

NACD Membership Survey FAQ

Over the years, the National Association of Chemical Distributors (NACD) has worked to enhance and communicate the professionalism and stewardship of the chemical distribution industry. Part of this effort has consisted of gathering data from members through a series of surveys. We understand that this data collection process has been disruptive and time consuming and has included a lot of duplication.

This is why the National Association of Chemical Distributors (NACD), is undertaking a new initiative to upgrade and enhance our internal data management and collection systems. We have hired John Dunham and Associates (JDA) as our partner in this effort. JDA conducted our 2015 Economic Impact Analysis, and works with dozens of industry trade associations on research and data projects and understands the importance of ensuring that data are kept both accurate and confidential.

Over the next few weeks we will be conducting a single *Omnibus* survey of our membership. This survey will include all of the data previously gathered through the membership and safety survey as well as the productivity, compensation, tax and other benchmarking surveys that we have conducted in the past.

JDA will be reaching out to you directly to assist in completing this data collection effort. Our goal is to both lessen the burden of data collection on our members, and to expand this effort to non-member firms over the next few years.

How will the survey be conducted?

It is our goal to streamline and simplify the data collection process while at the same time saving money for the organization and our member companies. That is why the survey will be conducted as much as possible using the online *Survey Monkey* system. You will be receiving a request for information from John Dunham at JDA. The survey will come from his email (jrd@guerrillaeconomics.com). It will likely go into your spam folder, therefore, staff from JDA will be contacting you by phone to remind you about the survey and to assist you in responding.

Can the survey go to multiple individuals in my firm?

While the survey can be responded to by multiple individuals, one limitation of the *Survey Monkey* software is that each survey instrument is tied to an individual email address. The link that we send to you can be shared around the office, but that specific link is tied to your firm's survey record. Users can save the data that they are working on and either go back to the survey later, or forward the link to another individual to complete the data entry.

Do I have to use the online survey?

No. JDA can send you a paper survey, or their in-house team can assist you in filling out the information over the telephone. However, it is strongly advised for your own ease of submitting necessary data that you complete the online version of the survey.

Will my responses be kept confidential?

We are aware that certain survey questions may be sensitive, and we will treat any data provided as confidential. Only aggregate industry data will be presented in reports or other documents that are made public. At no time, will JDA or the NACD report individually identifiable survey data to any third-party group, company or organization.

What will my firm receive after completing the survey?

It is important to remember that members are required to answer the questions contained in the membership and safety portion of the survey under the by-laws of the NACD. The other portions are voluntary; however, all firms will receive an executive summary of the aggregated responses. For those companies interested in more comprehensive benchmarking data, this will be made available through an internet based *dashboard* for a fee of \$650.

Who should I contact for more information?

Feel free to contact Matt McKinney at NACD, 571-482-3074 or mmckinney@nacd.com, or Sean Reilly at JDA, smr@guerrillaeconomics.com if you have any additional questions or need more information.