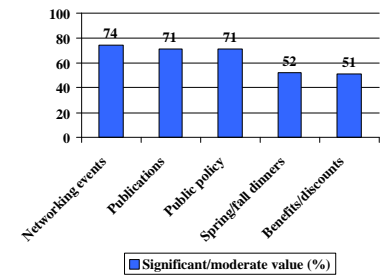
Overall Satisfaction with Events Attended



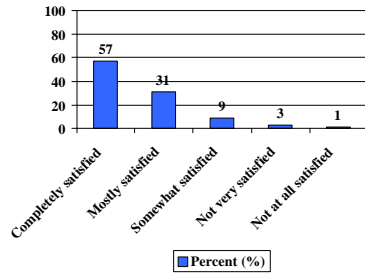
Familiarity With Chamber Activities



Value Placed on Specific Chamber Activities



Level of Satisfaction with Way Chamber keeps Members Informed



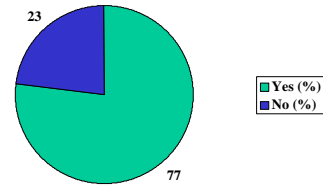
Preferred Emphasis on Selected Issues

	More Emphasis (%)	Less Emphasis (%)
Member discounts & benefits	44	8
Public policy issues	25	3
Communicating with members	22	3
Networking events	17	5
Annual Spring/Fall dinners	6	11

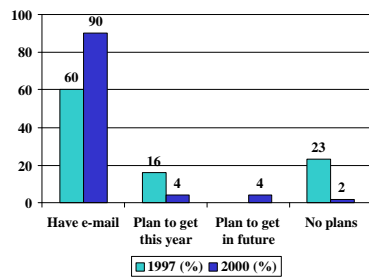
Level of Priority Placed on Issues

	Top (%)	Moderate (%)	Low (%)
Government taxation	80	17	2
Government spending	79	17	3
Port development	63	31	4
Oil/gas development	55	37	6
National image of Halifax	55	39	4
Health care	51	36	11
Int'l trade growth	42	50	6
Air transportation	39	54	6
Worker's compensation reform	29	55	12
Employment insurance reform	27	55	15

Sufficient Opportunity to Provide Input to Chamber Policy Issues?



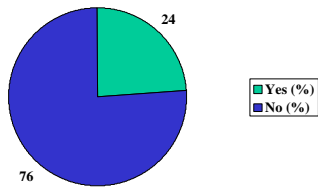
Status of Members' E-mail System



Specific Activities on the Chamber Website

- Get information, or register for events 46%
 - Read or download policy updates 12%
 - Search for Chamber members online 5%
 - Obtain latest Chamber news 5%
 - Learn more about Member benefits/discounts 3%
 - Link to other websites 2%
- 37% of members have used the Chamber's website in the past year.
 - The average Chamber website user accessed site 5.7 times in the past year

Should Chamber Reconsider Policy of Not Selling Electronic Mailing List?



Key Findings

- Satisfaction with Chamber has improved steadily since 1995. It is now at its highest level.
- Widespread satisfaction with way Chamber keeps members informed about policy initiatives, events and services.
- Chamber's role as a business facilitator continues to be very important to members.
- Virtually all members have e-mail access, and a significant minority have accessed the Chamber's website.
- There is resistance to the sale of the electronic membership listing.
- Government taxation and spending are the highest on Chamber members' desired priorities.

