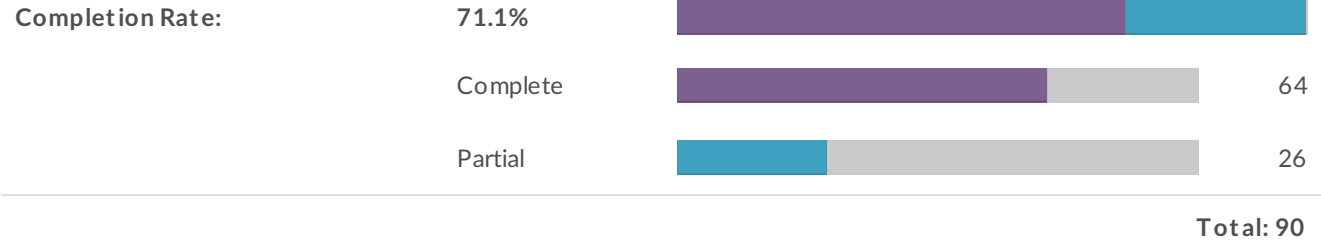
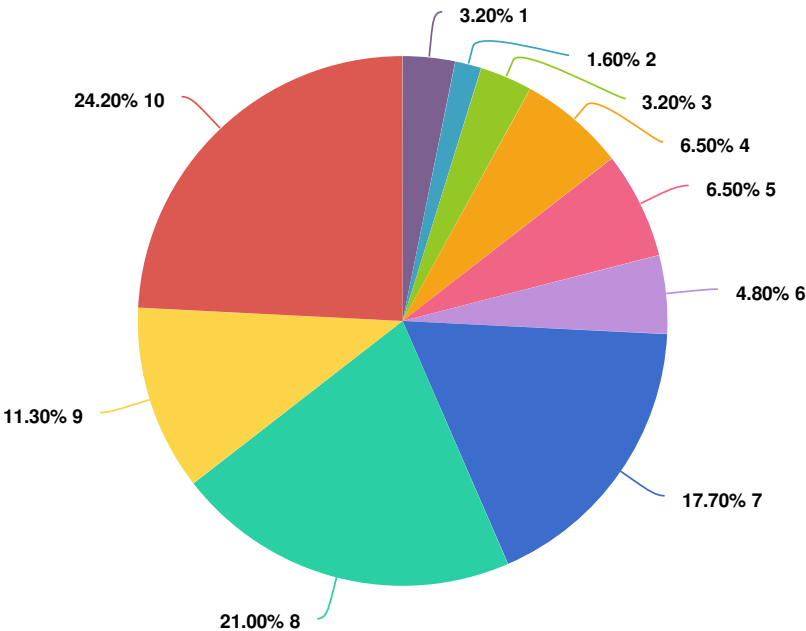


Report for Northfield Area Chamber of Commerce Member Satisfaction Survey

Response Counts



1. How relevant is the Northfield Area Chamber of Commerce & Tourism to YOUR BUSINESS?



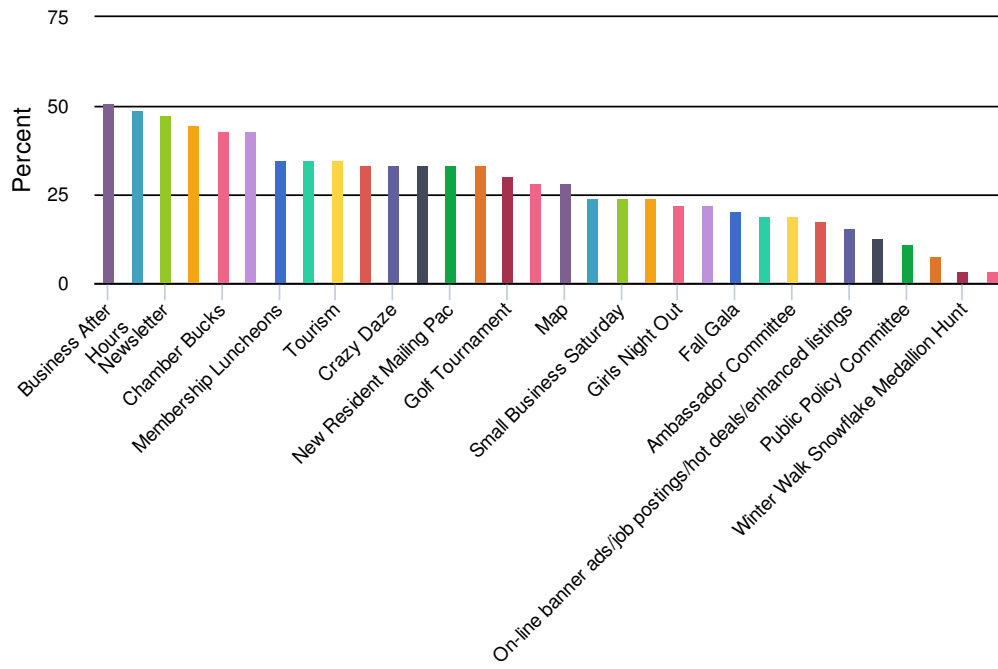
Value		Percent	Responses
1		3.2%	2
2		1.6%	1
3		3.2%	2
4		6.5%	4
5		6.5%	4
6		4.8%	3
7		17.7%	11
8		21.0%	13
9		11.3%	7
10		24.2%	15

Total: 62

















Statistics

Min	1
Max	10
Sum	458.0
Average	7.4
StdDev	2.4
Skipped	6
Total Responses	62

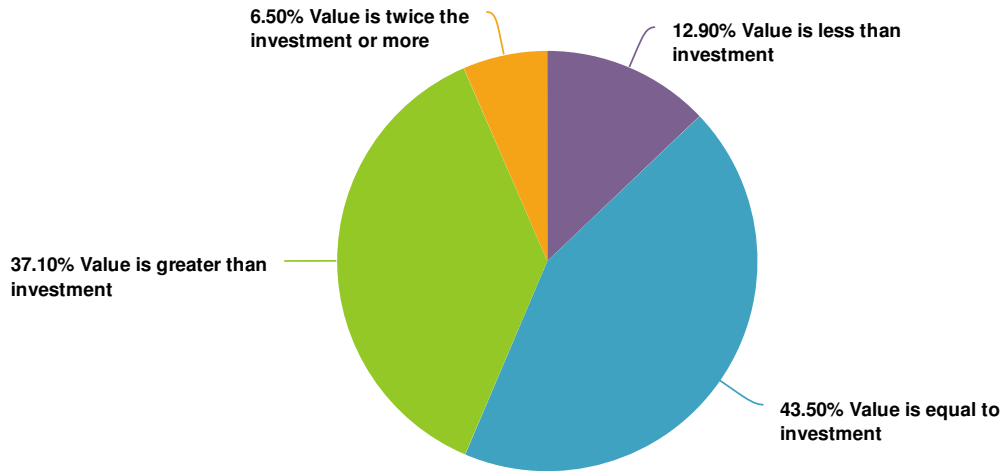
2. Which of the following programs and services are beneficial to you? (Select all that apply)



Value	Percent	Responses
Business After Hours	50.8%	32
Winter Walk	49.2%	31
Newsletter	47.6%	30
Morning Business Brew	44.4%	28
Chamber Bucks	42.9%	27
Weekly E-Burst	42.9%	27
Membership Luncheons	34.9%	22
On-line Directory	34.9%	22
Tourism	34.9%	22
Annual Meeting & Business Recognition Banquet	33.3%	21
Crazy Daze	33.3%	21
Printed Membership Directory	33.3%	21
New Resident Mailing Pac	33.3%	21
Social Media Marketing	33.3%	21
Golf Tournament	30.2%	19
Home & Garden Show	28.6%	18

Value		Percent	Responses
Map		28.6%	18
Ribbon Cuttings		23.8%	15
Small Business Saturday		23.8%	15
Be Local - Buy Local Committee		23.8%	15
Girls Night Out		22.2%	14
Economic Development Committee		22.2%	14
Fall Gala		20.6%	13
Ground Breakings		19.0%	12
Ambassador Committee		19.0%	12
Office Brochure and Business Card Rack		17.5%	11
On-line banner ads/job postings/hot deals/enhanced listings		15.9%	10
Coupons		12.7%	8
Public Policy Committee		11.1%	7
Membership Committee		7.9%	5
Winter Walk Snowflake Medallion Hunt		3.2%	2
Certificates of Origin		3.2%	2

3. What value do you get from the Northfield Area Chamber of Commerce & Tourism in comparison to your annual membership investment?



