

# Vallejo Chamber Member Survey – Communication and the Plaque

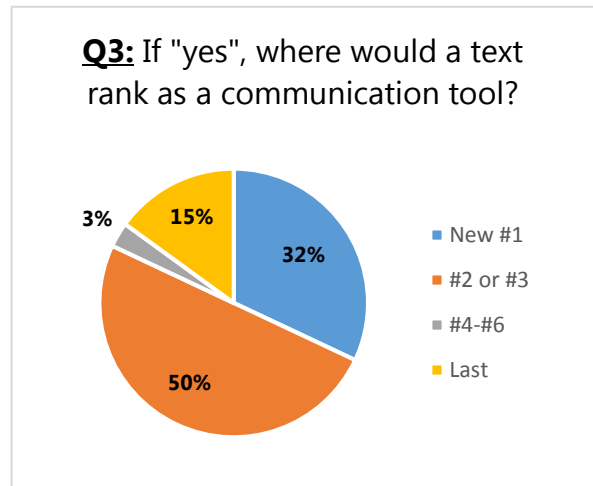
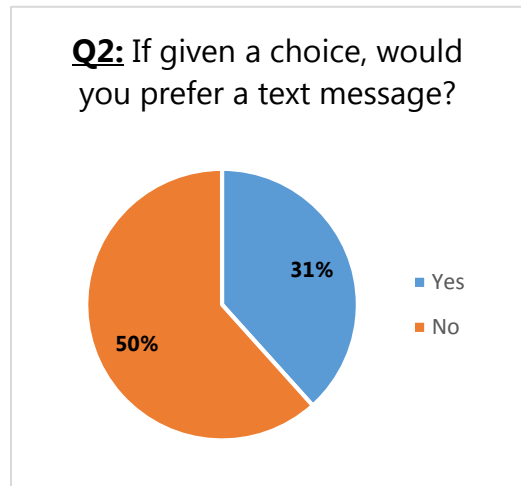
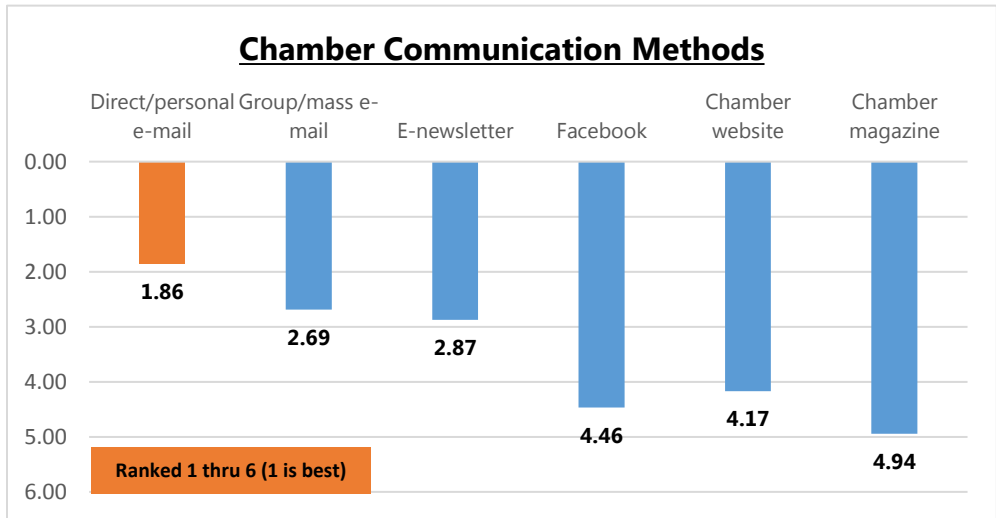
Survey conducted: April 1 thru May 1, 2019

