



TUALATIN
CHAMBER *of* COMMERCE

MEMBERSHIP SURVEY RESULTS

September 2018

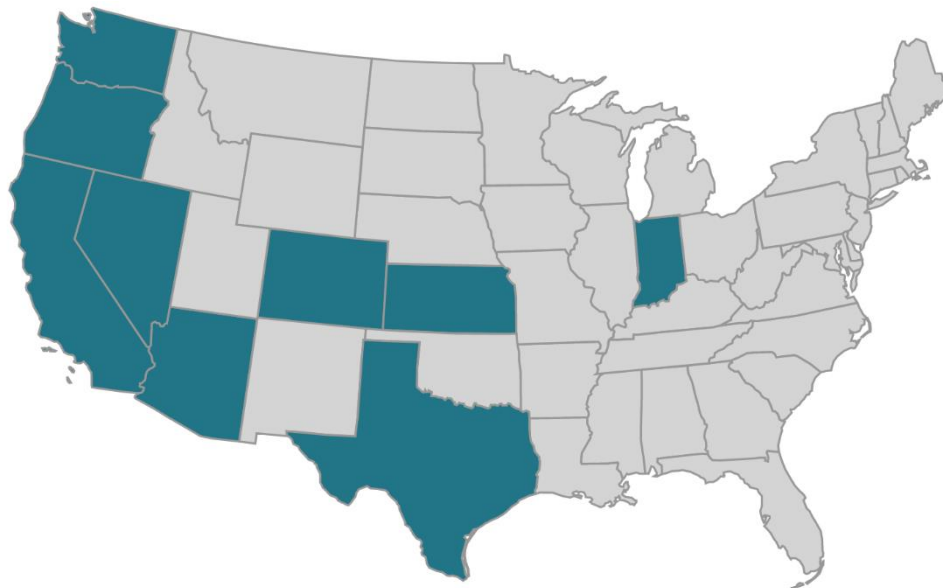
A survey performed by the



WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES

Membership Survey Overview

- Survey was developed by the **Western Association of Chamber Executives** (W.A.C.E.) in conjunction with **Charlton Research** and **revised in 2017** to incorporate the findings of the **BrandBirth branding project**.
- Data is compared to W.A.C.E. research of up to **15,867* members of local chambers** from **across 9 states** that have taken the survey since January 2014.



**Questions 10, 11, & 16 were added in July 2017 and have fewer responses.*

Survey Dashboard

E-MAIL ADDRESSES

412

BOUNCED E-MAILS

-6

OPTED OUT E-MAILS

-7

VALID INVITATIONS

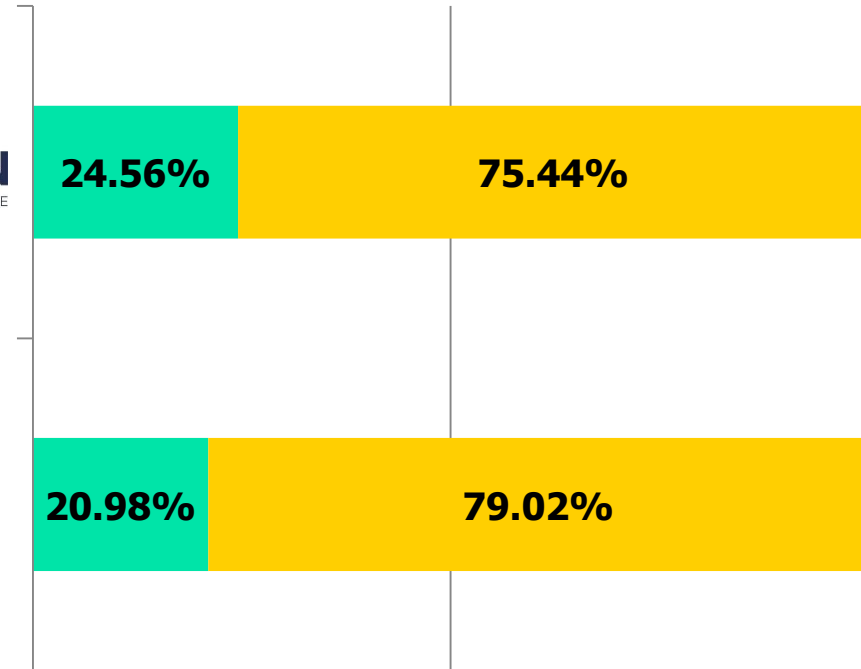
399



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W.A.C.E. Avg.

■ Responded ■ Did Not Respond



TOTAL RESPONSES

98

24.56%
RESPONSE RATE

Question 1:

Why Members Belong

What are your main reasons for belonging to the Chamber?



1. Business Exposure
2. Connections with Biz
3. Want to Make a Difference
4. Leads Generation
5. Credibility of Membership
6. Benefits/Services
7. Advocacy Efforts
8. Civic Responsibility
9. Educational Opportunities
10. Participate on Committees
11. Other

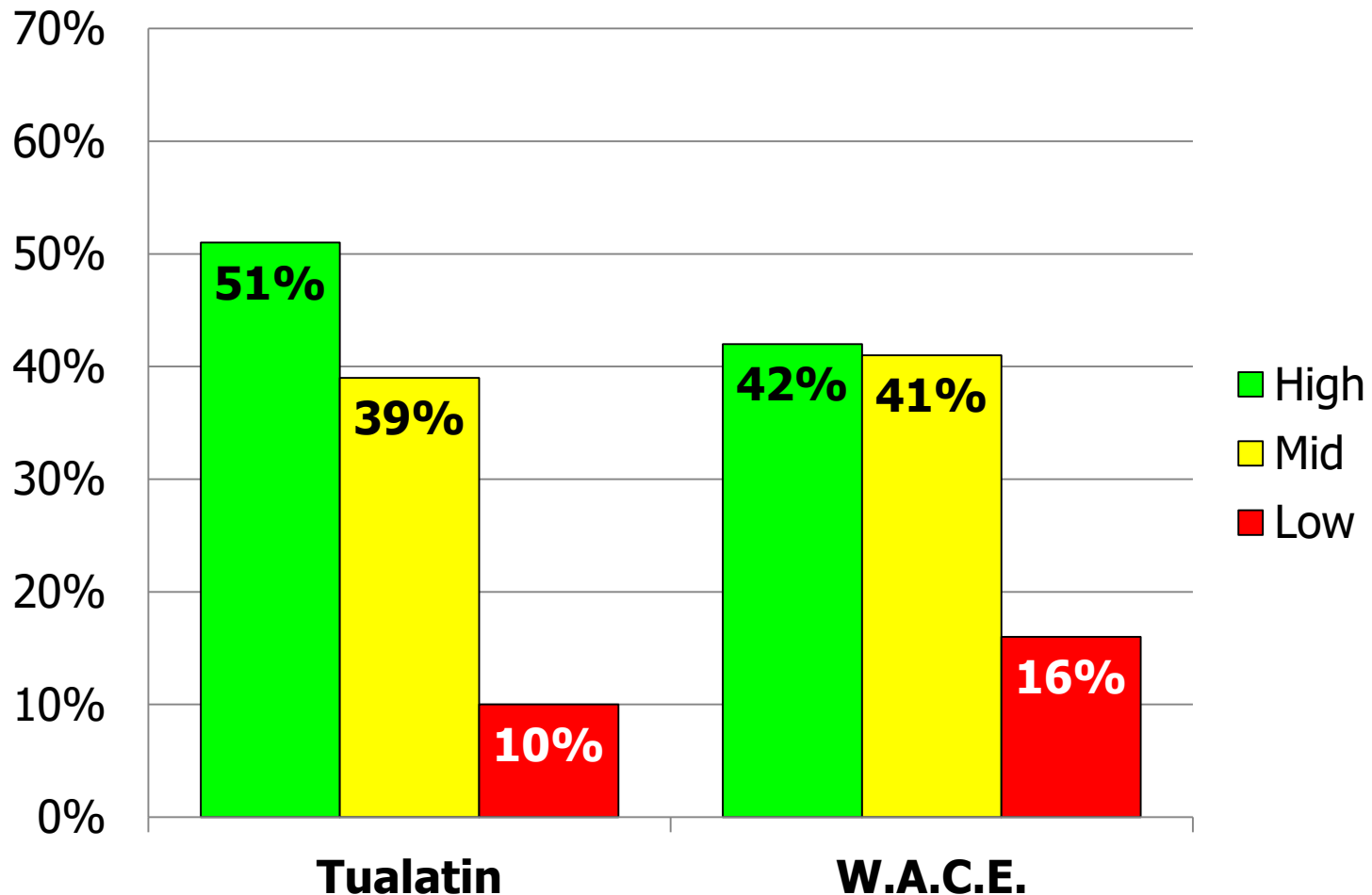
W.A.C.E. Average Rank

1. Business Exposure
2. Connections with Biz
3. Want to Make a Difference
4. Credibility of Membership
5. Civic Responsibility
6. Advocacy Efforts
7. Leads Generation
8. Benefits/Services
9. Educational Opportunities
10. Participate on Committees
11. Other

Question 2:

Relevancy of the Chamber

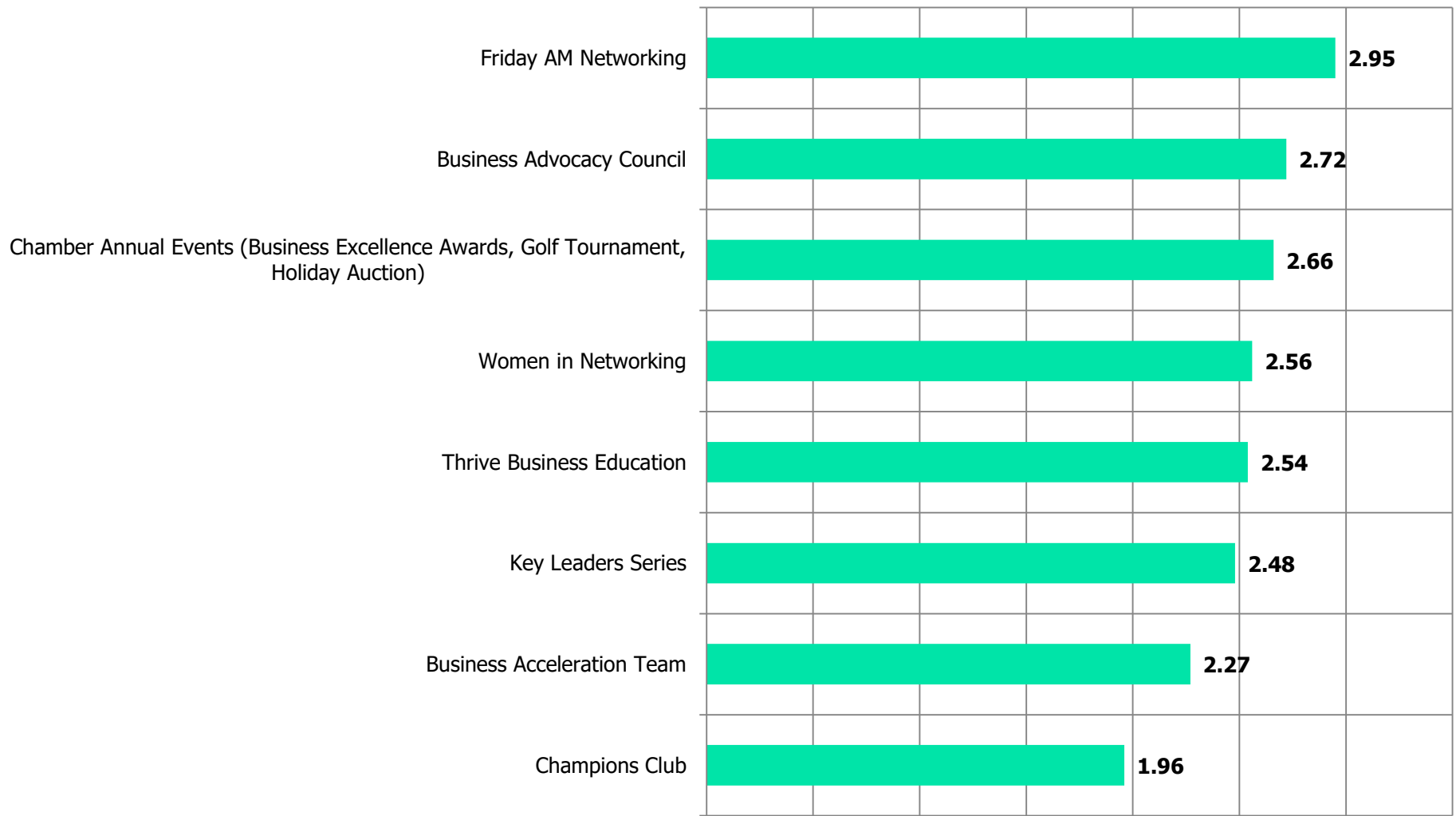
How relevant is the Chamber to your business?



Question 3:

Value of Services/Programs

Based on your experience how valuable are the following services/programs offered by the Chamber to you and your business? (4 is the highest score)



How to Read the Survey Results

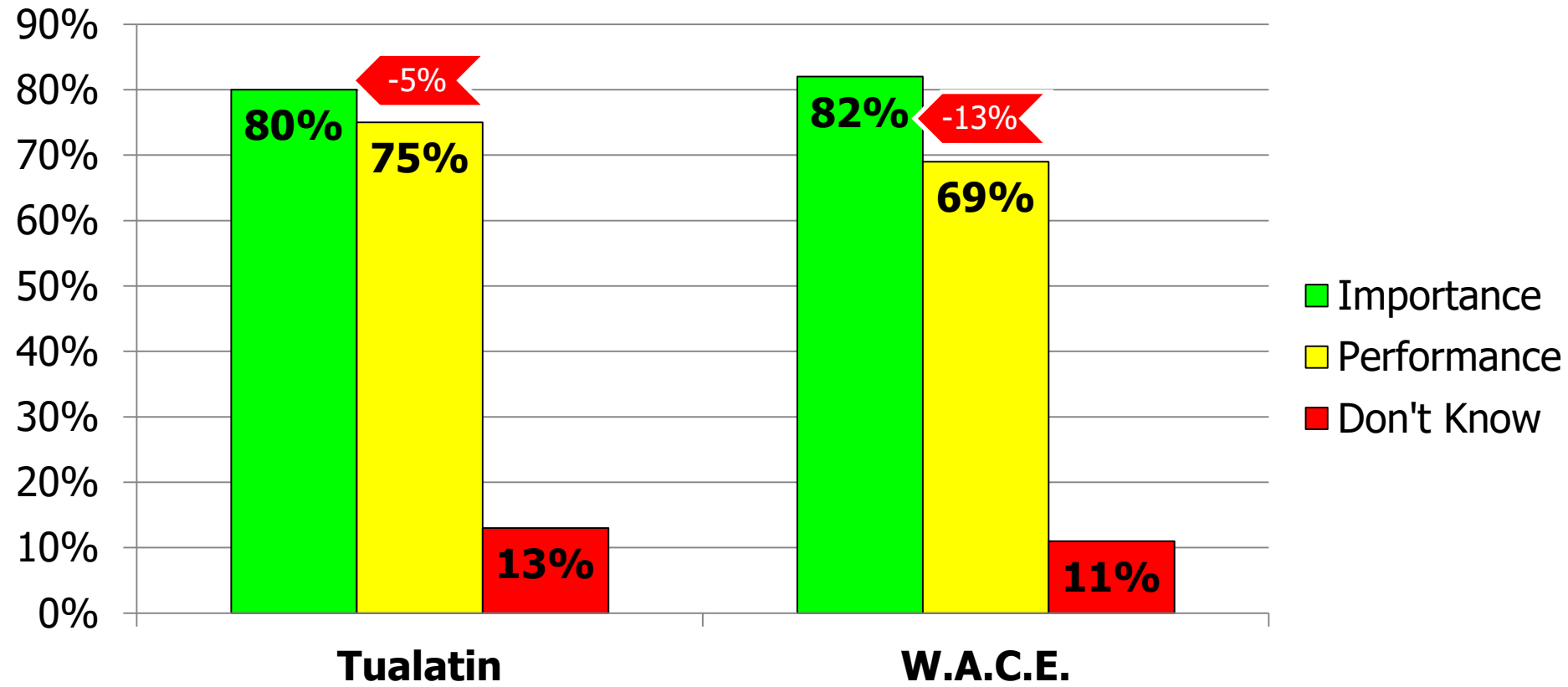
On the following slides, the bar graphs represents the following:

- **HI IMPORTANCE** (Green bar)
Represents all of the members that answered the question with a 7, 8, or 9 (what we consider to be a high ranking)
- **HI PERFORMANCE** (Yellow Bar)
Represents all of the members that answered the question a 7,8, or 9.
- **Don't Know** (Red Bar)
Represents all of the members that could not/did not rate the performance questions

Questions 4 & 5:

Champion for a Stronger Community

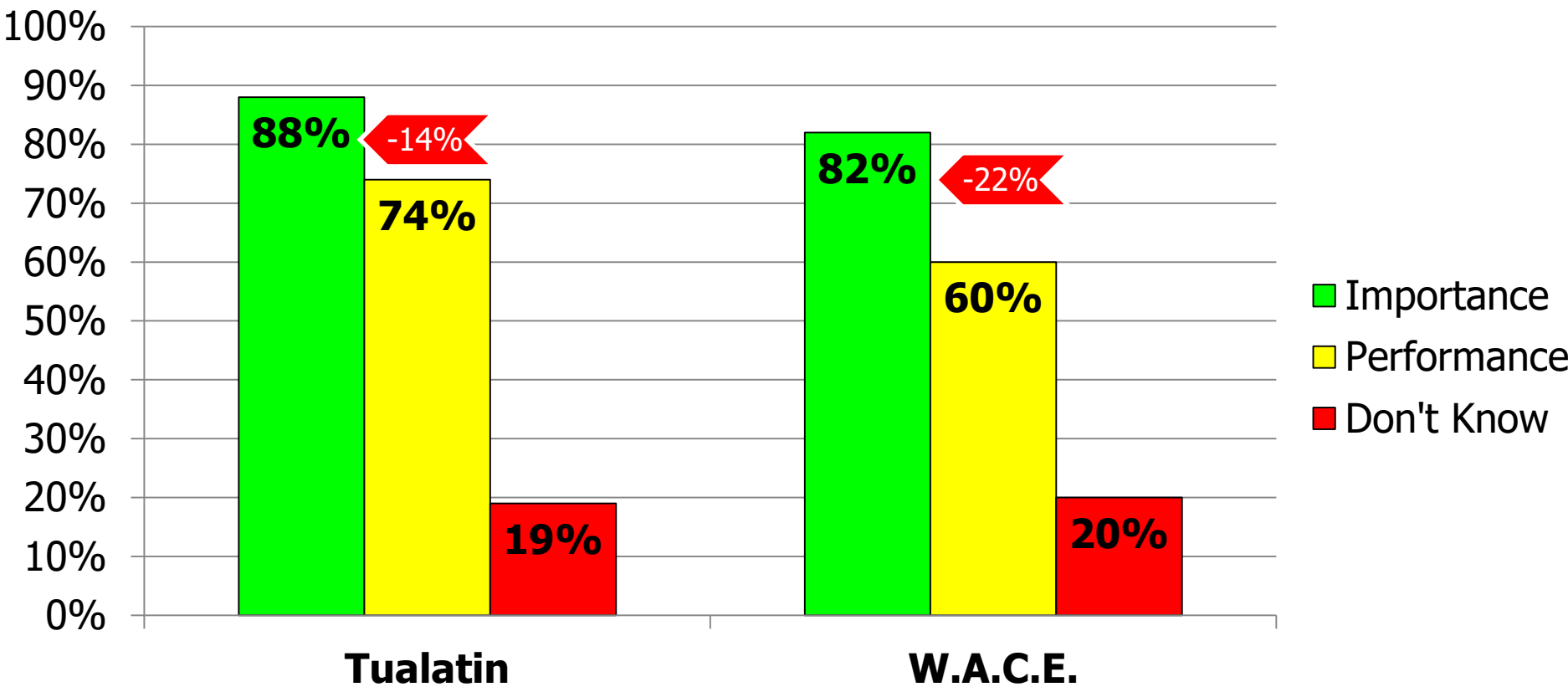
Importance vs. Performance



Questions 6 & 7:

Representing Business Interests

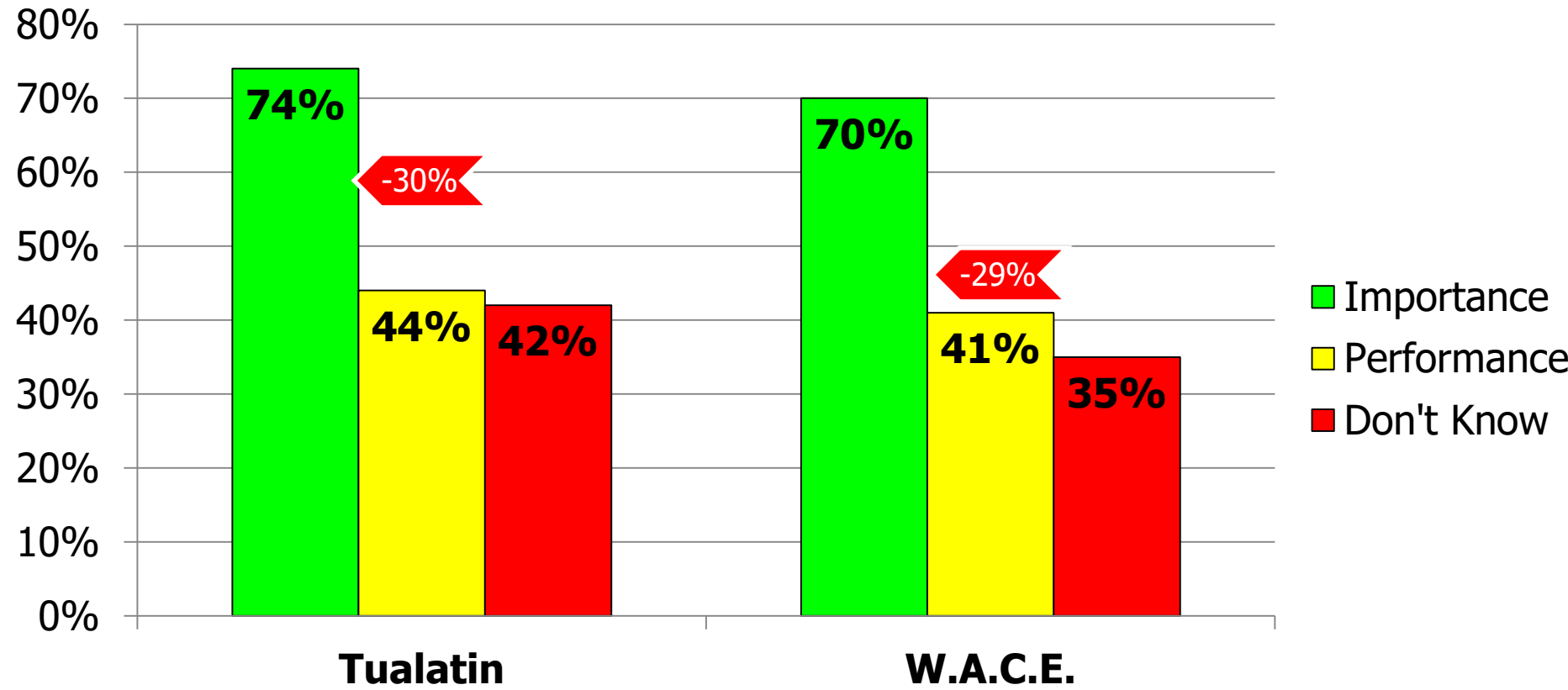
Importance vs. Performance



Questions 8 & 9:

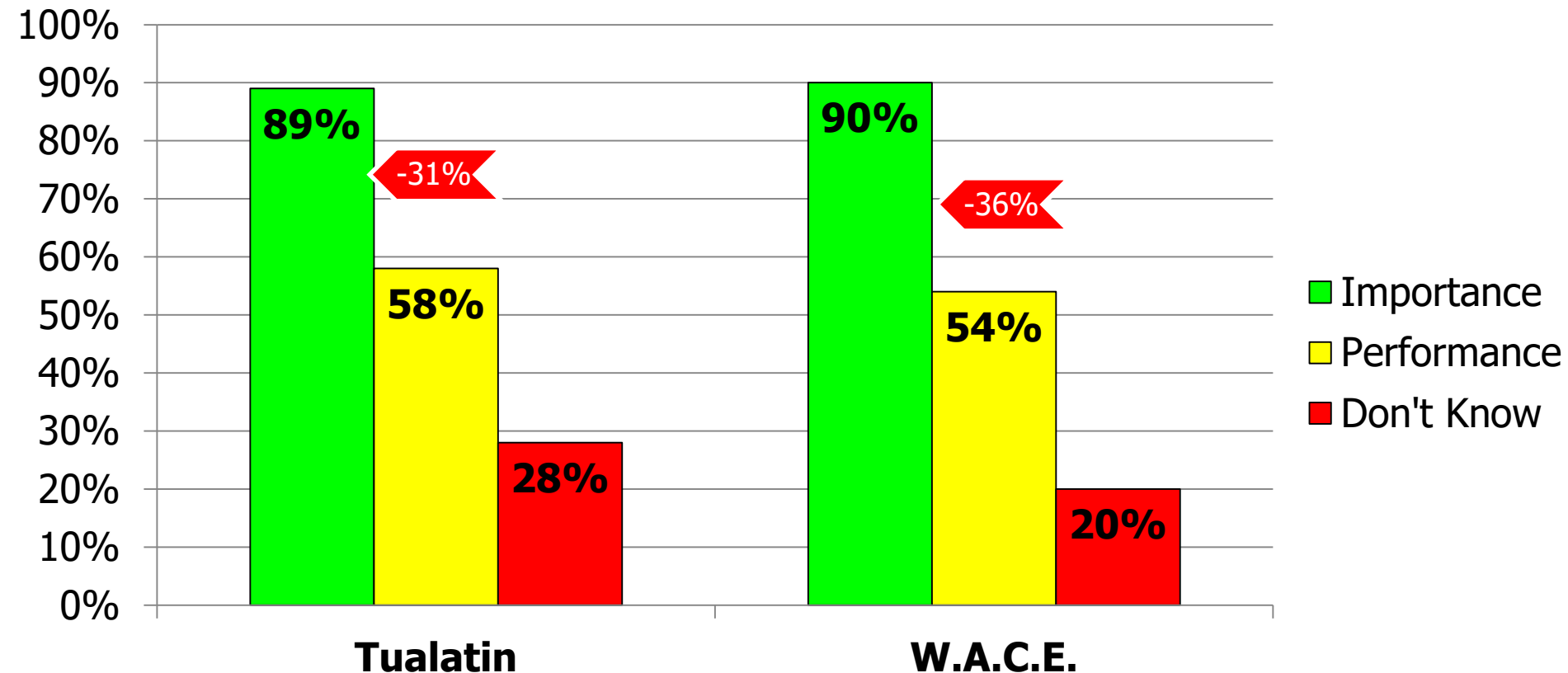
Electing Biz Friendly Candidates

Importance vs. Performance



Catalyst for Business Growth

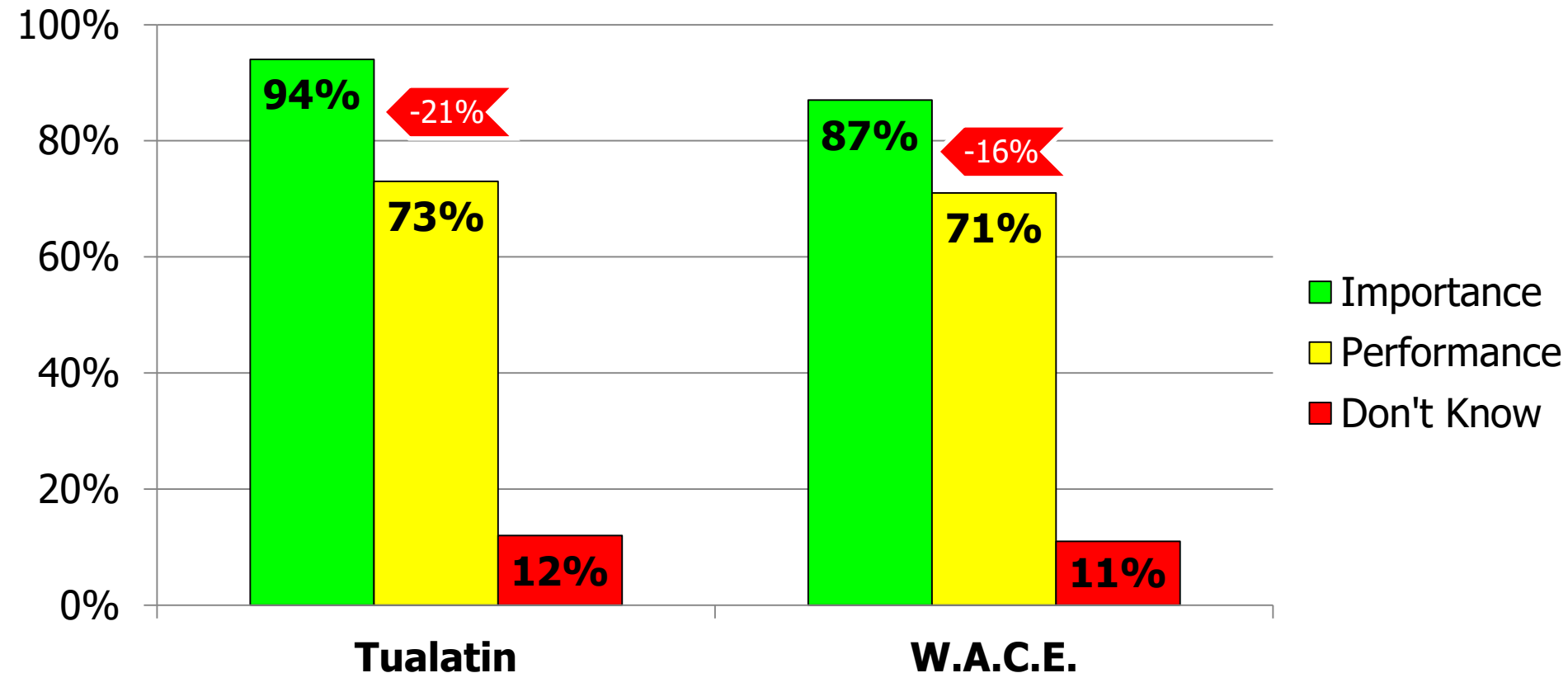
Importance vs. Performance



Questions 12 & 13:

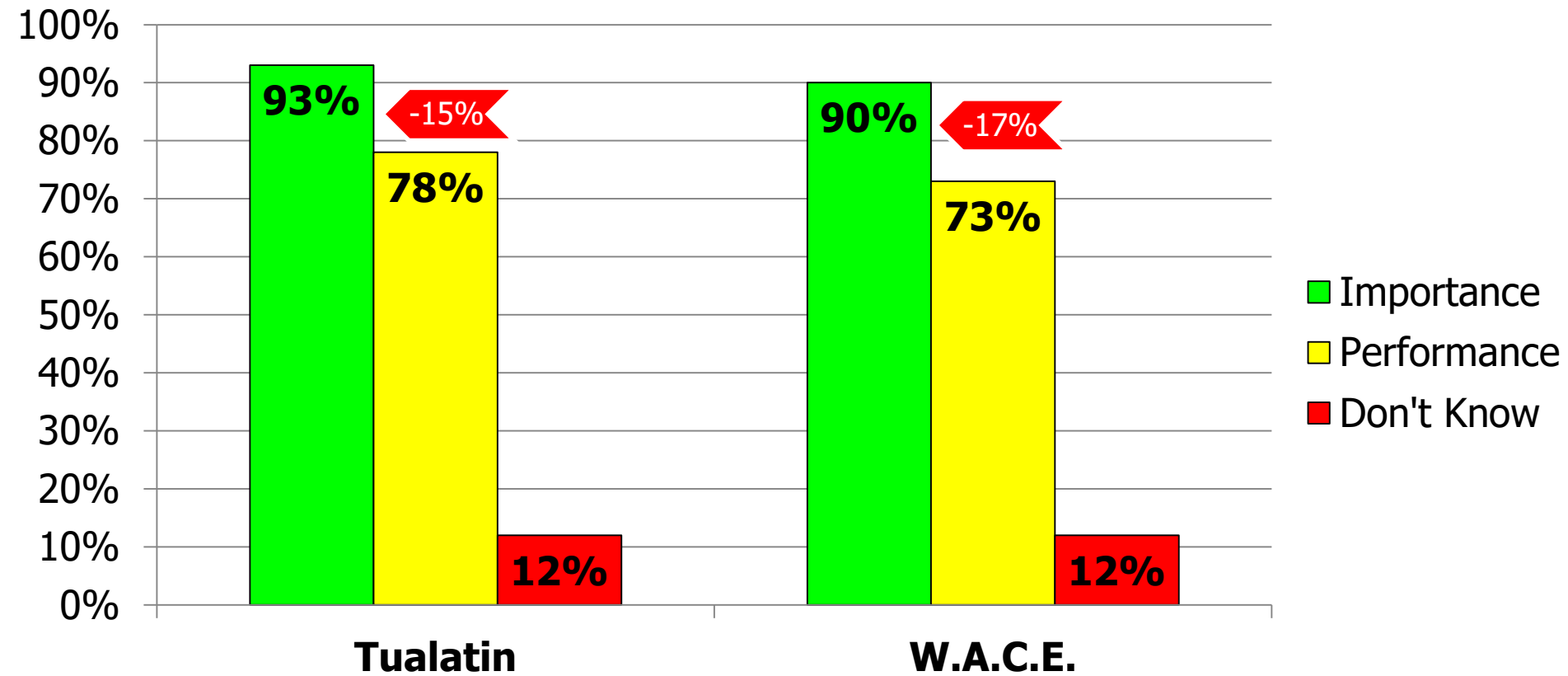
Help Build Business Relationships

Importance vs. Performance

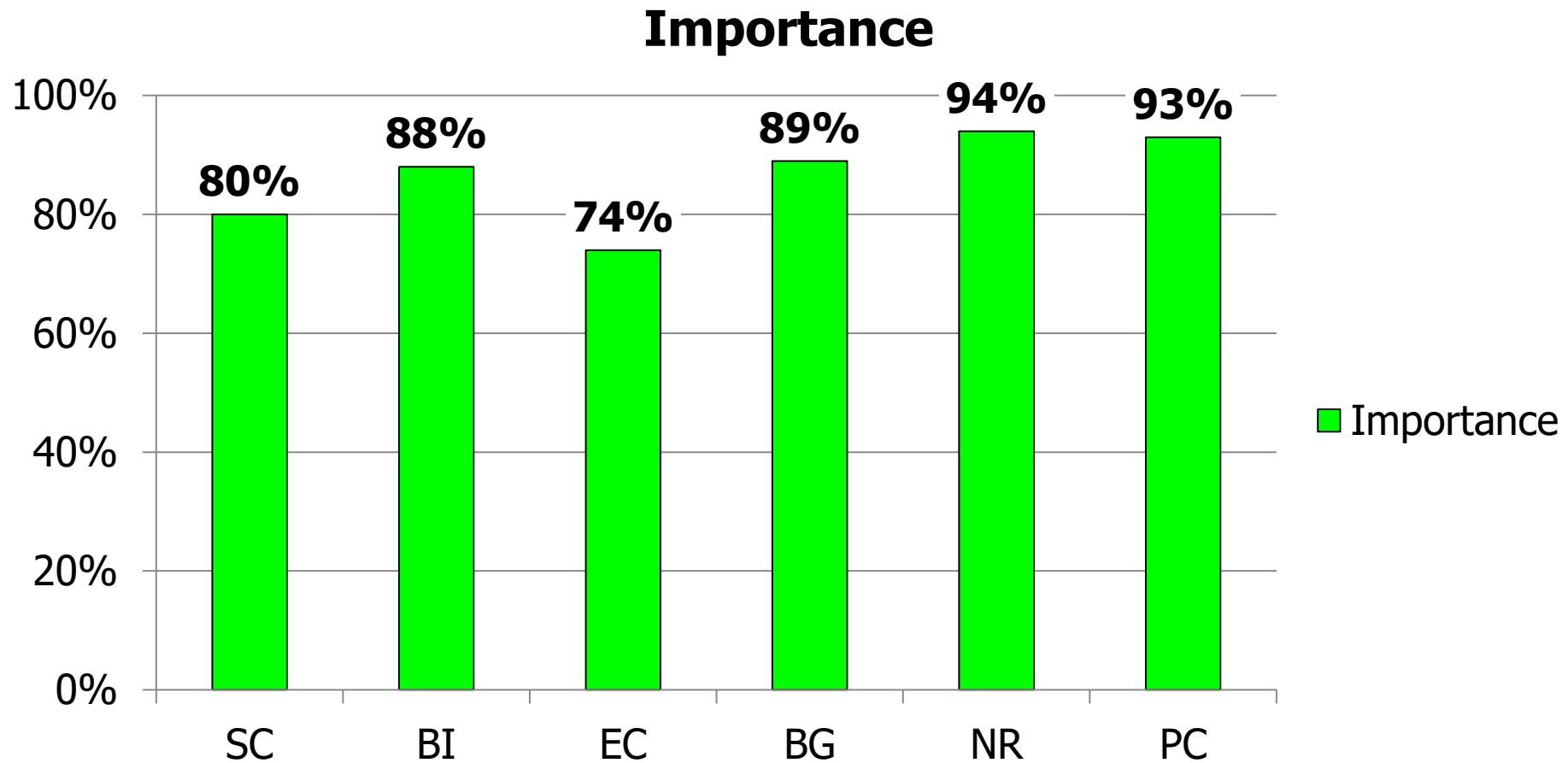


Promoting the Community

Importance vs. Performance



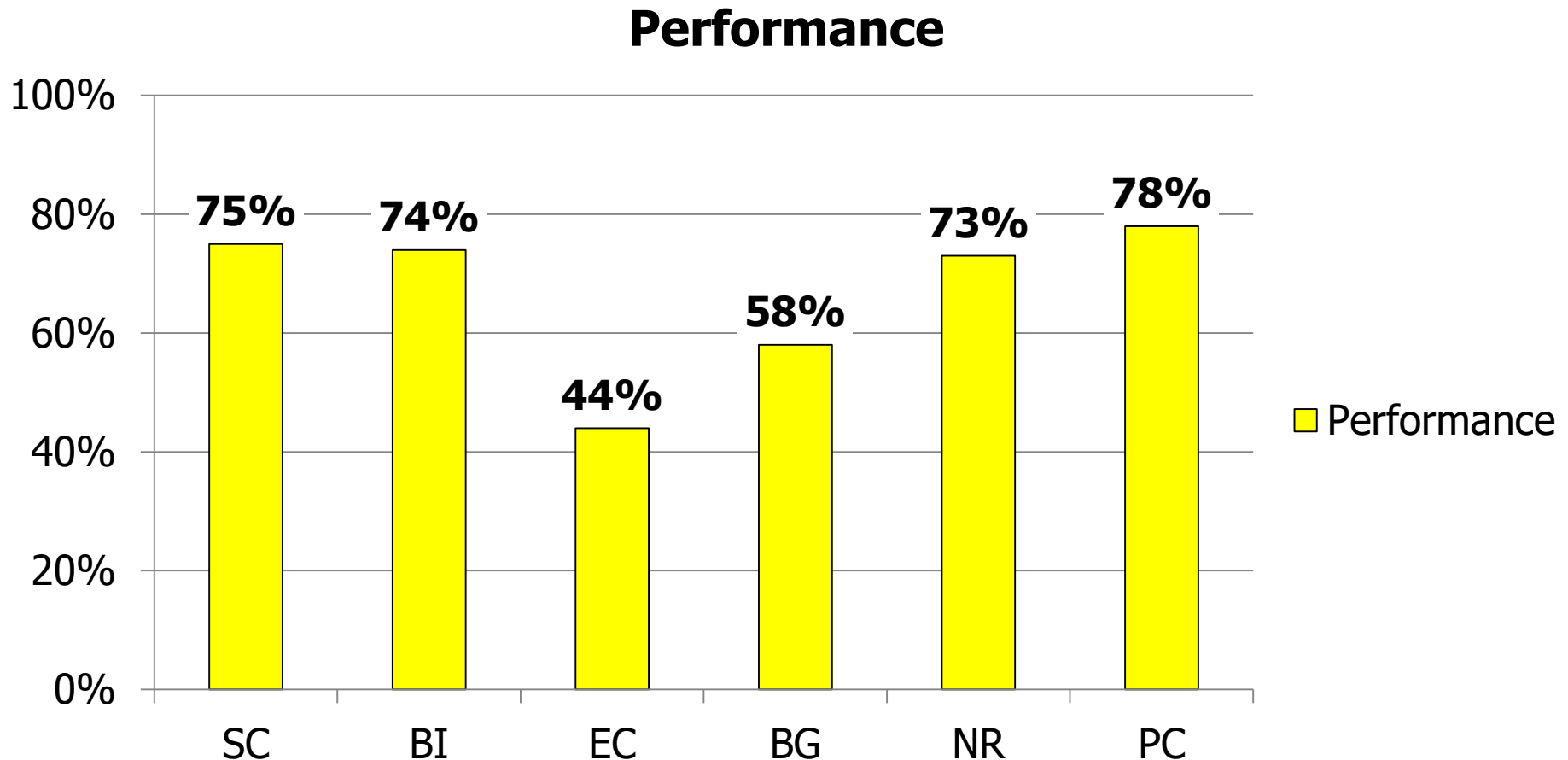
“Importance” Comparison Chart



Key: SC = Champion for a Stronger Community, BI = Representing Business Interests, EC = Electing Biz Friendly Candidates, BG = Catalyst for Business Growth, NR = Help Build Business Relationships, PC = Promoting the Community

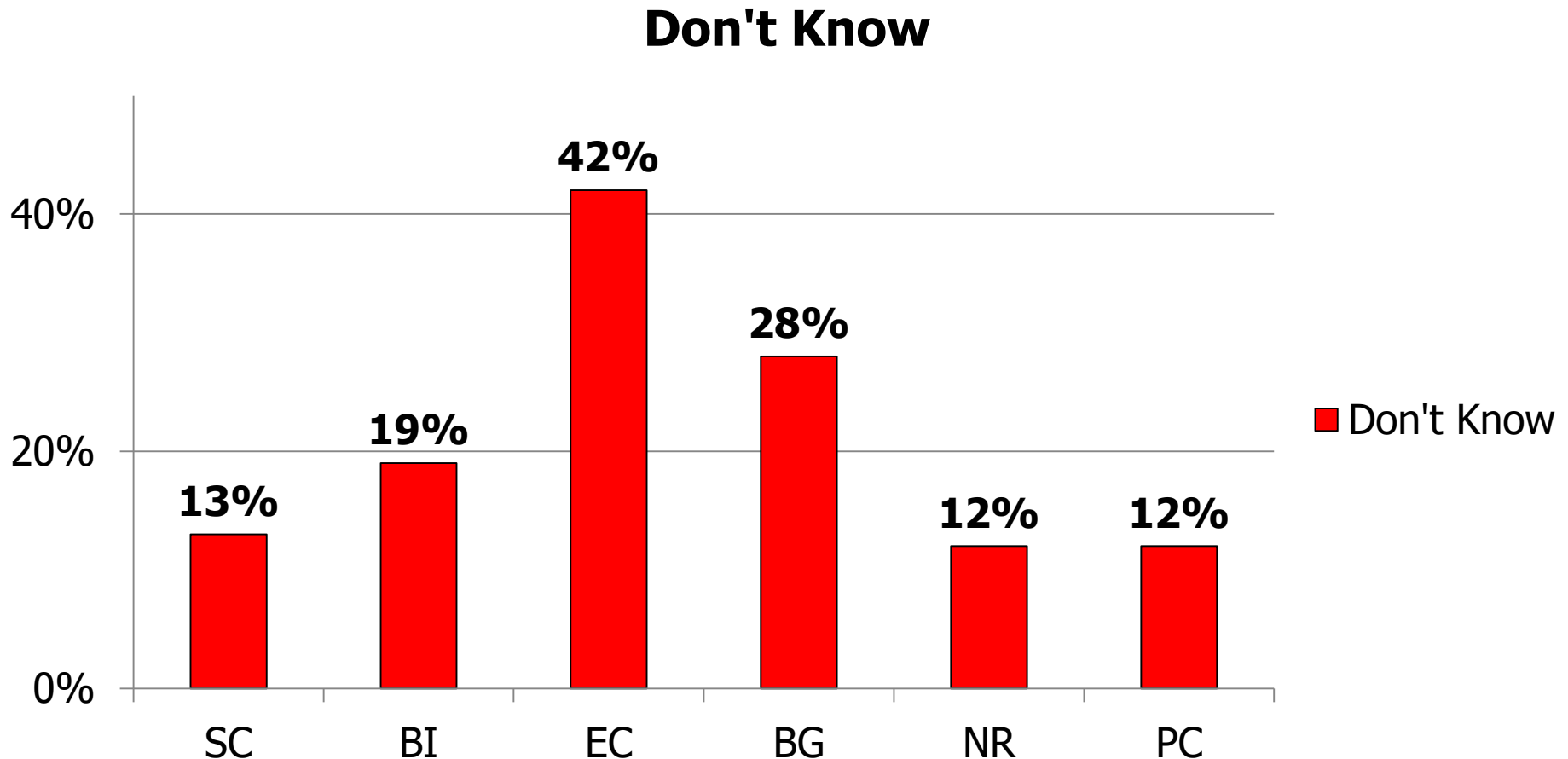
Questions 4-15:

“Performance” Comparison Chart



Key: SC = Champion for a Stronger Community, BI = Representing Business Interests, EC = Electing Biz Friendly Candidates, BG = Catalyst for Business Growth, NR = Help Build Business Relationships, PC = Promoting the Community

“Don't Know” Comparison Chart

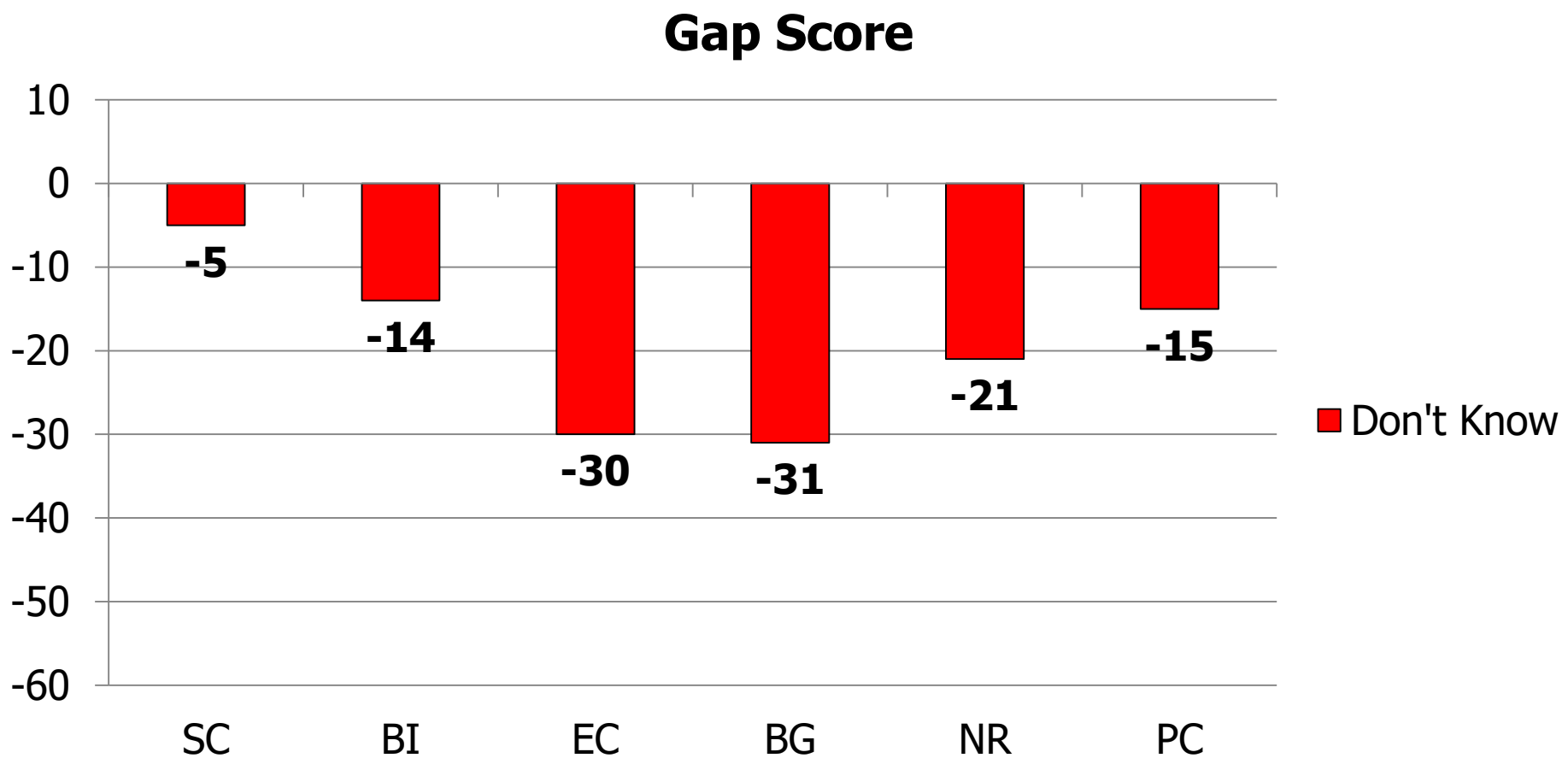


Key: SC = Champion for a Stronger Community, BI = Representing Business Interests, EC = Electing Biz Friendly Candidates, BG = Catalyst for Business Growth, NR = Help Build Business Relationships, PC = Promoting the Community

Questions 4-15:

“Gap Score” Comparison Chart

Gap Score = Performance Score Compared to Importance Score

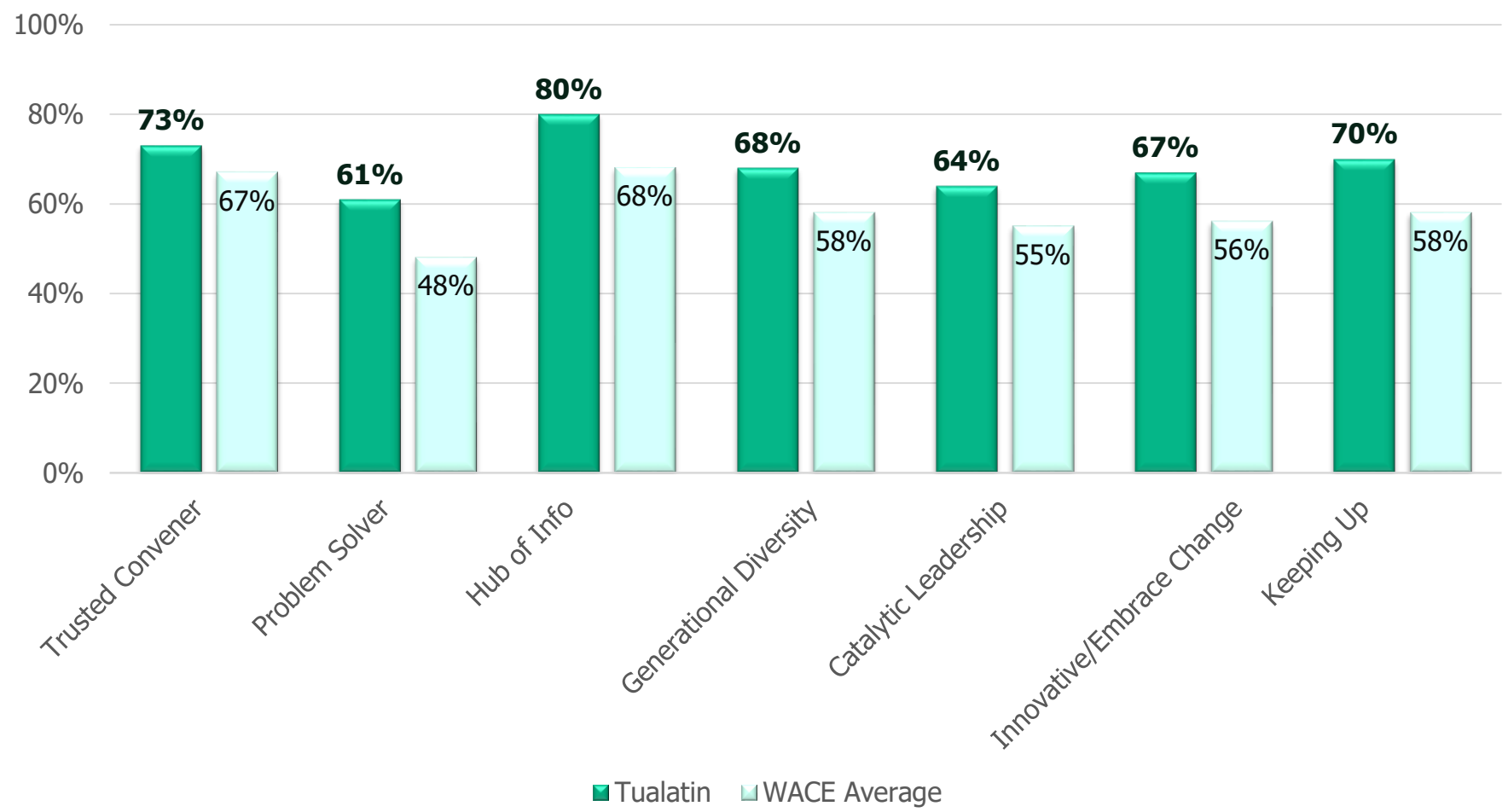


Key: SC = Champion for a Stronger Community, BI = Representing Business Interests, EC = Electing Biz Friendly Candidates, BG = Catalyst for Business Growth, NR = Help Build Business Relationships, PC = Promoting the Community

Questions 16:

Chamber Ratings – High Scores

Please score the Chamber on each of the following statements: *(Graph reflects combined % of scores 7-9)*



Question 17:

The Ultimate Question...