Value	Percent	Responses
Value is less than investment	12.9%	8
Value is equal to investment	43.5%	27
Value is greater than investment	37.1%	23
Value is twice the investment or more	6.5%	4

Total: 62

Statistics

Skipped	6
Total Responses	62

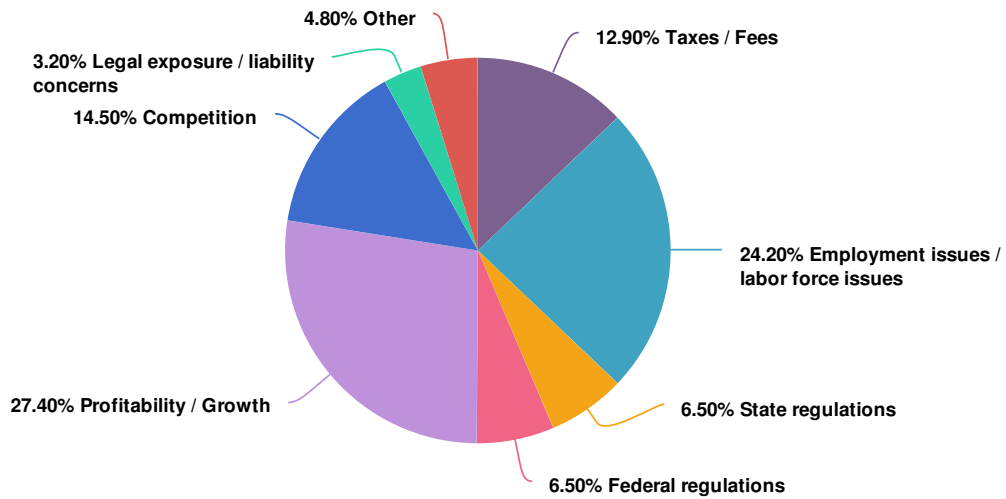
4. In regard to your answer for question 3, why do you feel that way?











business

other great investment time costs
members
network community dues
money

5. Other than the economy, what would you say is the biggest challenge facing your business?



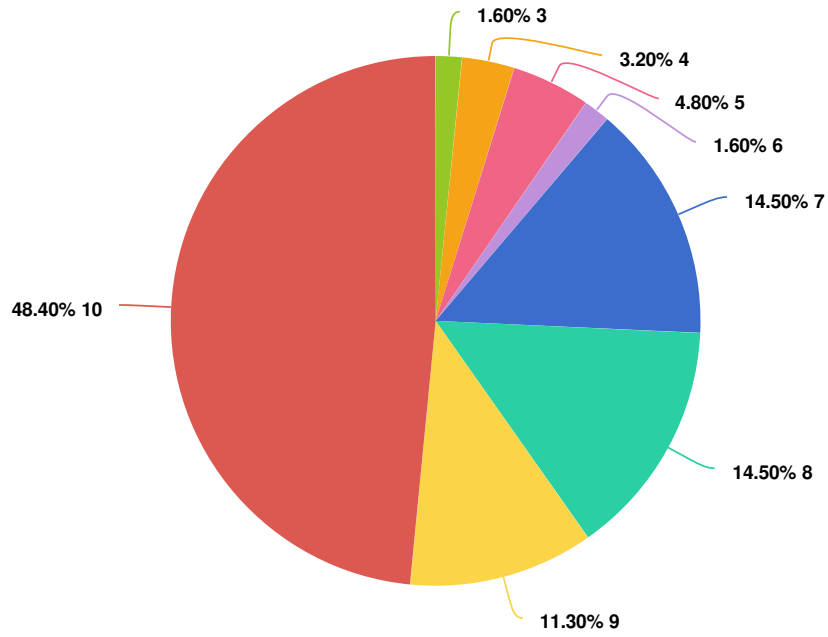
Value		Percent	Responses
Taxes / Fees		12.9%	8
Employment issues / labor force issues		24.2%	15
State regulations		6.5%	4
Federal regulations		6.5%	4
Profitability / Growth		27.4%	17
Competition		14.5%	9
Legal exposure / liability concerns		3.2%	2
Other		4.8%	3

Total: 62

Statistics

Skipped	6
Total Responses	62

6. How important is it to you that the Northfield Area Chamber of Commerce & Tourism be involved in creating a strong local/regional economy?



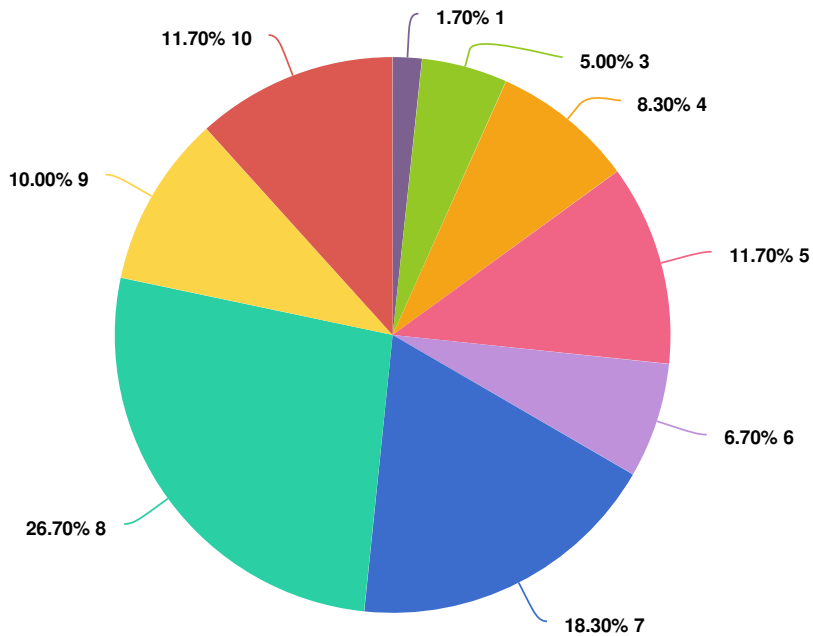
Value	Percent	Responses
3	1.6%	1
4	3.2%	2
5	4.8%	3
6	1.6%	1
7	14.5%	9
8	14.5%	9
9	11.3%	7
10	48.4%	30







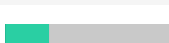

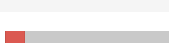
Total: 62

Statistics

Min	3
Max	10
Sum	530.0
Average	8.5
StdDev	1.8
Skipped	6
Total Responses	62

7. How do you think the Northfield Area Chamber of Commerce & Tourism performs when it comes to creating a strong local/regional economy?



Value		Percent	Responses
1		1.7%	1
3		5.0%	3
4		8.3%	5
5		11.7%	7
6		6.7%	4
7		18.3%	11
8		26.7%	16
9		10.0%	6
10		11.7%	7
			Total: 60

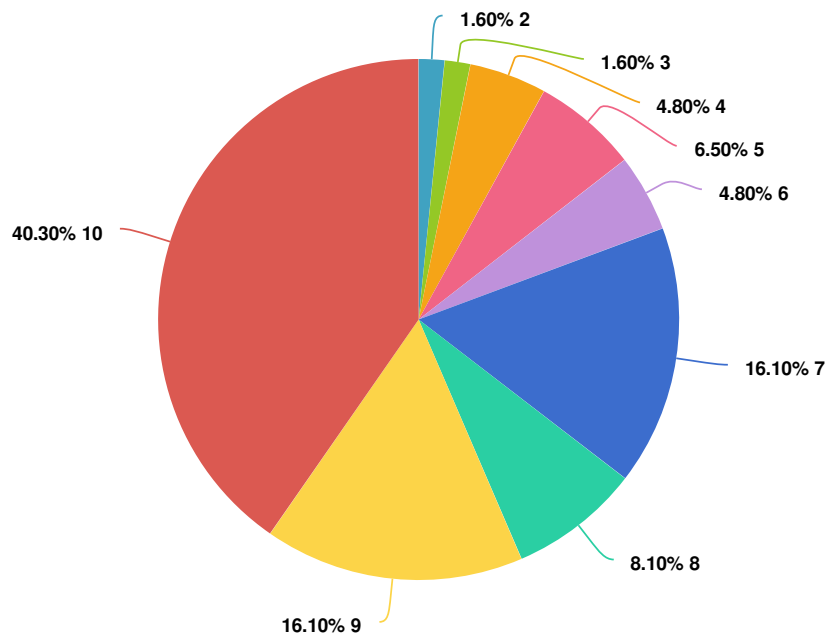
Statistics

Min	1
Max	10
Sum	418.0
Average	7.0
StdDev	2.1
Skipped	8
Total Responses	60

8. What other things could the Northfield Area Chamber of Commerce & Tourism do to create a stronger local/regional economy for you to give their performance a higher ranking?



