

# WACE/Non-Western Membership Survey Comparison



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September 14, 2012

# WACE/Non-Western Membership Survey Comparison



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- A total of 2038 members from 11 chambers East of the Missouri River participated in the Non-Western comparative data compared to 2,933 chamber members from 26 WACE member chambers in the West.
- Non-Western chambers include: Eau Claire WI, Reading PA, South Shore MA, Raleigh NC, Fox Cities WI, Springfield MO, Springdale AR, Northland MO, Chicago Southland IL, Howard County MD, and Boca Raton FL.

# WACE/Non-Western Membership Survey Comparison



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- Non-Western chamber membership surveys were conducted between April and July 2012.
- WACE chamber member surveys were conducted between January and September 2012.



# Q1 What Are Your Main Reasons For Belonging to Your Chamber?

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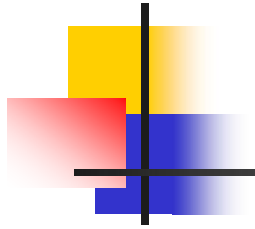
## ■ Non-Western

1. Connections with biz
2. Business Exposure
3. Want to make a difference
4. Credibility of membership
5. Civic Responsibility
6. Advocacy Efforts
7. Leads Generation
8. Educational Opportunities
9. Benefits/Services
10. Participate on committees

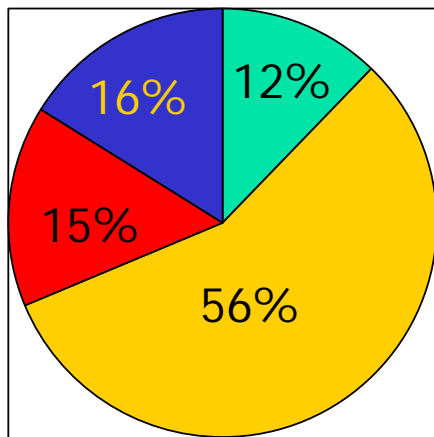
## ■ WACE

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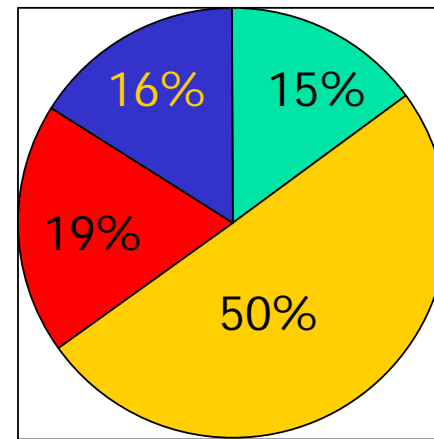
# Q2 What Value Do You Get From Your Chamber in Comparison to Your Annual Membership Dues Investment?



