



Survey Results

Tualatin Chamber of Commerce Membership Survey 2022

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Overview

1 Sent to Tualatin email distribution list.

2 64 Total respondents (N=64) with 84% completion rate and total time spent = 4m:48s

*The most skipped answer was optional name/contact info to enter for the drawing.

3 Responses collected between June 7-17, 2022.



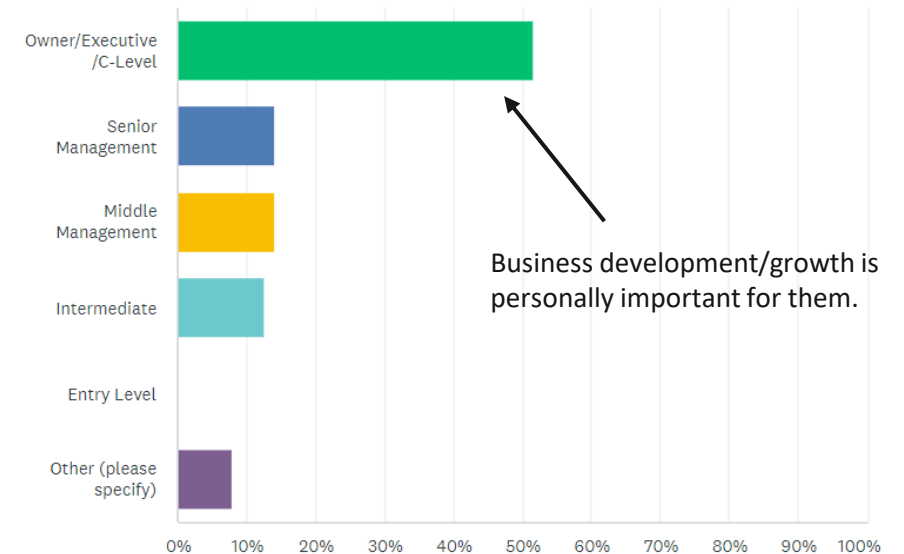
Topline demographics

Basic overview on the make-up of your members.

- Respondents skewed a bit older with roughly 48% age 55+.
 - Does this reflect the norm for membership?
- Q2 Employment/industry: Responses are evenly distributed.
- Q3 Size of company: 40% have 1-5 employees with 24% (2nd largest response) work at large companies with over 150 employees
- Q5 Length of membership: 48% have been members 5+ years. 25% of respondents have been members for LESS than 2 years so they have come on board during Covid.
 - *7 people responded “no longer a member” but only 4 of them answered questions about why they left.

Q4 Which of the following best describes your current job level?

