



INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

Attitude and Awareness Survey

October 2020

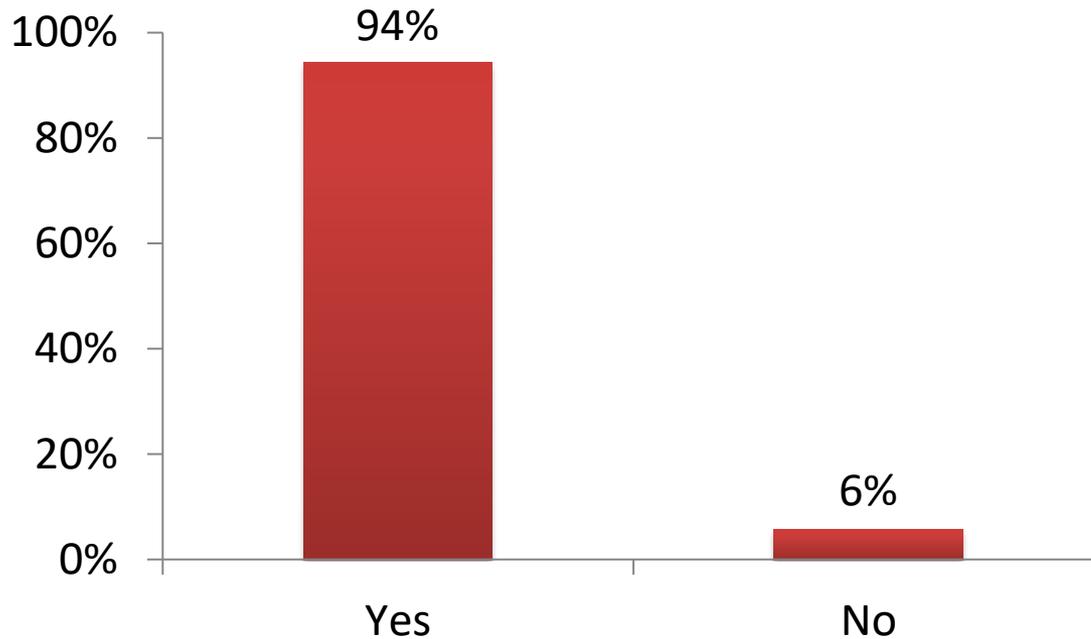
Membership



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Q1. Are you currently a member of the ISWM?

Ninety-four percent of the respondents were current ISWM members. Non-members were asked a few follow-up questions regarding the ISWM but were not included in membership specific questions.



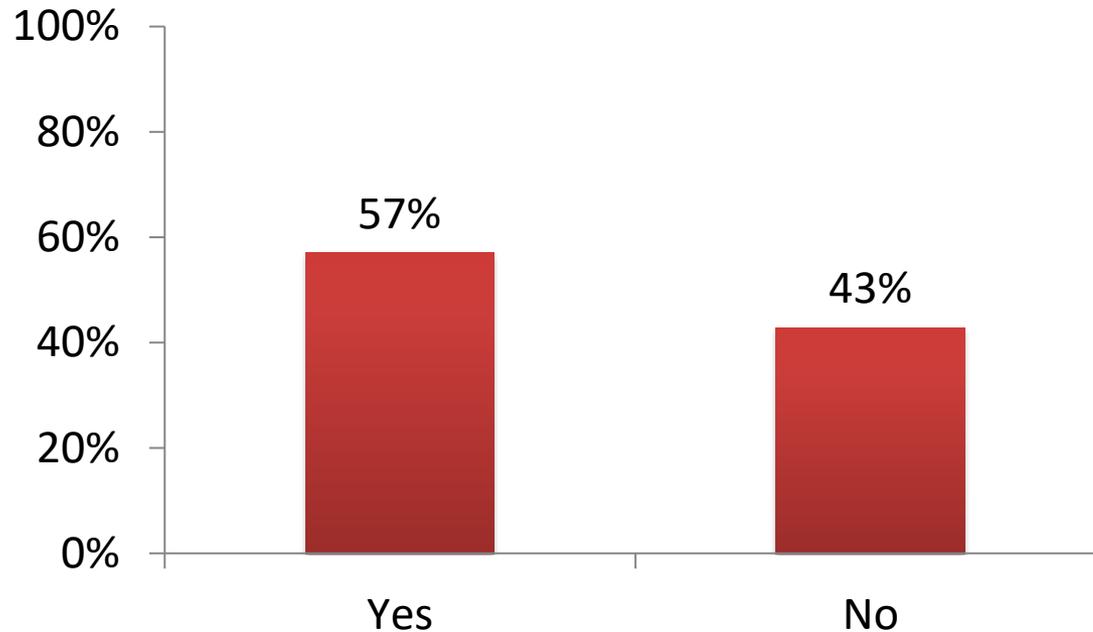
n=105, All Respondents



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Q2. *Have you ever been a member of ISWM?*

Nearly 60% of those without current ISWM memberships had been a member of ISWM in the past.



n=7, No Current ISWM Membership



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Q3. Why are you no longer a member of ISWM?

Only three respondents were asked this question but all three gave a different reason.

1. Press should not have to be a member
2. Only part time in the industry
3. I lost the contact but I would like to return to be a member

n=3, Previous ISWM Members



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Q4. Why have you never had a membership in ISWM?

Only one respondent answered this question and claimed to not need a membership because he/she was new to the industry and the company had a membership. It was also noted that he/she did attend the conference in February.

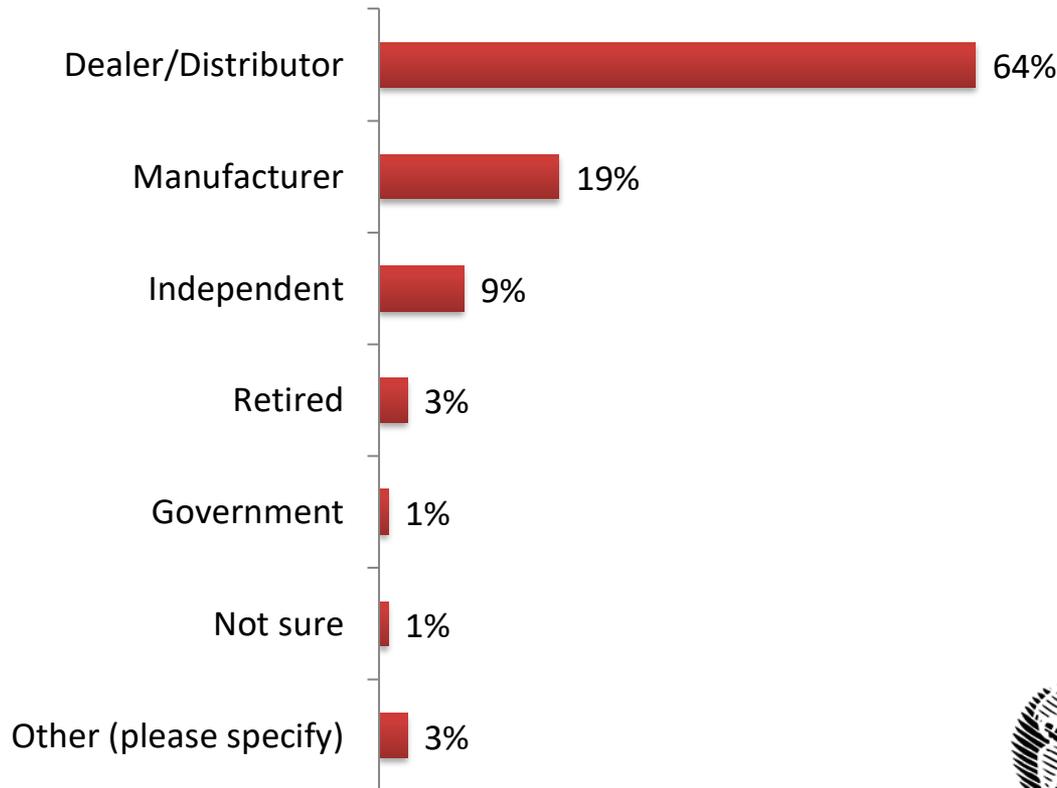
n=1, Never been an ISWM member



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Q5. *What type of membership do you have in ISWM?*

More than 60% of the respondents had a Dealer/Distributor membership in ISWM. This was more than three times the next category which was Manufacturer members who represented 19% of the completed surveys. The Other category represented Admin members as well as a Service Provider membership. *(Is this representative of ISWM memberships?)*



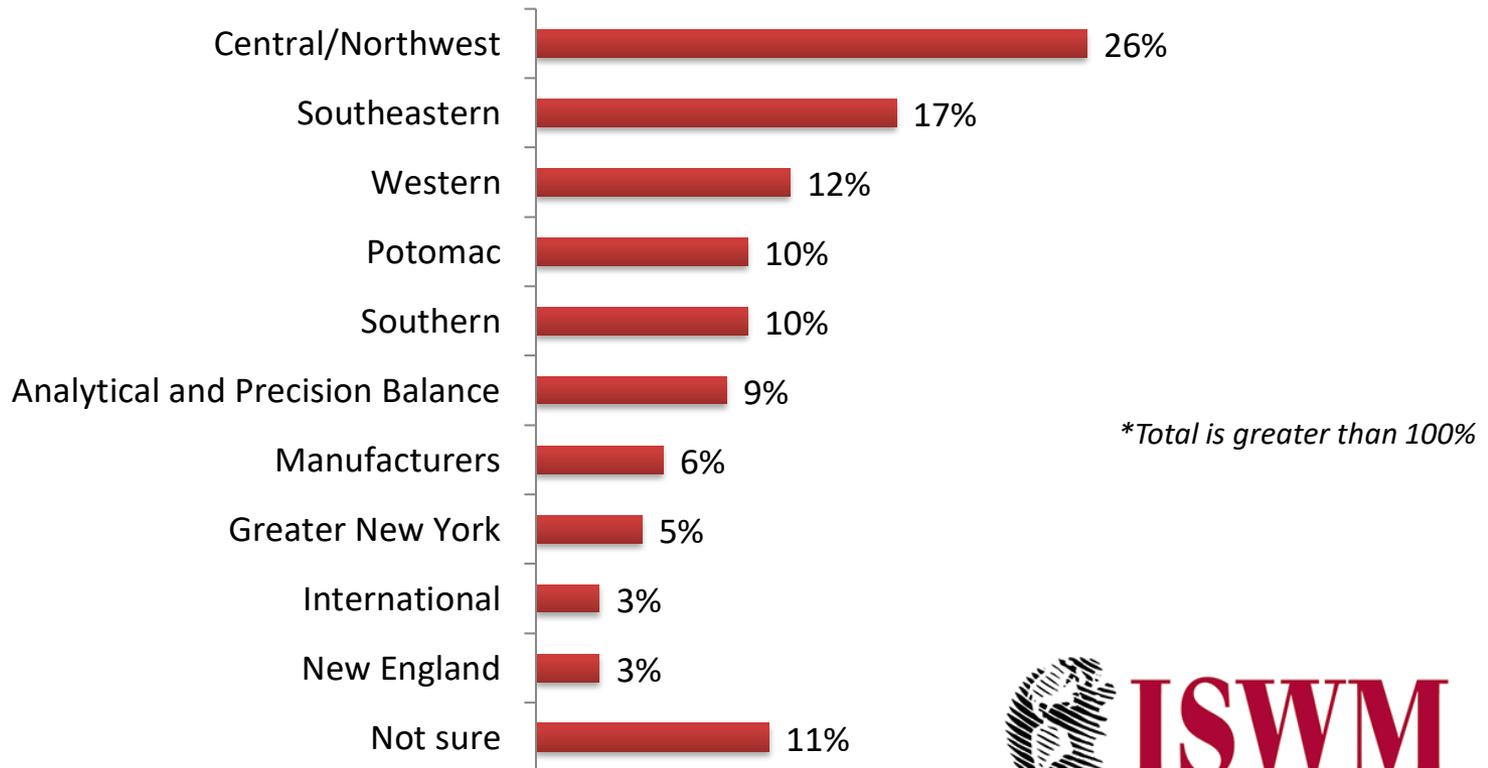
n=99, Current ISWM Members



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Q6. In what division is your membership?