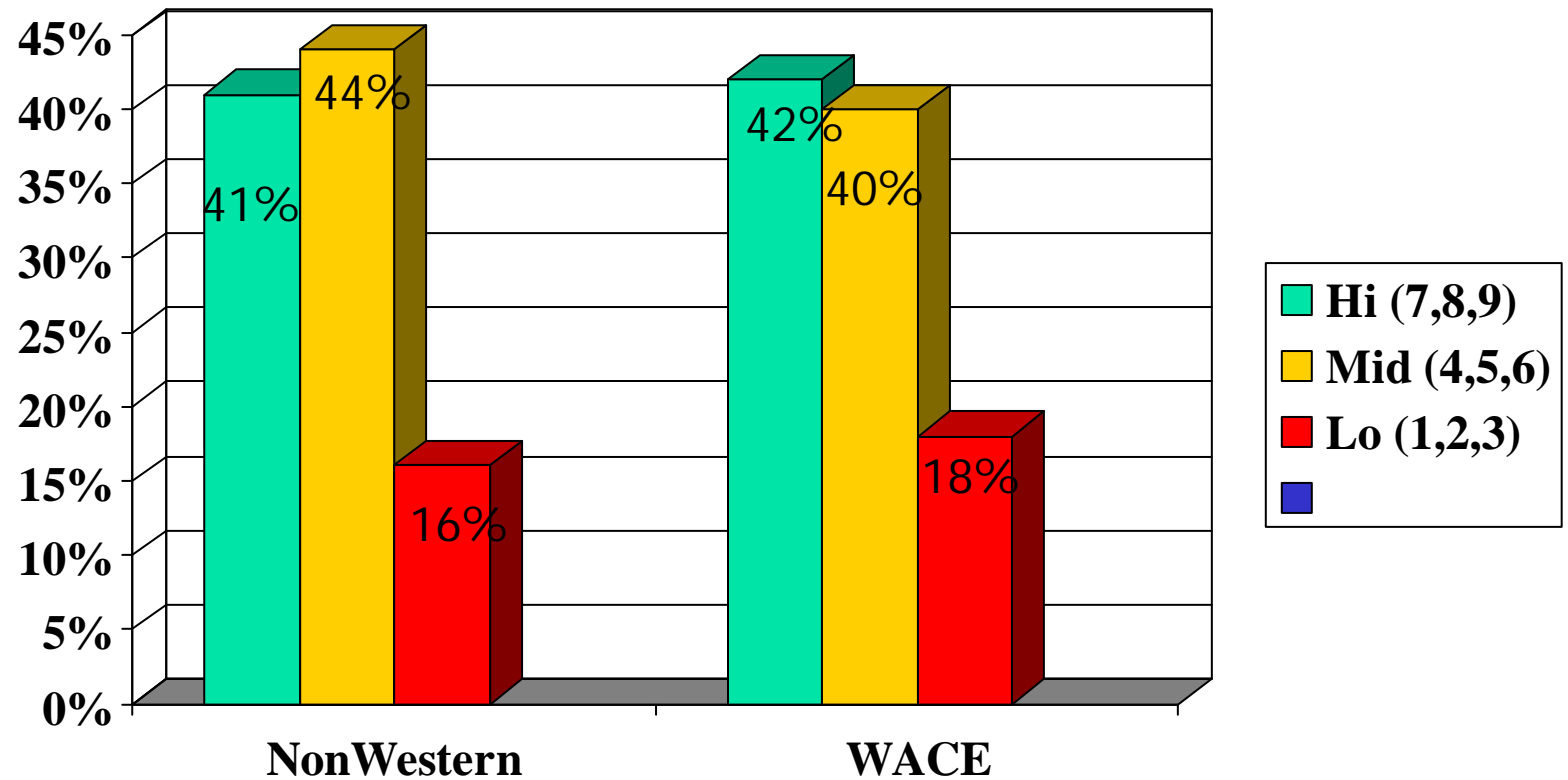
**Non-Western**



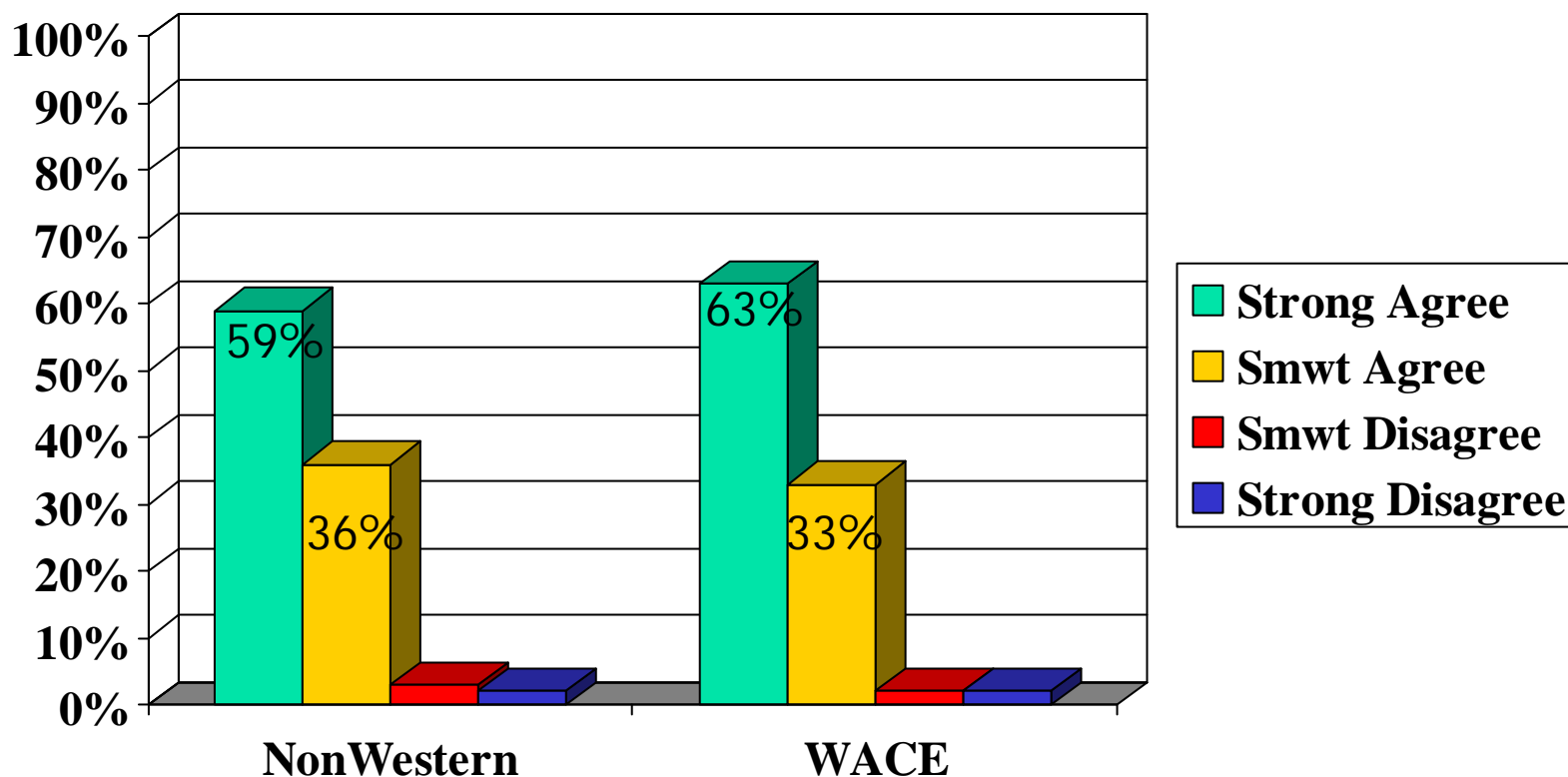
**WACE**



# Q4 How Relevant is the Chamber to Your Business?



Q6 – Multiple Studies Have Concluded That the Primary Goal or Purpose of a Chamber is to “Create a Stronger Local Economy.”  
Do you agree or disagree with this statement?



