



This association member satisfaction survey asks members about their overall engagement and satisfaction in the organization. The questionnaire addresses event attendance/value received, networking opportunities, and overall benefit of membership.

This survey will ask about your satisfaction with your Association membership. Your opinions are very important - thank you for sharing them with us.

What type of Association membership do you have?

- Individual Only
- Company/Organizational Only
- Both Individual and Company/Organizational

Overall, how satisfied are you with your Association membership?

- Extremely Dissatisfied
- Very Dissatisfied
- Somewhat Dissatisfied
- Neutral
- Somewhat Satisfied
- Very Satisfied
- Extremely Satisfied

How likely would you be to recommend an Association membership to a colleague?

- Extremely Unlikely
- Very Unlikely
- Somewhat Unlikely
- Somewhat Likely
- Very Likely
- Extremely Likely

How much value do you think the Association membership adds to you or your organization's development?

- None
- A Bit
- Some
- Very Much

Do you attend any Association events?

- Yes
- No

How many Association events have you attended over the past 12 months?

- 1
- 2 - 4
- 5 - 7
- 8 - 10
- More than 10

Overall, how satisfied have you been with Association events?

- Extremely Dissatisfied
- Very Dissatisfied
- Somewhat Dissatisfied
- Neutral
- Somewhat Satisfied
- Very Satisfied
- Extremely Satisfied

How does the price of the Association events compare with the value that you derive from them?

- Not enough value for the money
- A little value for the money
- Some value for the money
- A lot of value for the money
- More value than would expect for the money

How can the Association make events more valuable to you? Please feel free to share any suggestions regarding future topics, formats, locations, speakers, duration, or any other event component that is important to you.

How does the cost of the annual Association membership compare with the value that you derive from it?

- Not enough value for the money
- A little value for the money
- Some value for the money
- A lot of value for the money
- More value than would expect for the money

In your experience, what benefits does the Association membership best provide?

In your experience, what benefits does the Association membership best provide?

How often do you read the Association's monthly publication?

- Never
- Sometimes
- Yes

Please indicate to what extent you agree with the statements below about the Association's monthly publication.

	Disagree Completely	Somewhat Disagree	Somewhat Agree	Completely Agree
The publication is too short.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The publication contains too much information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The publication is not interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The publication is relevant to my professional activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not have enough time to read the publication in full.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The publication adds value to the Association membership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How could the Association improve its monthly publication? Please share whatever ideas you may have regarding the content, format, distribution, or any other component of the publication.

Why do you not read the Association's monthly publication? Please check all that apply.

- Do not have the time
- Find the topics uninteresting
- Do not receive the monthly publication
- Find the topics irrelevant professionally
- Publication is too long

What could the Association do to encourage you to read the monthly publication? Please share whatever ideas you may have regarding the content, format, distribution, or any other component of the publication.

To what extent would you like to increase your opportunities to get to know the other Association members?

- Not at all
- A little bit
- Somewhat
- Very much
- Extremely

What would be your one preferred method for getting to know the other Association members?

- In-person networking events
- Virtual networking events
- Association website
- Association membership directory
- A newsletter
- Social/cultural events

To date, to what extent have you been able to develop professional relationships with other organizations due to your Association membership?

- Not at all
- A little bit
- Somewhat
- Very much
- Extremely

To what extent have these professional relationships contributed to your business activities; for example, by generating leads?

- Not at all
- A little bit
- Somewhat
- Very much
- Extremely