Answered: 64 Skipped: 0

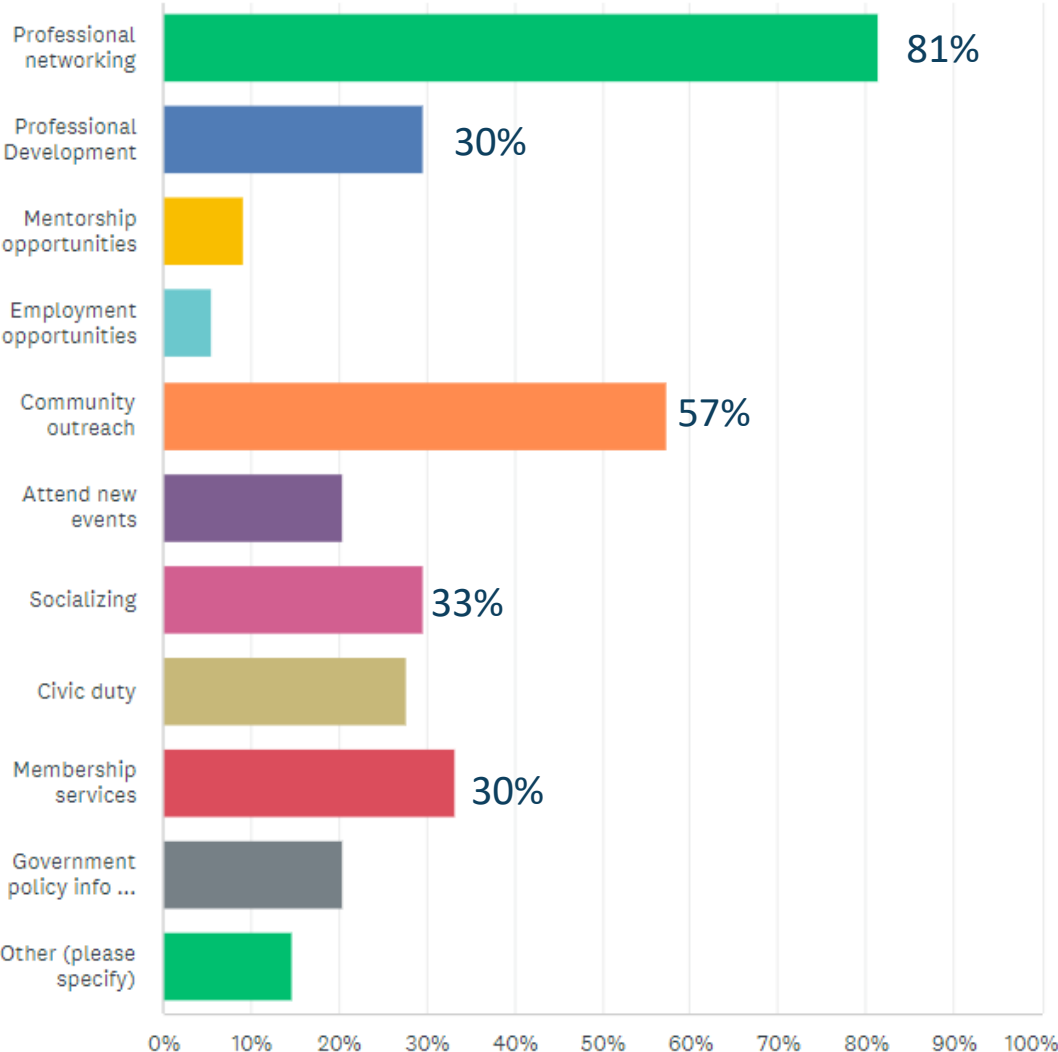


*Results too small to be statistically representative to project trends.

Reasons to Join

What were your main reasons for joining the Tualatin Chamber? (Check all that apply)

Answered: 54 Skipped: 10



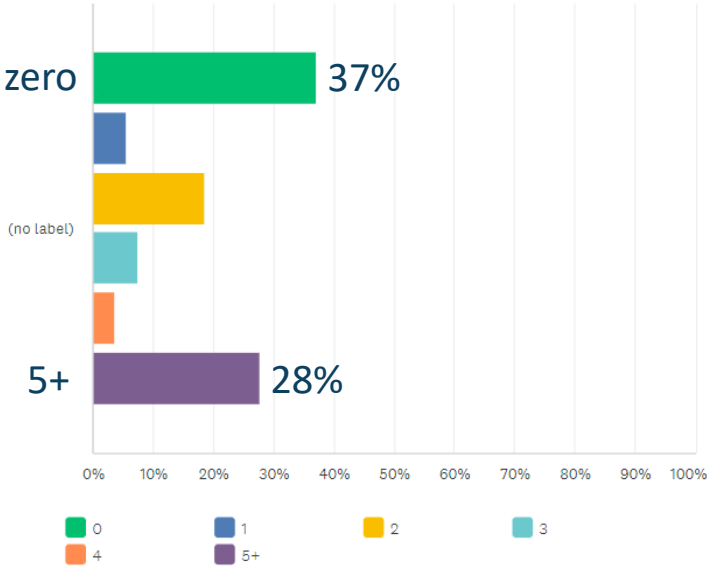
Top (5) reasons labelled w/ %.