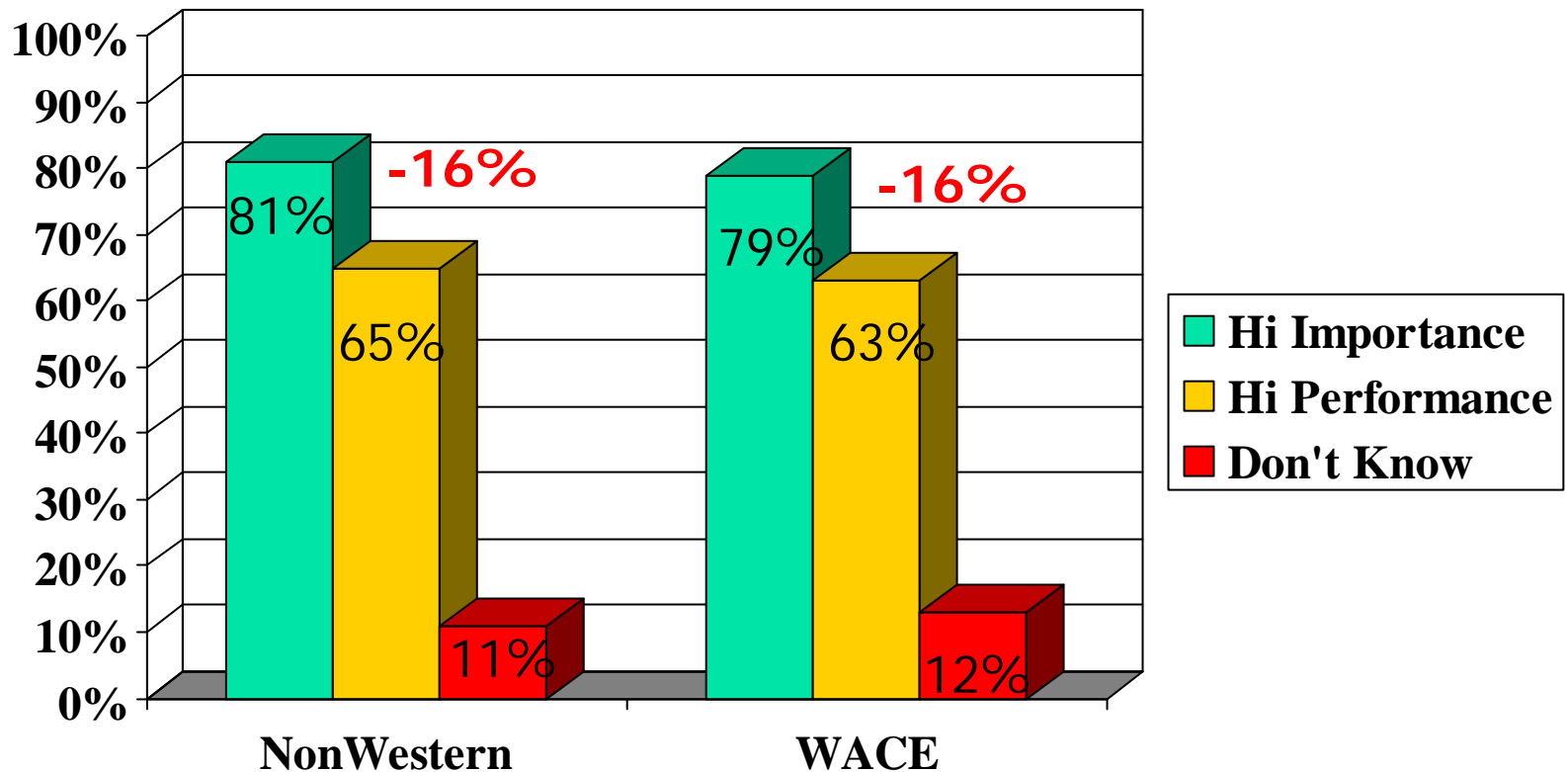
# Chamber Membership Survey Comparisons



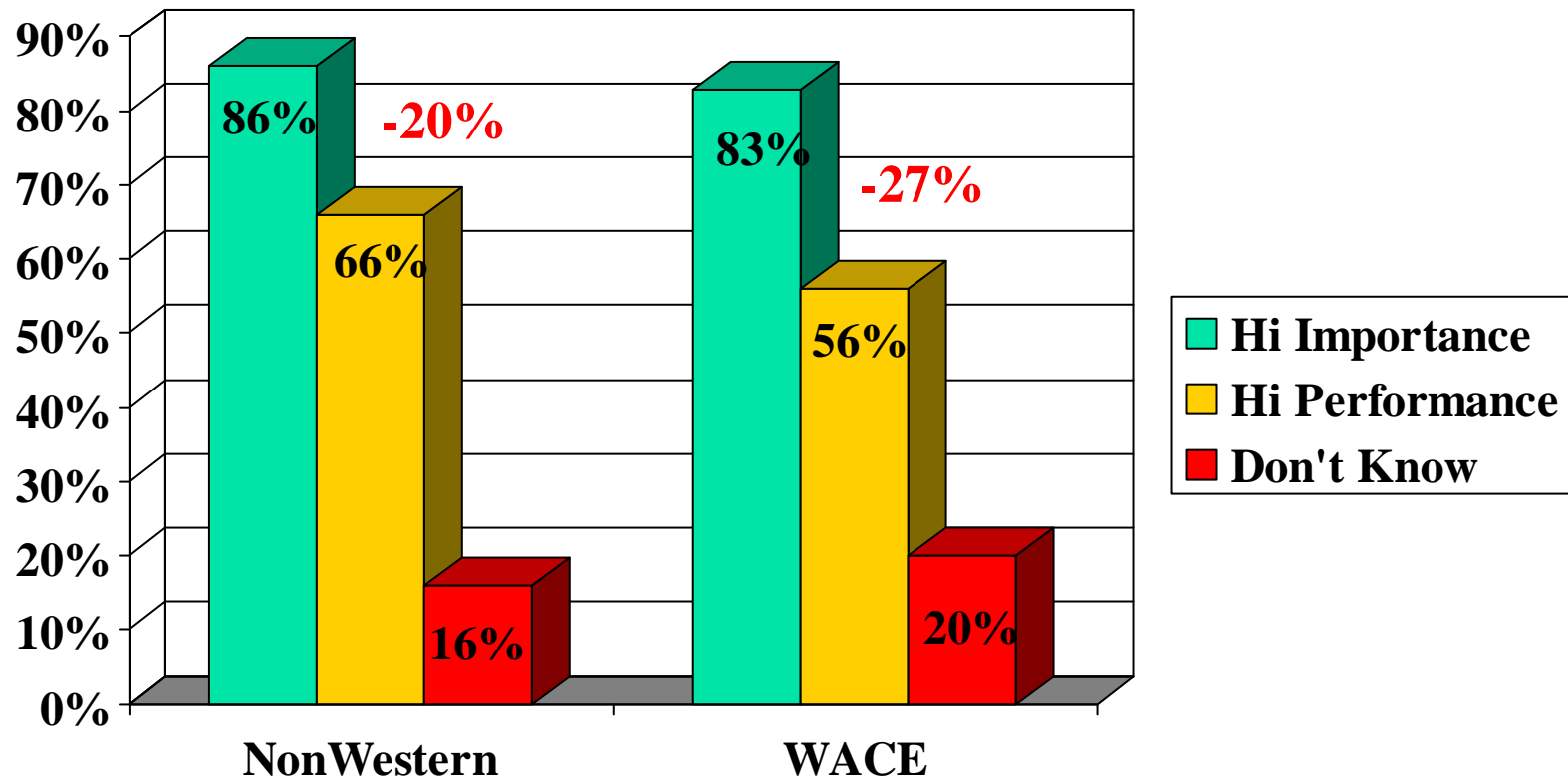
- On the following slides, the bar graphs represents the following:
- **Hi Importance** (Green bar) represents all of the members that answered the question a 7, 8, or 9 (what we consider to be a high ranking)
- **Hi Performance** (Yellow Bar) represents all of the members that answered the question a 7,8, or 9.