More than 25% of the respondents were in the Central/Northwest Division. This was followed by the Southeastern Division with 17%. It should be noted that more than 10% of the respondents weren't sure about their membership division and approximately 10% selected more than one division. *(OFI – creating more awareness of the member division status – listed on website profile page so maybe highlighting this or including it in other areas, too)*



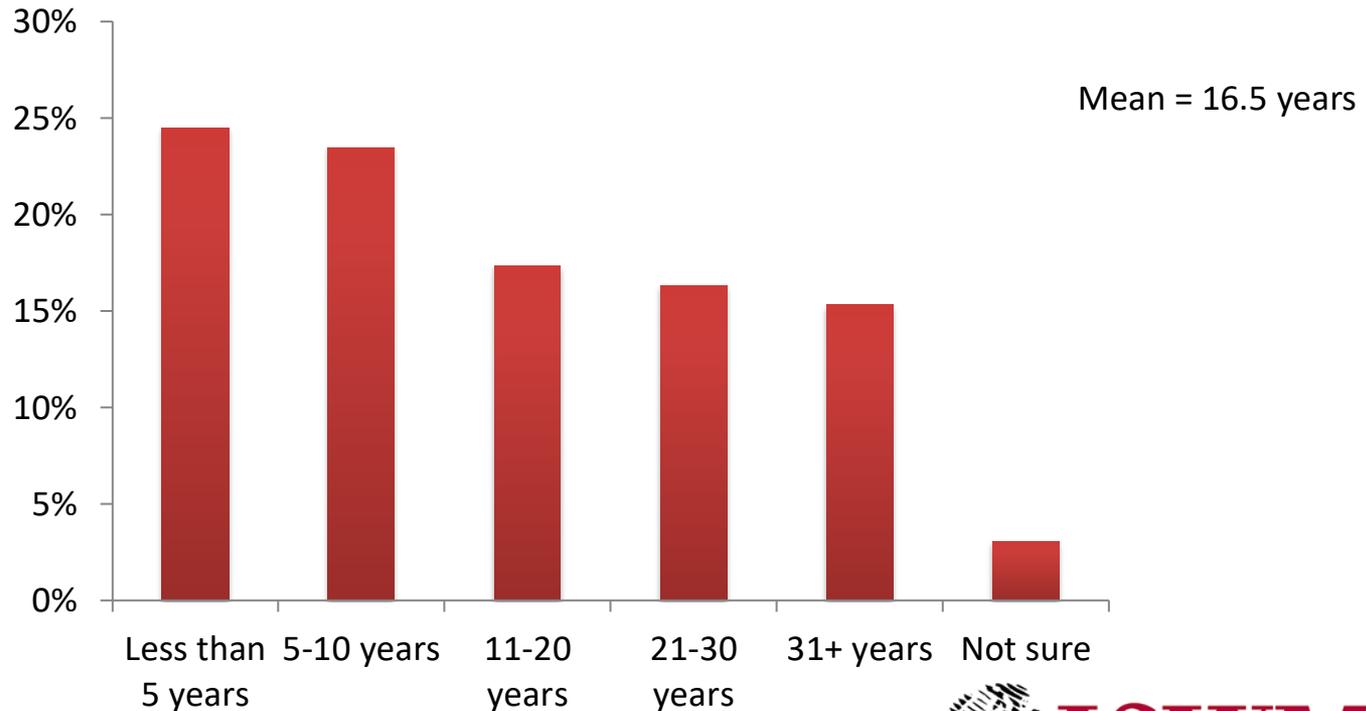
n=99, Current ISWM Members



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Q7. How long have you been a member of ISWM?

Respondents included new members as well as those with up to 70 years of membership. When the lengths of time were grouped into categories, the survey data highlighted that half of the respondents fell above and below the 10 year mark. It should be noted that only 4% of the respondents were new members (less than 1 year). *(Could this highlight the need for new membership or this may not be representative of the ISWM membership population)*

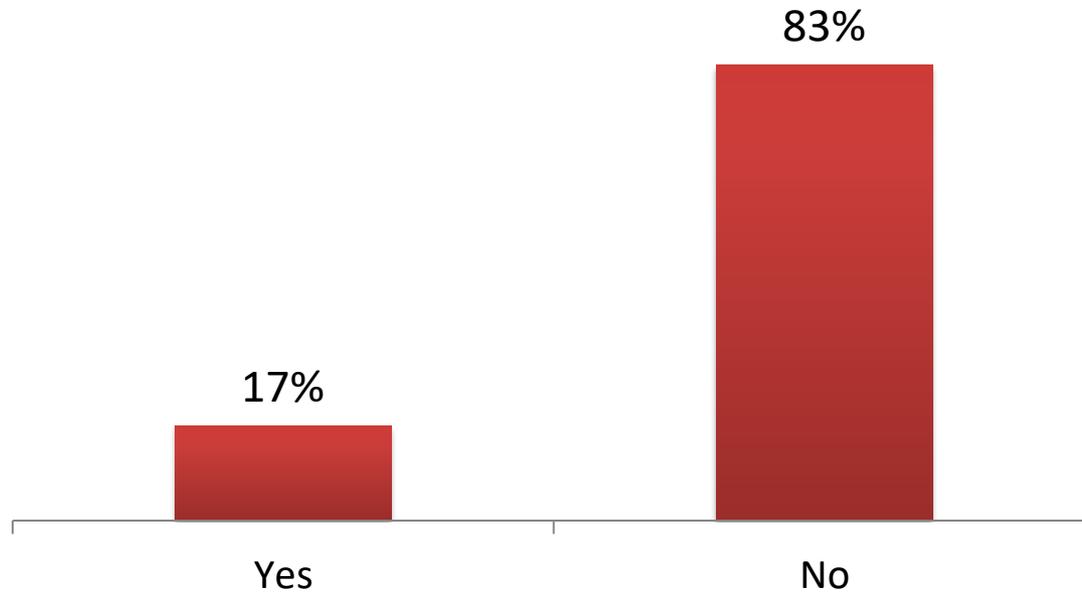


n=98, Current ISWM Members



Q8. *Have you ever let your membership lapse?*

More than 80% of the respondents had never let their ISWM membership lapse.



n=99, Current ISWM Members



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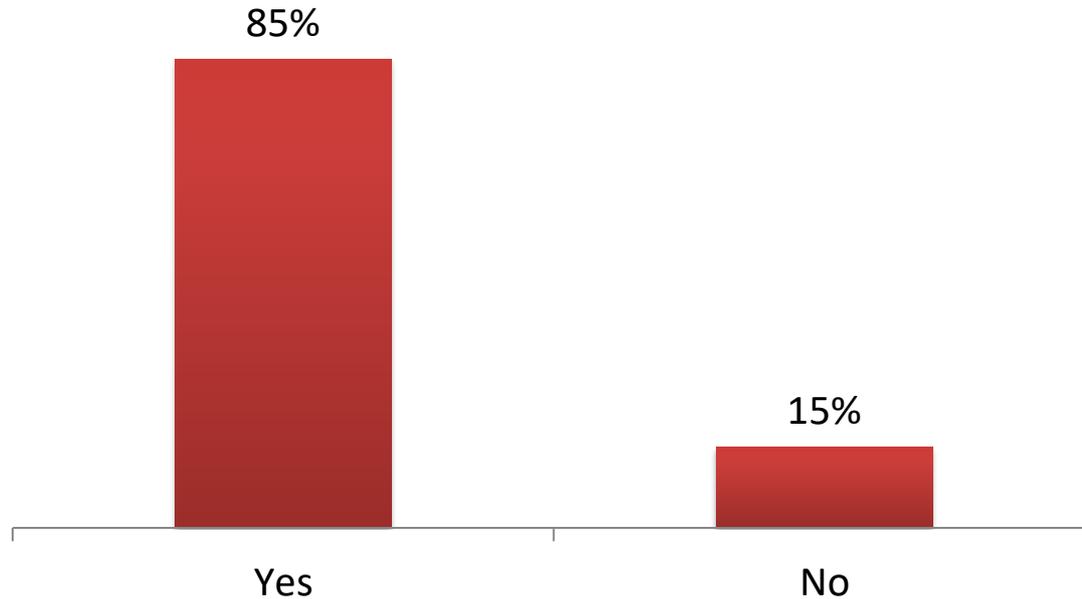
Meeting Attendance



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Q9. Have you ever attended an ISWM Conference or Expo?

85% of the respondents from this survey have attended an ISWM Conference or Expo.