Important to keep in mind when planning activities/events/services.

In-Person & Virtual events attended

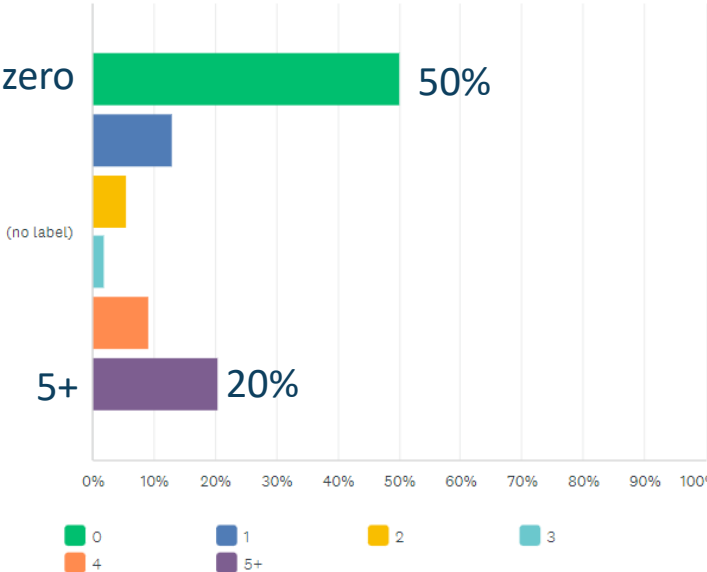
In the past 12 months, how many in-person Tualatin Chamber events have you attended?

Answered: 54 Skipped: 10



In the past 12 months, how many VIRTUAL Tualatin Chamber events have you attended?

Answered: 54 Skipped: 10



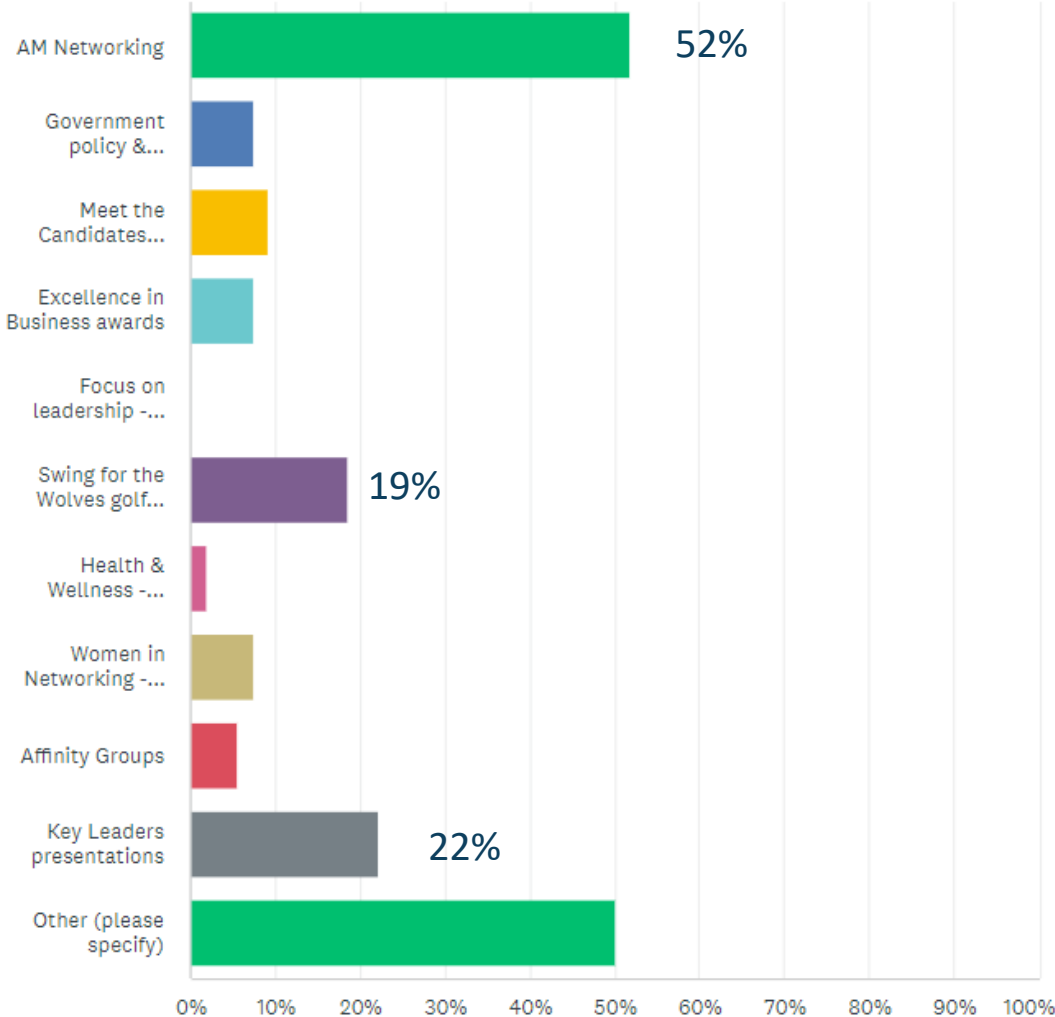
- Interesting to note, that while the #1 & #2 answers for reasons to joining (professional networking (81%) & Community outreach (57%) are heavily focused on interaction, members answered in the majority that they have attended zero in-person or virtual events.