- **Don't Know** (Red Bar) represents all of the members that could not/did not rate the performance questions
- Note: On all these questions, members answered on a 1 to 9 scale.



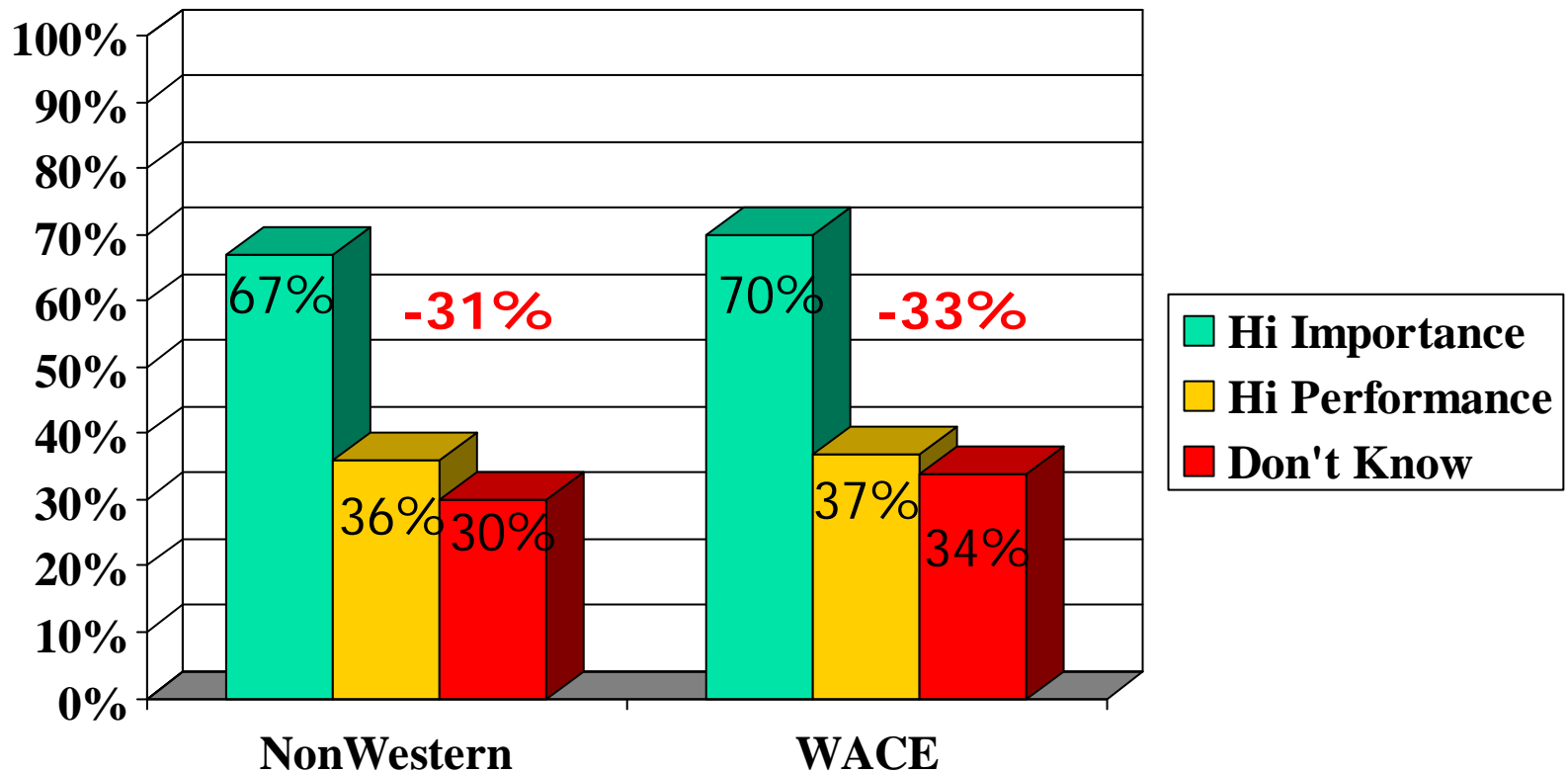
# Q7-8 How important is it for the Chamber to be involved in programs and activities that enhance the community?