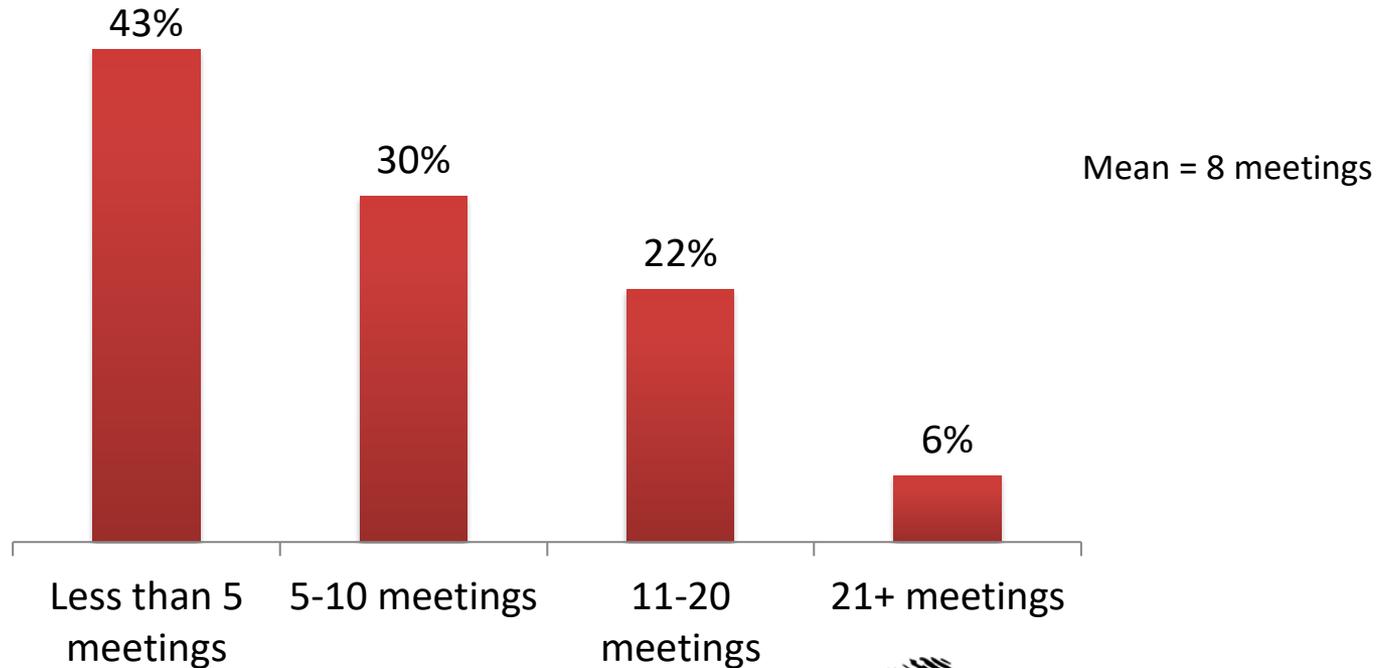
n=95, Current ISWM Members



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Q10. How many ISWM Conferences or Expos have you attended?

8 out of 10 ISWM members completing this study attended at least one ISWM Conference or Expo. Close to 30% of the respondents had attended more than 10 conferences.

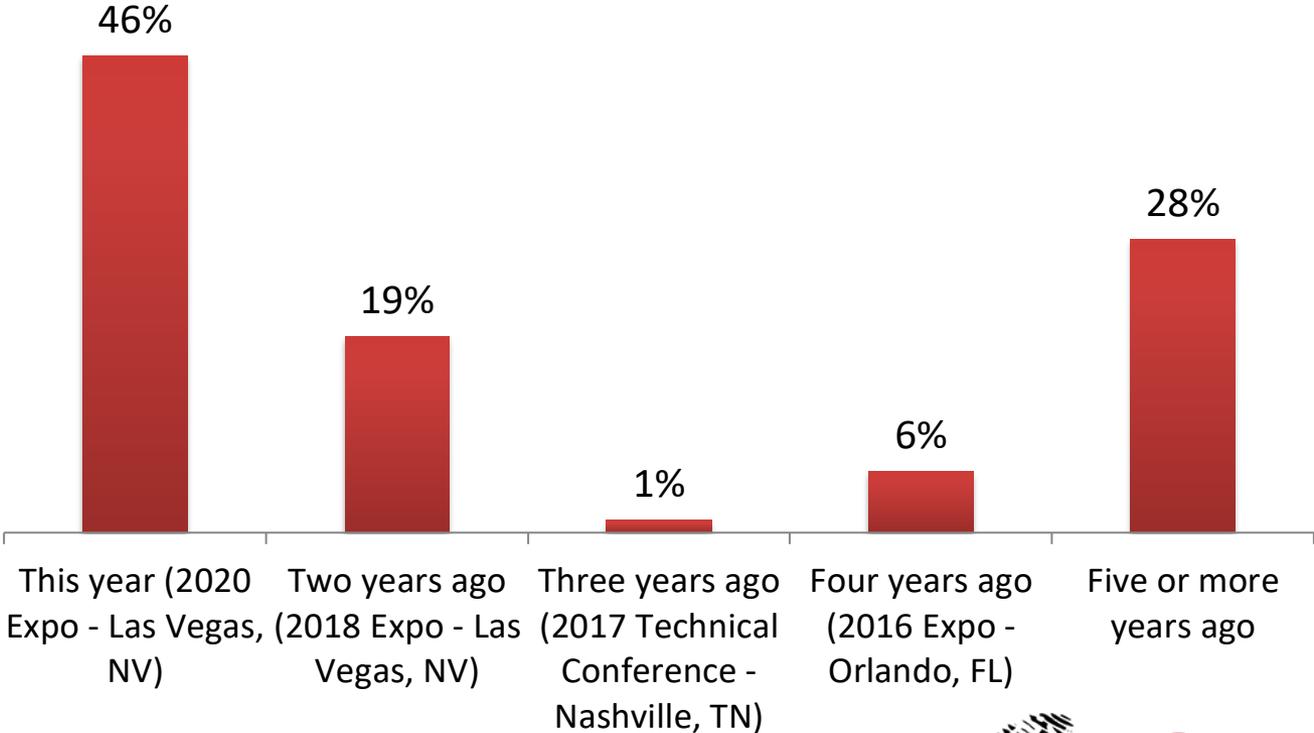


n=87, Current ISWM Members attending meetings



Q11. When was the last time you attended an ISWM Conference or Expo?

Approximately 65% of the respondents attended an ISWM Conference or Expo within the past two years. On the other hand, close to 30% had not attended a Conference or Expo in five or more years.

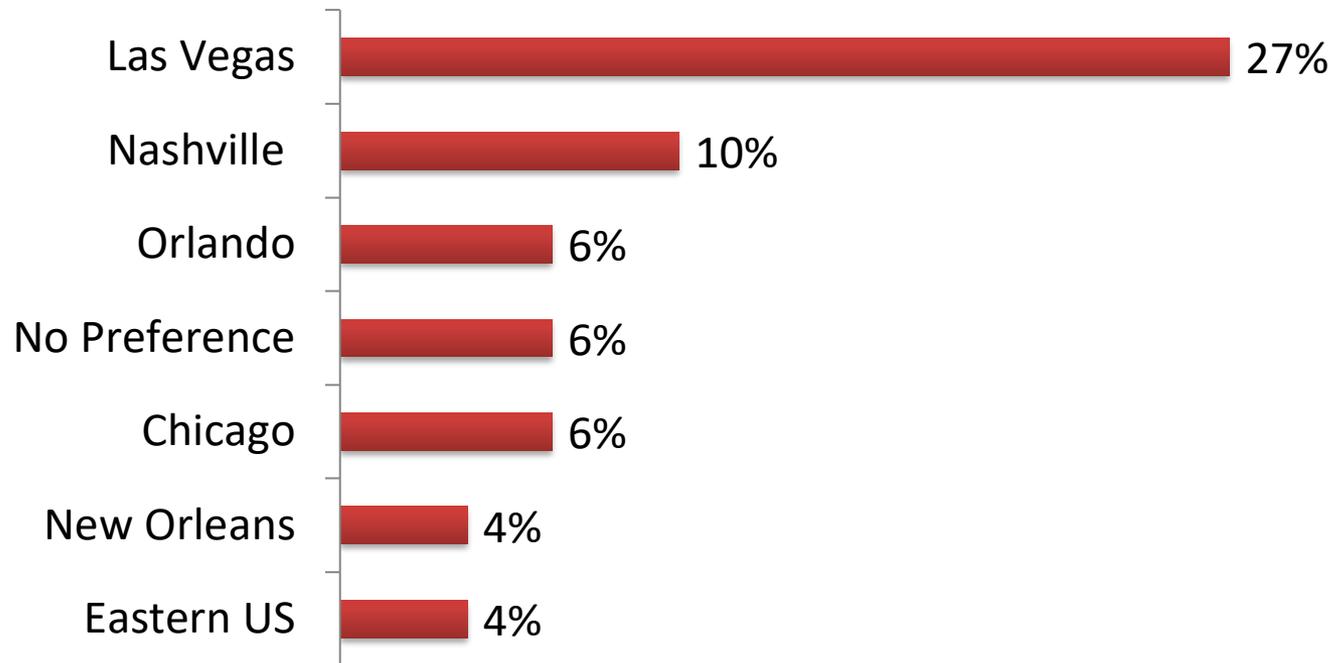


n=85, Current ISWM Members attending meetings



Q12. Where would you like the next ISWM Conference/Expo to be held?

More than 40 different locations were given for the next ISWM Conference/Expo but the following locations garnered the most responses. Las Vegas topped the chart followed by Nashville, Orlando and Chicago.



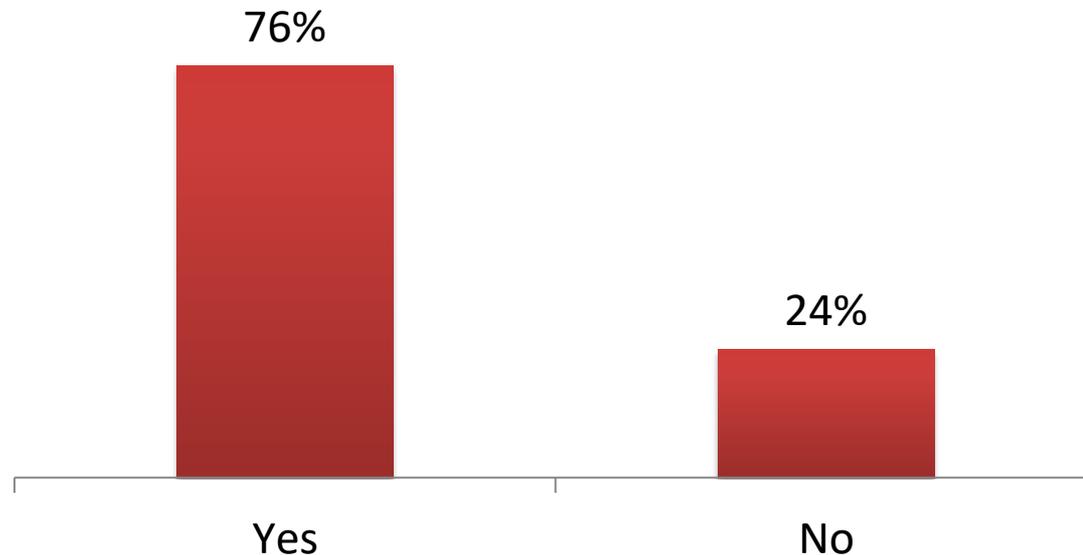
n=77, Current ISWM Members



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Q13. Have you ever attended an ISWM Division meeting?

Over 75% of the current ISWM members who completed this survey attended a division meeting in the past.