9. How important is it to you that the Northfield Area Chamber of Commerce & Tourism be involved in representing the interest of businesses with government on issues that affect the business community?



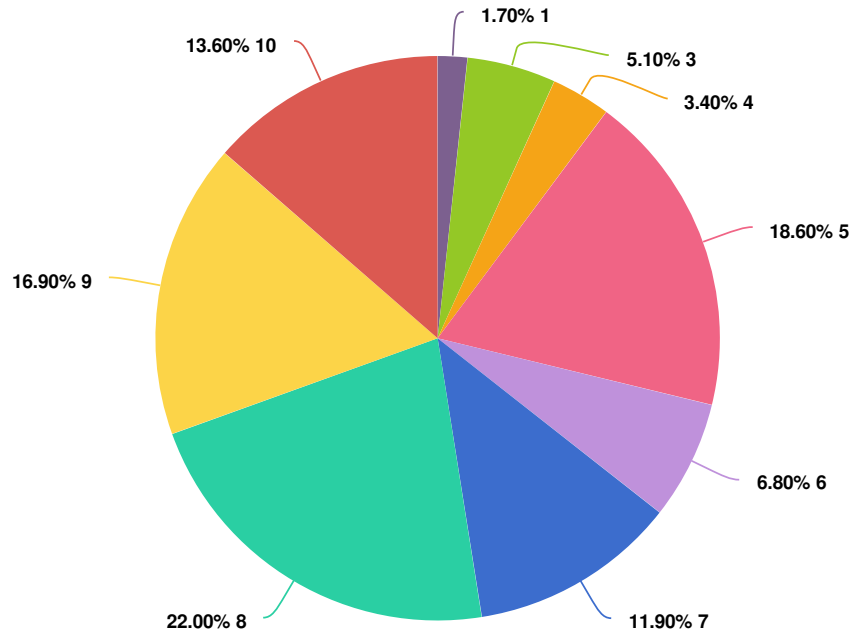
Value		Percent	Responses
2		1.6%	1
3		1.6%	1
4		4.8%	3
5		6.5%	4
6		4.8%	3
7		16.1%	10
8		8.1%	5
9		16.1%	10
10		40.3%	25

Total: 62

Statistics

Min	2
Max	10
Sum	505.0
Average	8.1
StdDev	2.1
Skipped	6
Total Responses	62

10. How do you think the Northfield Area Chamber of Commerce & Tourism performs when it comes to representing the interest of businesses with government on issues that affect the business community?



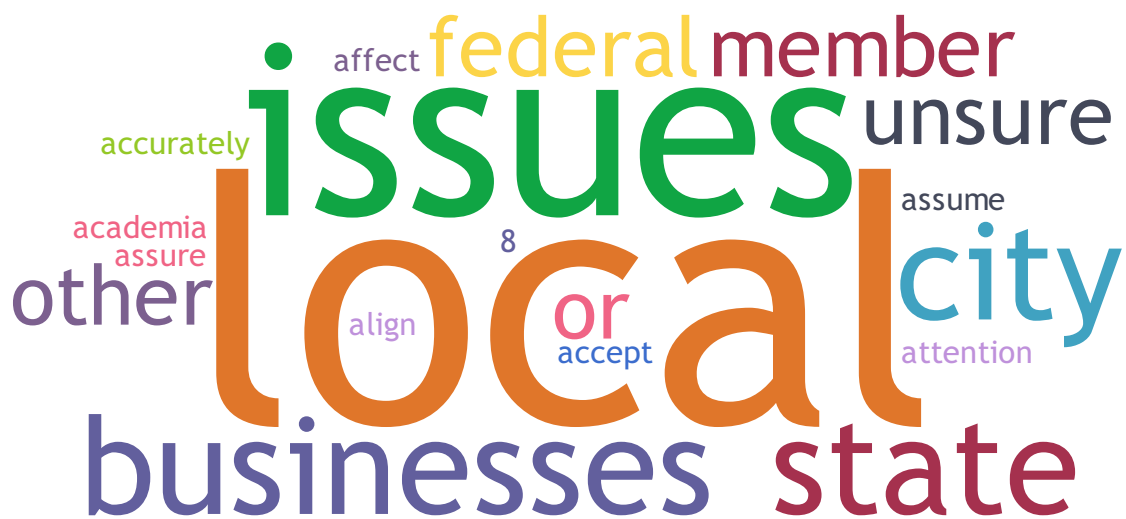
Value	Percent	Responses
1	1.7%	1
3	5.1%	3
4	3.4%	2
5	18.6%	11
6	6.8%	4
7	11.9%	7
8	22.0%	13
9	16.9%	10
10	13.6%	8

Total: 59

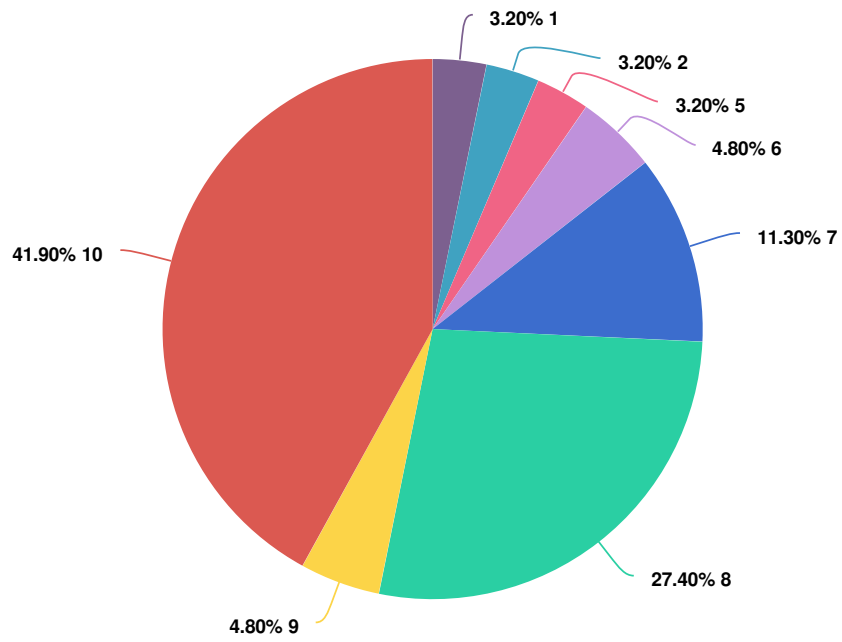
Statistics

Min	1
Max	10
Sum	420.0
Average	7.1
StdDev	2.2
Skipped	9
Total Responses	59

11. What other things could the Northfield Area Chamber of Commerce & Tourism do in the area of representing the interest of businesses with government on issues that affect the business community for you to give their performance a higher ranking?



12. How important is it to you that the Northfield Area Chamber of Commerce & Tourism provide networking opportunities?



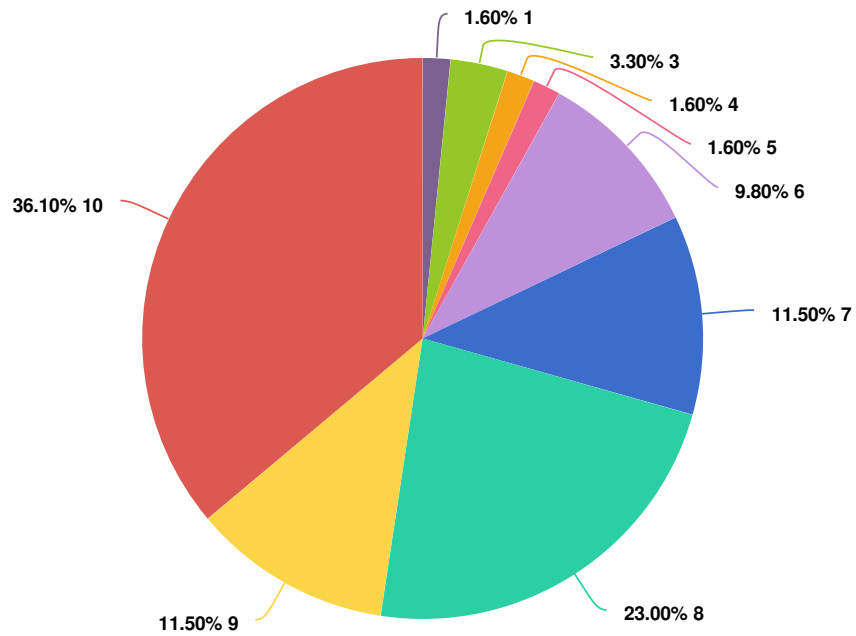
Value	Percent	Responses
1	3.2%	2
2	3.2%	2
5	3.2%	2
6	4.8%	3
7	11.3%	7
8	27.4%	17
9	4.8%	3
10	41.9%	26

Total: 62

Statistics

Min	1
Max	10
Sum	506.0
Average	8.2
StdDev	2.2
Skipped	6
Total Responses	62

13. How do you think the Northfield Area Chamber of Commerce & Tourism performs when it comes to providing networking opportunities?



