

# 2021 Membership Survey Results

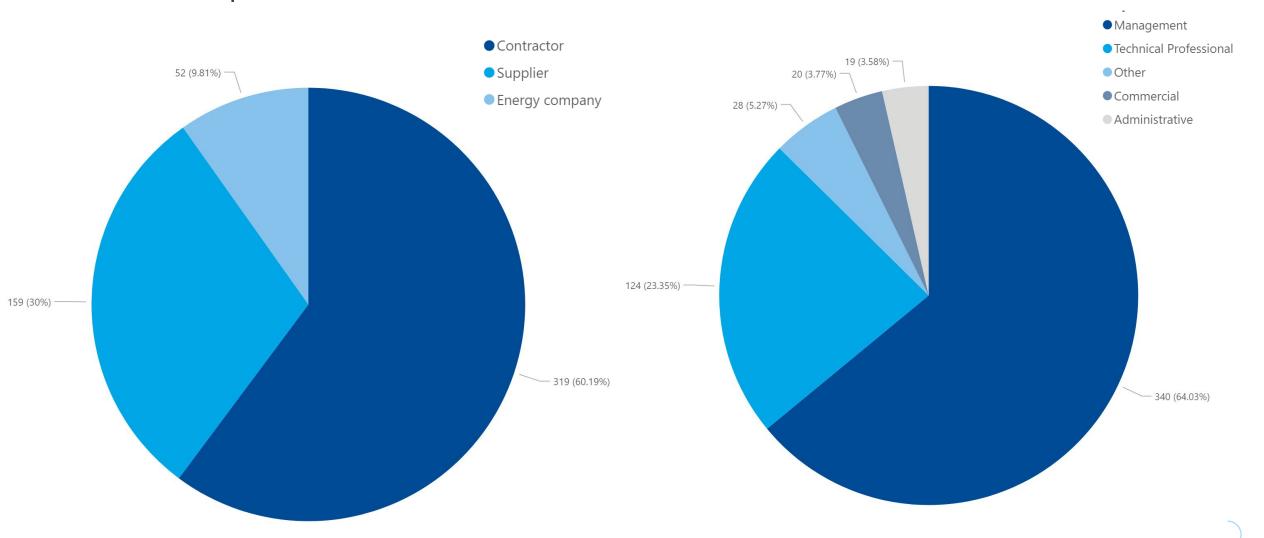
March 2021



## Respondents



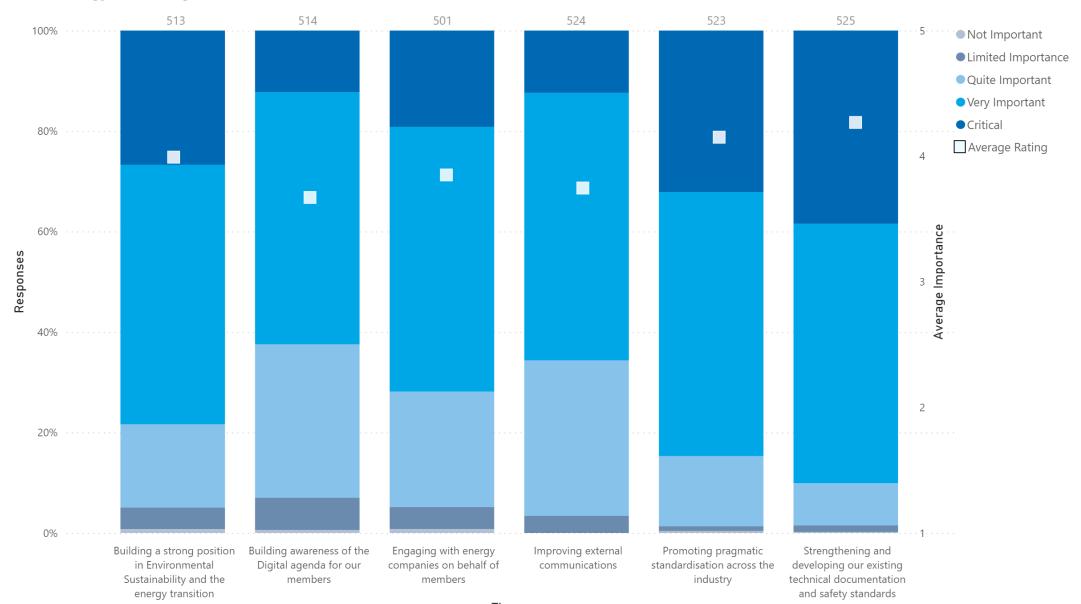
### • 538 Respondents



## Strategic Themes



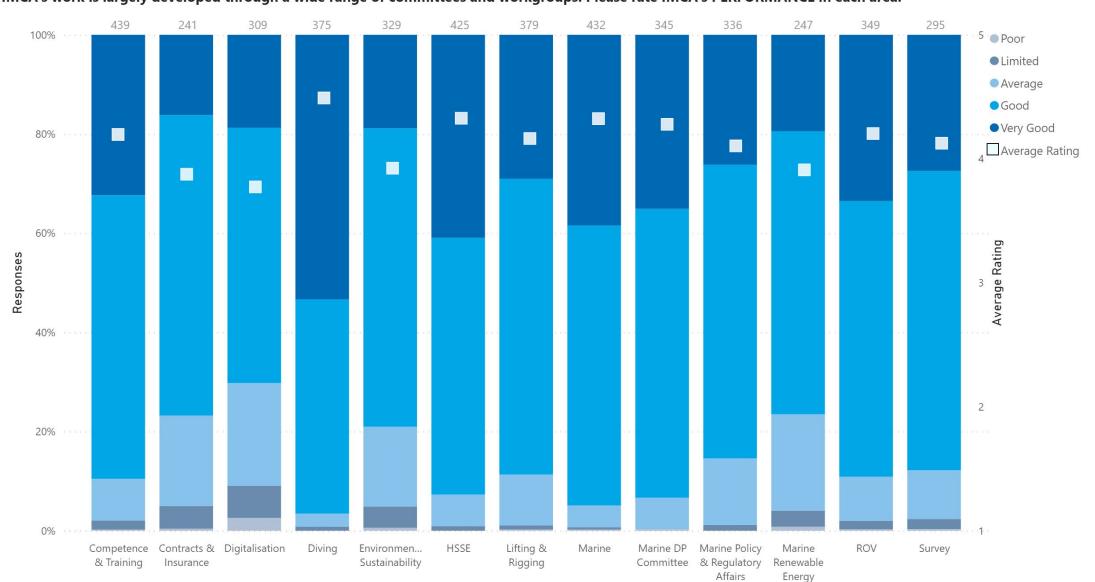
