

[illegible]

4 How important are these services to you?

Please tick one box per row.

	Unimportant	Less important	Important	Very important
Legal and expert advice	☐	☐	☐	☐
Advocacy towards politics and administration	☐	☐	☐	☐
Information services and newsletter	☐	☐	☐	☐
Events and networking	☐	☐	☐	☐
Training courses	☐	☐	☐	☐
Reachability and service of the office	☐	☐	☐	☐
Value for money of the membership fee	☐	☐	☐	☐

5 How well does the association represent your company's interests towards politics and the public?

- ☐ Very well
- ☐ Well
- ☐ So-so
- ☐ Poorly
- ☐ Cannot judge

6 Which topics should the association work on more over the next two years?

Please choose up to three topics.

- ☐ Skills and training
- ☐ Digitalisation and AI
- ☐ Cutting red tape
- ☐ Sustainability and reporting duties
- ☐ Collective bargaining and labour law
- ☐ Funding programmes and financing
- ☐ Energy and costs
- ☐ Export and foreign trade

7 Which channels do you use to keep up with the association?

Multiple answers possible.

- ☐ Newsletter
- ☐ Website and member area
- ☐ Events
- ☐ Personal contact with the office
- ☐ Member magazine
- ☐ Social media

8 How likely are you to recommend membership to another company? REQUIRED

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

0 1 2 3 4 5 6 7 8 9 10

0 – not at all likely

10 – extremely likely

9 In the last two years, have you considered cancelling your membership?

- ☐ No
- ☐ Yes, occasionally
- ☐ Yes, seriously

10 What should the association change first?

In your own words, please.

Prefer to analyse it digitally?

On paper, every sheet has to be typed up afterwards. The same template runs in DataLion as an online survey, and the analysis builds itself as responses come in — filters by department included, PowerPoint export too.

<https://datalion.com/en/templates/association-member-survey/>

A free template from DataLion. The same questionnaire is available as a ready-made online survey with automatic analysis:
<https://datalion.com/en/templates/association-member-survey/>