Value		Percent	Responses
1		1.6%	1
3		3.3%	2
4		1.6%	1
5		1.6%	1
6		9.8%	6
7		11.5%	7
8		23.0%	14
9		11.5%	7
10		36.1%	22

Total: 61

Statistics

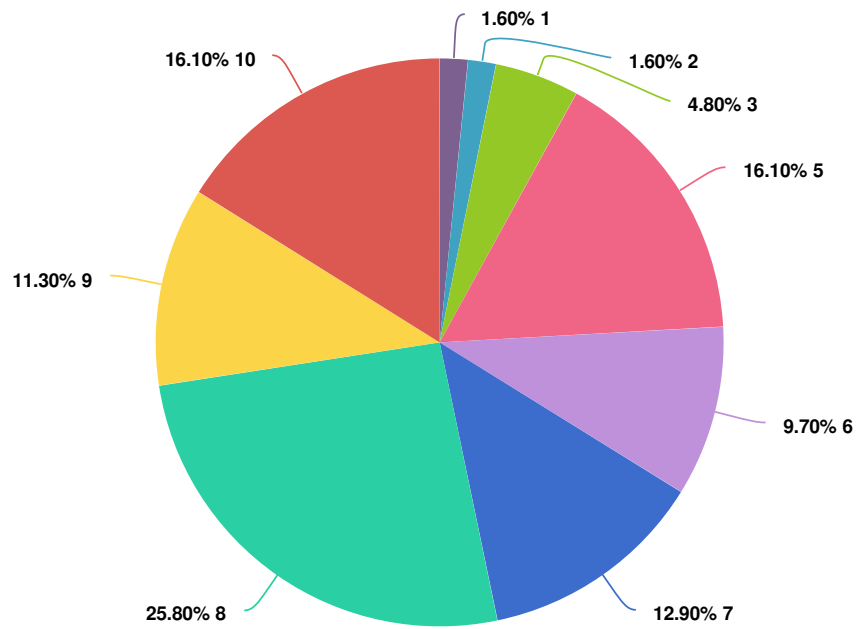
Min	1
Max	10
Sum	496.0
Average	8.1
StdDev	2.0
Skipped	7
Total Responses	61







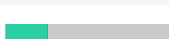
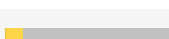
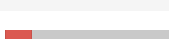
14. What additional things could the Northfield Area Chamber of Commerce & Tourism do in providing networking opportunities for you to give their performance a higher ranking?

business events

discussion choose brews benefit breakfast evening
cut focus
ceas feel
hours businesses

15. How important is it to you that the Northfield Area Chamber of Commerce & Tourism provide education and business resources?



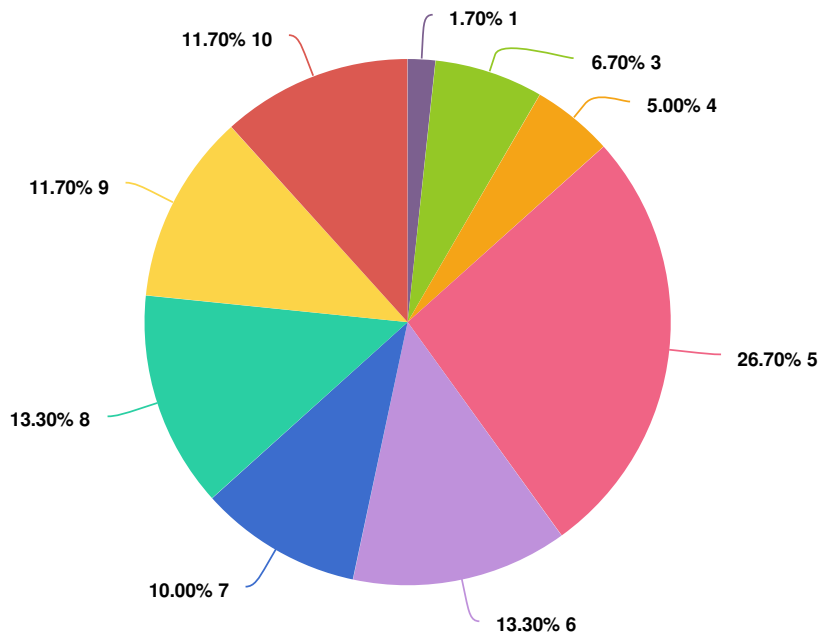
Value		Percent	Responses
1		1.6%	1
2		1.6%	1
3		4.8%	3
5		16.1%	10
6		9.7%	6
7		12.9%	8
8		25.8%	16
9		11.3%	7
10		16.1%	10

Total: 62

Statistics

Min	1
Max	10
Sum	445.0
Average	7.2
StdDev	2.2
Skipped	6
Total Responses	62

16. How do you think the Northfield Area Chamber of Commerce & Tourism performs when it comes to providing education and business resources?



Value	Percent	Responses
1	1.7%	1
3	6.7%	4
4	5.0%	3
5	26.7%	16
6	13.3%	8
7	10.0%	6
8	13.3%	8
9	11.7%	7
10	11.7%	7

Total: 60

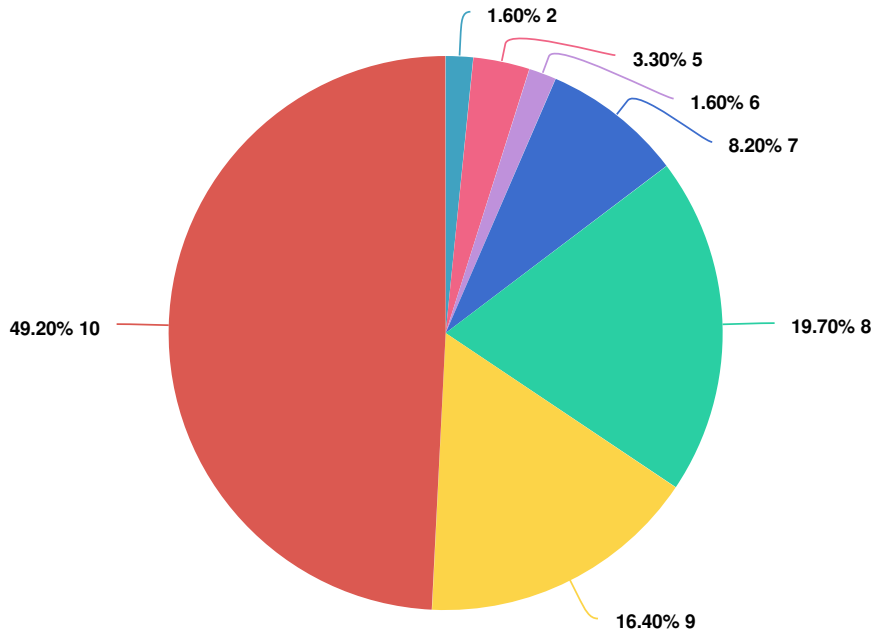
Statistics

Min	1
Max	10
Sum	392.0
Average	6.5
StdDev	2.2
Skipped	8
Total Responses	60

17. What other things could the Northfield Area Chamber of Commerce & Tourism do in providing education and business resources for you to give their performance a higher ranking?