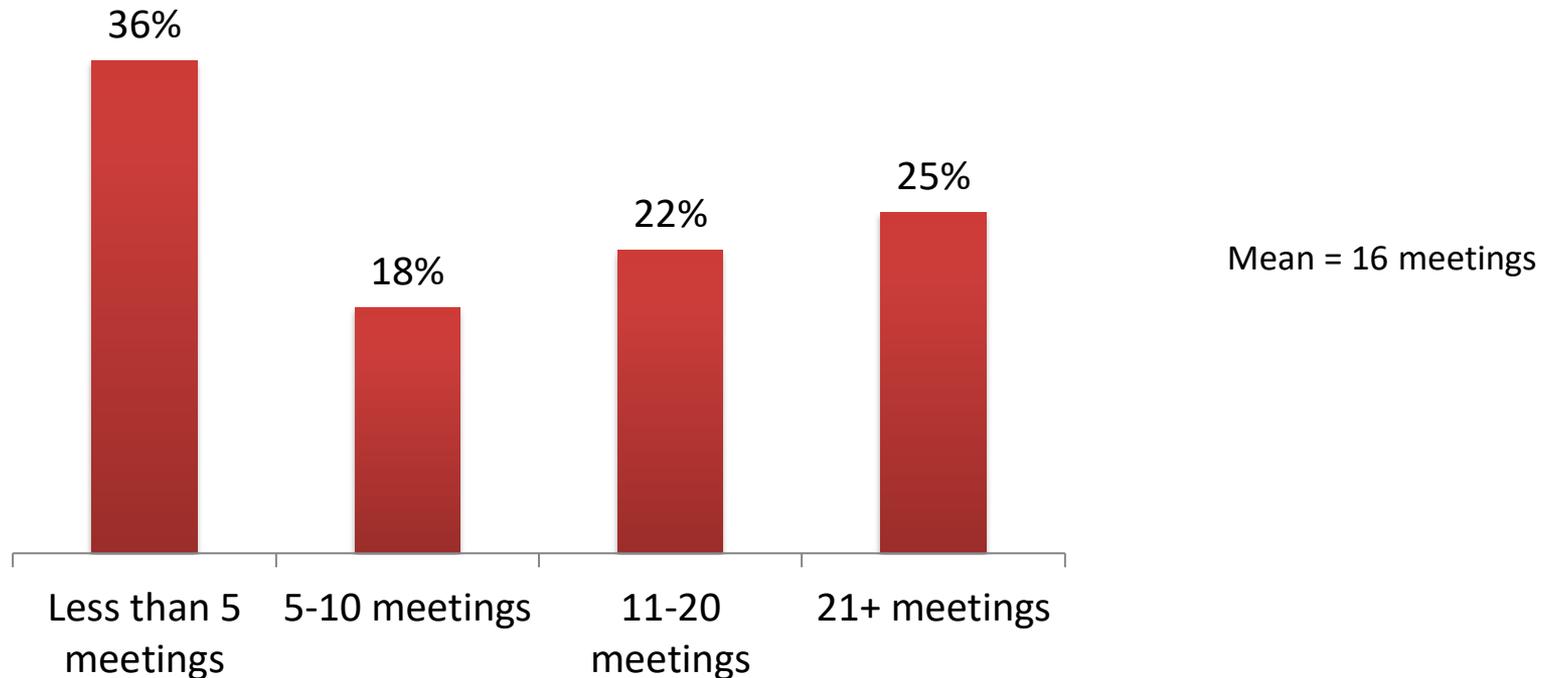
n=97, Current ISWM Members



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Q14. How many ISWM Division meetings have you attended?

Division meeting attendance varied among this group of respondents. Over 1/3 of the respondents attended less than 5 meetings but at the other end of the spectrum, there were 25% who attended more than 20 division meetings, some as high as 100 meetings.

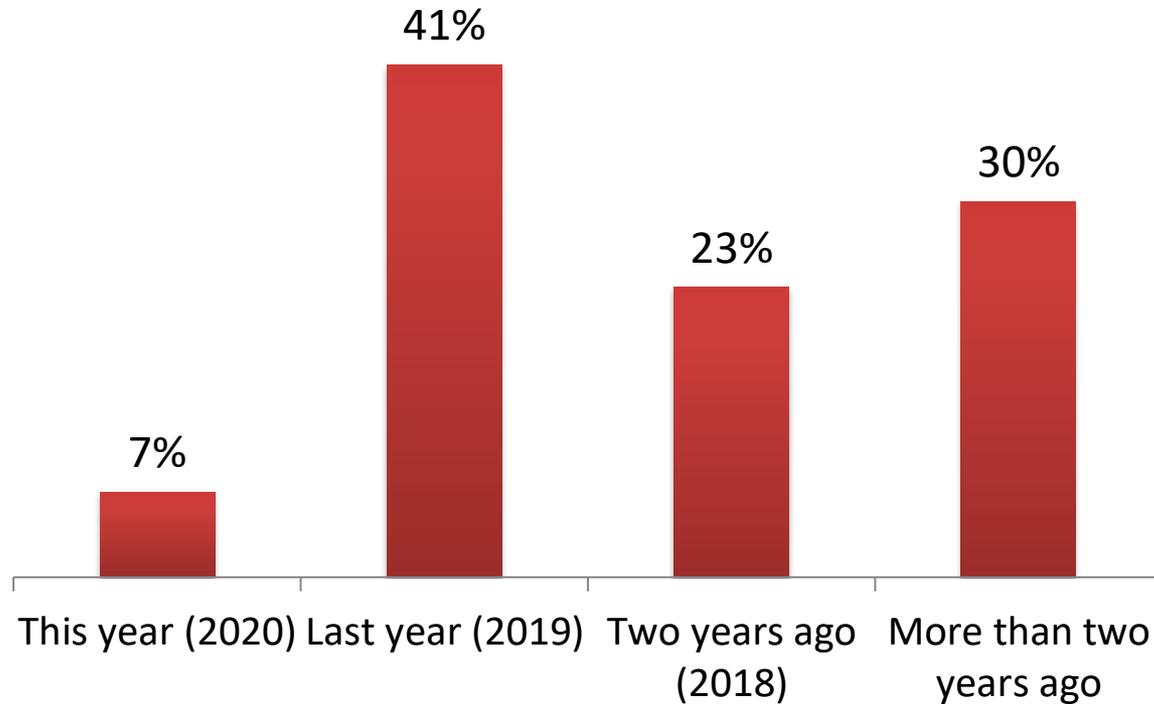


n=74, Current ISWM Members attended a division meeting



Q15. When was the last time you attended an ISWM Division meeting?

As expected, very few ISWM members attended a division meeting this year due to COVID-19 cancellations and restrictions. However, more than 70% have attended a division meeting in the past two years.



n=74, Current ISWM Members attended a division meeting



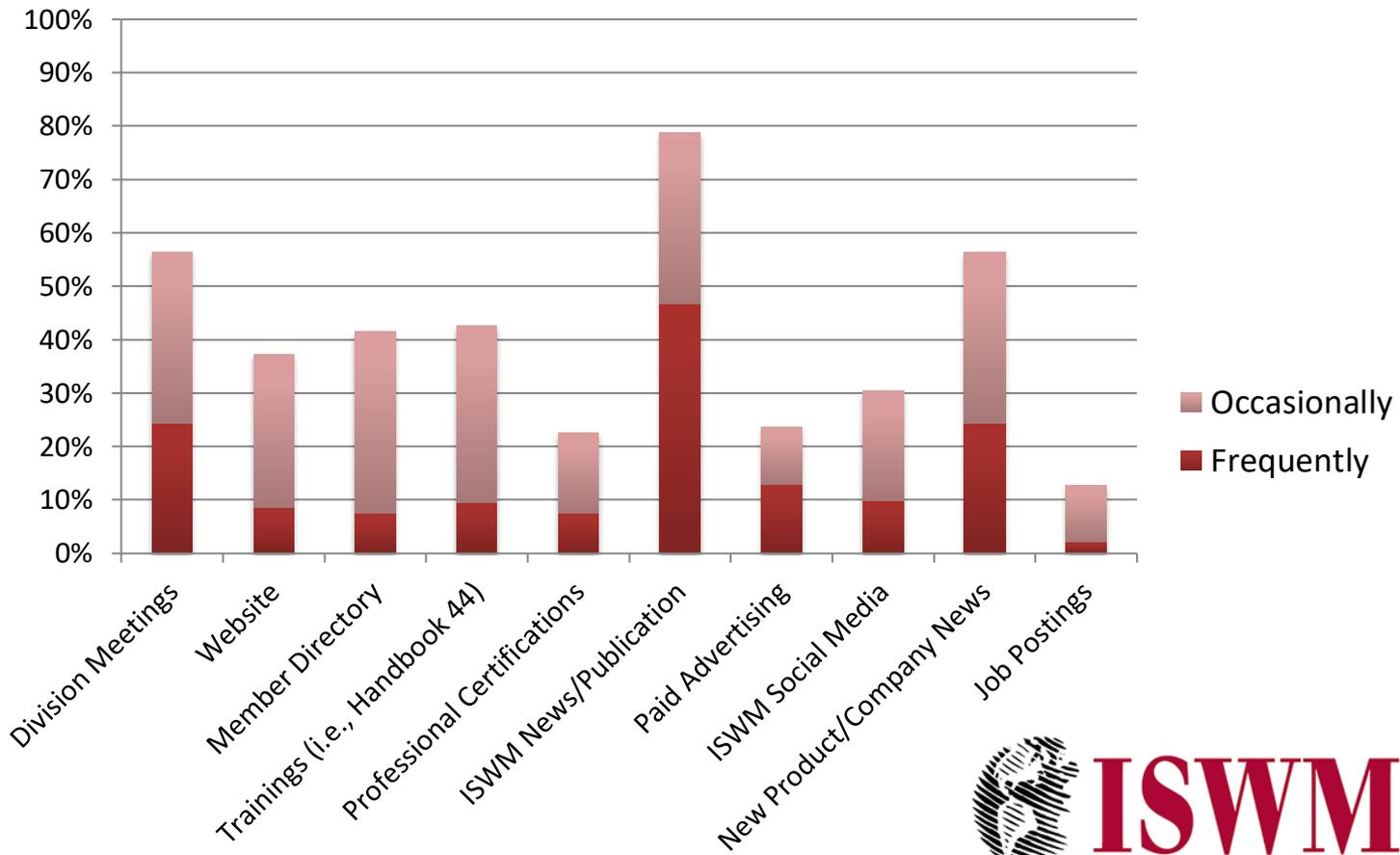
Program Awareness & Usage



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Q16. How often do you use the following services and/or programs offered by ISWM? (Frequently/Occasionally)

The three items that garnered the most usage from members in this survey were ISWM News/Publication, New Product/Company Announcements and Division Meetings.