- There's an opportunity to find out the type of events/activities they'd like to attend that would get them to engage w/ the chamber more often..

Events attended

In the past 12 months, what Tualatin Chamber events have you attended?
(Please select all that apply)

Answered: 54 Skipped: 10



- AM networking is, by far, your most attended.
- Followed by Key Leaders presentation And Swing for the Wolves golf tourney.

*Of note, for the “Other” write-in portion, the word “none” was used 95% of the time.

Topics of Interest

Members were given (12) activities to rate their interest in participating in, with (5) rising to the top.

- Q13 Interest in topics/events: No surprise, given the answers in Q8, that networking and outreach were most popular. Here are the top 5 categories....(#'s based on a 1-5pt scale... 5 being most interested.)
 - Community outreach: 4.16
 - Networking/Social events: 4.10
 - Guest Speakers: 3.87
 - Prof Development: 3.82
 - Business Planning topics: 3.75

	NO INTEREST	VERY LITTLE INTEREST	NEUTRAL	SOME INTEREST	STRONG INTEREST	TOTAL	WEIGHTED AVERAGE
Professional development	6.00% 3	2.00% 1	24.00% 12	40.00% 20	28.00% 14	50	3.82
Networking/Social mixer events	3.92% 2	1.96% 1	17.65% 9	33.33% 17	43.14% 22	51	4.10
Business Planning topics (smart growth, continuity planning, employee retention)	5.77% 3	3.85% 2	23.08% 12	44.23% 23	23.08% 12	52	3.75
Guest speakers (as an occasional series)	1.92% 1	0.00% 0	30.77% 16	44.23% 23	23.08% 12	52	3.87
Career opportunities	37.78% 17	17.78% 8	28.89% 13	13.33% 6	2.22% 1	45	2.24
Government policy education & advocacy	13.21% 7	5.66% 3	26.42% 14	30.19% 16	24.53% 13	53	3.47
Access to member benefits/discounts on goods & services	6.25% 3	4.17% 2	33.33% 16	33.33% 16	22.92% 11	48	3.63
Mentorship by more experienced professionals	12.24% 6	6.12% 3	40.82% 20	32.65% 16	8.16% 4	49	3.18
Ability to mentor younger professionals	10.42% 5	6.25% 3	35.42% 17	29.17% 14	18.75% 9	48	3.40
Awards dinners	12.50% 6	16.67% 8	41.67% 20	12.50% 6	16.67% 8	48	3.04
Leadership development	8.00% 4	6.00% 3	32.00% 16	38.00% 19	16.00% 8	50	3.48
Community outreach	1.96% 1	1.96% 1	19.61% 10	31.37% 16	45.10% 23	51	4.16

