

## MEMBER SURVEY (2020)

### (1) Introduction

The following pages contain the results of CBA'S 2020 Member Survey. They provide a significant endorsement of CBA, its activities, and its personnel.

The online survey was conducted between 13-24 July 2020.

Some 66 companies (51% of CBA's membership) responded. For comparative purposes, the last survey in 2017 attracted 56 responses representing 45% of CBA's then membership.

Chief Executives, Managing Directors, or Directors accounted for 66% of responses (2017 65%).

### (2) Structure

The 2020 Survey contained 10 questions covering the range of CBA's activities and services. It asked for members' perceptions on CBA's effectiveness, its subscriptions, the performance of CBA's personnel, media relations, and member's use of social media.

### (3) Main findings

Members have given CBA a massive vote of confidence endorsing its performance, services and effectiveness. No question in the Survey received an approval rating of less than 90% (the equivalent data from the 2017 survey is 70%)

More significantly, CBA scored higher average approval ratings in key areas of its activities and effectiveness.

- Activities                    2020 - 98% average approval (2017 – 81%)
- Effectiveness                2020 - 96% average approval (2017 – 92%)

CBA continues to deliver levels of advocacy, services and overall performance that are appreciated and valued by member companies.

**MEMBER SURVEY – 2020 - RESULTS**

**1. SAMPLE – SIZE AND CHARACTERISTICS**

Response Rate	66 responses (51% of CBA membership) (2017 – 56 responses)
Response Status	CEO/MD/Director = 66% of responses. [2017 – 65%]

**2. CBA SERVICES**

Question answered by 66 respondents; ‘very satisfied’ and ‘satisfied’ combined; 2017 response rate and variance in brackets.

○ CEO E-mail briefings	98%	[87%]	[+11%]
○ Chairman’s letters to CEOs	98%	[75%]	[+23%]
○ CBA Networking events	97%	[77%]	[+20%]
○ Sponsorship of CBA events	96%	[39%]	[+57%]
○ CBA Chemical Services Directory	95%	[73%]	[+22%]
○ Outlook On-Line	95%	[89%]	[+6%]
○ Outlook Magazine	97%	[80%]	[+17%]
○ Update Newsletter	99%	[94%]	[+5%]
○ CBA website	97%	[89%]	[+8%]
○ CBA Regional Meetings	98%	[72%]	[+26%]
○ CBA Workshops/Seminars	97%	[92%]	[+5%]
○ CBA Best Practice Guides	100%	[90%]	[+10%]
○ CBA Codes of Conduct	100%	[91%]	[+9%]
○ E-Mail updates on technical issues	100%	[92%]	[+8%]
○ CBA Technical Committees	98%	[87%]	[+11%]

### 3. CBA TEAM – APPROVAL RATINGS

Question answered by 66 respondents; ‘very satisfied’ and ‘satisfied’ combined; 2017 response rate and variance in brackets.

- |                       |      |       |       |
|-----------------------|------|-------|-------|
| ○ Administrative Team | 100% | [96%] | [+4%] |
| ○ Technical Team      | 100% | [92%] | [+8%] |

### 4. CBA SEMINARS AND WORKSHOPS – COST-EFFECTIVENESS, QUALITY AND CONTENT

Question answered by 65 respondents; ‘very satisfied’ and ‘satisfied’ combined; 2017 response rate and variance in brackets.

- |                      |     |       |       |
|----------------------|-----|-------|-------|
| ○ Cost-effectiveness | 94% | [86%] | [+8%] |
| ○ Quality            | 95% | [87%] | [+8%] |
| ○ Content            | 91% | [88%] | [+3%] |

### 5. CBA NETWORKING EVENTS – COST-EFFECTIVENESS AND QUALITY

Question not asked this year because of the cancellation due to Covid-19 lock-down of the CBA Annual Lunch.

### 6. CBA SUBSCRIPTIONS + CONTRIBUTION TO MEMBER COMPANY

Question answered by 65 respondents; ‘strongly agree’ and ‘agree’ combined; 2017 response rate and variance in brackets.

- |   |     |       |       |
|---|-----|-------|-------|
| ○ CBA subscriptions are value for money           | 94% | [86%] | [+8%] |
| ○ CBA makes a positive contribution to my company | 98% | [94%] | [+4%] |

## 8. CBA EFFECTIVENESS

Question answered by 65 respondents; 'strongly agree' and 'agree' combined; 2017 response rate and variance in brackets.

Do you agree or disagree, that CBA ...

<input type="radio"/>	Provides valuable technical support	100%	[96%]	[+4%]
<input type="radio"/>	Is a good source of business information	94%	[90%]	[+4%]
<input type="radio"/>	Lobbies effectively for the industry	94%	[90%]	[+5%]
<input type="radio"/>	Leads valuable initiatives like Responsible Care	97%	[98%]	[-1%]
<input type="radio"/>	Effectively puts the industry's case to Regulators	95%	[92%]	[+3%]
<input type="radio"/>	Helps my company comply with regulations	100%	[95%]	[+5%]
<input type="radio"/>	Is my business organisation of choice	97%	[94%]	[+3%]
<input type="radio"/>	Puts the industry's case in the chemical media	91%	[90%]	[+1%]

## 9. SOCIAL MEDIA

As a COMPANY, do you use social media (tick all that apply). Question answered by 65 respondents; actual figures reported, 2017 response rate and variance in brackets.

<input type="radio"/>	Facebook	34	[38]	[-4]
<input type="radio"/>	LinkedIn	69	[61]	[+8]
<input type="radio"/>	Twitter	40	[44]	[-4]
<input type="radio"/>	None	25	[34]	[+7]

## 10. MEDIA RELATIONS

Question answered by 50 respondents; actual figures reported, 2015 responses and variance in brackets. Is the media coverage CBA achieves ...

<input type="radio"/>	Too much	0		
<input type="radio"/>	About enough	57%	[48%]	[+9%]
<input type="radio"/>	Too little	18%	[22%]	[-4%]
<input type="radio"/>	Don't know/not sure	25%	[30%]	[-5%]