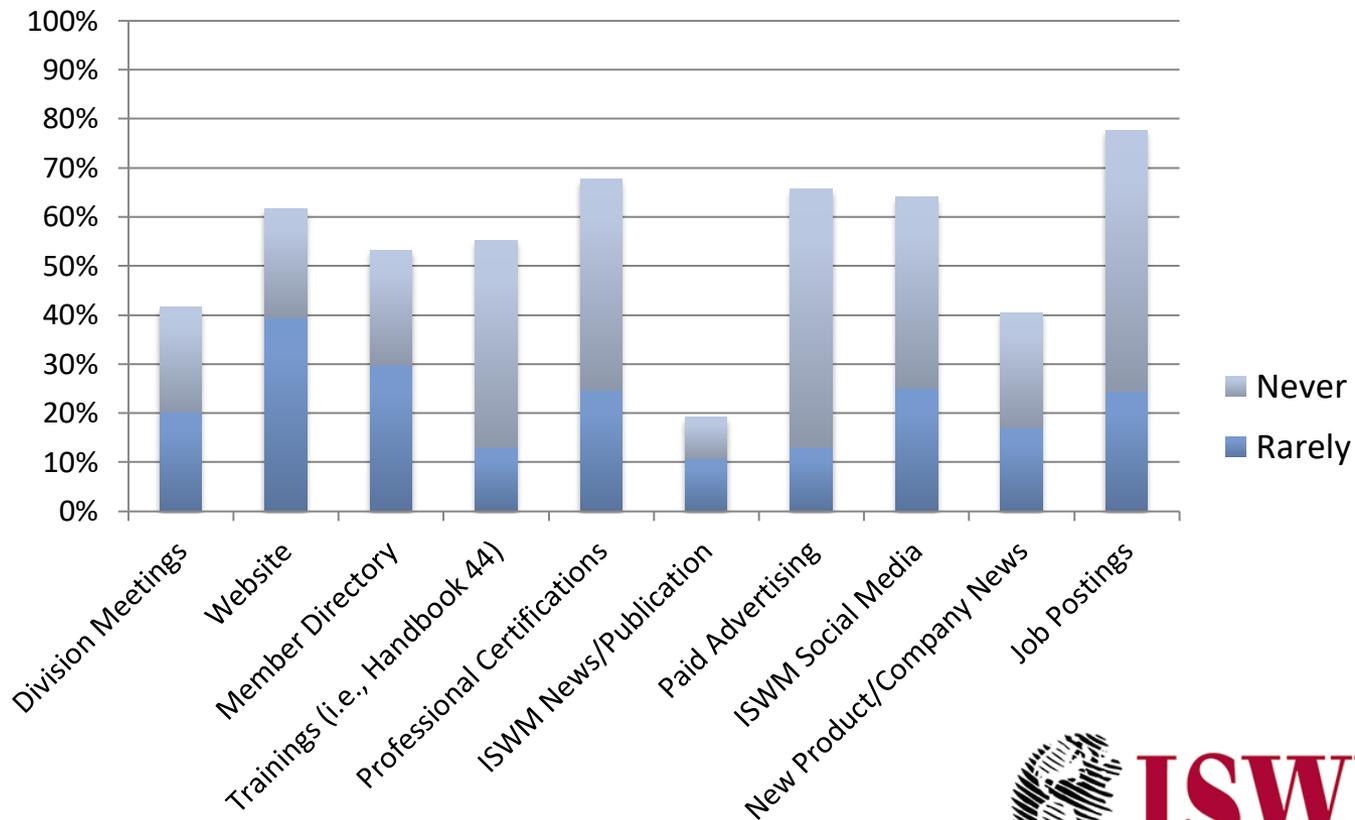


N=94, Current ISWM Members



Q16. How often do you use the following services and/or programs offered by ISWM? (Rarely/Never)

The least used services by members completing this survey were Job Postings, Professional Certifications, Paid Advertising and ISWM Social Media.



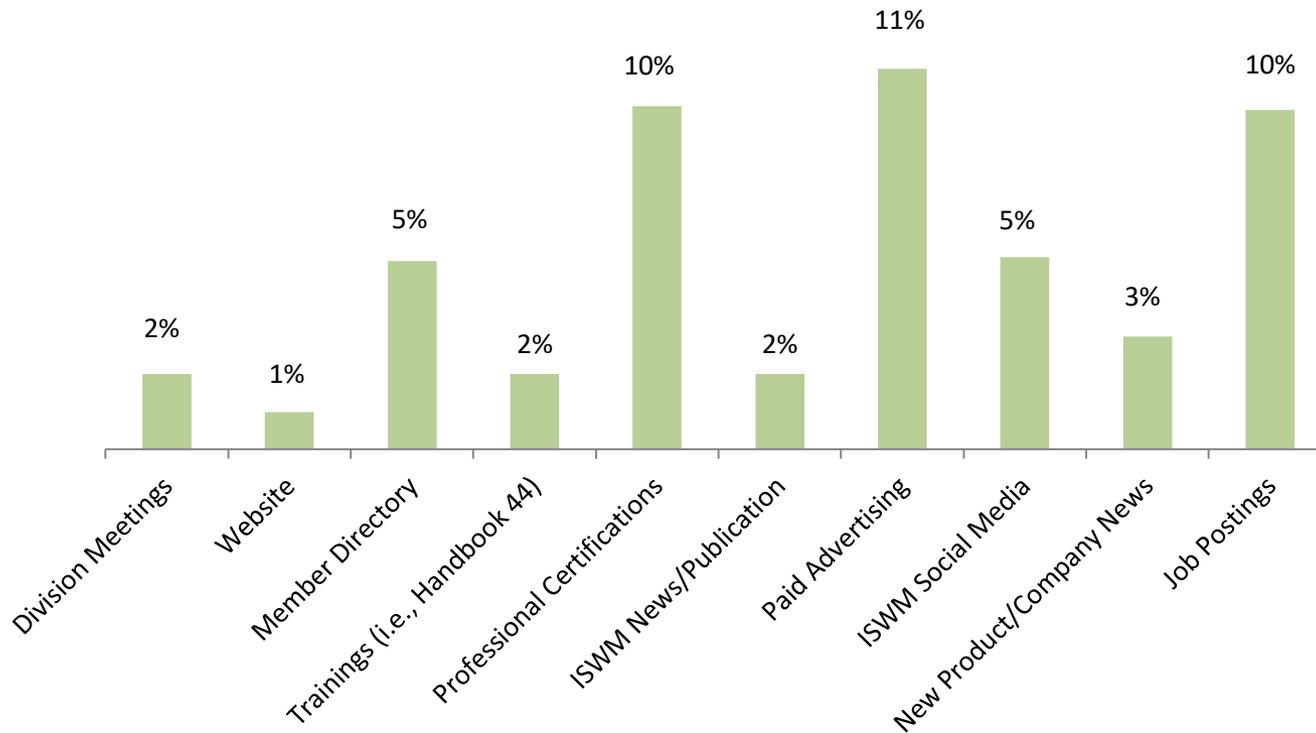
N=94, Current ISWM Members



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Q16. How often do you use the following services and/or programs offered by ISWM? (Not Aware of Program)

The programs/services that respondents weren't aware of were most likely to be Paid Advertising, Professional Certifications and Job Postings. Not surprisingly, these three items were also utilized the most infrequently among the respondents.

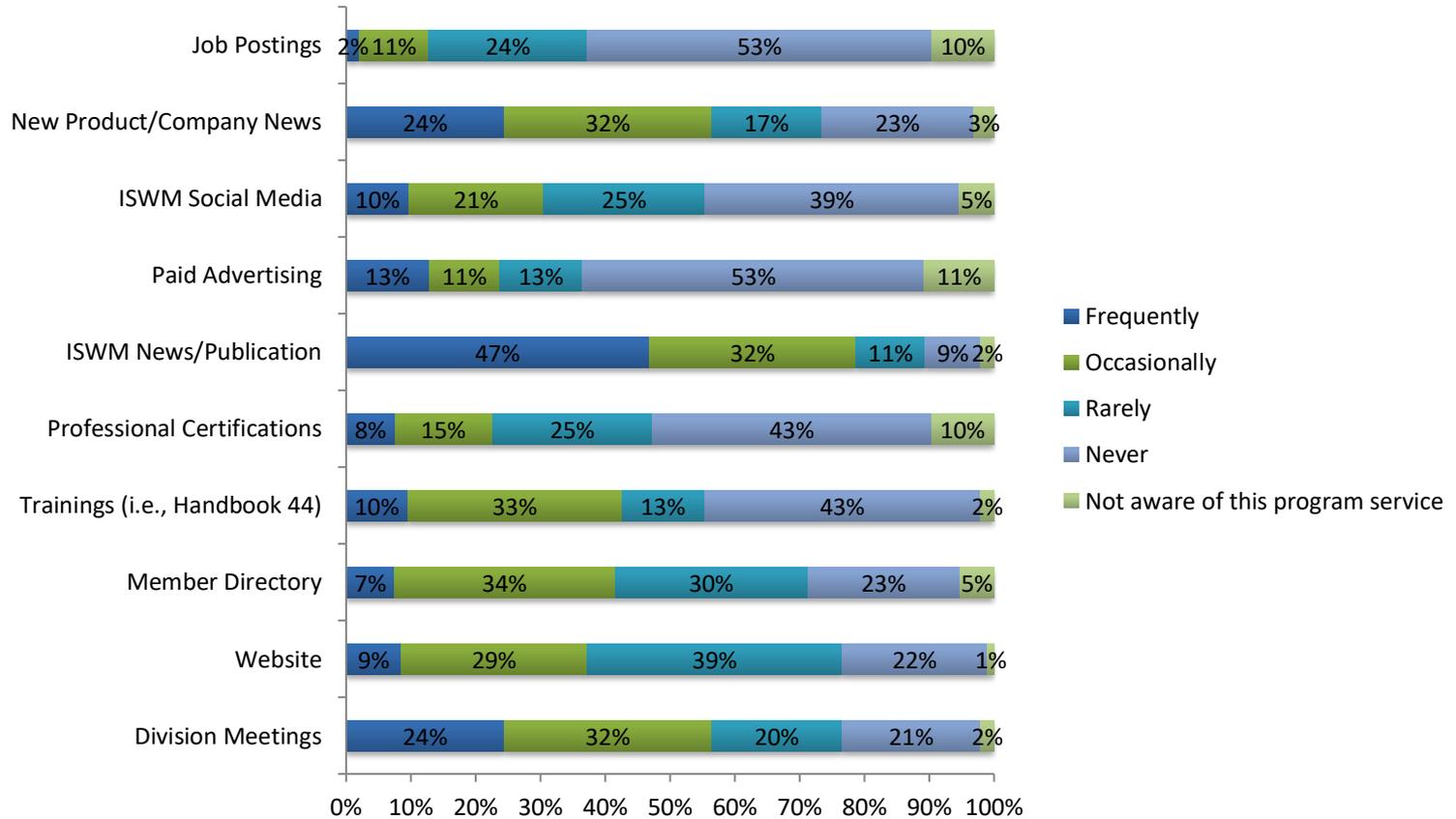


N=94, Current ISWM Members



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Q16. How often do you use the following services and/or programs offered by ISWM?



