

2017 Membership Survey Results

10 questions, 10 minutes for business.

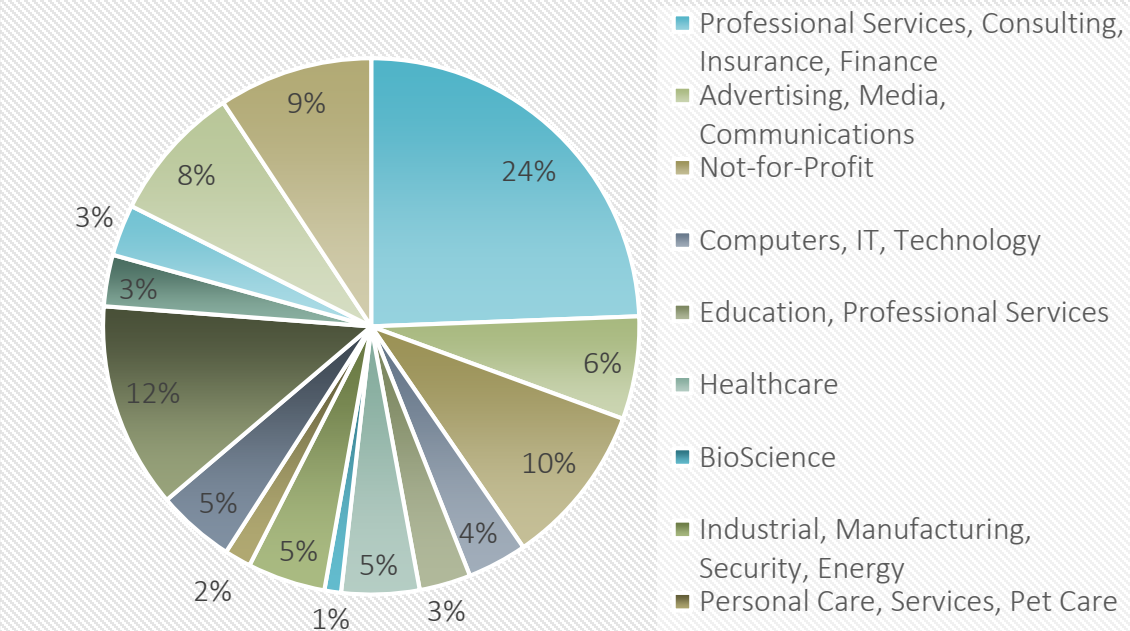


Overview: Survey Details

- 10 questions online survey
- Sent to primary contact of all businesses on December 14, 2016
- Survey was open for six weeks
- 21% of Members responded to survey