#### IMCA's strategy is following six main themes. Please rate the IMPORTANCE of each theme



### Committee Performance



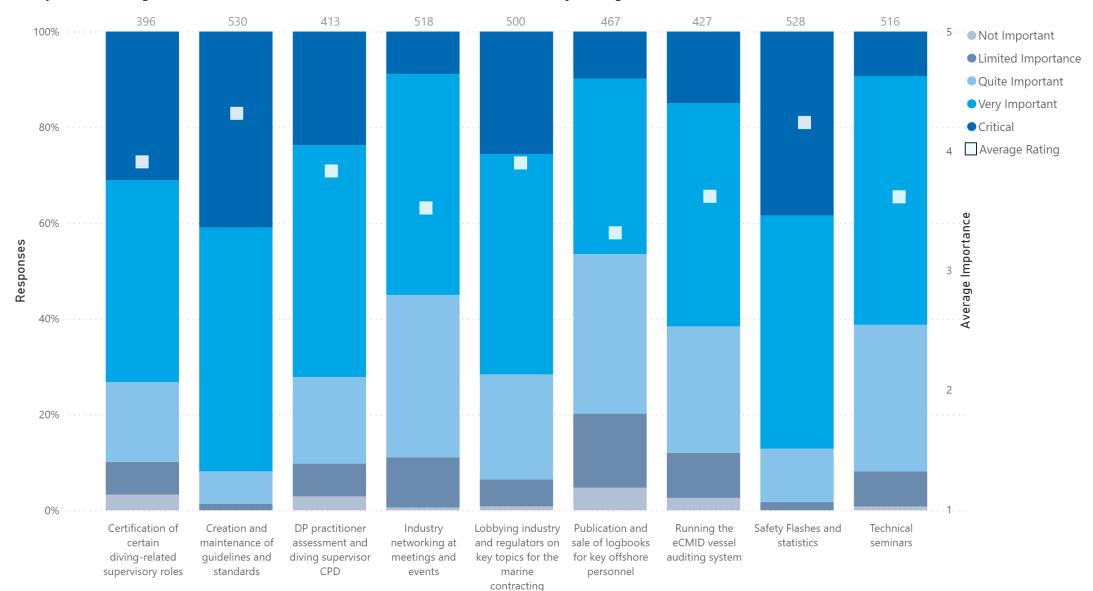
#### IMCA's work is largely developed through a wide range of committees and workgroups. Please rate IMCA's PERFORMANCE in each area.