18. How important is it to you that the Northfield Area Chamber of Commerce & Tourism supports community events?



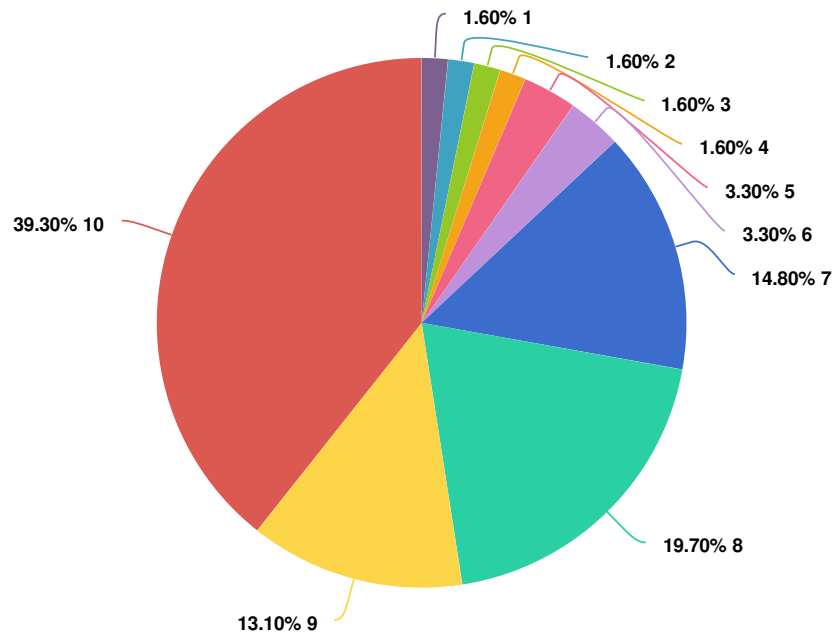
Value	Percent	Responses
2	1.6%	1
5	3.3%	2
6	1.6%	1
7	8.2%	5
8	19.7%	12
9	16.4%	10
10	49.2%	30

Total: 61

Statistics

Min	2
Max	10
Sum	539.0
Average	8.8
StdDev	1.6
Skipped	7
Total Responses	61

19. How do you think the Northfield Area Chamber of Commerce & Tourism performs when it comes to supporting community events?



Value		Percent	Responses
1		1.6%	1
2		1.6%	1
3		1.6%	1
4		1.6%	1
5		3.3%	2
6		3.3%	2
7		14.8%	9
8		19.7%	12
9		13.1%	8
10		39.3%	24

Total: 61

Statistics

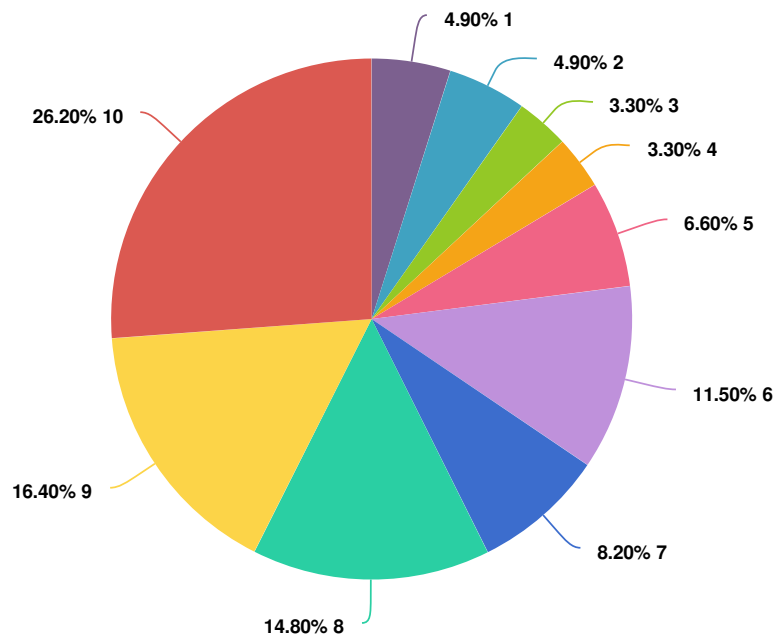
Min	1
Max	10
Sum	503.0
Average	8.2
StdDev	2.1
Skipped	7
Total Responses	61

20. How does the Northfield Area Chamber of Commerce & Tourism supporting community events directly effect your business?

businesses walk active activity appreciated



21. How important is it to you that the Northfield Area Chamber of Commerce & Tourism be involved in political action such as passing business related ballot measures or getting business friendly candidates elected to public office?



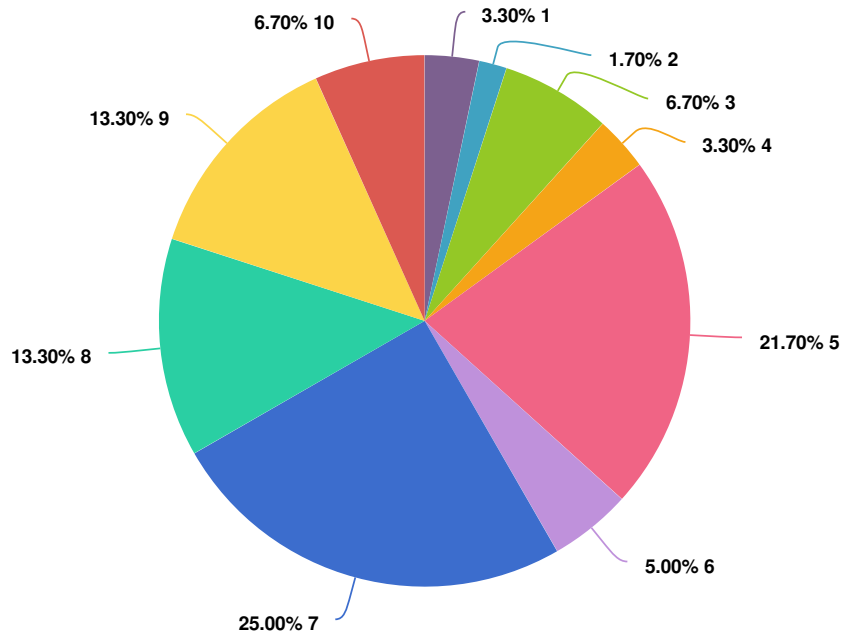
Value		Percent	Responses
1		4.9%	3
2		4.9%	3
3		3.3%	2
4		3.3%	2
5		6.6%	4
6		11.5%	7
7		8.2%	5
8		14.8%	9
9		16.4%	10
10		26.2%	16

Total: 61

Statistics

Min	1
Max	10
Sum	442.0
Average	7.2
StdDev	2.7
Skipped	7
Total Responses	61

22. How do you think the Northfield Area Chamber of Commerce & Tourism performs when it comes to political action, such as passing business related ballot measures or getting business friendly candidates elected to public office?



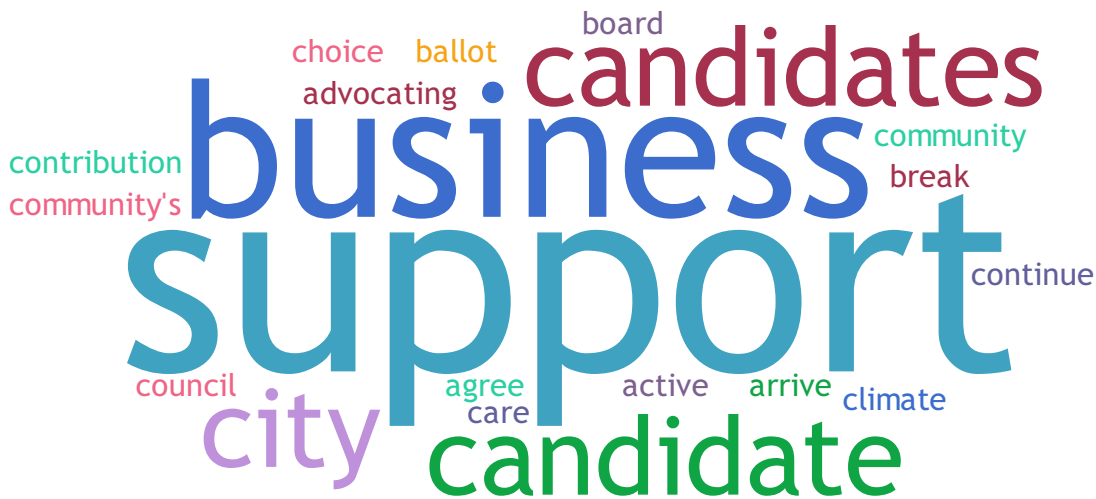
Value	Percent	Responses
1	3.3%	2
2	1.7%	1
3	6.7%	4
4	3.3%	2
5	21.7%	13
6	5.0%	3
7	25.0%	15
8	13.3%	8
9	13.3%	8
10	6.7%	4

