

# Survey Results

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## Membership Survey 2020

The membership survey is sent to all Saskatchewan Chamber of Commerce (SCC) members annually. The data collected is used to inform and improve the advocacy and member services work of the SCC. Most of the questions included in the annual membership survey are used for year-over-year comparisons. Comparing the historical data helps the SCC identify trends and ensure that its advocacy and member services reflect the collective will of its members.

This survey was open to SCC members via SurveyMonkey between August 12-21, 2020 and contained 22 questions. The survey contained both closed and open-ended questions. The average number of closed-ended responses (18 questions) was 127, while the average number of open-ended responses (4 questions) was 29. The survey results are summarized below:

### Respondent Demographics by Age, Gender, Role in Business

- In terms of age, **the overwhelming majority (82%) of survey respondents were between 35-64 years of age** and just under half of those surveyed (47%) were between the ages of 50-64. About 14% of respondents were 65 years of age and older, while just 4% were 20-34 years of age.
- In terms of gender, **over two-thirds of respondents (70%) identified as male**; about 26% identified as female, while 4% of respondents preferred not to disclose. By comparison, the 2019 membership survey's male-to-female respondent ratio was 63% to 33% respectively (4% preferred not to disclose).
- In terms of a respondent's role in their business, about 47% answered *shareholder-manager*; 49% answered *manager or staff*; and about 4% answered *shareholder only*. Taken together, **about 51% of respondents have some sort of ownership or equity stake with their business, while 49% are payroll employees only**.
- Based on the data trends above, the typical respondent profile here is more likely than not to be a middle-aged male with approximately a 51% chance of having some kind of equity or ownership stake in their business.

### Overview of Respondents by Sector, Annual Revenue, Membership in Other Organizations

- The survey enjoyed **participation across a broad range of business sectors consistent with the broad scope and membership base of the SCC itself**. The five largest sectors represented were professional services (17%); non-profit (14%); construction (9%) manufacturing and agriculture (both tied at 7%); natural resources and finance & insurance (both tied at 5%). **Taken together, these sectors represent almost two-thirds (64%) of all respondent businesses**. The findings here closely

mirror the five largest sectors represented in the 2019 membership survey (professional services, finance and insurance, manufacturing; natural resources, agriculture)

- In terms of reported annual business revenue, just under one-third (31%) of respondents reported under \$1 million; about 28% reported \$1-10 million; 11% reported \$10-25 million; and about 30% reported annual revenues of \$25 million and over. The percentage of respondents reporting an annual income of \$100 million or more alone was about 13%.
- When asked about membership in other organizations, the top three responses were local chamber or board of trade (88%); industry association (53%); and the North Saskatoon Business Association (27%). The findings here indicate that **membership with the SCC is closely correlated with corresponding membership in a local chamber of commerce or board of trade and more likely than not, membership in an industry-specific association.**

#### Communication and Social Media Use Preferences Among Respondents

- When respondents were asked about how they obtain information on the Saskatchewan business community, the top three options selected were SCC newsletters/website/email communications (75%); news, apps, and websites (64%); and communications from other business organizations (56%). Approximately 47% of respondents stated in a separate question that they do not visit the SCC website.
- When asked about active social media usage, the top three social media platforms that respondents chose were LinkedIn (65%); Facebook (64%); and Twitter (47%). These findings make sense in light of the dominant age, gender, role, and business sectoral makeup characteristics (middle-aged, male, business management professional, etc.) of respondents discussed earlier in this recap and analysis.
- Open-ended responses from the survey suggest that **some members want the SCC website to focus more on telling the “Saskatchewan business story” by communicating advocacy wins and business success stories particularly during the COVID-19 pandemic.** In a separate question that asked respondents to rate statements about the SCC on a scale from 1 to 5 (with 1 being poor and 5 being excellent), the statement “communicates effectively to me on issues of importance” was ranked second lowest among all options. The weighted average for this statement was 3.88 out of 5.00.

#### Event Programming and Training Preferences Among Respondents

- The survey questions for this year’s membership survey had to be modified to account for the ongoing COVID-19 pandemic and its impact on the SCC’s (in)ability to offer in-person events, education, and training opportunities. When respondents were asked if they would like to attend more online events, 25% answered yes, 11% answered no

and 64% answered it depends on the topic. The large percentage of respondents (almost two-thirds) who answered it depends on the topic might be indicative of “zoom call fatigue” on the part of members who might be more selective about the virtual events they attend going forward.

- For those members who indicated they would like to attend virtual or online events based on their interests, 50% of respondents answered *training and professional development*; 42% answered *thought leadership*; and 8% answered *other*. Clearly there is an appetite among those members who indicated they would like to attend virtual events in the future for more thought leadership and training and professional development opportunities.
- Open-ended responses (3 mentions) from members suggested interest in smaller, more intimate in-person events once the current gathering restrictions are relaxed. A preference on the part of some members for a return to in-person networking and professional development events does make sense in the context of the dominant age, gender, role, and business sectoral makeup characteristics (middle-aged, male, business management professional, etc.) of respondents that was referenced earlier.

### Research and Advocacy Priorities Among Respondents

- When respondents were asked about the relative importance of a host of issues to both their own business and the province as a whole, there was tremendous overlap between the two. **The top five issues identified were the COVID-19 economic recovery; favourable resource economy; competitive provincial taxes; favourable farm economy; and increased public infrastructure investment.** The top five priorities identified by respondents in this year’s membership survey overlaps with a number of the priorities identified in the 2019 membership survey (favourable resource economy, favourable farm economy, competitive provincial taxes, and increased public infrastructure investment).
- Open-ended comments in this section suggested some members would like to see the SCC take stronger, more principled stances on contentious issues like labour and business disruptions, government ethics and accountability issues, etc. Recent events such as the FCL-UNIFOR dispute, rail blockades, and a series of scandals at the federal level might have influenced members’ perceptions here. Other comments from members recommended the SCC articulate a clearer vision statement and mandate as well.

### Value Proposition of SCC Membership According to Respondents

- **Overall, respondent perception on the value of an SCC membership is strong.** When respondents were asked to rate the SCC on its value to them and their business on a scale from 1 to 100, the SCC’s overall mark on this year’s survey was 75%. In contrast,

the SCC's overall rating on the 2019 membership survey was 69%. Data here suggests a marked improvement from last year.

- When respondents were asked to rate the SCC's response to the COVID-19 pandemic on a scale from 1 to 100, the overall rating was 77%. Given the fact that this question has never been asked before and therefore cannot be compared year-over-year, it is difficult to ascertain any trends here. In an absolute sense, an overall rating of 77% could be considered very good all things considered and likely would have contributed to improving the SCC larger overall rating from 69% last year to 75% this year.
- **When asked whether they would recommend membership in the SCC to other businesses, 95% of respondents answered yes** while 5% of respondents answered no. The SCC referral rate on this year's membership survey was 95%, a marginal improvement from last year's already strong referral rate of 94%. Strengths of the SCC identified by respondents based on a weighted average out of 5 include "being an effective advocate for business" (4.21); "working well with other organizations" (4.13); and "taking reasonable positions" (4.08).