## Service Importance



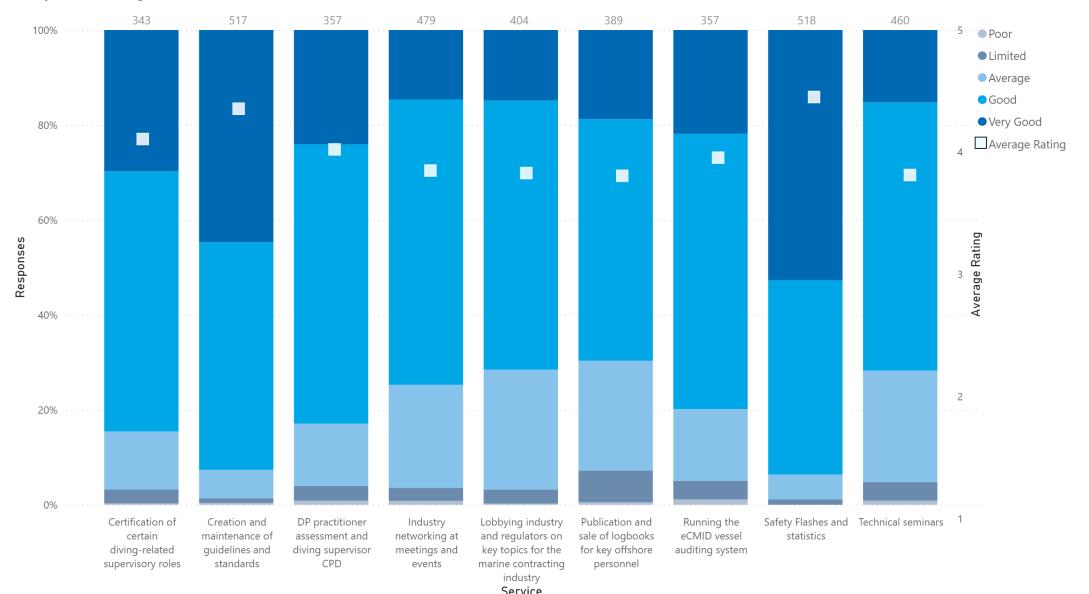
#### IMCA provides a range of services to its members. Please rate the IMPORTANCE to your organisation of these services.



### Service Performance



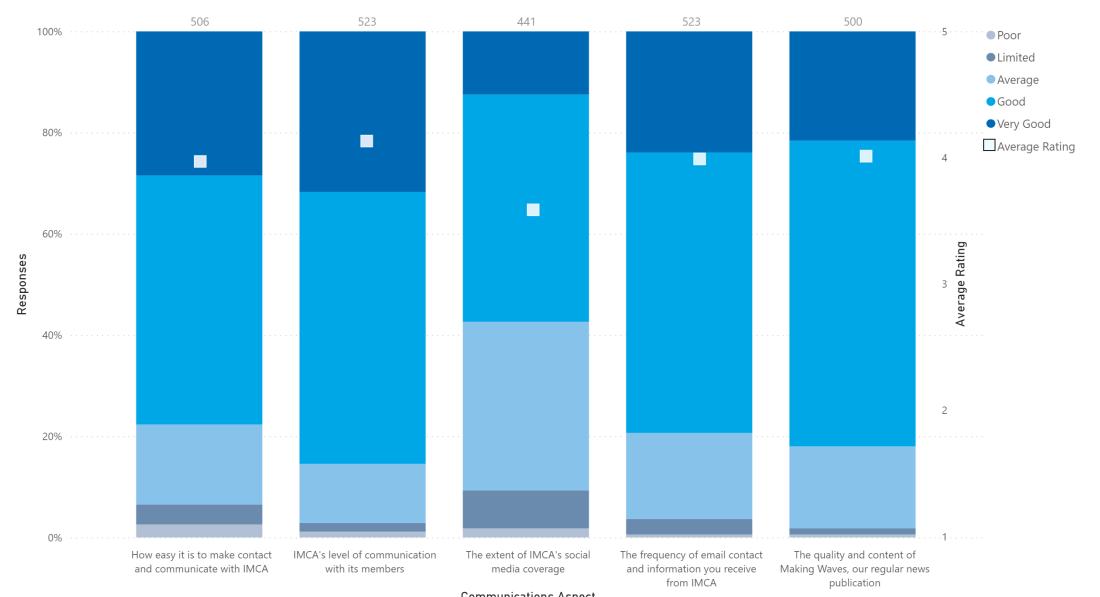
#### IMCA provides a range of services to its members. Please rate IMCA's PERFORMANCE in each area.