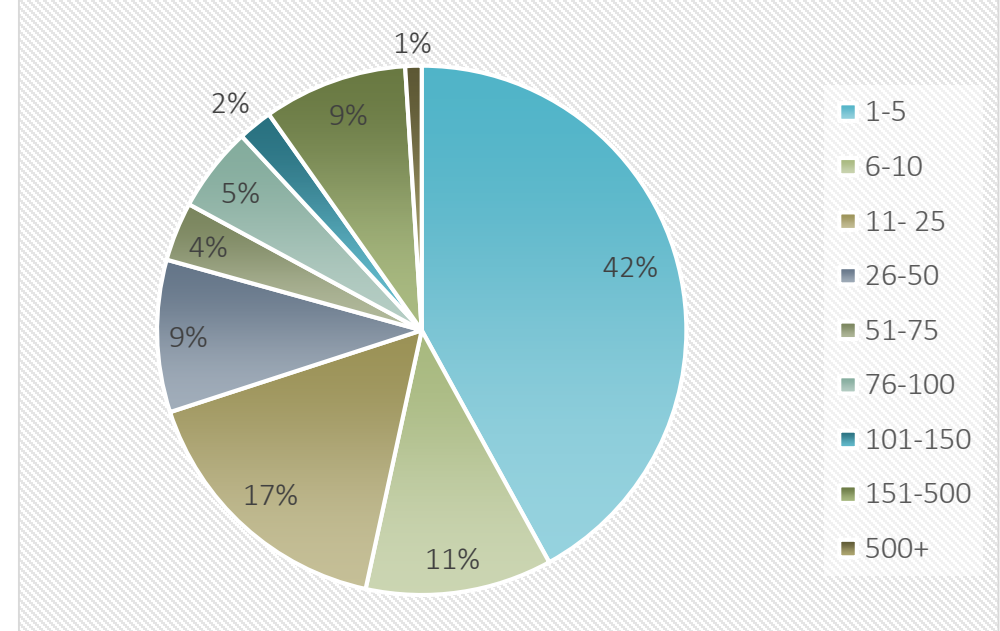
Overview: Respondents

TYPE OF BUSINESS



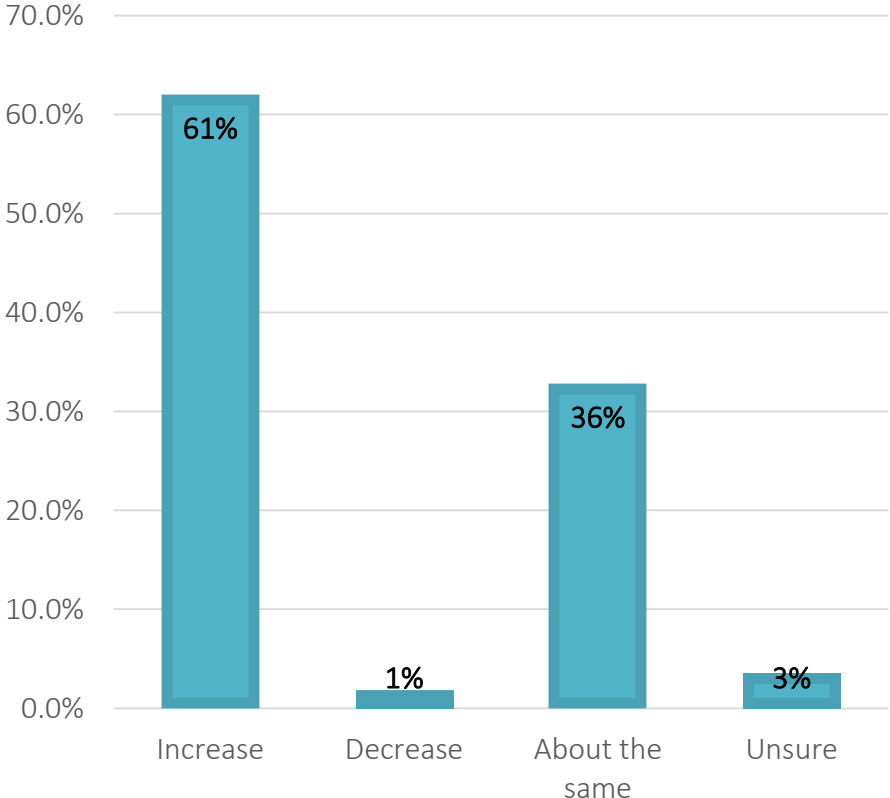
Highest response received from the professional services sector.

NUMBER OF EMPLOYEES



Highest response received from businesses with 1-5 employees.

Revenue expectations for next 12 months compared to past 12 months



Top Chamber Benefits Identified

Percentages are a total of those who identified the benefit as a “Major Benefit” and “The #1 Benefit”

- 1) ***Advocacy for business - 55%**
 - 2) Chamber business networking – 49%
 - 3) Chamber Communications – 40%
 - 4) Chamber Professional Development – 32%
- *Advocacy for business #1 benefit identified – 16%**

Chamber Advocacy Issues

Identified as the “#1 Issue”, in order:

- 1) Encouraging and supporting entrepreneurship – 21%
- 2) Youth retention – 9%
- 3) Quality K-12 Education System – 8%
- 4) Competitiveness of tax system – 7%

Identified as a “Very Important” Issue:

- 1) Encouraging and supporting entrepreneurship - 59%
- 2) Youth retention – 60%
- 3) Competitiveness of tax system – 52%
- 4) Immigrant Retention – 54%
- 5) Quality K-12 Education System – 42%

Chamber Communication Channels

Percentages are a total of those who said they used the channel “often” or “always” to access Chamber news, events and programs.

