

Membership Satisfaction Survey (MSS) 2022

Thank you to the members who have responded to the MSS, you are helping us to build a stronger community and improve our services.

Key Highlights

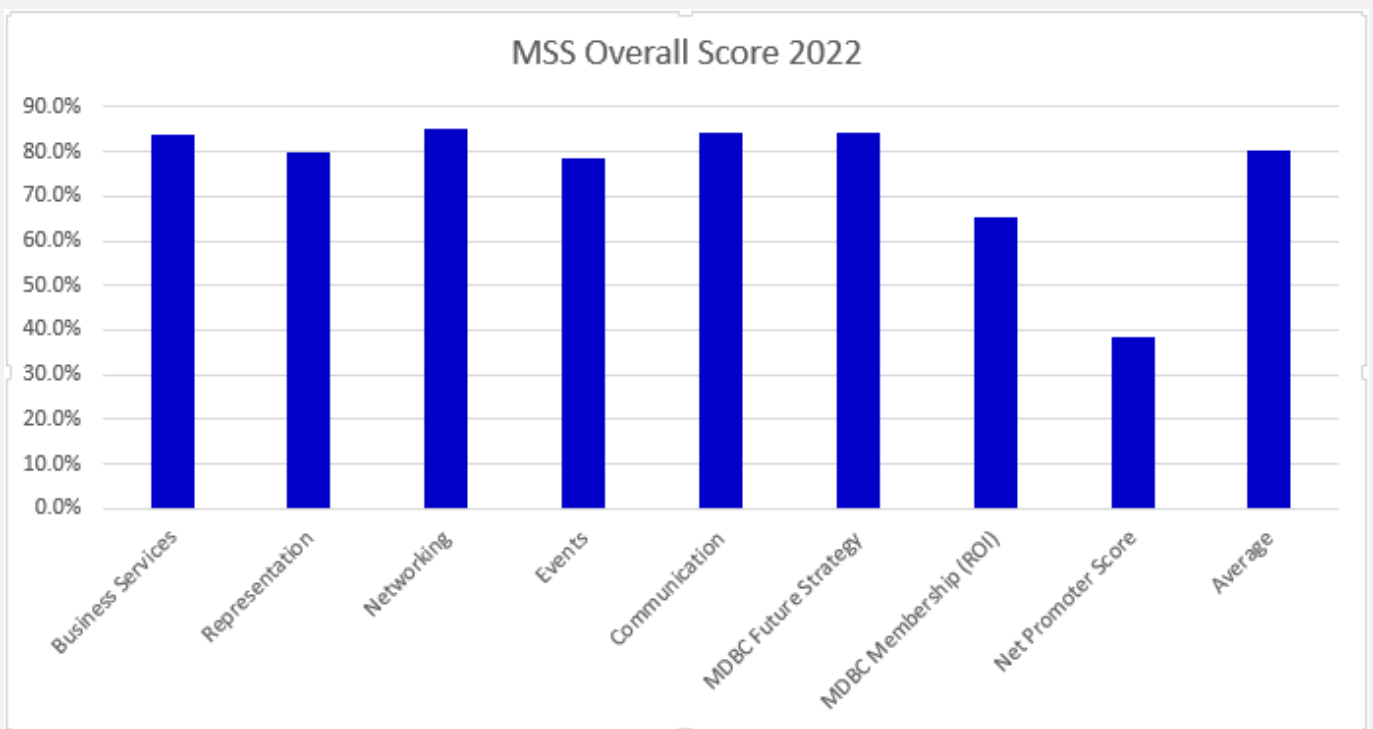


MDBC achieved an Overall Satisfaction Score of 80.1%; meeting our Target Score of 80.0% and is the average of seven sections.

Seven out of eight sections have scored higher than the year before. Percentage increases in each category: Business Services (2.9%), Events (3.8%), Communication (9.9%), MDBC Future Strategy (1.6%), Representation & Networking (over 10%)



Networking was scored highest at 85.1%. We look forward to continuing to offer strong and highly effective networking opportunities for our members.



Areas for Improvement in 2023

Only one section "MDBC Membership (ROI)" was scored lower than 2021. Comments made by members in this section were related to specific services, networking events, or event topics that they felt were missing. We are paying close attention to this area and will be following up to get more specific feedback. We are working hard to improve our services in 2023 and to continue strengthening this community!