### Communications Performance



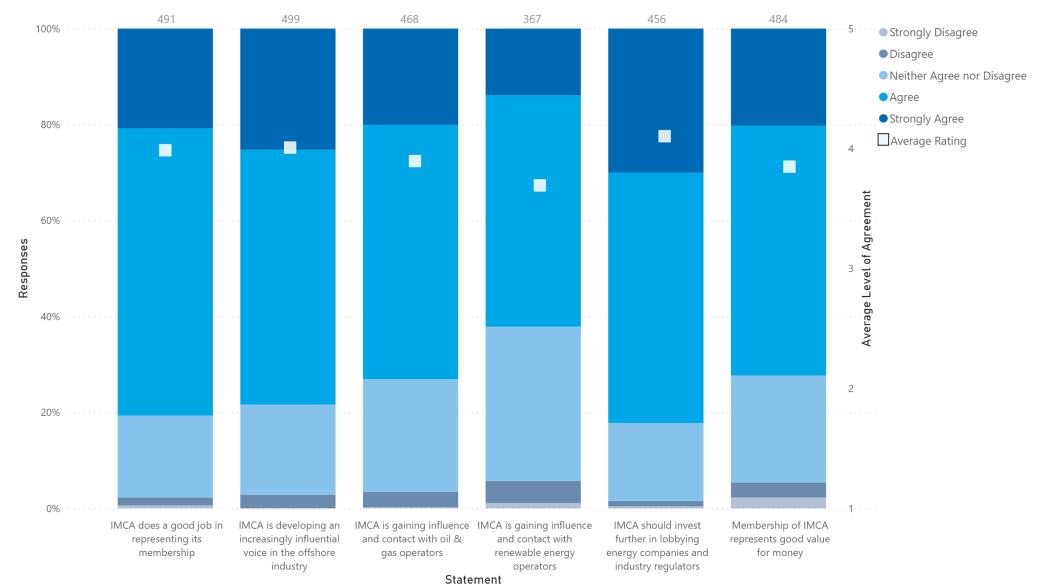
#### IMCA uses various channels of communication with its Members. Please rate IMCA's PERFORMANCE in each area.



### Influence and Value



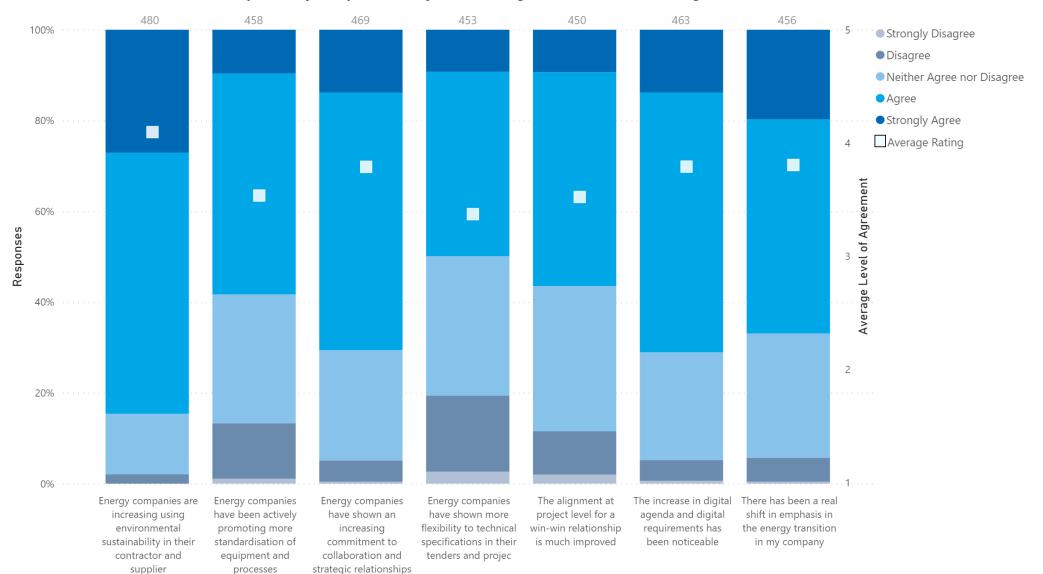
#### Please state your level of agreement with the following statements.