If a friend of yours was not a member of the Chamber, would you recommend joining the chamber to your friend?

$$\underline{P(65\%) - D(8\%) = +57\% \text{ NPS}}$$

Historical Chamber NPS Average: +38%

Formula for NPS is as follows:

- Members who answer 9s or 10s are promoters (P)
- Members who answer 1-6 are “detractors” (D)
- Members who answer 7-8 are “neutrals”
- Net Promoter Score is $\%P - \%D = \text{NPS}$

Question 17:

The Ultimate Question...

How does your score compare to the top businesses?

Most efficient growth companies NPS:

- USAA 84%
- Costco 82%
- Apple Laptops 72%
- Amazon.com 64%
- Southwest Airlines 62%
- Westin Hotels 59%
- JetBlue Airlines 56%

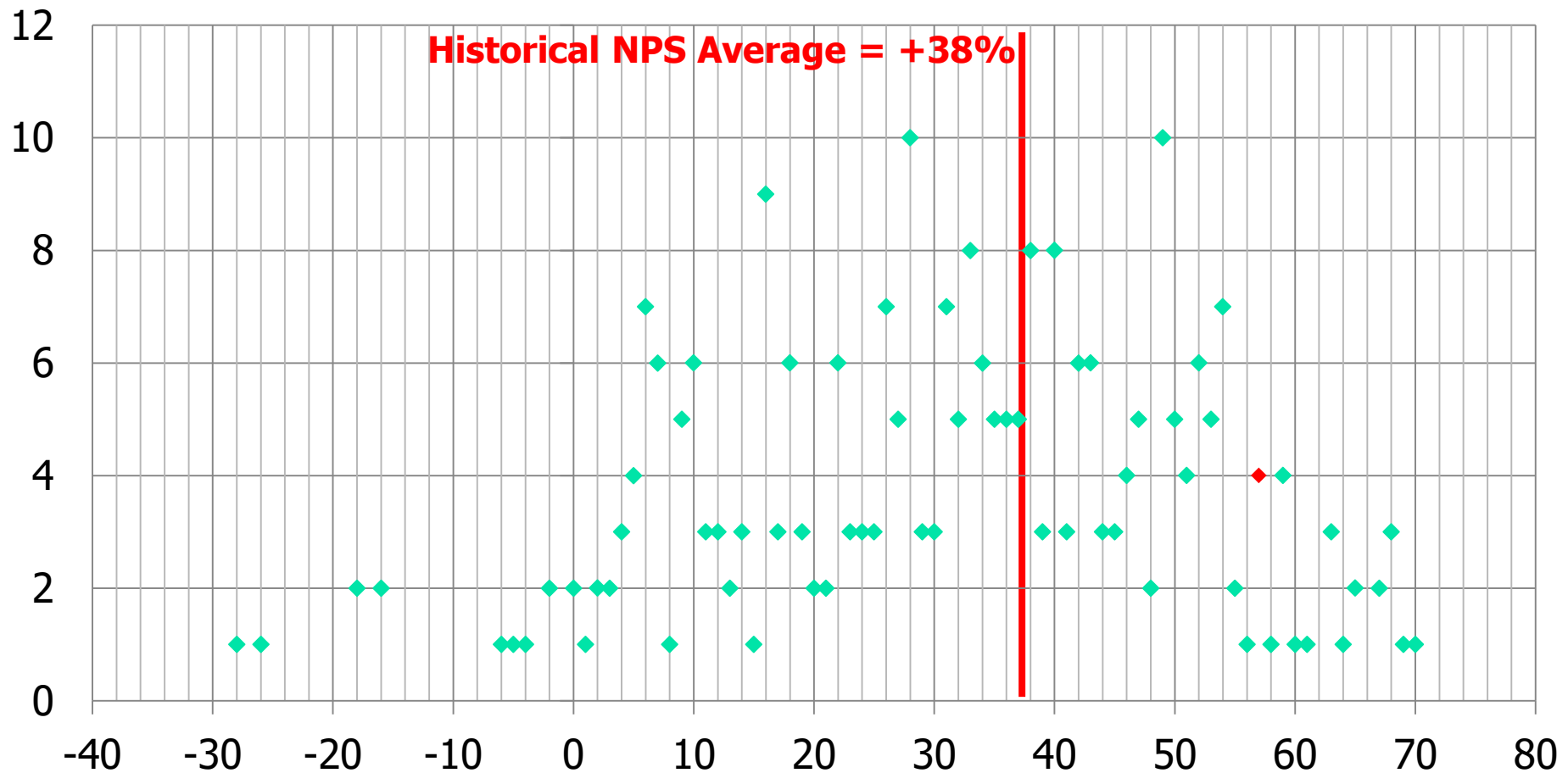
Average firms have NPSs in the 5-10% range

Question 17:

The Ultimate Question...

How does your score compare to other chambers?

Historical NPS Comparisons – 286 Chambers



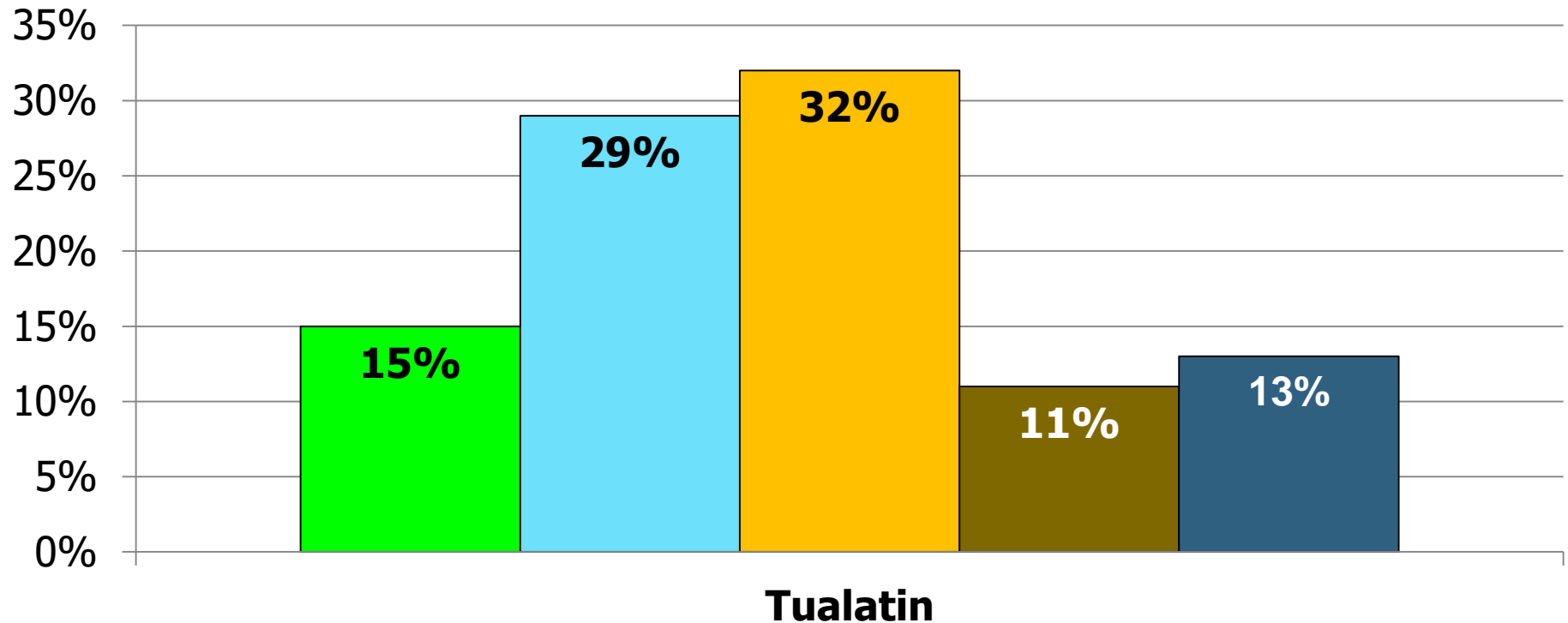
**Data compares average Net Promoter Scores to 2012*

Question 18:

Membership Details

How long have you been a member of the Chamber?

