

Members' Survey Report

May 2024



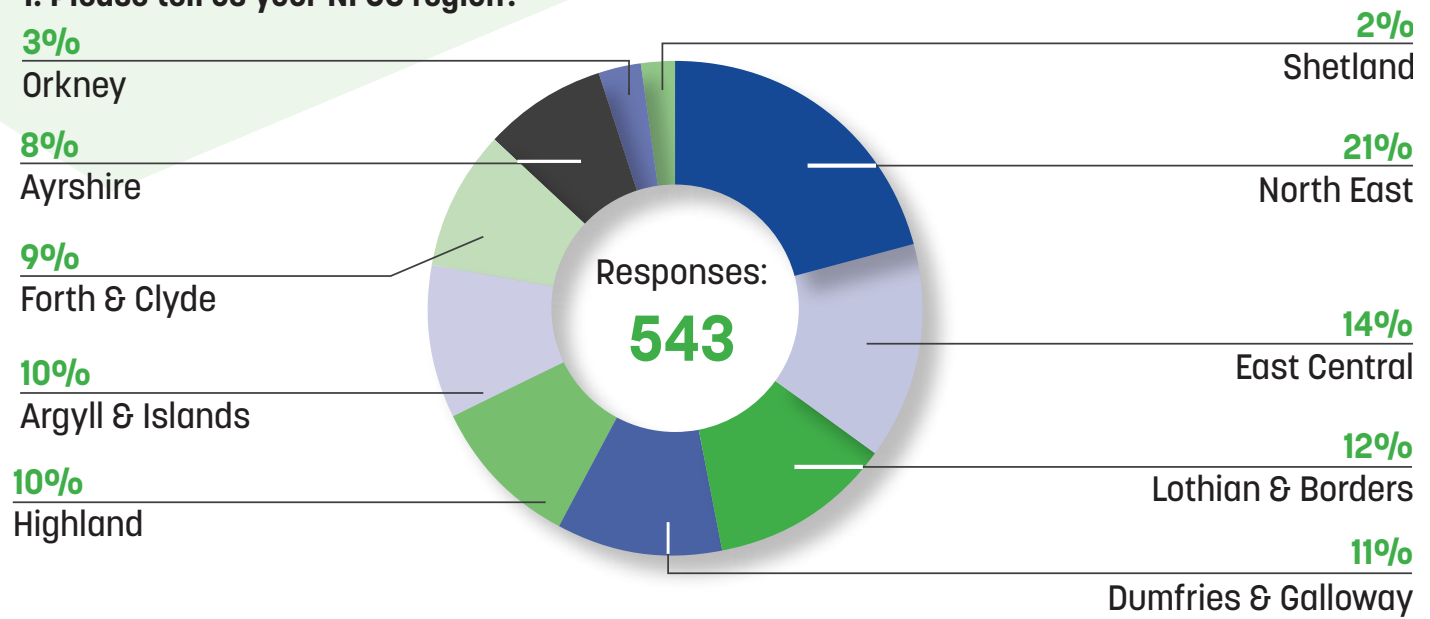
Introduction



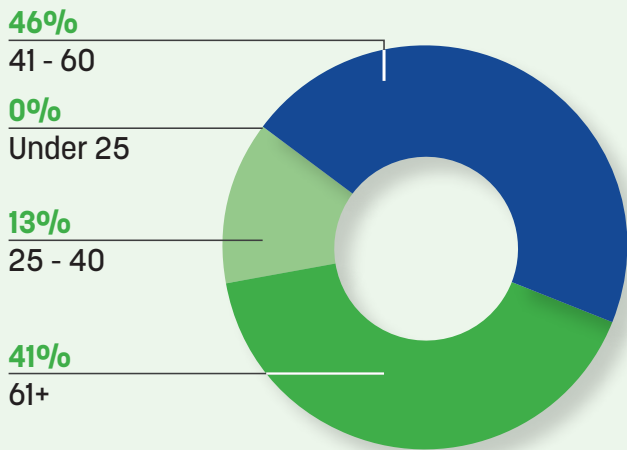
John Davidson, CEO

This short report summarises the main results of our recent member survey. It's been a while since the organisation undertook a survey of this nature seeking members' views on a range of aspects, such as how we engage and communicate with members, how members interact with us, our policy work, member benefits, and overall satisfaction levels. The findings of the survey are incredibly helpful and are now being used to inform our new business strategy and ways of working in the future. With hindsight we would frame some of the questions differently and include more options for submitting answers. However, we will learn from this survey and refine our approach for the future.