N=94, Current ISWM Members



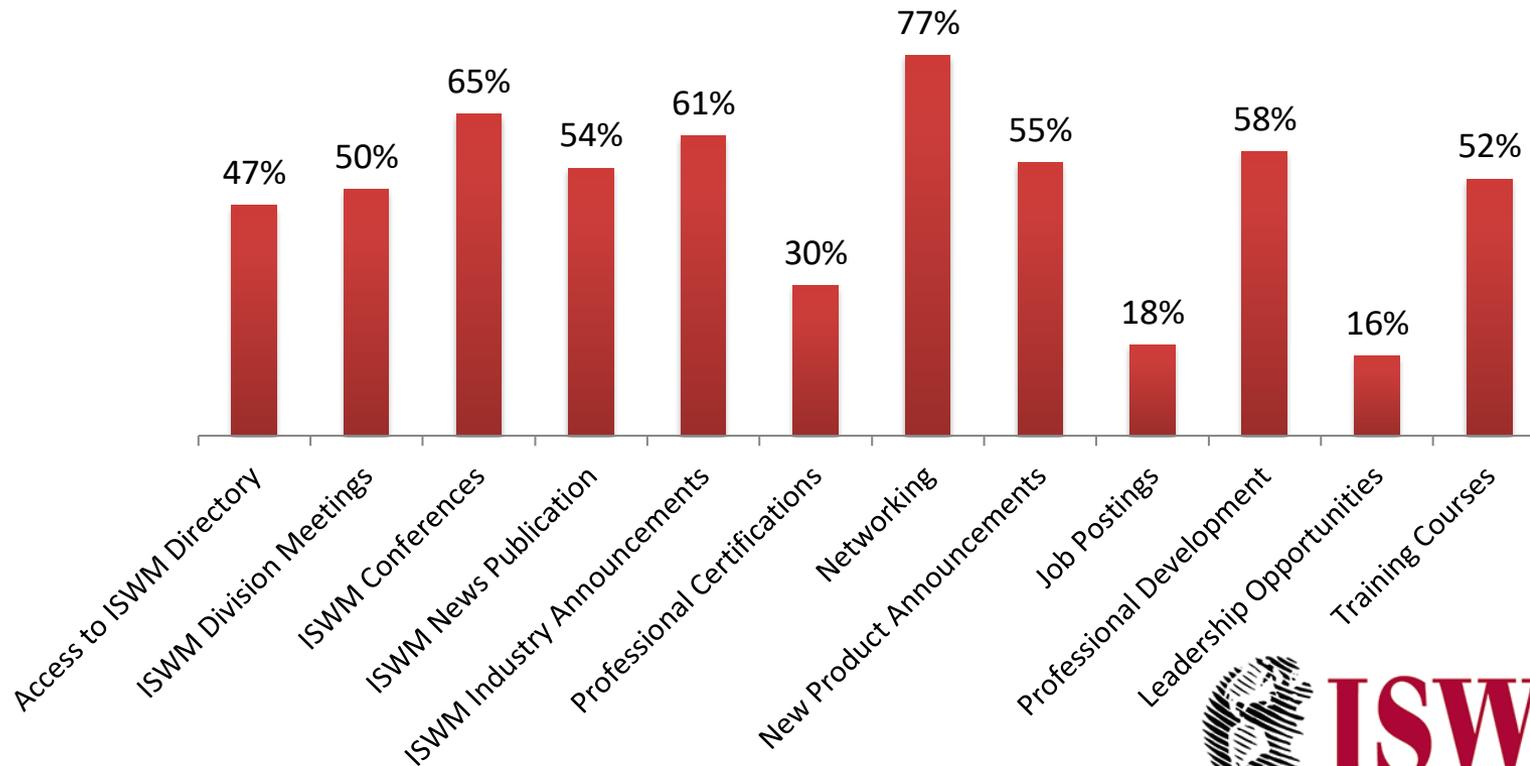
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Importance Ratings



Q17. Which of the following items do you feel are important reasons for being a member of ISWM?

On average, respondents selected approximately 6 reasons that they felt were important for being an ISWM Member. The most frequently selected responses were Networking (including ISWM Conferences), being informed of news (both industry and company announcements) and Professional Development (including Training Courses). The least selected items were Leadership Opportunities, Job Postings and Professional Certifications.



n=92, Current ISWM Members

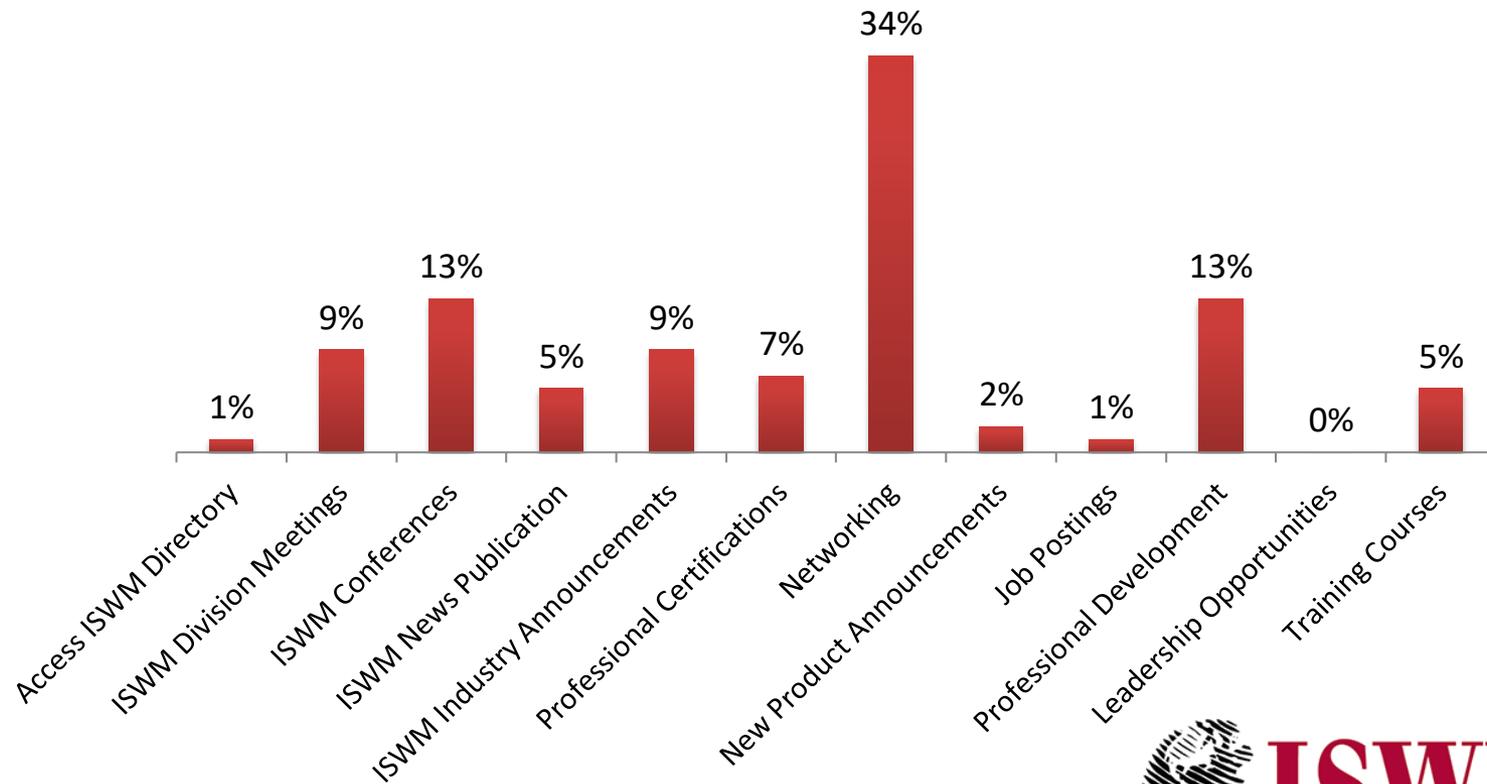


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Q18. Thinking about the items you selected as important reasons for being an ISWM member, which item is MOST important?

The most important reason selected by survey respondents was Networking. While many members selected other reasons like communication and announcements as being important, when forced to select only one, Networking was clearly the top reason in their mind.



n=91, Current ISWM Members

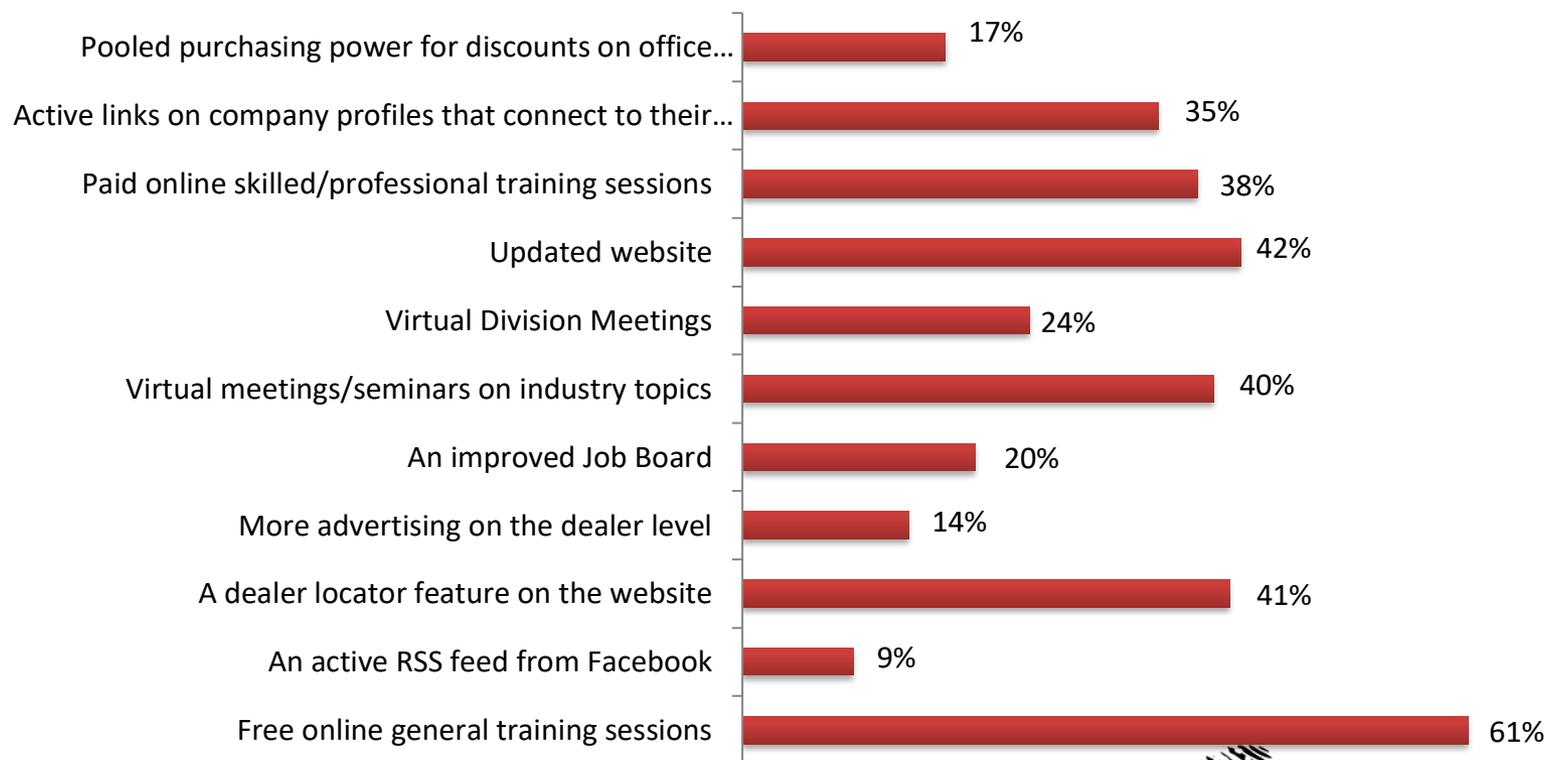


Added Value Ratings



Q19. Thinking about the ISWM in the future, how much value would the following items add to your ISWM membership? (Adds a lot of Value)

More than 60% of the surveyed members claimed Free Online Training would add a lot of value to their ISWM membership. This was followed by a second group of value add items like an Updated website, Dealer locator on the website, Virtual meetings/seminars, Paid online training and Active company links on the website.



n=89, Current ISWM Members



Q19. Thinking about the ISWM in the future, how much value would the following items add to your ISWM membership? (Adds Value – Combined A Lot and A Little)

More than 90% of the surveyed members claimed Free Online Training would add value to their ISWM membership. This was followed by a second group of value add items like an Updated website, Dealer locator on the website, Virtual meetings/seminars, Paid online training and Active company links on website.