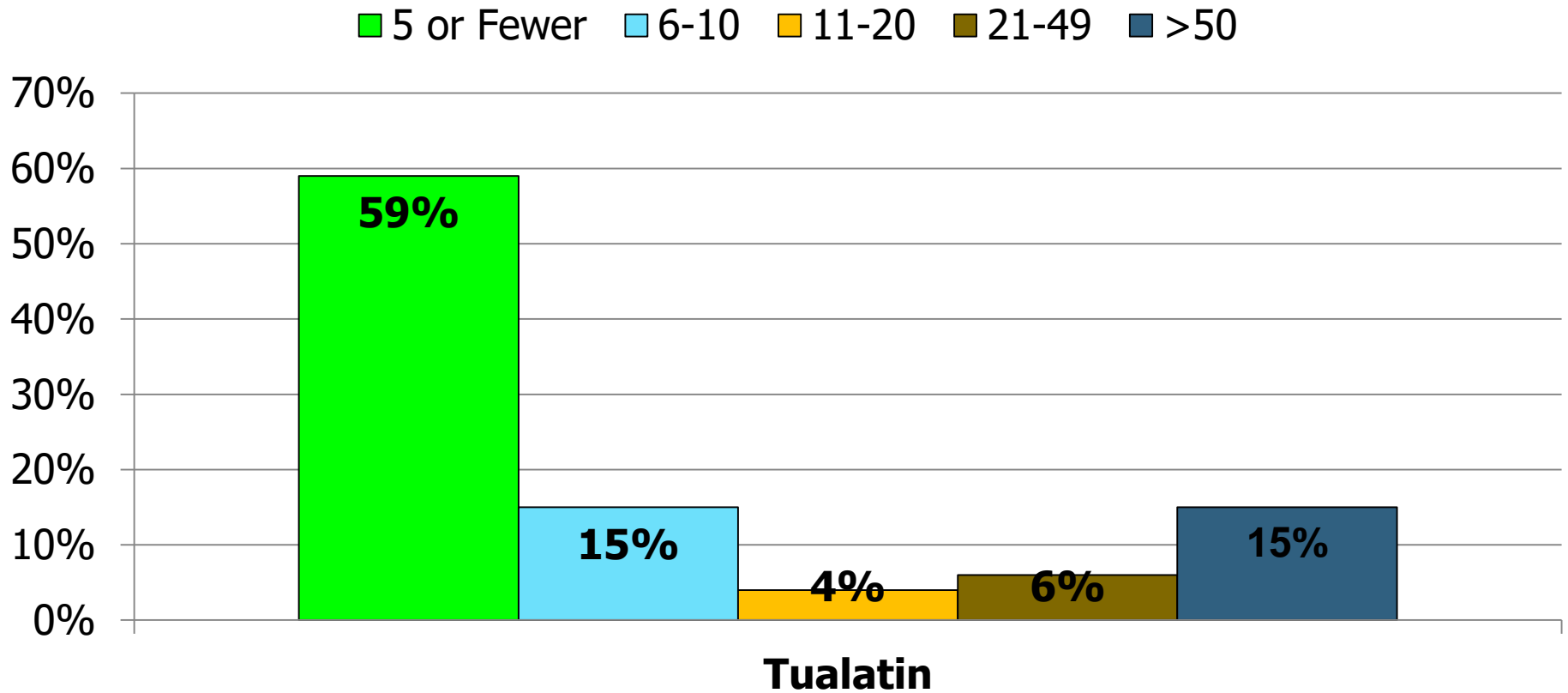
■ < 1 Year ■ 1-2 Years ■ 3-5 Years ■ 6-10 Years ■ >10 Years



Question 19:

Size of Member Company

How many employees does your company have?

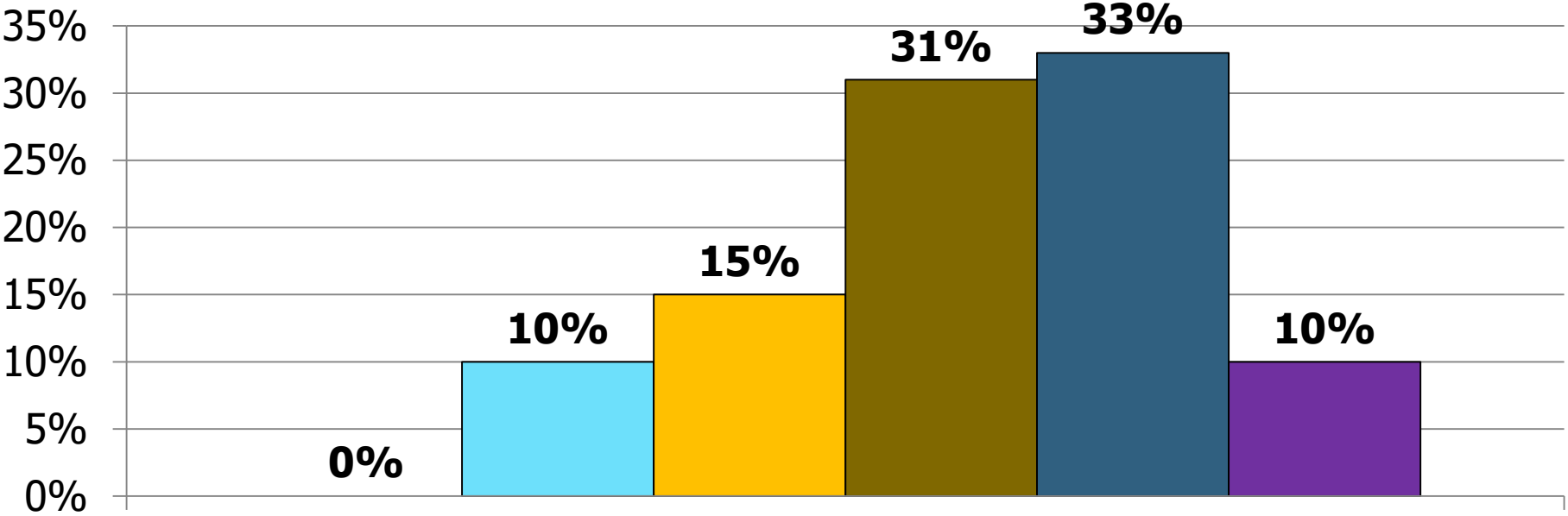


Question 20:

Demographics

Which of the following groups represents your age?

- 18-24 Years
- 25-34 Years
- 35-44 Years
- 45-54 Years
- 55-64 Years
- 65 or Older

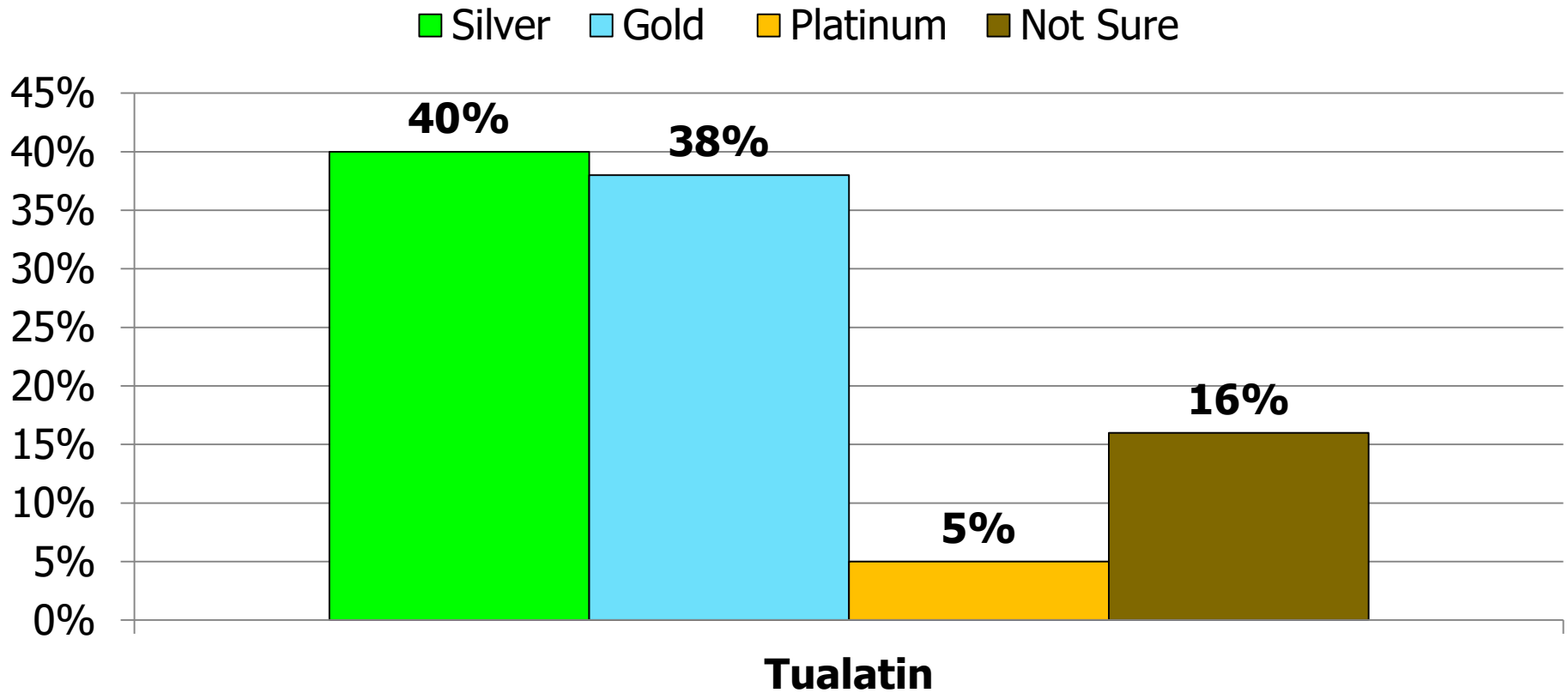


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Question 21:

Membership Level

What level membership are you currently at?



Questions?