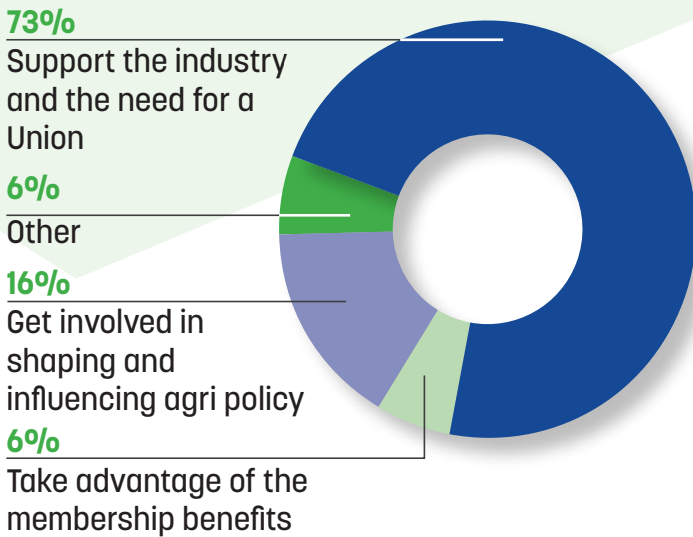
1. Please tell us your NFUS region?



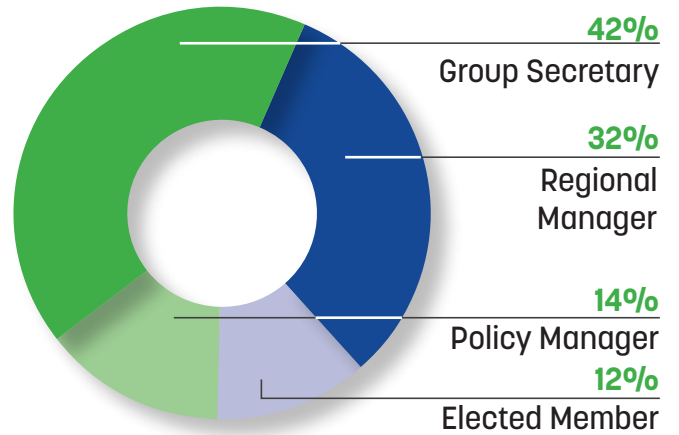
2. Please tell us your age group?



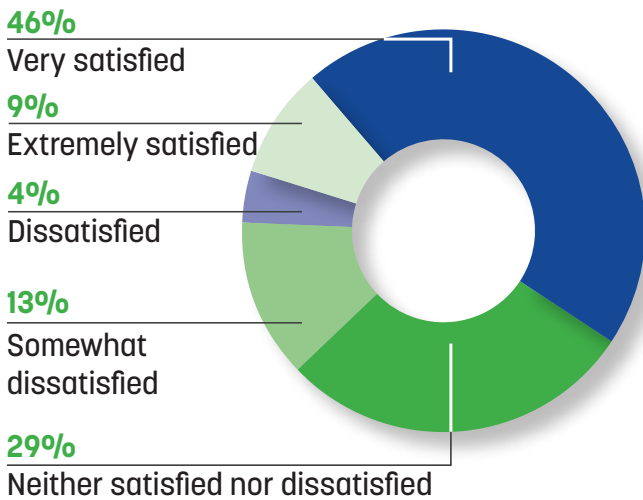
3. What is the main reason for being a member of NFU Scotland?



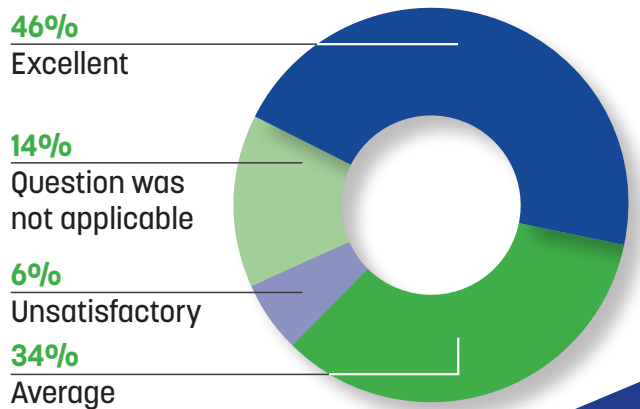
5. Who do you lodge a query with at NFU Scotland?