Total: 60

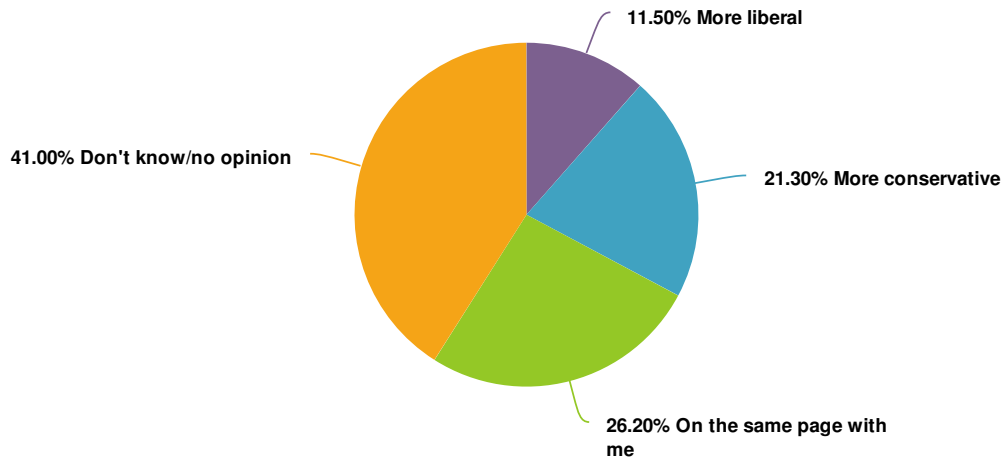
Statistics

Min	1
Max	10
Sum	388.0
Average	6.5
StdDev	2.2
Skipped	8
Total Responses	60

23. What other things could the Northfield Area Chamber of Commerce & Tourism do in the area of political action for you to give their performance a higher rating?



24. Comparing your own political views/opinions to the Northfield Area Chamber of Commerce & Tourism, do you think The Chamber is politically:

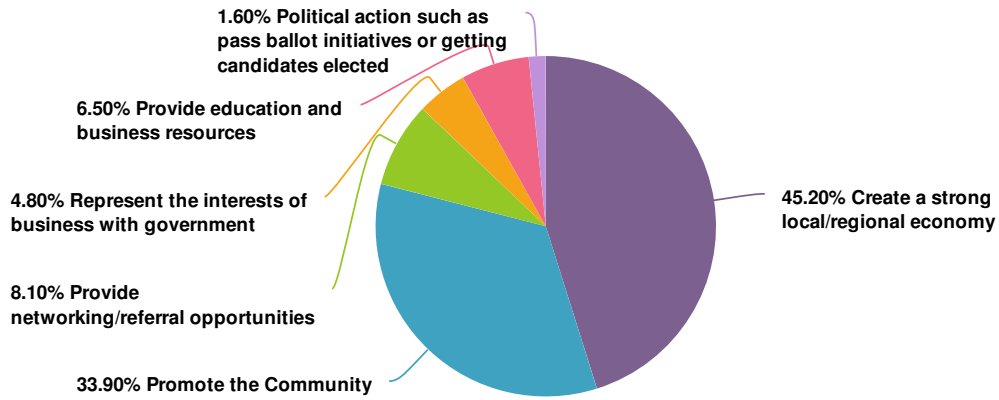


Value	Percent	Responses
More liberal	11.5%	7
More conservative	21.3%	13
On the same page with me	26.2%	16
Don't know/no opinion	41.0%	25
		Total: 61

Statistics

Skipped	7
Total Responses	61

25. Which of the following do you think should be the main purpose of the Northfield Area Chamber of Commerce & Tourism?



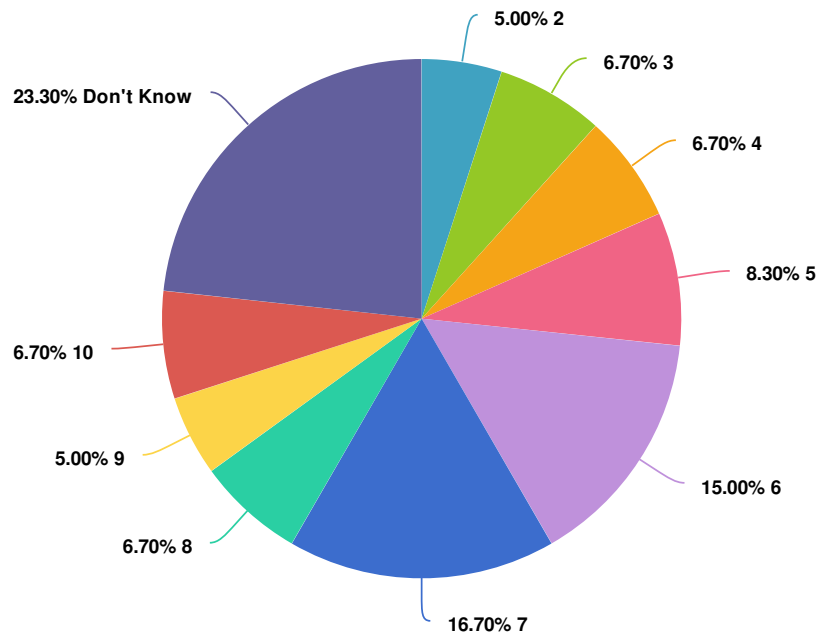
Value	Percent	Responses
Create a strong local/regional economy	45.2%	28
Promote the Community	33.9%	21
Provide networking/referral opportunities	8.1%	5
Represent the interests of business with government	4.8%	3
Provide education and business resources	6.5%	4
Political action such as pass ballot initiatives or getting candidates elected	1.6%	1

Total: 62

Statistics

Skipped	6
Total Responses	62

26. How influential do you feel the Northfield Area Chamber of Commerce & Tourism is on public policy issues in your community?



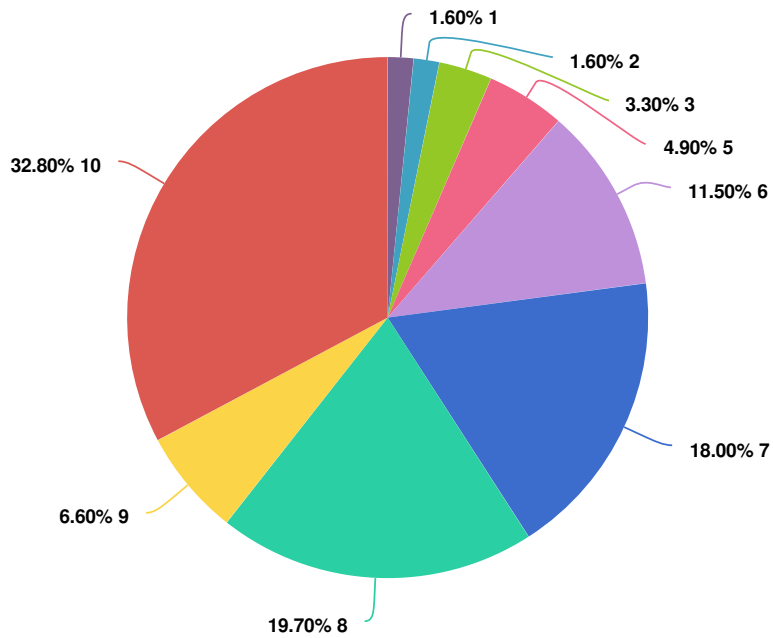
Value	Percent	Responses
2	5.0%	3
3	6.7%	4
4	6.7%	4
5	8.3%	5
6	15.0%	9
7	16.7%	10
8	6.7%	4
9	5.0%	3
10	6.7%	4
Don't Know	23.3%	14









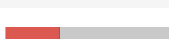
Total: 60

Statistics

Min	2
Max	10
Sum	282.0
Average	6.1
StdDev	2.2
Skipped	8
Total Responses	46

27. If a friend of yours was not a member of the Northfield Area Chamber of Commerce & Tourism, would you recommend joining the chamber to your friend?

