

**Saskatchewan Chamber of Commerce
Membership Survey 2021**

June 1, 2021

Methodology

The survey was conducted online through the Saskatchewan Chamber of Commerce's InputSask business insight platform.

This report provides the key findings from a sample of 177* business leaders from May 19-26, 2021. Business members were invited to participate through email by the Saskatchewan Chamber of Commerce. Responses were also received from those businesses who are current members of the InputSask online community.

The margin of error for a comparable probability-based random sample of the same size is +/- 6%.

Key Highlights

1. CONTINUED RELEVANCY.

The SCC continues to demonstrate relevancy to the business community and respondents agree that the perspectives put forward by the SCC are an accurate reflection of the broad Saskatchewan business community's perspective. 73% feel that the SCC is providing relevant information on key business issues. 85% would recommend membership in the SCC to other businesses.

2. MAKING THE MOST OF COMMUNICATIONS.

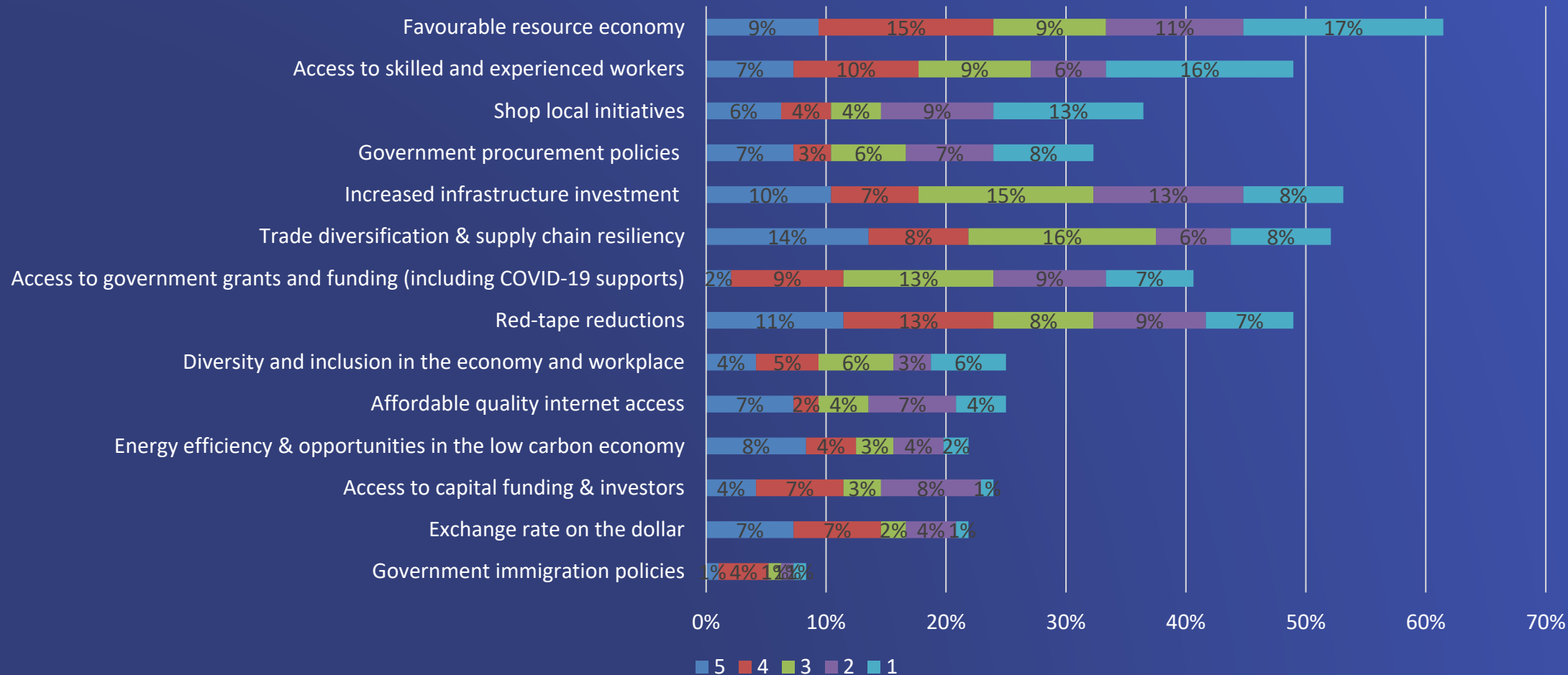
Email communications are the #1 preferred and most used source of information, followed by the Newsletter and Website. 95% rated the timeliness of the information from the SCC as Good/Excellent. 87% rated the frequency of information from the SCC as "About Right".

3. A REPUTATION OF EXCELLENCE

The SCC continues to excel in areas of professionalism, clarity of message, accuracy of information and reasonableness of position.

PRIORITY ISSUES

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Top 3 Priority Issues Year over Year:



of Responses Year over Year:



EVENTS

■ Virtually ■ In-person ■ Hybrid of virtual and in-person ■ Other

