



## Constant Contact Survey Results

**Survey Name:** Branding 2018 Survey

**Response Status:** Partial & Completed

**Filter:** None

5/22/2018 1:52 PM EDT

### What is your role in your organization?

Answer	0%	100%	Number of Response(s)	Response Ratio
President/Owner			39	36.4 %
Senior Leadership			20	18.6 %
Marketing			10	9.3 %
Sales			24	22.4 %
Human Resources			2	1.8 %
Operations			1	<1 %
Other			11	10.2 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>107</b>	<b>100%</b>

How many employees do you have?

Answer	0%	100%	Number of Response(s)	Response Ratio
Self-employed/Sole Practitioner			16	14.9 %
1-5			32	29.9 %
6-25			16	14.9 %
26-50			9	8.4 %
51-100			12	11.2 %
100+			19	17.7 %
No Response(s)			3	2.8 %
<b>Totals</b>			<b>107</b>	<b>100%</b>

Are you a current, previous or prospective member of the Chamber?

Answer	0%	100%	Number of Response(s)	Response Ratio
Current member			95	88.7 %
Previous member			6	5.6 %
Prospective member			6	5.6 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>107</b>	<b>100%</b>

If you are a member, how many years has your organization been a member of the Chamber?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			20	18.6 %
2			7	6.5 %
3-5			23	21.4 %
6-10			14	13.0 %
More than 10			34	31.7 %
No Response(s)			9	8.4 %
<b>Totals</b>			<b>107</b>	<b>100%</b>

In one sentence, please describe what you think the Chamber does.

95 Response(s)

Select the 3 adjectives that best describe the Chamber.

Answer	0%	100%	Number of Response(s)	Response Ratio
innovative			4	3.7 %
informative			53	50.0 %
formal			2	1.8 %
informal			8	7.5 %
professional			60	56.6 %
knowledgeable			15	14.1 %
influential			14	13.2 %
educational			24	22.6 %
engaging			17	16.0 %
visible			8	7.5 %
connected			28	26.4 %
expensive			4	3.7 %
dynamic			0	0.0 %
welcoming			42	39.6 %
responsive			4	3.7 %
valuable			21	19.8 %
affordable			5	4.7 %
impactful			5	4.7 %
traditional			21	19.8 %
contemporary			1	<1 %
Other			2	1.8 %
<b>Totals</b>			<b>106</b>	<b>100%</b>

If you are a member, when deciding to join the Chamber, how important to you were each of the following factors? (Please rank them on a scale of 1-7 with 1 being the least important and 7 being the most important)

1 = Least Important, 7 = Most Important

Answer	1	2	3	4	5	6	7	Number of Response(s)	Rating Score*
Growing business								98	6.3
Finding employees								97	2.1
Business networking with peers								97	6.1
Being recognized as a community supporter								98	5.4
Press/promotional opportunities								95	4.1
Professional Development/Educational offerings								96	4.1
Socializing with peers								97	4.9
Other - Specify below								12	3.3

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

On a scale of 1-7 (1 being not satisfied, 7 being completely satisfied), how well has the Chamber delivered on each of these deciding factors?

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7

Answer	1	2	3	4	5	6	7	Number of Response(s)	Rating Score*
Growing business								96	4.5
Finding employees								86	2.6
Business networking with peers								96	5.6
Being recognized as a community supporter								96	4.9
Press/promotional opportunities								91	4.1
Professional Development/Educational offerings								95	4.5
Socializing with peers								93	5.5
Other								16	3.2

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What are the Chamber's most valuable benefits/strength?

75 Response(s)

Where could the Chamber improve its offerings to members?

54 Response(s)









On a scale of 1-7 (1 being not likely, 7 being very likely), how likely are you to recommend Chamber membership to other businesses like yours?

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7









	1	2	3	4	5	6	7	Number of Response(s)	Rating Score*
								101	6.1

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Do you know that the Chamber offers the following opportunities? Please check all with which you are familiar.


Answer	0%	100%	Number of Response(s)	Response Ratio
Opportunities to participate on committees/teams (HR Leadership Council, Young Professionals, Women's Leadership Alliance, etc.)			88	84.6 %
Sales networking events (breakfasts, lunches, after-hours)			99	95.1 %
Referral Exchange Networks (REN)			76	73.0 %
Professional Development sessions (human resources, social media, etc.)			78	75.0 %
Social events (Golf Outing, International Travel opportunities)			95	91.3 %
Business events (Expo, Annual Meeting, TASTE of the Neponset Valley)			99	95.1 %
Business Directory			91	87.5 %
Public Policy Advocacy			58	55.7 %
<b>Totals</b>			<b>104</b>	<b>100%</b>

Please check any of the Chamber activities in which you participate.