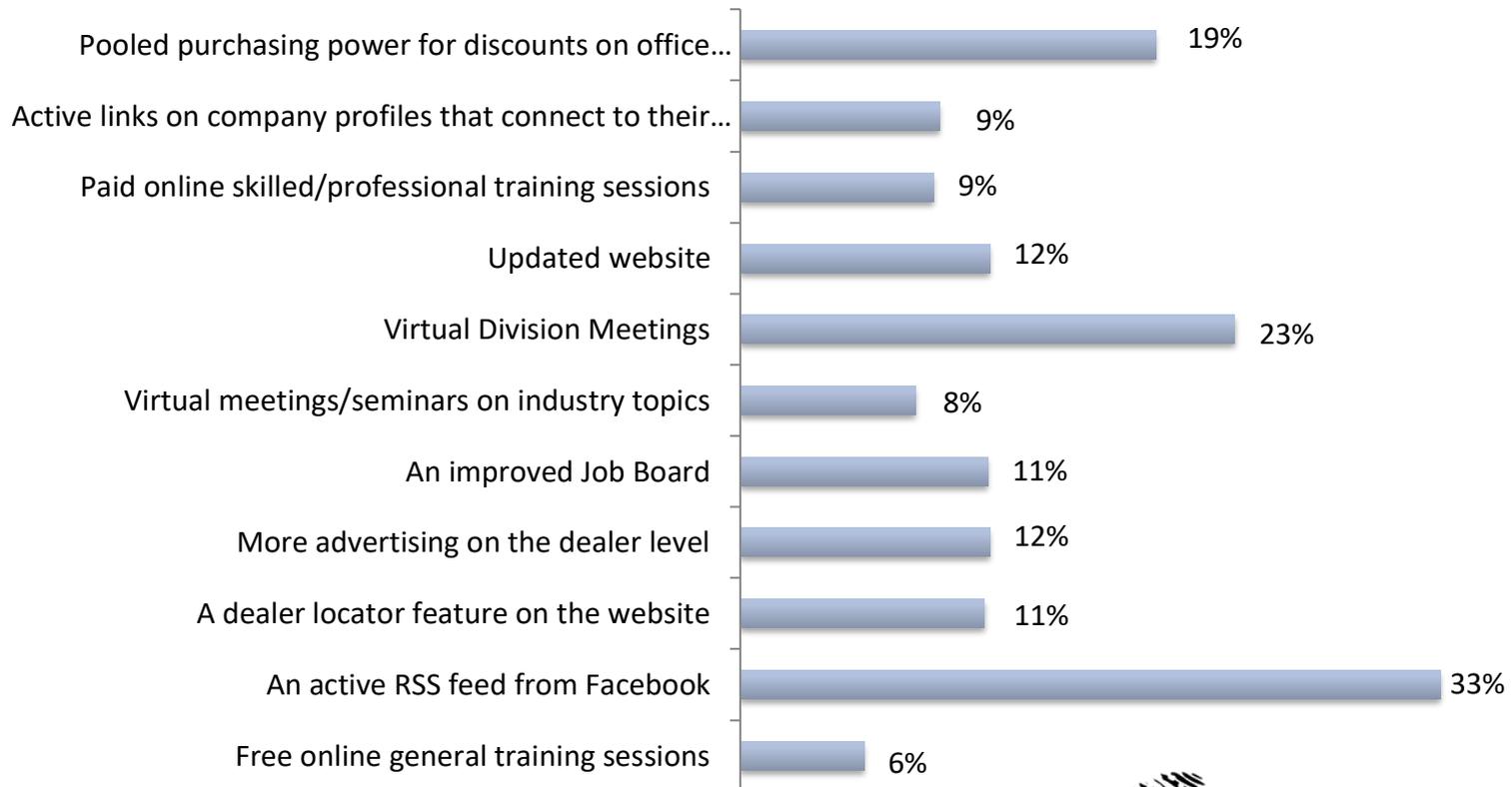
n=89, Current ISWM Members



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Q19. Thinking about the ISWM in the future, how much value would the following items add to your ISWM membership? (Does not Add Value)

One-third of the surveyed members felt an active RSS feed wouldn't add value to their membership. This was followed by Virtual Division Meetings and Pooled purchasing power.



n=89, Current ISWM Members



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Q19. Thinking about the ISWM in the future, how much value would the following items add to your ISWM membership?

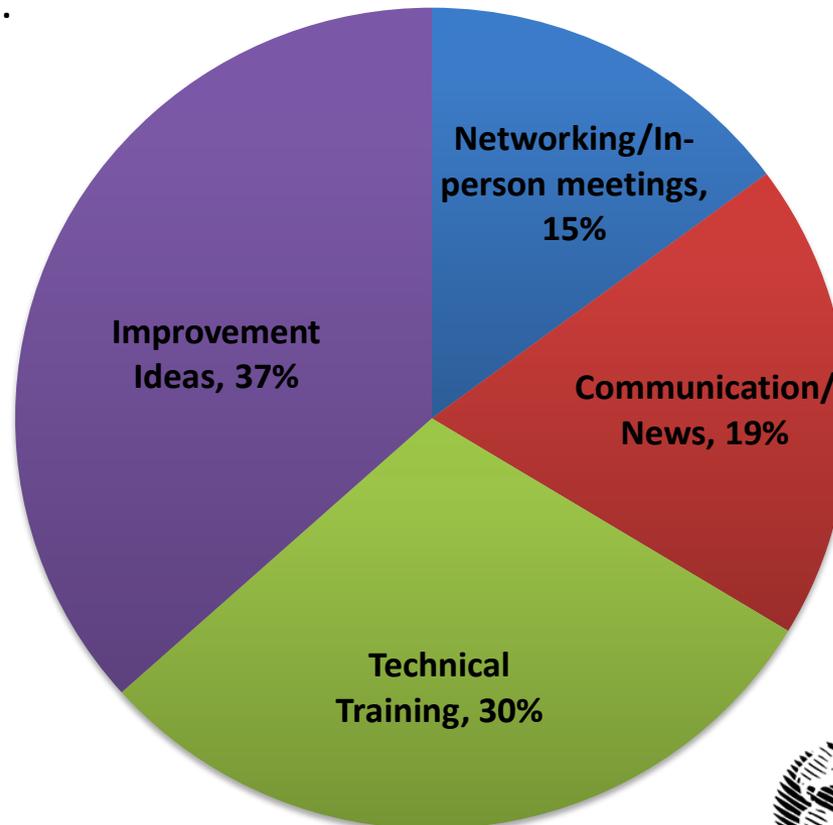


n=89, Current ISWM Members



Q20. If there are any items that you feel would add value to your ISWM membership and they were not listed in the previous question, use this space to share your ideas.

Respondents gave detailed responses about ways to add value to their ISWM membership. Most of these responses could be attributed to four categories: ISWM Organization Improvement Ideas (37%), Technical Trainings/Forums (30%), Communication (19%) and In-person meetings (15%).

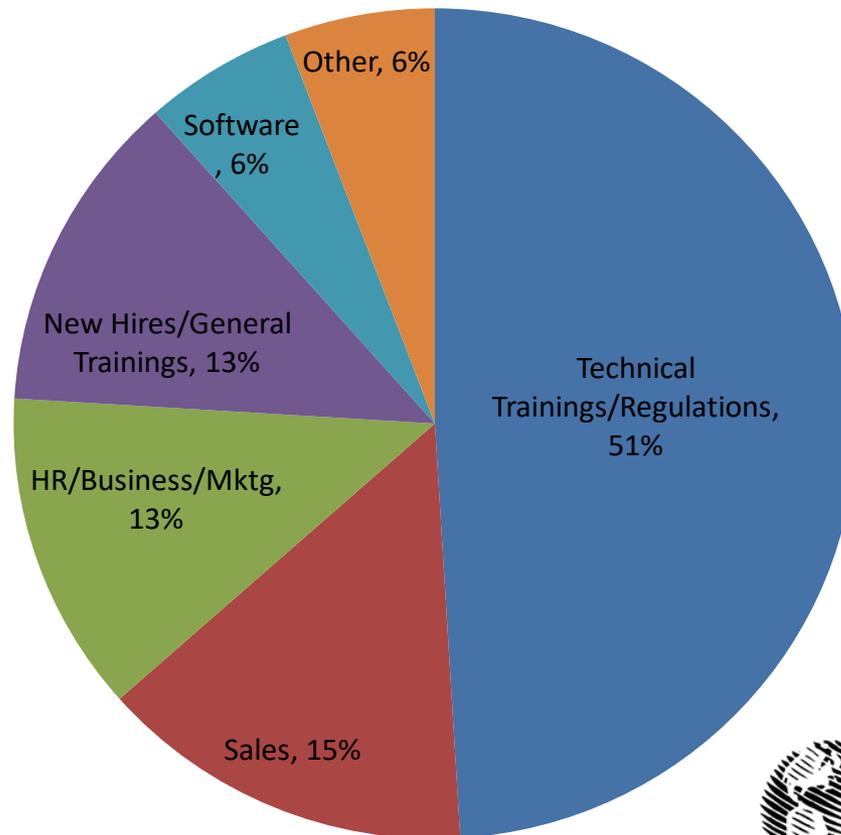


n=33, Current ISWM Members providing add'l information



Q21. What is the biggest obstacle your company faces that the ISWM could provide education/training on in order to help you overcome the obstacle?