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q1 How many years have you been a member of a Metro-area Chamber?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Less than one year	66	21.8	21.8	21.8
2 1-2 years	79	26.1	26.1	47.9
3 3-5 years	59	19.5	19.5	67.3
4 6-10 years	31	10.2	10.2	77.6
5 More than 10 years	64	21.1	21.1	98.7
8 Don't know/Can't remember	4	1.3	1.3	100.0
Total	303	100.0	100.0	

Q2 How would you describe your level of activity with the Chamber over the last two years? Would you say you have been:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very active	23	7.6	7.6	7.6
2 Somewhat active	76	25.1	25.1	32.7
3 Not very active	119	39.3	39.3	71.9
4 Not at all active	84	27.7	27.7	99.7
8 Don't know/No answer	1	.3	.3	100.0
Total	303	100.0	100.0	

Group \$Q3 What areas of Chamber activity have you

Category label	Code	Count	Pct of Responses	Pct of Cases
Attend Chamber events	1	160	44.7	52.8
Volunteer on Chamber committee	2	31	8.7	10.2
Respond to Chamber policy surveys or cal	3	12	3.4	4.0
Read Business Voice	4	8	2.2	2.6
Take advantage of member benefits and di	5	6	1.7	2.0
Don't know/No answer	8	22	6.1	7.3
Other	9	119	33.2	39.3
		-----	-----	-----
	Total responses	358	100.0	118.2

0 missing cases; 303 valid cases

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q4 Apart from taking advantage of specific member benefits and attending events, how much value do you place on your membership in the Chamber as the voice of business in our community? What do you say:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Significant value	102	33.7	33.7	33.7
2 Moderate value	135	44.6	44.6	78.2
3 Minor value	48	15.8	15.8	94.1
4 No value at all	12	4.0	4.0	98.0
7 Cannot say or not applicable	6	2.0	2.0	100.0
Total	303	100.0	100.0	

Group \$Q5 What was the primary reason you became a

Category label	Code	Count	Pct of Responses	Pct of Cases
Support local business community initiatives	10	49	13.4	16.2
Network and develop business contacts	11	141	38.5	46.5
Keep up to date on issues affecting business	12	10	2.7	3.3
To have a voice in the local business community	13	11	3.0	3.6
Establish a business profile in the community	14	31	8.5	10.2
Establish a personal profile in the community	15	1	.3	.3
Member benefits/discounts	16	36	9.8	11.9
Make a volunteer contribution to the community	17	2	.5	.7
Don't know/Can't recall	98	7	1.9	2.3
Other	99	78	21.3	25.7
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	Total responses	366	100.0	120.8

0 missing cases; 303 valid cases

Q6A - Chamber activities on public policy issues: How would you rate your familiarity with each of the following Chamber activities and services? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very familiar	77	25.4	25.4	25.4
2 Somewhat familiar	158	52.1	52.1	77.6
3 Not very familiar	53	17.5	17.5	95.0
4 Not at all Familiar with:	14	4.6	4.6	99.7
5 Don't know/No answer	1	.3	.3	100.0
Total	303	100.0	100.0	

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q6B - Publications (Annual Directory, Business Voice, website): How would you rate your familiar with each of the following Chamber activities and services? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very familiar	126	41.6	41.6	41.6
2 Somewhat familiar	139	45.9	45.9	87.5
3 Not very familiar	28	9.2	9.2	96.7
4 Not at all Familiar with:	8	2.6	2.6	99.3
5 Don't know/No answer	2	.7	.7	100.0
Total	303	100.0	100.0	

Q6C - Networking Events (e.g. Business After Hours): How would you rate your familiarity with each of the following Chamber activities and services? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very familiar	139	45.9	45.9	45.9
2 Somewhat familiar	103	34.0	34.0	79.9
3 Not very familiar	36	11.9	11.9	91.7
4 Not at all Familiar with:	19	6.3	6.3	98.0
5 Don't know/No answer	6	2.0	2.0	100.0
Total	303	100.0	100.0	

Q6D - Annual Spring and Fall Dinners: How would you rate your familiarity with each of the following Chamber activities and services? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very familiar	109	36.0	36.0	36.0
2 Somewhat familiar	89	29.4	29.4	65.3
3 Not very familiar	44	14.5	14.5	79.9
4 Not at all Familiar with:	54	17.8	17.8	97.7
5 Don't know/No answer	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q6E - Member benefits and discounts: How would you rate your familiarity with each of the following Chamber activities and services? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very familiar	71	23.4	23.4	23.4
2 Somewhat familiar	127	41.9	41.9	65.3
3 Not very familiar	61	20.1	20.1	85.5
4 Not at all Familiar with:	38	12.5	12.5	98.0
5 Don't know/No answer	6	2.0	2.0	100.0
Total	303	100.0	100.0	