Answer	0%	100%	Number of Response(s)	Response Ratio
Opportunities to participate on committees/teams (HR Leadership Council, Young Professionals, Women's Leadership Alliance, etc.)			31	32.6 %
Sales networking events (breakfasts, lunches, after-hours)			72	75.7 %
Referral Exchange Networks (REN)			27	28.4 %
Professional Development sessions (human resources, social media, etc.)			29	30.5 %
Social events (Golf Outing, International Travel opportunities)			36	37.8 %
Business events (Expo, Annual Meeting, TASTE of the Neponset Valley)			72	75.7 %
Business Directory			55	57.8 %
Public Policy Advocacy			7	7.3 %
<b>Totals</b>			<b>95</b>	<b>100%</b>







On a scale of 1-7 (1 being not engaged, and 7 being extremely engaged), how engaged are you (or your company) with the Chamber as a member?

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7

	1	2	3	4	5	6	7	Number of Response(s)	Rating Score*
								100	4.2


\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If you answered little or no engagement (1-3), why (please check all that apply)?

Answer	0%	100%	Number of Response(s)	Response Ratio
I don't have the time to participate			17	44.7 %
I'm not interested in active participation			2	5.2 %
I am not aware of the opportunities that are available			1	2.6 %
I don't find the opportunities to be beneficial			7	18.4 %
I don't know anyone			2	5.2 %
Other			11	28.9 %
<b>Totals</b>			<b>38</b>	<b>100%</b>

On a scale of 1-7 (1 being not engaged, and 7 being extremely engaged), how engaged are you (or your company) with other Chamber members?

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7

	1	2	3	4	5	6	7	Number of Response(s)	Rating Score*
								96	3.9

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

On a scale of 1-7 (1 being least valuable, 7 being most valuable) please rank how valuable you would find each item on the Chamber website.

1 = Least Valuable, 7 = Most Valuable

Answer	1	2	3	4	5	6	7	Number of Response(s)	Rating Score*
Calendar of Events/On-line registration								96	6.1
Blog on business topics								92	4.6
Member Listing								96	5.4
Discounts/Deals								89	4.7
Local Information/Area Attractions								90	4.5
Newsletter								93	5.1
Committee Descriptions/Opportunities to join								93	4.7
Job Board								90	4.0
Public Policy Issues								92	4.5

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.







How do you prefer to learn about Chamber events/opportunities?

Answer	0%	100%	Number of Response(s)	Response Ratio
Website			37	35.9 %
Social Media			25	24.2 %
Email			96	93.2 %
Text			3	2.9 %
Other			1	<1 %
<b>Totals</b>			<b>103</b>	<b>100%</b>

Would you be interested in opportunities to join committees within the Chamber that are appropriate to your role/business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			63	58.8 %
No			34	31.7 %
No Response(s)			10	9.3 %
<b>Totals</b>			<b>107</b>	<b>100%</b>

Please indicate which of the following programs/opportunities you (or a member of your team) might participate in if the Chamber were to offer them?

Answer	0%	100%	Number of Response(s)	Response Ratio
Business groups - Owners/managers of similar-sized businesses meet regularly and serve as each other's "board of advisors"			46	56.7 %
Professional mentoring - Chamber professionals in similar industries/roles are paired to share advice and guidance on each other's career path			38	46.9 %
Alliance of self-employed professionals - Share best practices, tools and resources			25	30.8 %
On-site professional development - Tap into Chamber resources to provide classes to your team on a variety of topics: lean manufacturing, business networking, Quickbooks, etc.			31	38.2 %
Member orientation (how to maximize your membership investment)			21	25.9 %
Other			1	1.2 %
<b>Totals</b>			<b>81</b>	<b>100%</b>

Please provide any additional feedback or suggestions you may have on the Chamber brand and engagement.

12 Response(s)

This survey is anonymous and individual responses will not be shared with anyone. However if you would like to be eligible for the \$100 gift card drawing, please provide your contact information below.

Answers	Number of Response(s)
First Name	67
Last Name	67
Email Address	67