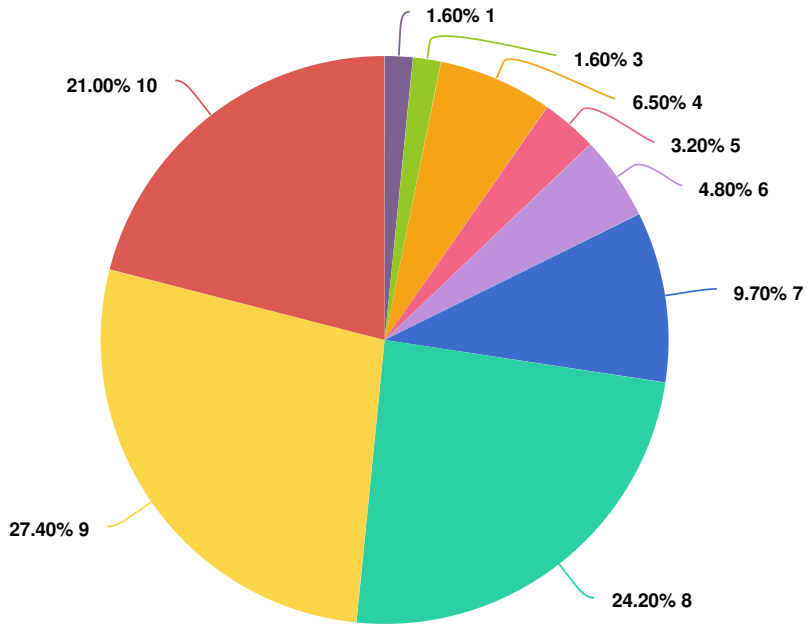


Value		Percent	Responses
1		1.6%	1
2		1.6%	1
3		3.3%	2
5		4.9%	3
6		11.5%	7
7		18.0%	11
8		19.7%	12
9		6.6%	4
10		32.8%	20
			Total: 61

Statistics

Min	1
Max	10
Sum	475.0
Average	7.8
StdDev	2.2
Skipped	7
Total Responses	61

28. How would you rate the President/CEO of the Northfield Area Chamber of Commerce & Tourism as a community leader?



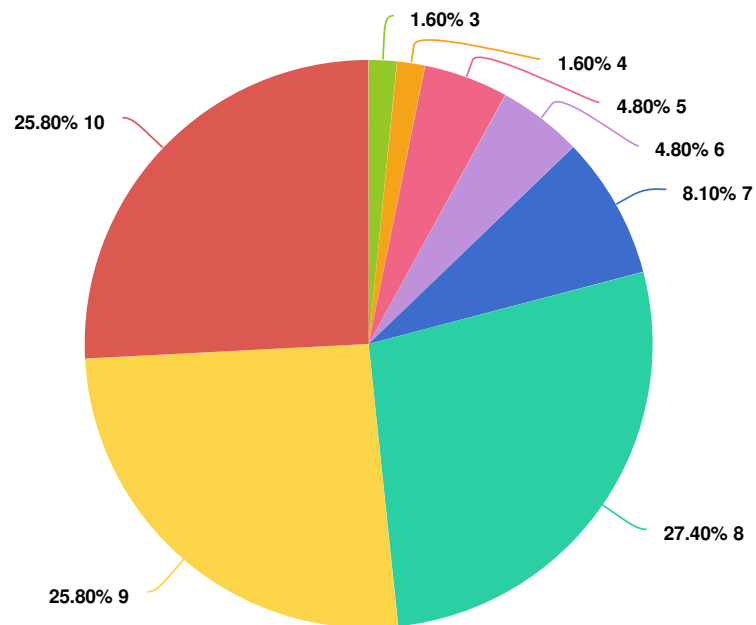
Value	Percent	Responses
1	1.6%	1
3	1.6%	1
4	6.5%	4
5	3.2%	2
6	4.8%	3
7	9.7%	6
8	24.2%	15
9	27.4%	17
10	21.0%	13

Total: 62

Statistics

Min	1
Max	10
Sum	493.0
Average	8.0
StdDev	2.0
Skipped	6
Total Responses	62

29. On a scale of 1-10, How do you think the Chamber performs when it comes to communicating with its members?



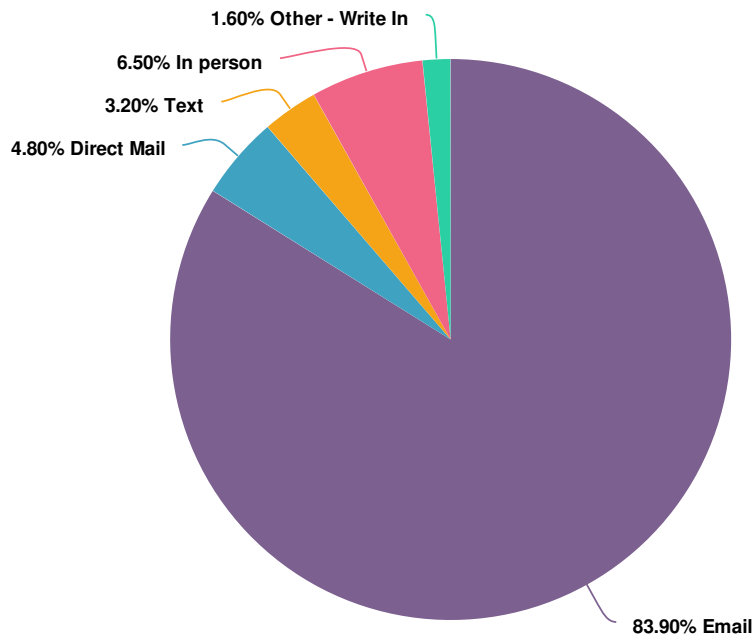
Value		Percent	Responses
3		1.6%	1
4		1.6%	1
5		4.8%	3
6		4.8%	3
7		8.1%	5
8		27.4%	17
9		25.8%	16
10		25.8%	16

Total: 62

Statistics

Min	3
Max	10
Sum	515.0
Average	8.3
StdDev	1.6
Skipped	6
Total Responses	62

30. What is your preferred communication method?



Value	Percent	Responses
Email	83.9%	52
Direct Mail	4.8%	3
Text	3.2%	2
In person	6.5%	4
Other - Write In	1.6%	1

Total: 62

Statistics

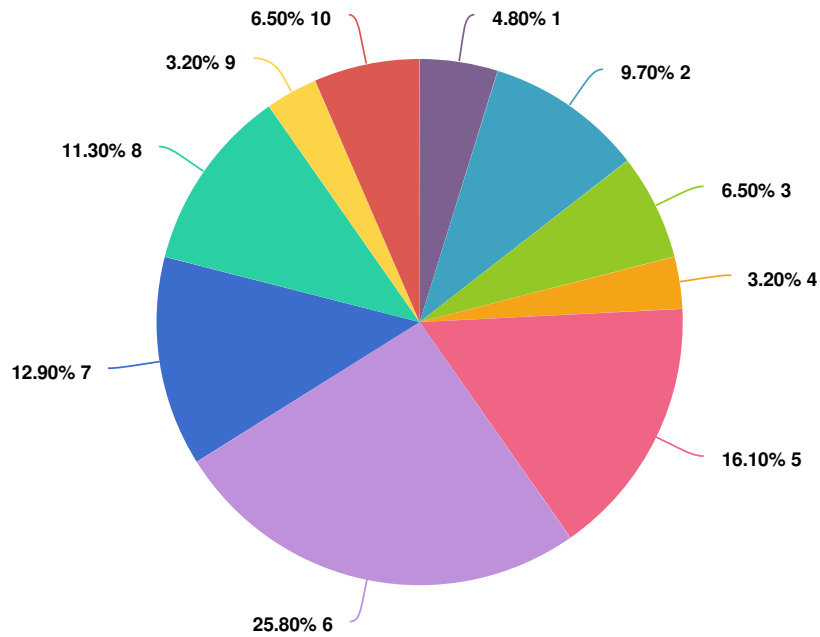
Skipped	6
Total Responses	62

31. What other things could the Chamber do to better communicate with its members?

emails

group chamber's chamber drink host
delete amount basis door
due business agenda beer
hour fate conversations