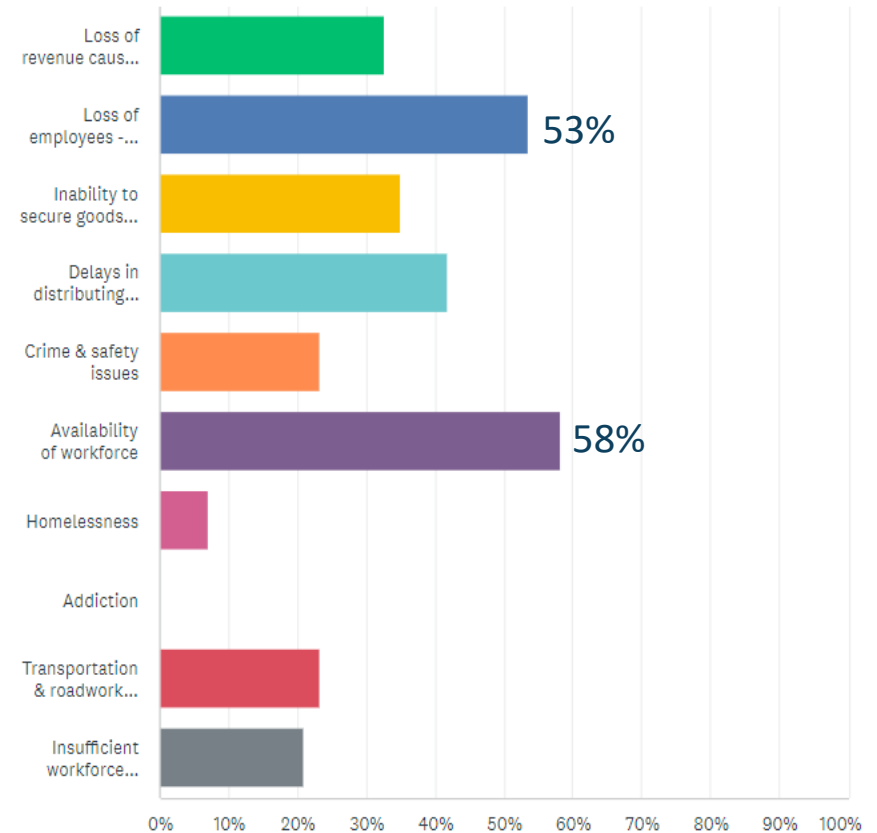
Affects of Covid

Only 2 areas weren't cited at least 20%, having affected businesses.

- Q14 Covid's impact on business: Loss of employees (53%) and overall availability of workforce (58%) are top 2 impacts.
- Everything else (except homelessness and addiction – which scored 7% and 0%) had 20-42% responding that it had affected their companies.
- Opportunity to provide business-logistics, continuity planning and employee retention information/training.

Regarding the impact on your business from Covid-19 and other challenges over the past two years, please select any applicable areas where you have been affected:

Answered: 43 Skipped: 21



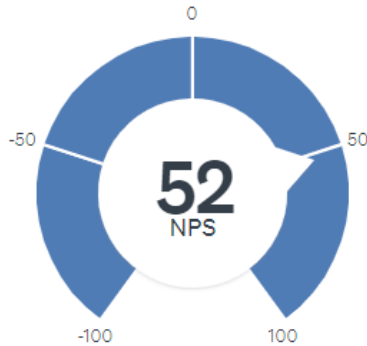
Q 16. Open-ended comments voluntarily supplied by respondents