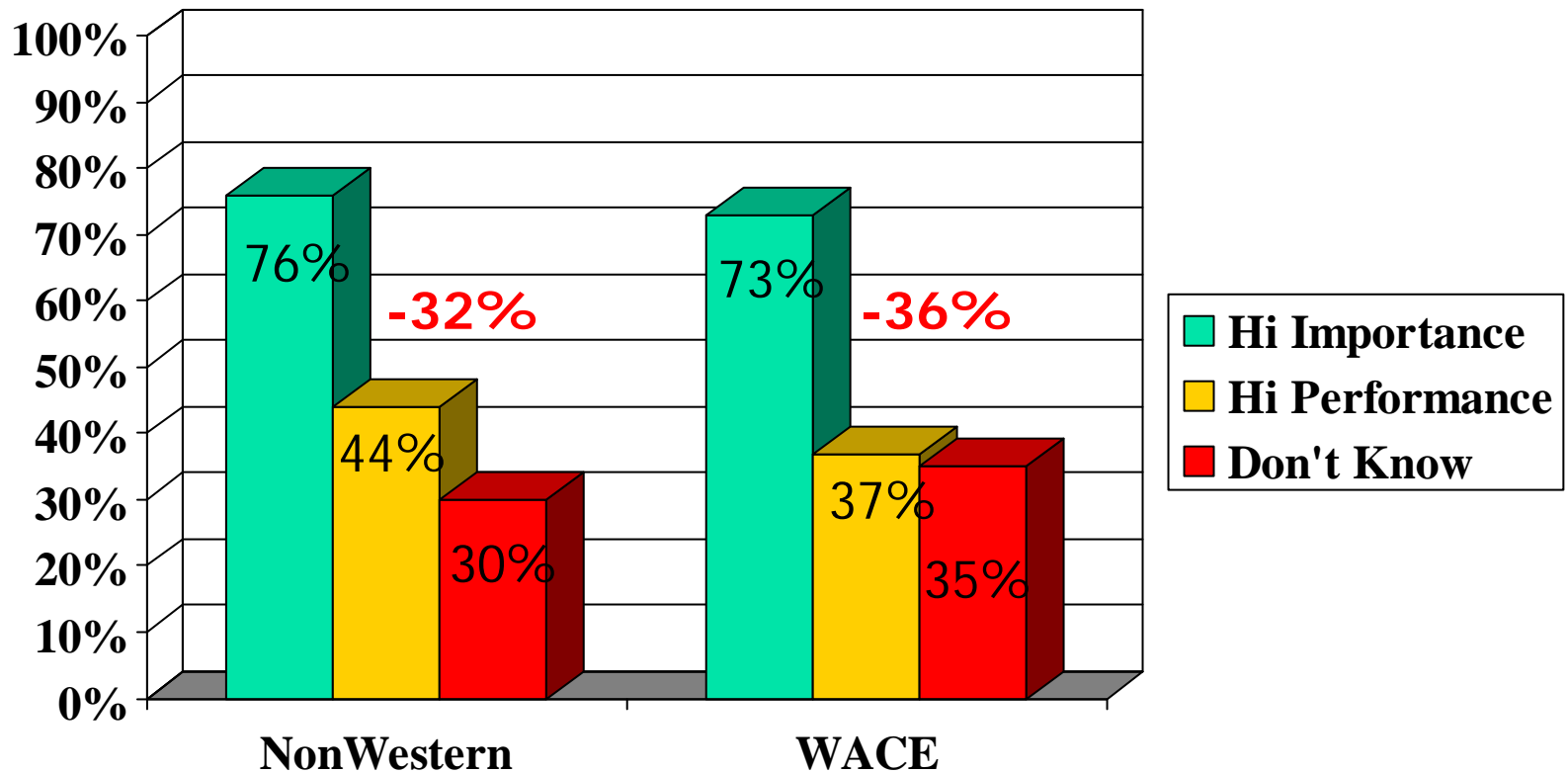
Q9-10 How important is it for the Chamber to represent the 'interests of business with government' on issues that affect the business community?