- 1) Business Magazine – 54%
- 2) E-News – 44%
- 3) Word of Mouth – 30%
- 4) Website – 28%

Professional Development Topics of Interest

Percentages are of respondents who said they were “very interested” in the topic.

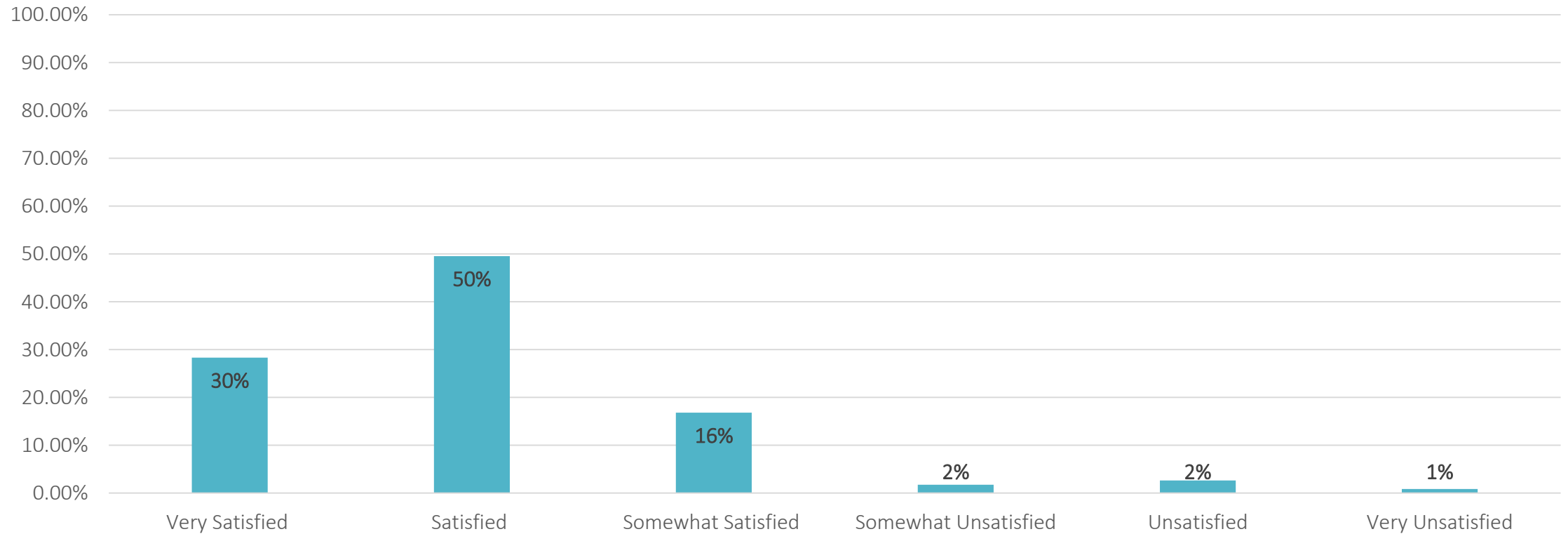
- 1) Networking/Sales - 43%
- 2) Government Programs - 38%
- 3) Marketing - 37%

Reasons to be a Member

Respondents were asked to rank the following reasons for being a member in order of importance.

- 1) Business contacts/networking opportunities
- 2) Advocacy/gain a voice in government
- 3) Promotion and Publicity
- 4) Access to member-only discounts and services

Overall Member Satisfaction



Thank You