

Constant Contact Survey Results

Campaign Name: Survey for Newsletter Feedback Fri Sep 19 10:02:46 PDT 2025

Survey Starts: 43

Survey Submits: 22

Export Date: 09/22/2025 11:11 PM

MULTIPLE CHOICE

Question 1: How do you usually read our newsletter?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Desktop			13	59%
Mobile			7	31%
I don't look at it regularly			1	4%
I look forward to reading it			0	0%
I prefer to not receive a newsletter			1	4%
Total Responses			22	100%

CHECKBOXES

Question 2: Which types of content do you find most useful? (Check all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Upcoming business events / flyers			18	81%
Member highlight			10	45%
Business tips / resources / program offerings			11	50%
Local business news and updates			17	77%
Legislative, city, and advocacy updates			12	54%
Job posting or hiring news			3	13%
Promote business name and logo			6	27%
Total Responses			22	100%

OPEN QUESTION

Question 3: What would you like to see more of and less of in the chamber newsletter?

A simple list of the upcoming events at the top, so we can scan it quickly.

More details can be below.

Special new membership offers

Feature member profiles and keys to their success

Perhaps more strategic focus on "area" in name and coordinating with nearby Chambers

More news about current activities in Tualatin both newsworthy and business related

I feel it is inclusive in content as it is. Possibly an "Open" categories - asking members to keep an eye/ear open for prospective members can assist Chamber staff with recruitment.

I hate having to skip past first 20 colored lines...Let's learn more about our fellow business leaders and what their business does.

It could be interview format with questions such as:

What does your business do? Years in business? Typical day?

Fewer colors in the headings and text.

15 Response(s)

OPEN QUESTION

Question 4: Are there topics or industries you would like us to cover more often?

Workforce!

Updates for city changes and whats coming up in the next five years.

AI and technology

Business improvement strategies —revenue, expense and profit management

Human Resources

Leadership values

Unique marketing and communication strategies

Articles on above subjects by featured members and experts

Industry trends among collective businesses (home improvement, financial, healthcare, industrial development, restaurants (new/existing), etc.

Addressing the next Question in advance...having a member business selected to write an advice column

First of all, appreciate you having a poll. This is a good start.

Topics such as "to expand or relocate". Traffic congestion, Toyota Lean Manufacturing, engagement with other businesses. Exec Round tables.

Since the spot for additional comments below only allowed for a few words, I'd like to comment that I get hundreds of emails a day, and I usually go through them very quickly, addressing important things and deleting anything not important (which mak

12 Response(s)

MULTIPLE CHOICE

Question 5: What would make you more likely to open and read the newsletter?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Shorter format			5	23%
More visuals			6	28%
Personalized content			3	14%
Member-exclusive offers			2	9%
Format - More clickable links, buttons, charts, videos			5	23%
Total Responses			21	100%

CHECKBOXES

Question 6: Have you ever taken action based on something in our newsletter (e.g., attended an event, contacted a member)?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Yes			17	77%
No			5	22%
Total Responses			22	100%

OPEN QUESTION

Any additional comments for improvement?

TCC is doing a great job!

With experience in five different Chambers , local and state, I have recognized your Chamber has “taken off” in the last few years. Your Newsletter reflects that you are truly offering real membership value. With your intelligent and dynamic leadership , the Tualatin Chamber has earned a highly respected business support image. KUDOS to your Team!

The Tualatin Chamber continues to stand out draws new businesses but loses members too. Who's following up when a member drops.

Not enough dang space to list comments!

To be honest, I'm bombarded by a couple of hundred

More community gathering space

9 Response(s)