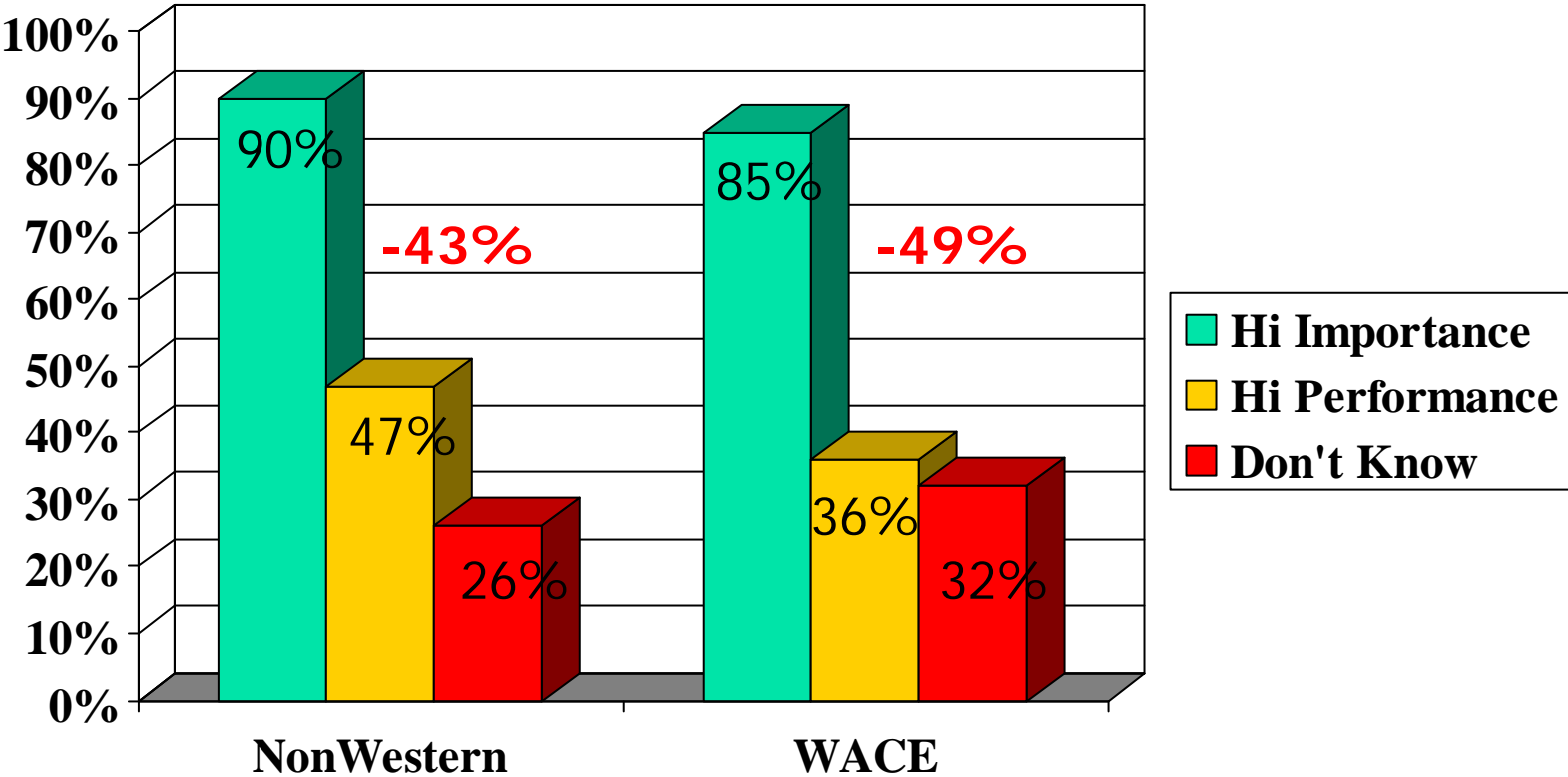
# Q11-12 How important is it for the Chamber to help get business friendly candidates elected to public office?