# of responses: 90

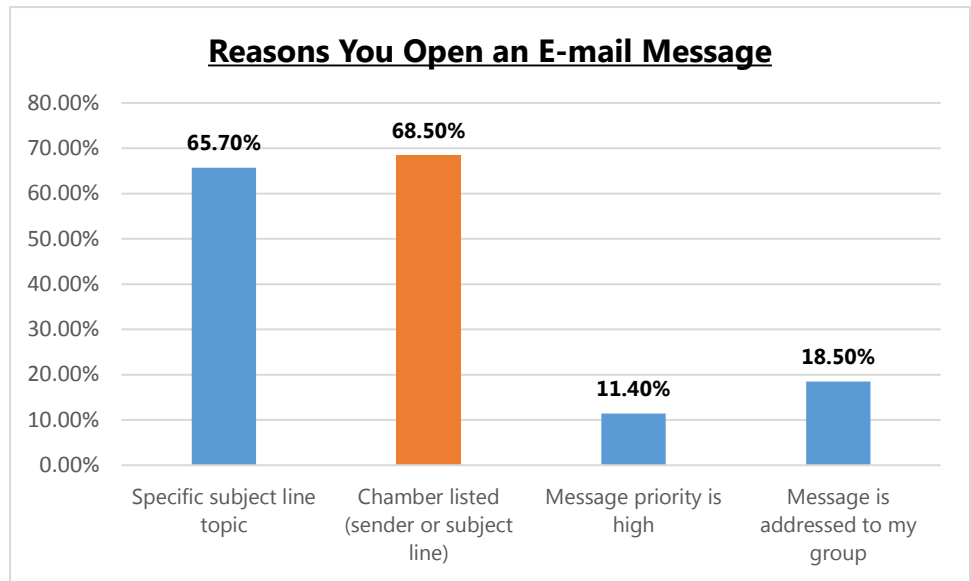
In April, 2019, the Vallejo Chamber of Commerce conducted a survey of members on two topics: Communications and the Membership Plaque. The main purpose of the survey was to better understand member communication consumption habits in order to drive higher open and click rates with Chamber communication pieces. The results will inform Chamber staff and our leadership team on future communication engagement techniques.

The last part of the survey addressed a staple of Chamber membership identification, the member plaque. Questions focused on display preferences, and asked members to consider an alternative to the plaque: a membership sticker. The results may compel the Chamber to create a secondary member identification piece.

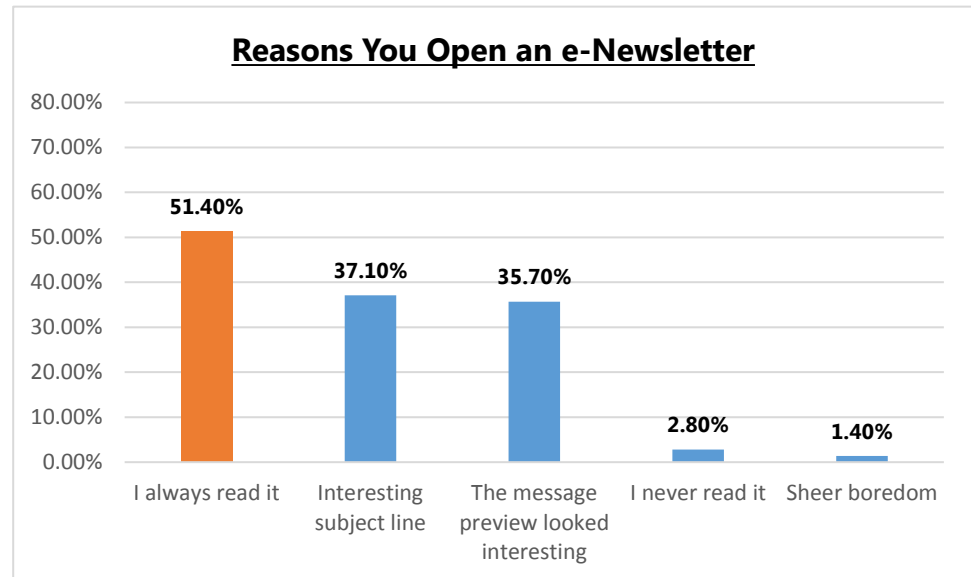
**Q1:** Please rate the following Chamber communication methods from the perspective of how you'd prefer to receive future messages, in order of preference:



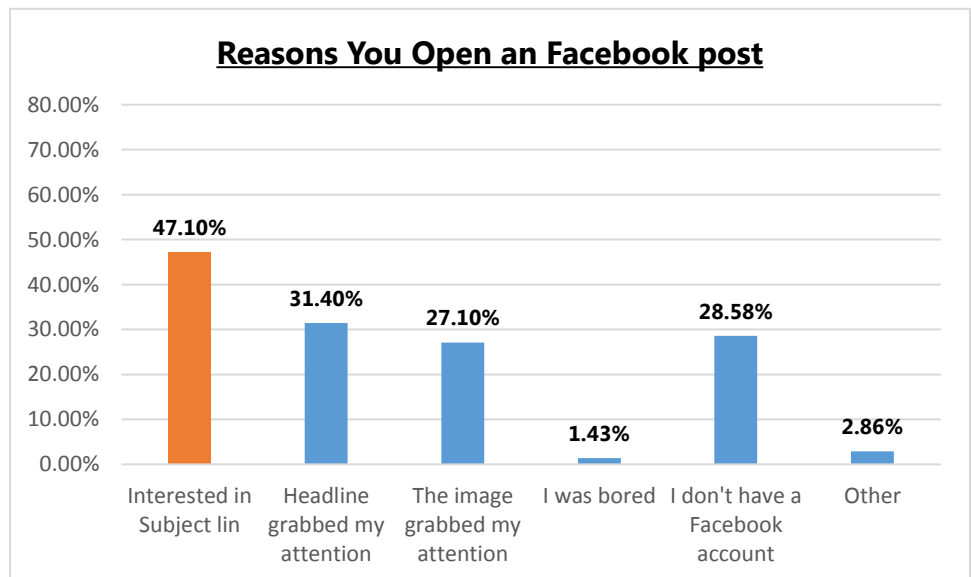
**Q4:** For e-mail, please indicate the reason(s) you open a message:



**Q5:** For e-mail, please indicate the reason(s) you open the e-newsletter:

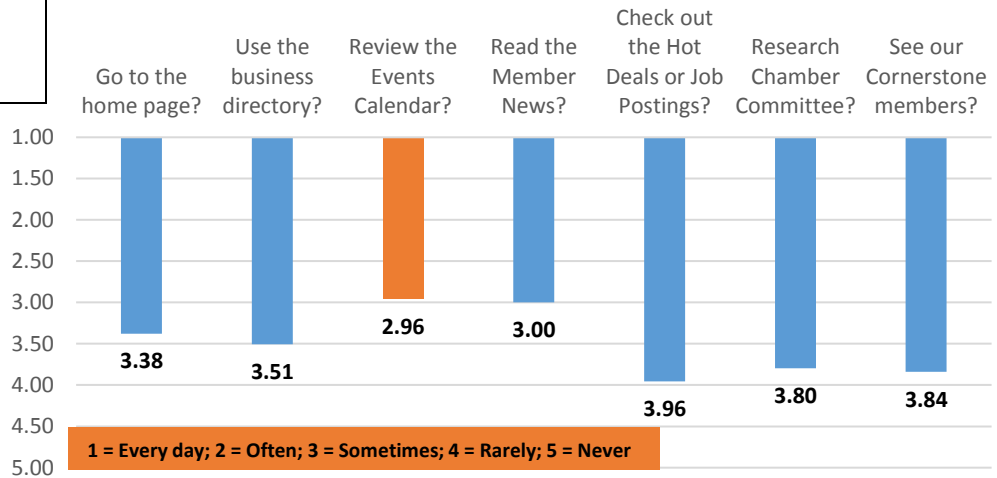


**Q6:** For Facebook, please indicate the reason(s) you open a post:



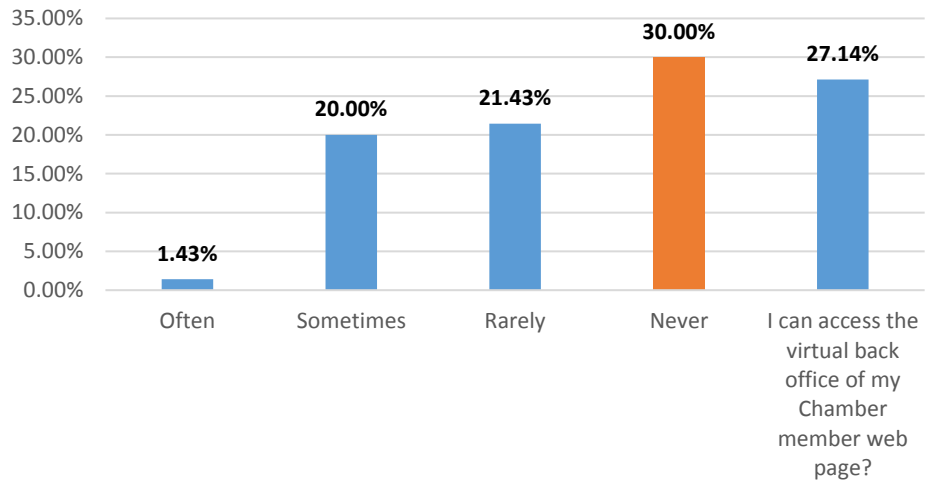
**Q7:** For the Chamber website, please indicate how often you use the site:

**Frequency Question: Chamber Website - Do You ...**



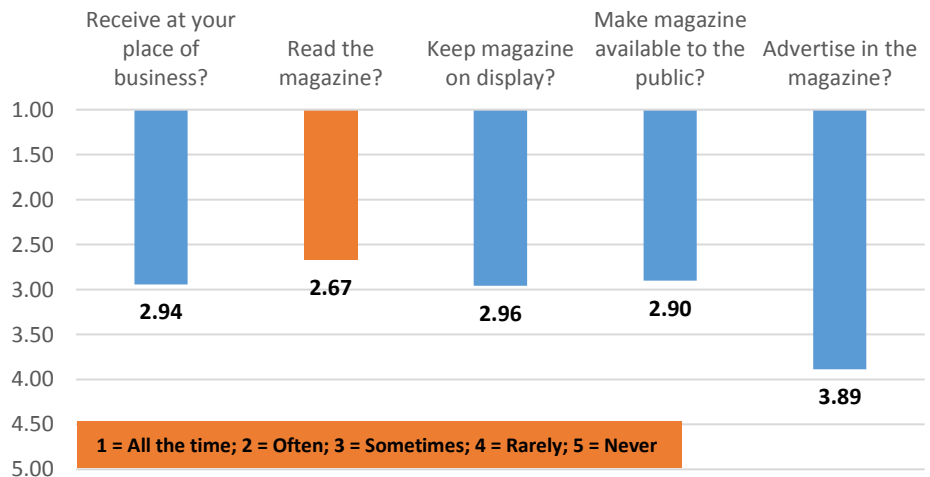
**Q8:** How often do you update your Chamber member web page?

**I Update My Chamber Web Page:**

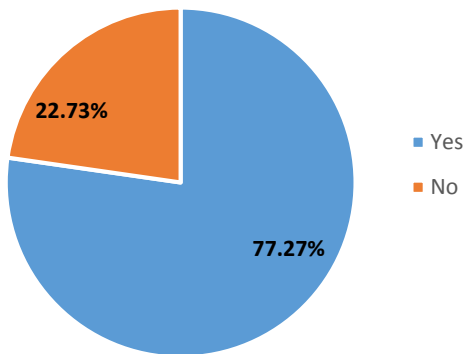


**Q9:** Describe your interaction with the Chamber magazine. Do you ... ?

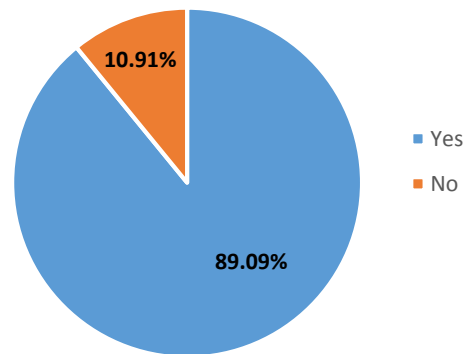
**Chamber Magazine: Do You ... ?**



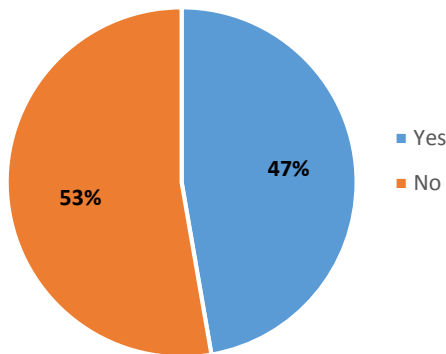
**Q10: Do You Have A Chamber Member Plaque?**



**Q11: Is Your Member Plaque on Display?**



**Q13: Does the Plaque Display the Current Year?**



**Q14: How Would You Prefer to Identify Your Business as a Chamber Member?**