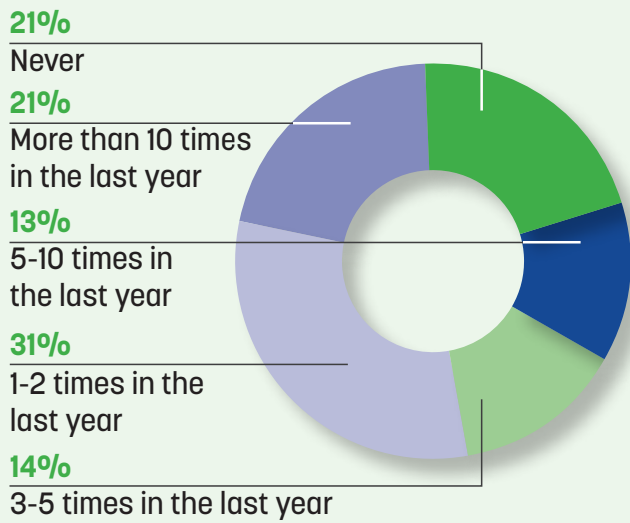
4. As a member of NFU Scotland how satisfied are you with the organisation?



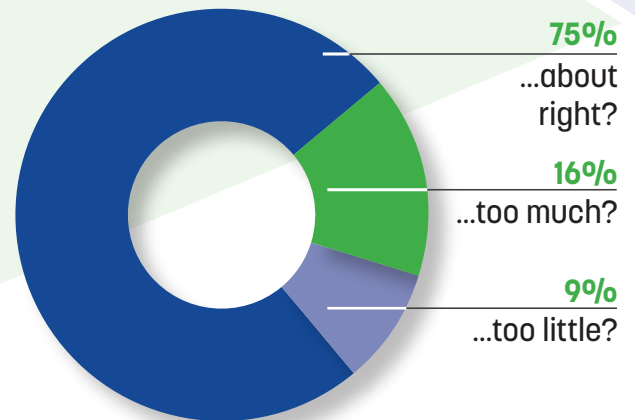
6. If you have lodged a query, how would you rate the response from NFU Scotland?



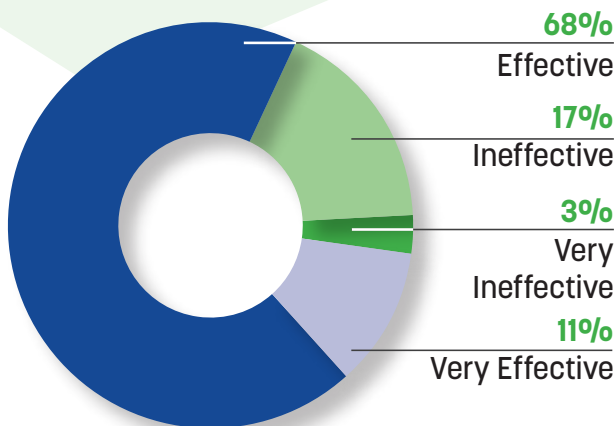
7. How often do you communicate with NFU Scotland through your Group Secretary/ Regional Manager/Policy Manager/ Elected Member?



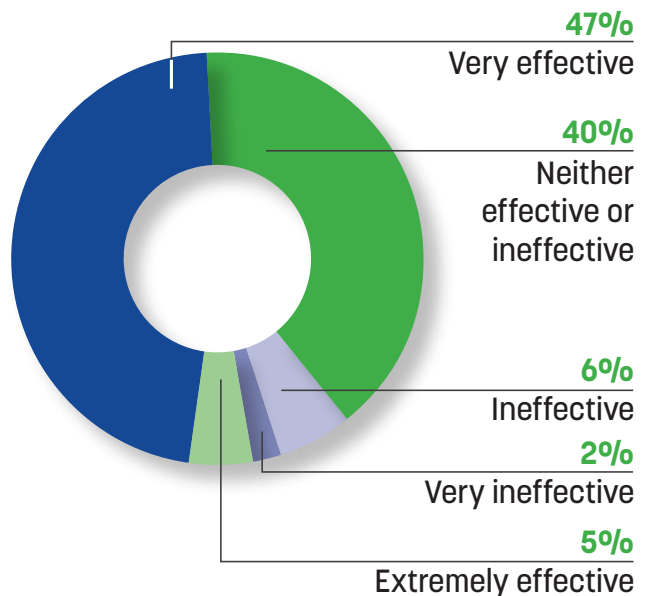
10. Is the frequency of NFU Scotland's communications...