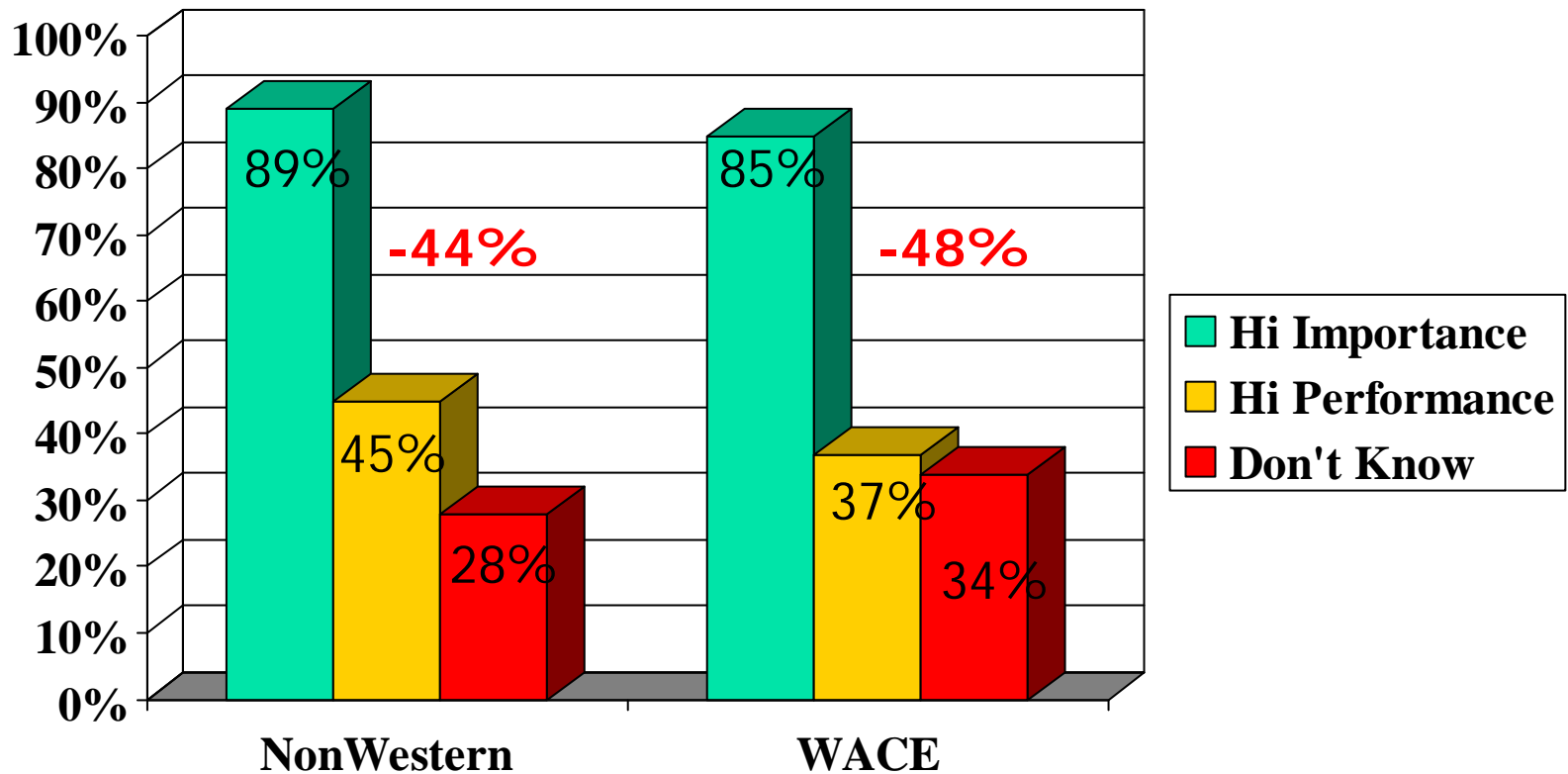
# Q13-14 How important is it for the Chamber to help get business related ballot measures passed?



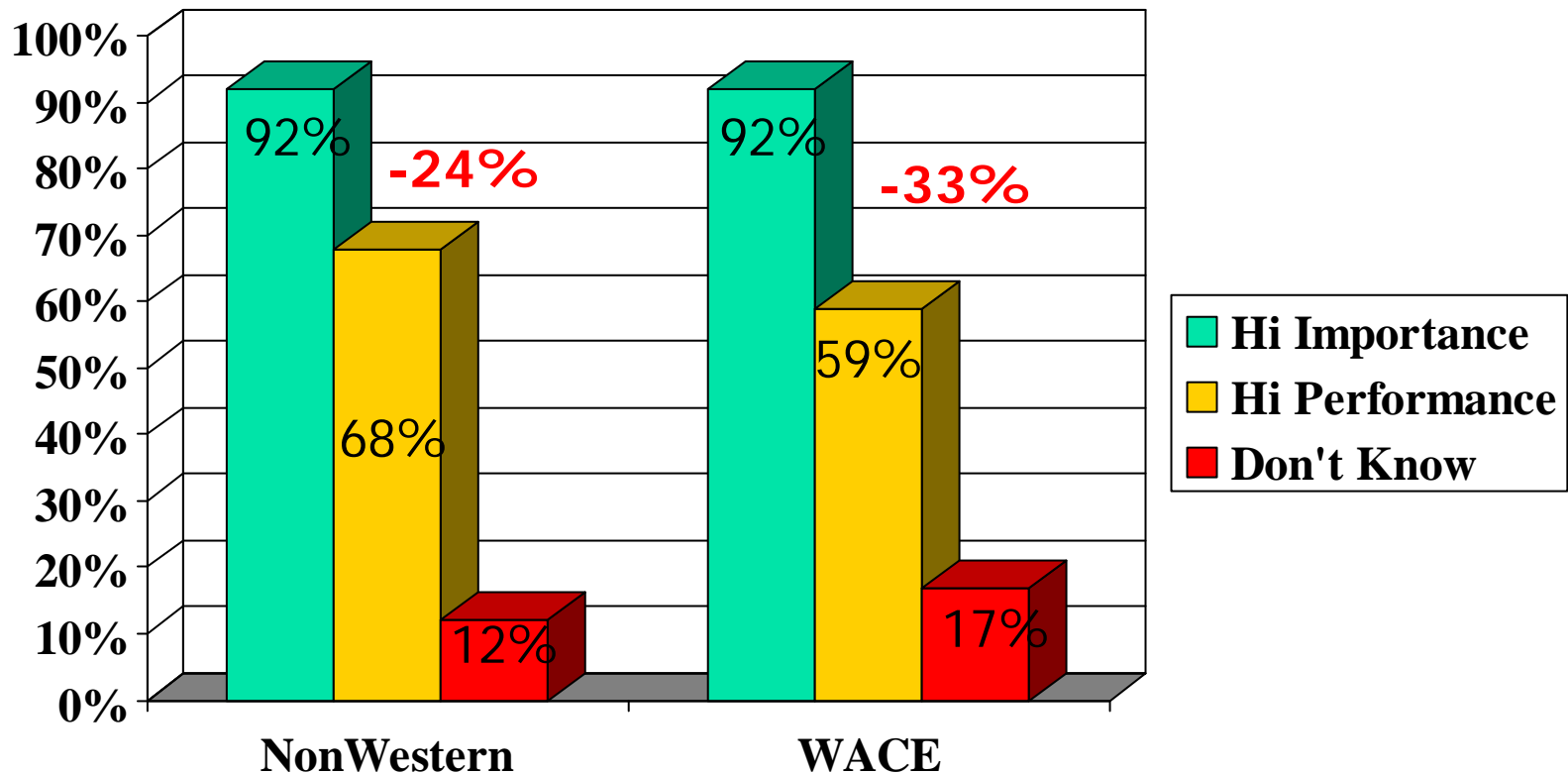
# Q15-16 How important is it for the Chamber to be involved in attracting new jobs to our area?