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q8 How would you describe your overall level of satisfaction with the Chamber of Commerce? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Completely satisfied	79	26.1	26.1	26.1
2 Mostly satisfied	144	47.5	47.5	73.6
3 Somewhat satisfied	62	20.5	20.5	94.1
4 Not very satisfied	11	3.6	3.6	97.7
8 Cannot say	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q10 Are you the person within your company who makes the decision on whether you renew your Chamber membership?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Yes	284	93.7	93.7	93.7
2 No	19	6.3	6.3	100.0
Total	303	100.0	100.0	

Q11A - Chamber activities on public policy issues (port development, government spending & taxation, etc.): 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? Do you

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Significant value	87	28.7	28.7	28.7
2 Moderate value	128	42.2	42.2	71.0
3 Minor value	66	21.8	21.8	92.7
4 No Value at all on:	17	5.6	5.6	98.3
5 Cannot say or not applicable	5	1.7	1.7	100.0
Total	303	100.0	100.0	

Q11B - Publications (Annual Directory, Business Voice, Annual Report, website): In terms of your business needs, how much value do you currently place on each of the following activities and services offered by the Chamber? Do you place:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Significant value	78	25.7	25.7	25.7
2 Moderate value	137	45.2	45.2	71.0
3 Minor value	70	23.1	23.1	94.1
4 No Value at all on:	15	5.0	5.0	99.0
5 Cannot say or not applicable	3	1.0	1.0	100.0
Total	303	100.0	100.0	

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q11C - Networking Events (e.g. Business After Hours): 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? Do you place:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Significant value	110	36.3	36.3	36.3
2 Moderate value	113	37.3	37.3	73.6
3 Minor value	58	19.1	19.1	92.7
4 No Value at all on:	19	6.3	6.3	99.0
5 Cannot say or not applicable	3	1.0	1.0	100.0
Total	303	100.0	100.0	

Q11D - Annual Spring and Fall Dinners: 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? Do you pl

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Significant value	55	18.2	18.2	18.2
2 Moderate value	101	33.3	33.3	51.5
3 Minor value	80	26.4	26.4	77.9
4 No Value at all on:	41	13.5	13.5	91.4
5 Cannot say or not applicable	26	8.6	8.6	100.0
Total	303	100.0	100.0	

Q11E - Member benefits and discounts: 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? Do you pl

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Significant value	56	18.5	18.5	18.5
2 Moderate value	97	32.0	32.0	50.5
3 Minor value	90	29.7	29.7	80.2
4 No Value at all on:	43	14.2	14.2	94.4
5 Cannot say or not applicable	17	5.6	5.6	100.0
Total	303	100.0	100.0	

Q12 How would you rate the value of your Chamber membership in comparison to the cost? Would you say the value for cost is:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Excellent	76	25.1	25.1	25.1
2 Good	142	46.9	46.9	71.9
3 Only fair	66	21.8	21.8	93.7
4 Poor	8	2.6	2.6	96.4
8 Cannot say	11	3.6	3.6	100.0
Total	303	100.0	100.0	

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q13 How satisfied are you overall with the way in which the Chamber keeps you informed about its policy initiatives, events, and member services? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Completely satisfied	172	56.8	56.8	56.8
2 Mostly satisfied	93	30.7	30.7	87.5
3 Somewhat satisfied	28	9.2	9.2	96.7
4 Not very satisfied	8	2.6	2.6	99.3
5 Not at all satisfied	2	.7	.7	100.0
Total	303	100.0	100.0	