Respondents were much more likely to indicate they needed additional Technical Training, especially Regulation (state) and Compliance (NTEP, VCAP, etc.). Other trainings mentioned were Sales, Business/Mktg/HR and New Hire/General Industry Training.



n=56, Current ISWM Members answering



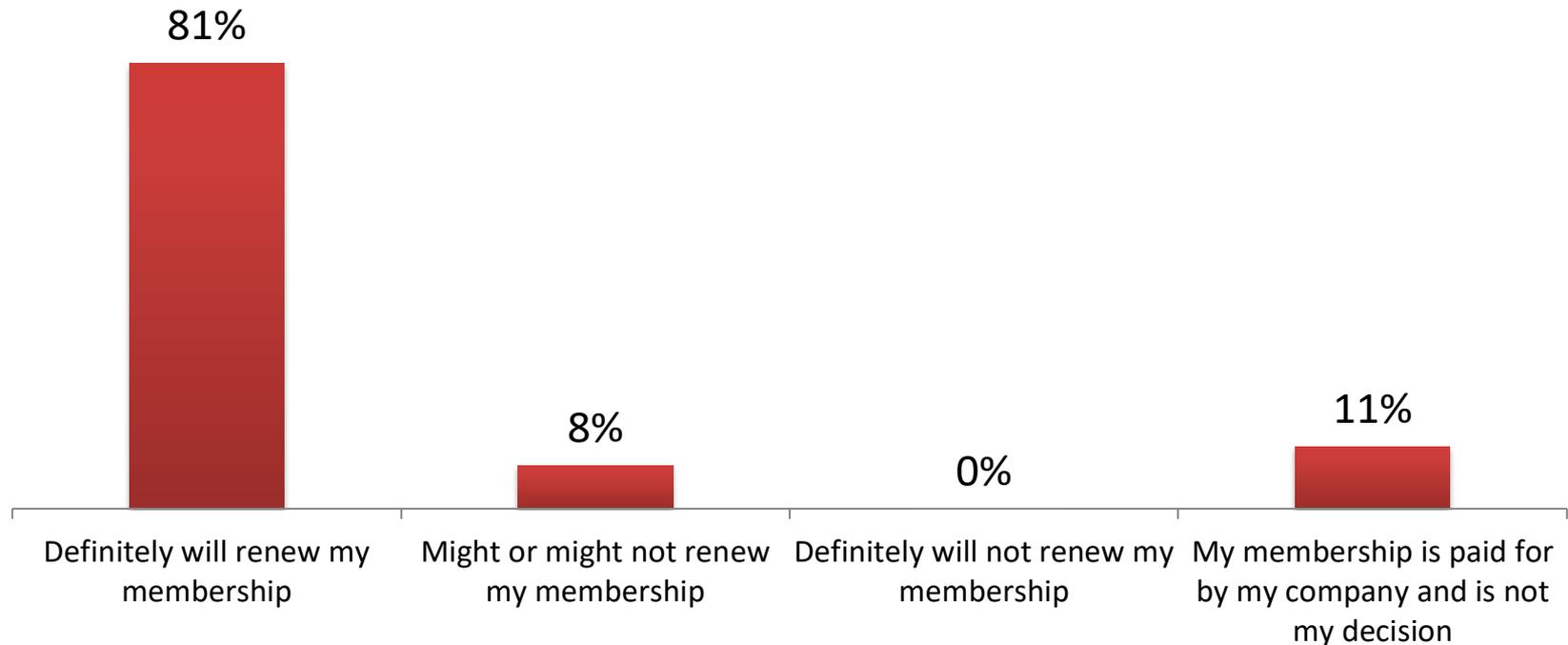
Future Membership Consideration



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Q22. How likely are you to renew your ISWM membership this year?

Over 80% of the members claimed they will definitely renew their membership this year. If you only consider members who make this choice themselves and not those dependent on their company to make this decision, then over 90% definitely would renew their membership. (Very loyal membership group)



n=89, Current ISWM Members



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Q23. Why did you say you might or might not renew your membership?

Only five respondents claimed they might not renew their membership. The reasons given were varied and some gave more of a suggestion for future improvement of the organization.

We don't use the features offered by having a membership. We hope to become more involved in the future

Learning new technical knowledge, information on the wireless techniques

Southern division is having issues setting up meetings and really believe the southern/ southeastern should just merge

State DOA and other governing entities put in place, and change regulations that are not made readily available to everyone involved in each industry.

Our business is very niche and the biggest hurdle is finding people to work. Once people learn about what we do it is often exciting and enjoyable but folks just dont know the scale business is out there and often dont give it a second look when looking at careers

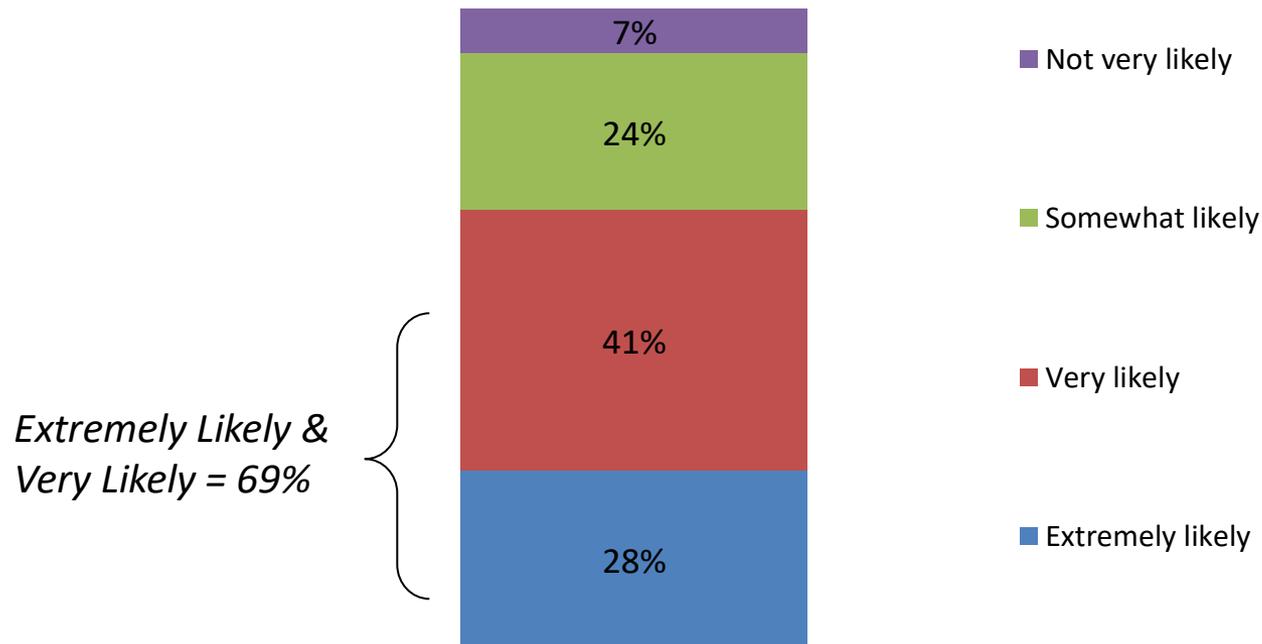
n=5, Current ISWM Members might or might renew membership



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Q24. How likely are you to recommend an ISWM membership to others in the weighing industry?

Nearly 70% of surveyed ISWM members would be extremely likely or very likely to recommend an ISWM membership to others in the weighing industry. No one selected that they were not at all likely to recommend an ISWM membership to others.



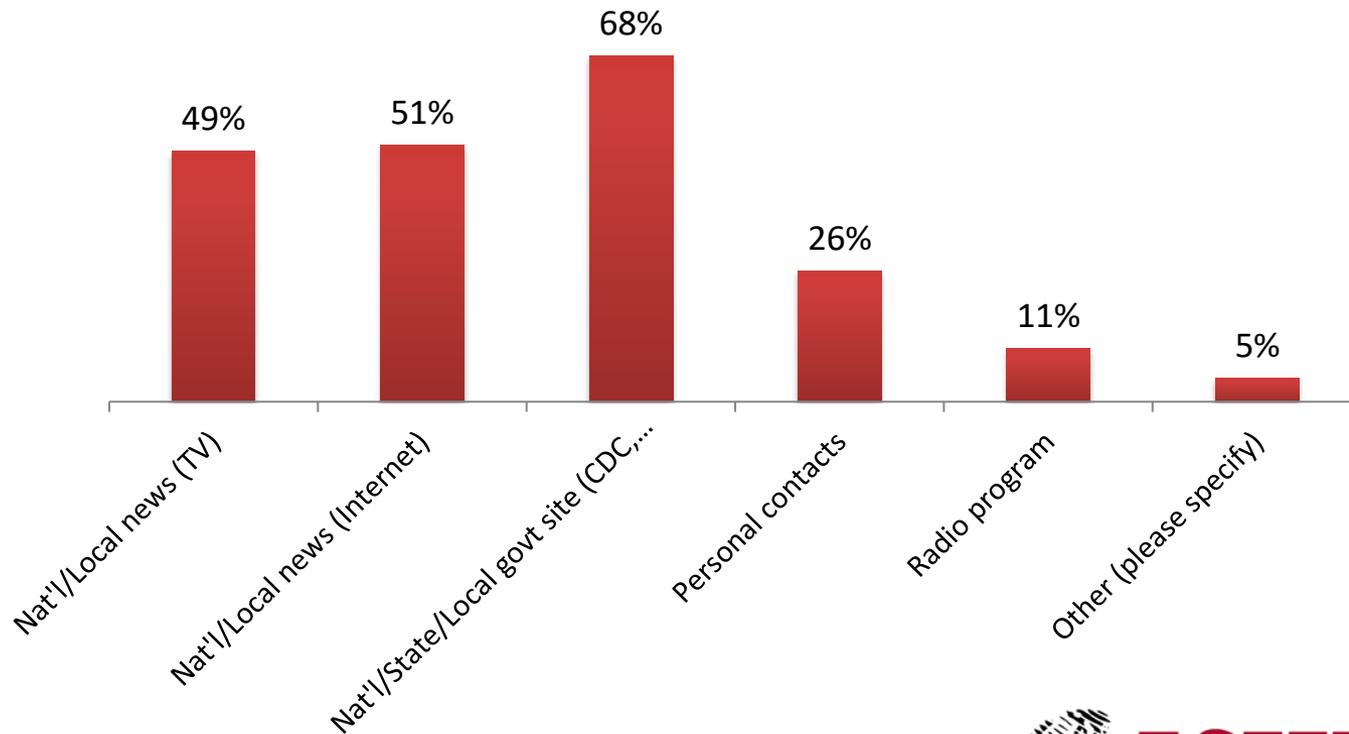
n=86, Current ISWM Members



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Q25. Which of the following sources do you use for COVID-19 information?

On average, respondents selected two sources for information on COVID-19. Government sites were selected most from this study but Internet and TV news sources were also utilized by ISWM members. Radio programming was the least selected source for COVID-19 information.



n=85, Current ISWM Members



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