32. On a scale of 1-10, how active are you in the Northfield Area Chamber of Commerce & Tourism?



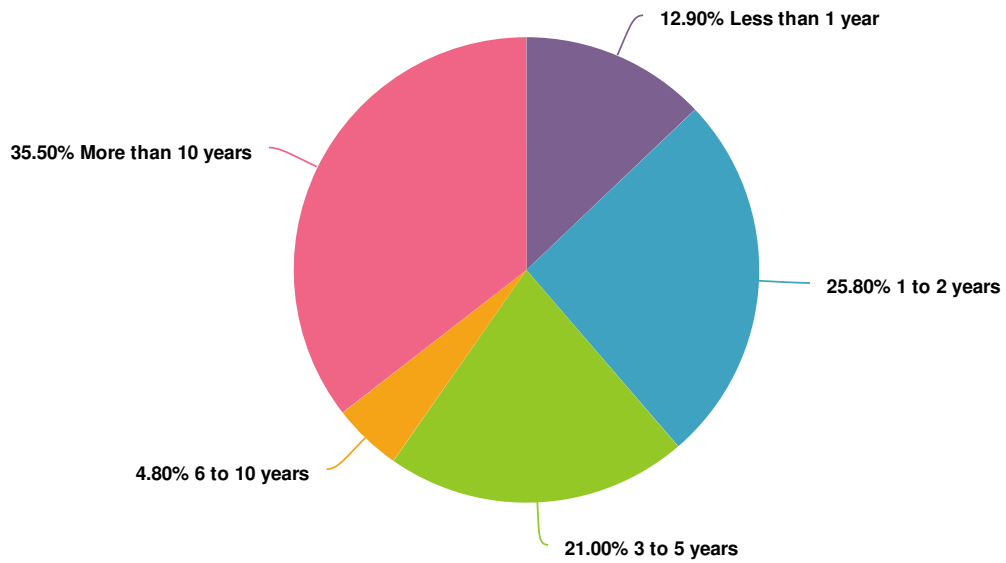
Value		Percent	Responses
1		4.8%	3
2		9.7%	6
3		6.5%	4
4		3.2%	2
5		16.1%	10
6		25.8%	16
7		12.9%	8
8		11.3%	7
9		3.2%	2
10		6.5%	4

Total: 62

Statistics

Min	1
Max	10
Sum	351.0
Average	5.7
StdDev	2.3
Skipped	6
Total Responses	62

33. How long have you been a member of the Northfield Area Chamber of Commerce & Tourism?



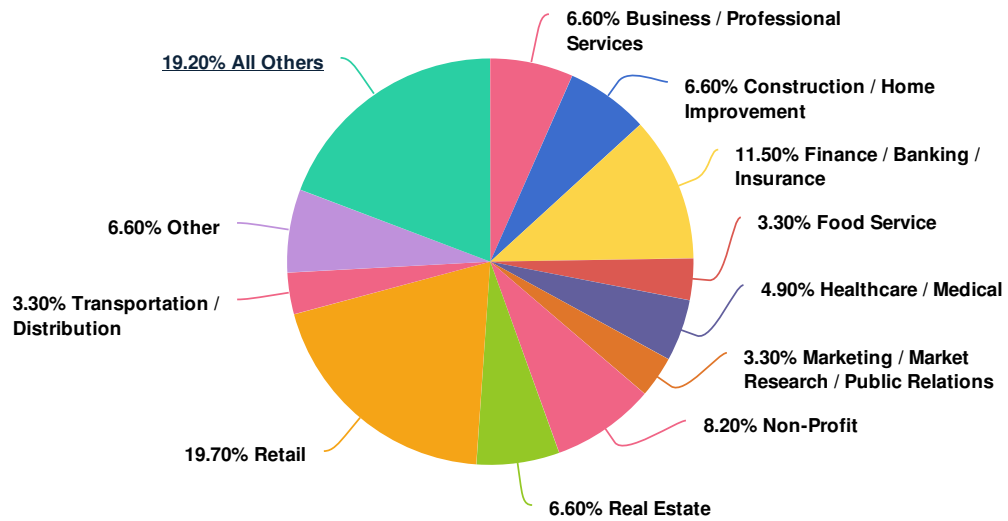
Value	Percent	Responses
Less than 1 year	12.9%	8
1 to 2 years	25.8%	16
3 to 5 years	21.0%	13
6 to 10 years	4.8%	3
More than 10 years	35.5%	22

Total: 62

Statistics

Skipped	6
Total Responses	62

34. From the list below, what one classification best fits your organization?



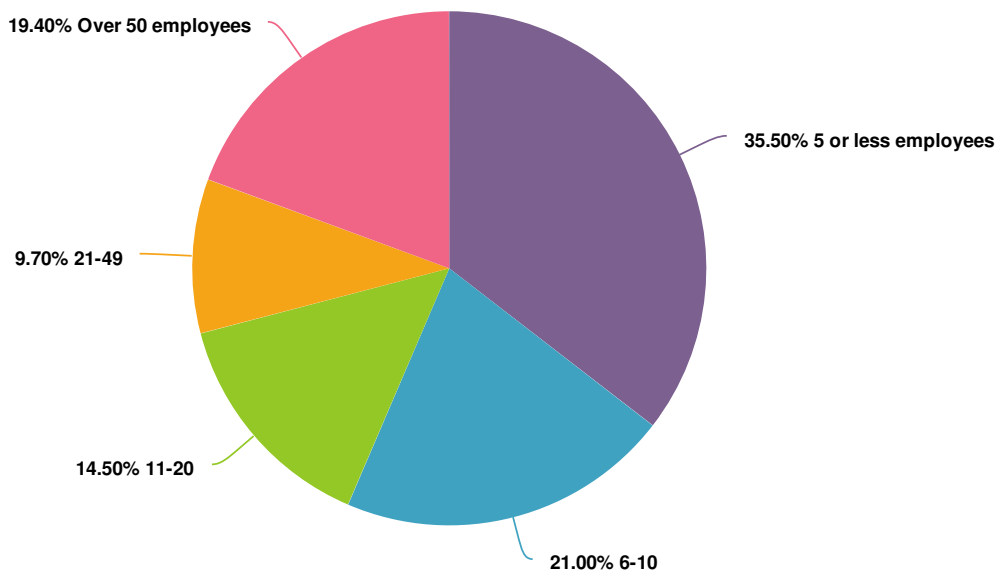
Value	Percent	Responses
Business / Professional Services	6.6%	4
Construction / Home Improvement	6.6%	4
Finance / Banking / Insurance	11.5%	7
Food Service	3.3%	2
Healthcare / Medical	4.9%	3
Marketing / Market Research / Public Relations	3.3%	2
Non-Profit	8.2%	5
Real Estate	6.6%	4
Retail	19.7%	12
Transportation / Distribution	3.3%	2
Other	6.6%	4
<u>All Others (click to expand)</u>	19.2%	12


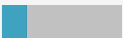



Total: 61

Statistics

Skipped	7
Total Responses	61

35. How many people does your company employ?



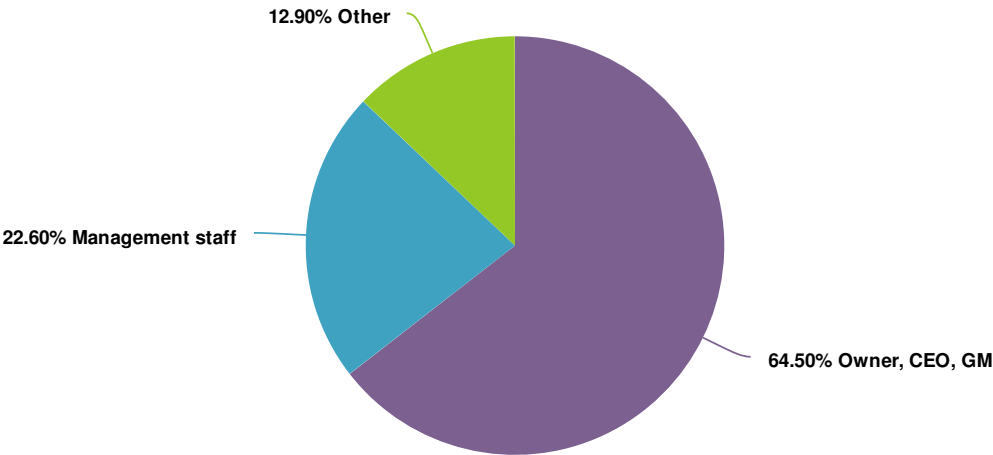
Value	Value	Percent	Responses
5 or less employees		35.5%	22
6-10		21.0%	13
11-20		14.5%	9
21-49		9.7%	6
Over 50 employees		19.4%	12

Total: 62

Statistics

Skipped	6
Total Responses	62

36. Please indicate the description that best fits your position with your organization



Value	Percent	Responses
Owner, CEO, GM	64.5%	40
Management staff	22.6%	14
Other	12.9%	8

Total: 62

Statistics

Skipped

6

Total Responses

62