Q15 Which of the following best describes the status of your email system? Do you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Currently have email	274	90.4	90.4	90.4
2 Plan to get email in 2000	11	3.6	3.6	94.1
3 Plan to get email sometime beyond 2000	11	3.6	3.6	97.7
4 Do not plan to get email	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q16 In the past year, how often have you used the Chamber's website?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	190	62.7	62.7	62.7
1	17	5.6	5.6	68.3
2	39	12.9	12.9	81.2
3	18	5.9	5.9	87.1
4	2	.7	.7	87.8
5	5	1.7	1.7	89.4
6	7	2.3	2.3	91.7
8	1	.3	.3	92.1
10	7	2.3	2.3	94.4
12	6	2.0	2.0	96.4
13	1	.3	.3	96.7
20	4	1.3	1.3	98.0
23	1	.3	.3	98.3
24	3	1.0	1.0	99.3
30	1	.3	.3	99.7
52	1	.3	.3	100.0
Total	303	100.0	100.0	

Group \$Q17 For what purposes have you used it?

Pct of Pct of

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Category label	Code	Count	Responses	Cases
Read or download Policy Updates	11	17	12.4	15.0
Search for members (online database)	12	7	5.1	6.2
Get more information on, or register for	13	63	46.0	55.8
Read Members in the News	14	2	1.5	1.8
Learn more about member benefits and dis	15	4	2.9	3.5
Get the latest Chamber news	16	7	5.1	6.2
Link to other websites for business reso	17	2	1.5	1.8
Sign up as a Chamber member	19	1	.7	.9
Don't know/Don't recall	98	5	3.6	4.4
Other	99	29	21.2	25.7
Total responses		137	100.0	121.2

190 missing cases; 113 valid cases

Q18 When looking for a new service or product, how many times have you used the Chamber's Business Directory to help support fellow members?

	Frequency	Percent	Valid Percent	Cumulative Percent
0	164	54.1	54.1	54.1
1	12	4.0	4.0	58.1
2	24	7.9	7.9	66.0
3	15	5.0	5.0	71.0
4	9	3.0	3.0	73.9
5	17	5.6	5.6	79.5
6	16	5.3	5.3	84.8
7	1	.3	.3	85.1
8	1	.3	.3	85.5
10	11	3.6	3.6	89.1
11	1	.3	.3	89.4
12	8	2.6	2.6	92.1
13	1	.3	.3	92.4
15	1	.3	.3	92.7
20	7	2.3	2.3	95.0
23	1	.3	.3	95.4
24	1	.3	.3	95.7
25	4	1.3	1.3	97.0
35	1	.3	.3	97.4
36	1	.3	.3	97.7
50	4	1.3	1.3	99.0
60	1	.3	.3	99.3
100	1	.3	.3	99.7
200	1	.3	.3	100.0
Total	303	100.0	100.0	

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q19 Currently, the Chamber does not sell an electronic mailing list of its membership to business or outside organizations. Do you think the Chamber should reconsider this policy?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Yes	74	24.4	24.4	24.4
2 No	229	75.6	75.6	100.0
Total	303	100.0	100.0	

Group \$Q20 Under what circumstances, if any, would

Category label	Code	Count	Pct of Responses	Pct of Cases
would not support under any circumstance	11	144	47.4	47.5
revenue would be used to reduce membersh	12	7	2.3	2.3
limit the number of lists sold	13	1	.3	.3
no personal or sensitive information inc	14	3	1.0	1.0
sell to other Chamber members only	17	8	2.6	2.6
Don't know/No answer	98	42	13.8	13.9
Other	99	99	32.6	32.7
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	Total responses	304	100.0	100.3

0 missing cases; 303 valid cases

Q21A Annual Spring/Fall Dinners: Over the past year, how often have you attended each of the following type of Chamber events: Have you attended:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Regularly	46	15.2	15.2	15.2
2 Occasionally	52	17.2	17.2	32.3
3 Not at All	205	67.7	67.7	100.0
Total	303	100.0	100.0	