### Market Evolution



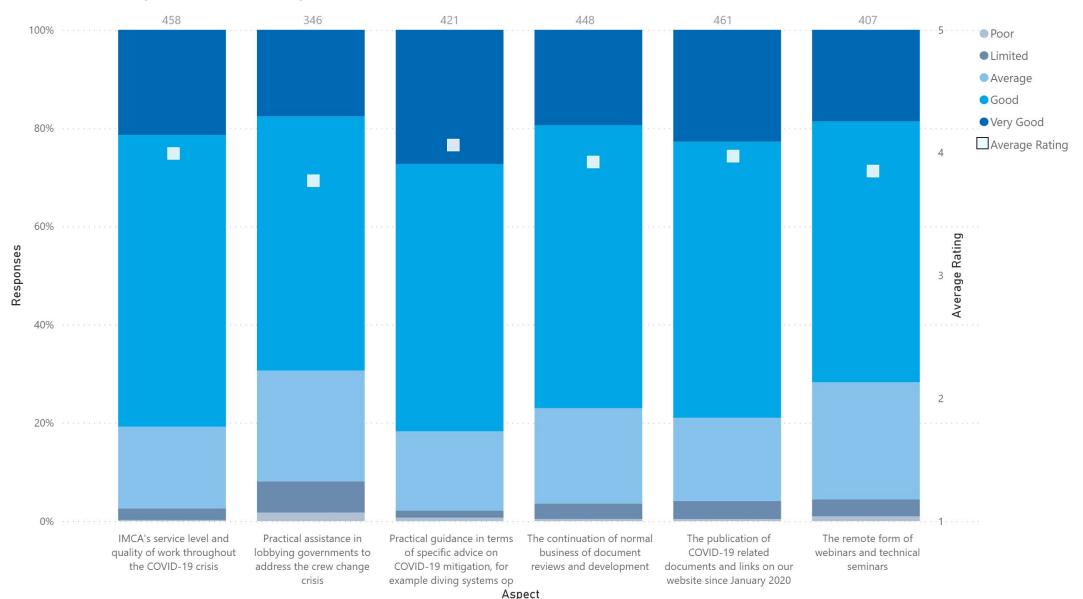
#### In terms of market evolution over the past two years, please state your level of agreement with the following statements



### IMCA's response to COVID-19



#### Please rate IMCA's response to the COVID-19 pandemic

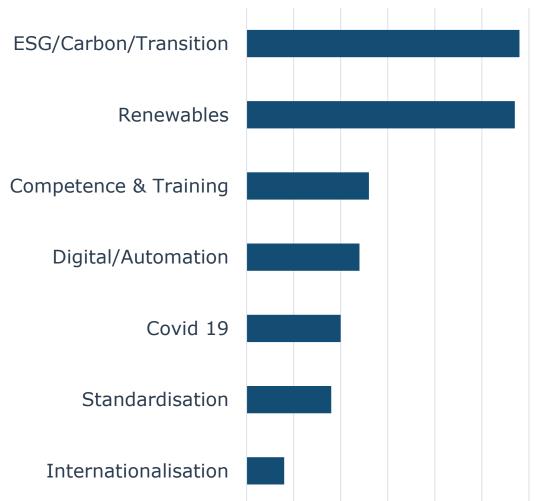


## Membership survey - Focus Areas



### What is the one major issue IMCA should focus on?





Key Themes