- Life is with people. In person meetings and mask free are the way to go. Keep the Social Justice BS out of the chamber.
- Have not been to a networking because we still feel uncomfortable in person and we cannot seem to catch any online meetings if there are any. Letting people know when those are would be helpful.
- It would be lovely to know farther ahead of time where the AM Networking sessions will be located; sometimes the online calendar links don't work as well. BUT we love the Tualatin Chamber and we're so excited to see it grow under Annaleah's leadership.
- I still think you guys are a very good step stone, to achieve my goals, and most of all you always open to help members with which ever we need in the advice world.
- We have enjoyed getting to know other chamber members, ambassadors and staff at AM Networking and virtual meetings.
- Tualatin Chamber is the best one I know of for really caring about and helping its members. We live almost in Gresham but LOVE Tualatin.
- I love having my agency link on the chamber website, because this boosts my Google search rank when searching for insurance in Tualatin.
- Please answer your office phone more often or respond to email. thank you.
- I love being part of the Chamber.
- I'm a teacher full time but working on growing my real estate career
- Just started going back to AM networking. Enjoy being back.
- Need to establish some key messages on what the Chamber is, does, wants to be
- "Connecting businesses with common needs, services, and scale. Affinity groups may be good way to accomplish this.
- Be a catalyst for larger business connecting to each other."
- Love the staff!!! ---Linda, Roy, Caitlyn, Amber, and Anneleah
- it has not really provided very much value to me, and I am disappointed.
- Being involved, helping business grow from long exp.
- Good Chamber

Net Promoter Score (NPS)

A NPS provides a benchmark for you to determine the overall satisfaction level members have for your Chamber

How likely is it that you would recommend Tualatin Chamber to a friend or colleague?



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCOR
11% 6	26% 14	63% 34	52



It's the 'passives' that you can focus on. They are not your top promoters but do see some value in being a member.

It's possible to move them to "Promoters" if they feel the chamber is providing additional value.

Q13 (cross-tabbed w/ Passive responses only.)

Please rate your interest in the following types of activities and/or potential offerings from the Chamber.

	NO INTEREST	VERY LITTLE INTEREST	NEUTRAL	SOME INTEREST	STRONG INTEREST	TOTAL	WEIGHTED AVERAGE
Professional development	7.69% 1	0.00% 0	15.38% 2	46.15% 6	30.77% 4	13	3.92
Networking/Social mixer events	0.00% 0	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13	4.00
Business Planning topics (smart growth, continuity planning, employee retention)	0.00% 0	0.00% 0	30.77% 4	53.85% 7	15.38% 2	13	3.85
Guest speakers (as an occasional series)	0.00% 0	0.00% 0	28.57% 4	50.00% 7	21.43% 3	14	3.93

After Cross-tabulating to look at responses from ONLY those who replied with a "7-8" in the NPS question, we found the activities listed above were of most interest from the 12 choices offered in Q13.

Focusing on these type of events/activites would be well-received by this "movable middle" to help push them to become "promoters" of your chamber.

Additional cross-tabulating

We cross-tabbed length of membership to look at the interests of “newer” vs “established” members.

After cross-tabling the length of membership question, we compared new members (under 1 year/1-2 years) with established members (5+) and found interesting differences.

- **New members are:**

- mostly made up of owners/C-level.
- Reasons for joining: Prof networking (88%) community outreach (63%) but they are interested in membership services.
- 81% have attended at least 1 event – so they’re more likely than avg members to engage with the chamber.
- **They want Community outreach (4.25); Prof dev (4.2); Business planning topics (4.13); networking (4.07); Access to member benefits (4.07).**

- **Established Members are:**

- Mostly owners/C-level.
- They fall in line w/ avg member with their reasons for joining mostly for Networking and Community outreach.
- They are less likely to attend events: 61% attending event.
- Community Outreach (4.59) and Networking (4.14) are by far most important to them.



These new members are highly interested in these activities.

Offering these will keep them engaged w/ the chamber.

Thank you