Q21B Business to Business Expo: Over the past year, how often have you attended each of the following type of Chamber events: Have you attended:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Regularly	60	19.8	19.8	19.8
2 Occasionally	89	29.4	29.4	49.2
3 Not at All	154	50.8	50.8	100.0
Total	303	100.0	100.0	

**Metropolitan Halifax Chamber of Commerce
2000 Member Survey – PRELIMINARY RESULTS**

Q21C Networking Events (e.g. Business After Hours): Over the past year, how often have you attended each of the following type of Chamber events: Have you attended:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Regularly	58	19.1	19.1	19.1
2 Occasionally	122	40.3	40.3	59.4
3 Not at All	123	40.6	40.6	100.0
Total	303	100.0	100.0	

Q21D Breakfasts/Luncheons with keynote speaker: Over the past year, how often have you attended each of the following type of Chamber events: Have you attended:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Regularly	24	7.9	7.9	7.9
2 Occasionally	86	28.4	28.4	36.3
3 Not at All	193	63.7	63.7	100.0
Total	303	100.0	100.0	

Q22 How would you rate your level of satisfaction with Chamber events you have attended over the past year? Are you:

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Completely satisfied	75	24.8	24.8	24.8
2 Mostly satisfied	125	41.3	41.3	66.0
3 Somewhat satisfied	21	6.9	6.9	72.9
4 Not very satisfied	2	.7	.7	73.6
5 Not at all satisfied	3	1.0	1.0	74.6
8 Cannot say	77	25.4	25.4	100.0
Total	303	100.0	100.0	

Group \$Q24 Which of the Chamber's member benefits a

Category label	Code	Count	Pct of Responses	Pct of Cases
Merchant Visa/MasterCard Discount	11	60	12.4	19.8
Small Business Group Insurance (Life, Di	12	141	29.3	46.5
Fuel Discounts (Gasoline, Diesel, Furnac	13	65	13.5	21.5
Certificate of Origin Service	14	6	1.2	2.0
Car Rental Discounts	15	30	6.2	9.9
Payroll Administration Program	16	6	1.2	2.0
Group Home and Auto Insurance	17	40	8.3	13.2
A How to Network@ Seminars	18	6	1.2	2.0
OTHER	99	128	26.6	42.2
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	Total responses	482	100.0	159.1

0 missing cases; 303 valid cases

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Q26A - Communicating with Members: In terms of how the Chamber directs its energy and resources, do you believe it should put more emphasis, the current level of emphasis, or less emphasis on each of the following: Should there be More emphasis/ About the sam

	Frequency	Percent	Valid Percent	Cumulative Percent
1 More emphasis	66	21.8	21.8	21.8
2 About the same emphasis	223	73.6	73.6	95.4
3 Less emphasis	10	3.3	3.3	98.7
4 Don't know/No answer	4	1.3	1.3	100.0
Total	303	100.0	100.0	

Q26B - Networking Events: In terms of how the Chamber directs its energy and resources, do you believe it should put more emphasis, the current level of emphasis, or less emphasis on each of the following: Should there be More emphasis/ About the same emphasi

	Frequency	Percent	Valid Percent	Cumulative Percent
1 More emphasis	52	17.2	17.2	17.2
2 About the same emphasis	230	75.9	75.9	93.1
3 Less emphasis	14	4.6	4.6	97.7
4 Don't know/No answer	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q26C - Member Discount Benefits: In terms of how the Chamber directs its energy and resources you believe it should put more emphasis, the current level of emphasis, or less emphasis on each the following: Should there be More emphasis/ About the same

	Frequency	Percent	Valid Percent	Cumulative Percent
1 More emphasis	133	43.9	43.9	43.9
2 About the same emphasis	106	35.0	35.0	78.9
3 Less emphasis	25	8.3	8.3	87.1
4 Don't know/No answer	39	12.9	12.9	100.0
Total	303	100.0	100.0	