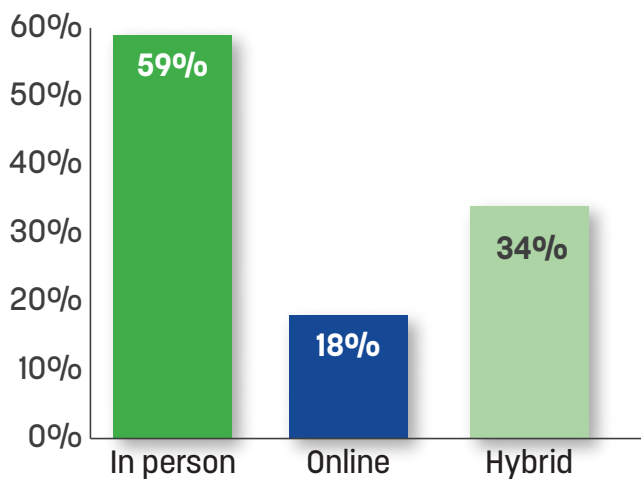
8. How effective is our member engagement?



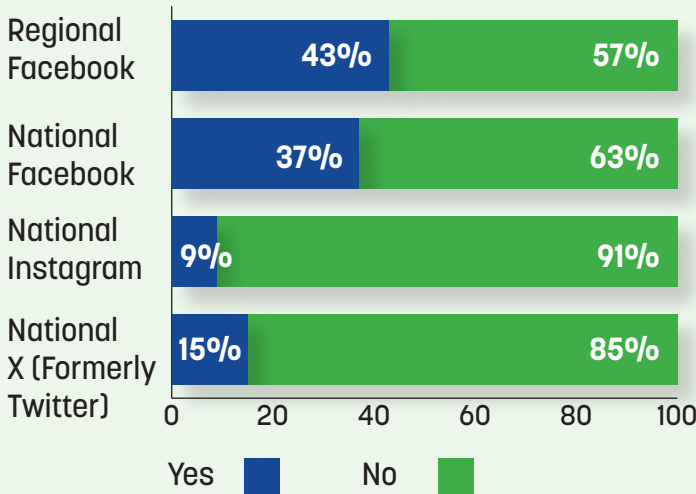
11. How effectively do you think NFU Scotland is communicating with you?



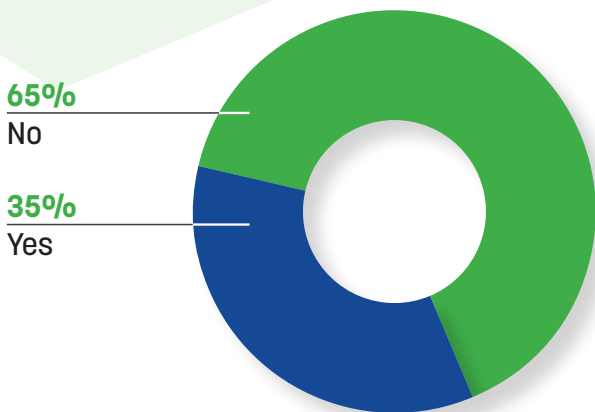
9. Do you value in person, online, or hybrid events?



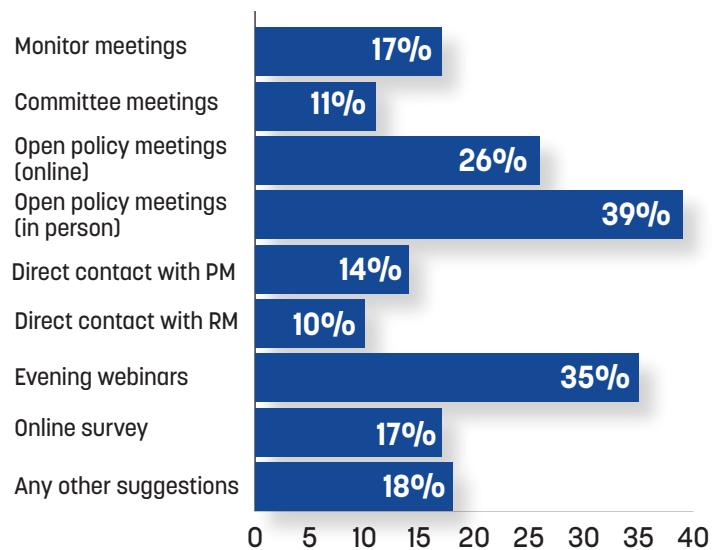
12. Have you signed up to the social media channels supported by NFU Scotland?



13. Have you taken advantage of NFU Scotland's affinity deals?



14. Thinking about policy engagement, what would you like to see more of?



CONCLUSION

Overall, the findings are positive and reinforce the feedback I have received generally from members across the country. The survey has of course highlighted some areas where the organisation can improve and I will consider how we best do this whilst continuing to build on the things we do well. That said, we are already taking steps to respond to the results through our new business strategy and operating plan, where we have a clear strategic focus on putting members at the heart of all that we do. We intend to repeat the survey in the future so that we continue to listen and respond.



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