Q26D - Chamber Activities on Public Policy Issues: In terms of how the Chamber directs its energy and resources, do you believe it should put more emphasis, the current level of emphasis, or less emphasis on each of the following: Should there be More emphasi

	Frequency	Percent	Valid Percent	Cumulative Percent
1 More emphasis	75	24.8	24.8	24.8
2 About the same emphasis	211	69.6	69.6	94.4
3 Less emphasis	9	3.0	3.0	97.4
4 Don't know/No answer	8	2.6	2.6	100.0
Total	303	100.0	100.0	

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Q26E - Annual Spring and Fall Dinners: In terms of how the Chamber directs its energy and resources, do you believe it should put more emphasis, the current level of emphasis, or less emphasis on each of the following: Should there be More emphasis/ About the

	Frequency	Percent	Valid Percent	Cumulative Percent
1 More emphasis	19	6.3	6.3	6.3
2 About the same emphasis	224	73.9	73.9	80.2
3 Less emphasis	33	10.9	10.9	91.1
4 Don't know/No answer	27	8.9	8.9	100.0
Total	303	100.0	100.0	

Q28A - government spending: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	240	79.2	79.2	79.2
2 Moderate priority	51	16.8	16.8	96.0
3 Low priority	9	3.0	3.0	99.0
4 Cannot say	3	1.0	1.0	100.0
Total	303	100.0	100.0	

Q28B - port development: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	191	63.0	63.0	63.0
2 Moderate priority	93	30.7	30.7	93.7
3 Low priority	12	4.0	4.0	97.7
4 Cannot say	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q28C - air transportation: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	118	38.9	38.9	38.9
2 Moderate priority	162	53.5	53.5	92.4
3 Low priority	18	5.9	5.9	98.3
4 Cannot say	5	1.7	1.7	100.0
Total	303	100.0	100.0	

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Q28D - government taxation: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	243	80.2	80.2	80.2
2 Moderate priority	51	16.8	16.8	97.0
3 Low priority	5	1.7	1.7	98.7
4 Cannot say	4	1.3	1.3	100.0
Total	303	100.0	100.0	

Q28E - workers' compensation reform: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	88	29.0	29.0	29.0
2 Moderate priority	166	54.8	54.8	83.8
3 Low priority	35	11.6	11.6	95.4
4 Cannot say	14	4.6	4.6	100.0
Total	303	100.0	100.0	

Q28F - oil & gas development: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	167	55.1	55.1	55.1
2 Moderate priority	111	36.6	36.6	91.7
3 Low priority	18	5.9	5.9	97.7
4 Cannot say	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q28G - international trade growth: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	126	41.6	41.6	41.6
2 Moderate priority	152	50.2	50.2	91.7
3 Low priority	19	6.3	6.3	98.0
4 Cannot say	6	2.0	2.0	100.0
Total	303	100.0	100.0	

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Q28H - health care: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	155	51.2	51.2	51.2
2 Moderate priority	108	35.6	35.6	86.8
3 Low priority	32	10.6	10.6	97.4
4 Cannot say	8	2.6	2.6	100.0
Total	303	100.0	100.0	

Q28I - the national image of Metro Halifax: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	166	54.8	54.8	54.8
2 Moderate priority	119	39.3	39.3	94.1
3 Low priority	13	4.3	4.3	98.3
4 Cannot say	5	1.7	1.7	100.0
Total	303	100.0	100.0	

Q28J - employment insurance (EI) reform: For each of the following policy issues, please indicate whether you think the Chamber should consider it as a top priority, a moderate priority, or a low priority.

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Top priority	83	27.4	27.4	27.4
2 Moderate priority	168	55.4	55.4	82.8
3 Low priority	45	14.9	14.9	97.7
4 Cannot say	7	2.3	2.3	100.0
Total	303	100.0	100.0	

Q29 Do you feel you have sufficient opportunity to have input in the development of Chamber positions on policy issues?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Yes	233	76.9	76.9	76.9
2 No	70	23.1	23.1	100.0
Total	303	100.0	100.0	