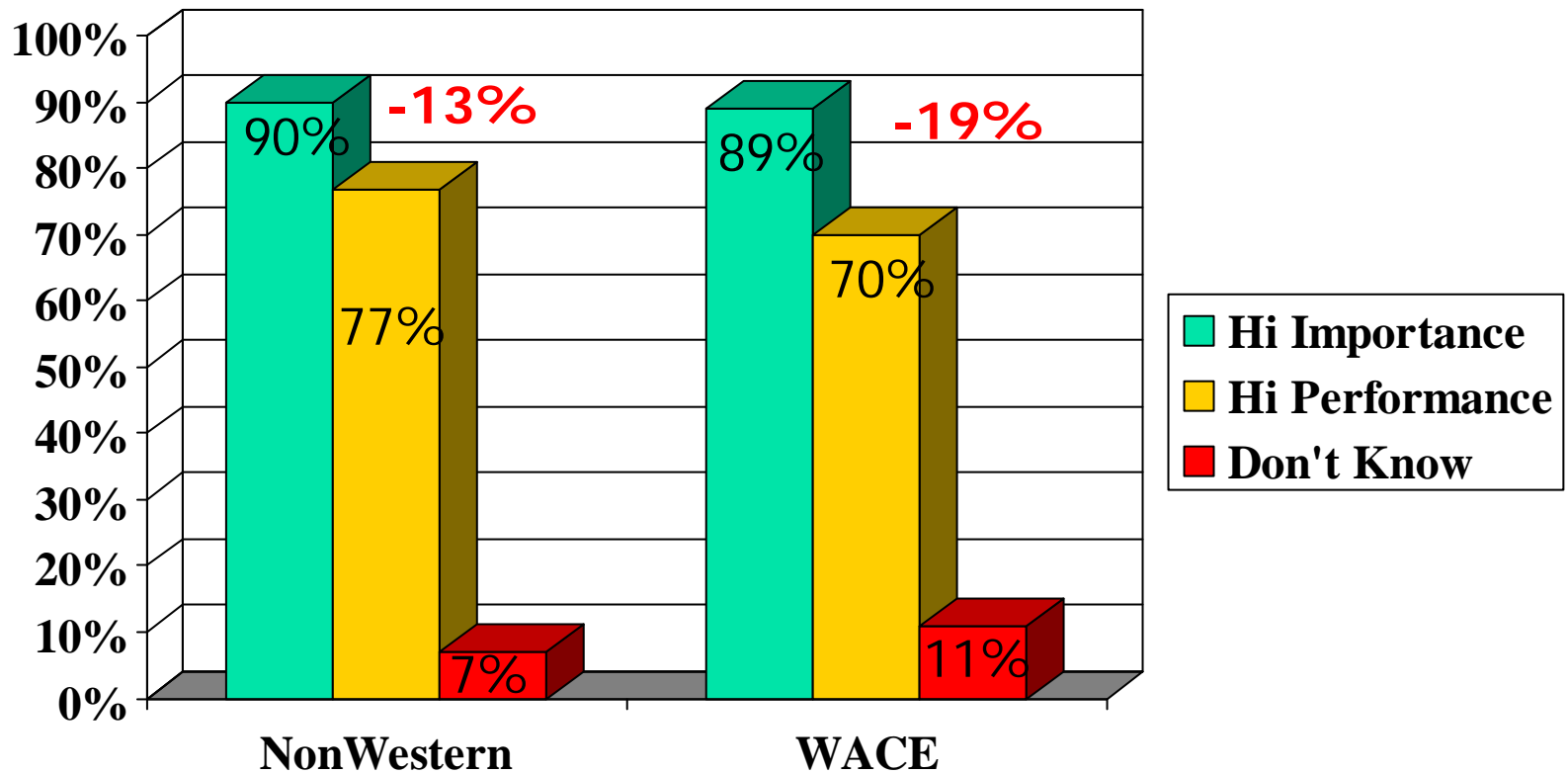
# Q17-18 How important is it for the Chamber to help retain and grow existing jobs?



Q19-20 How important is it for the Chamber to inform and educate members about issues, opportunities and problems affecting the business community?

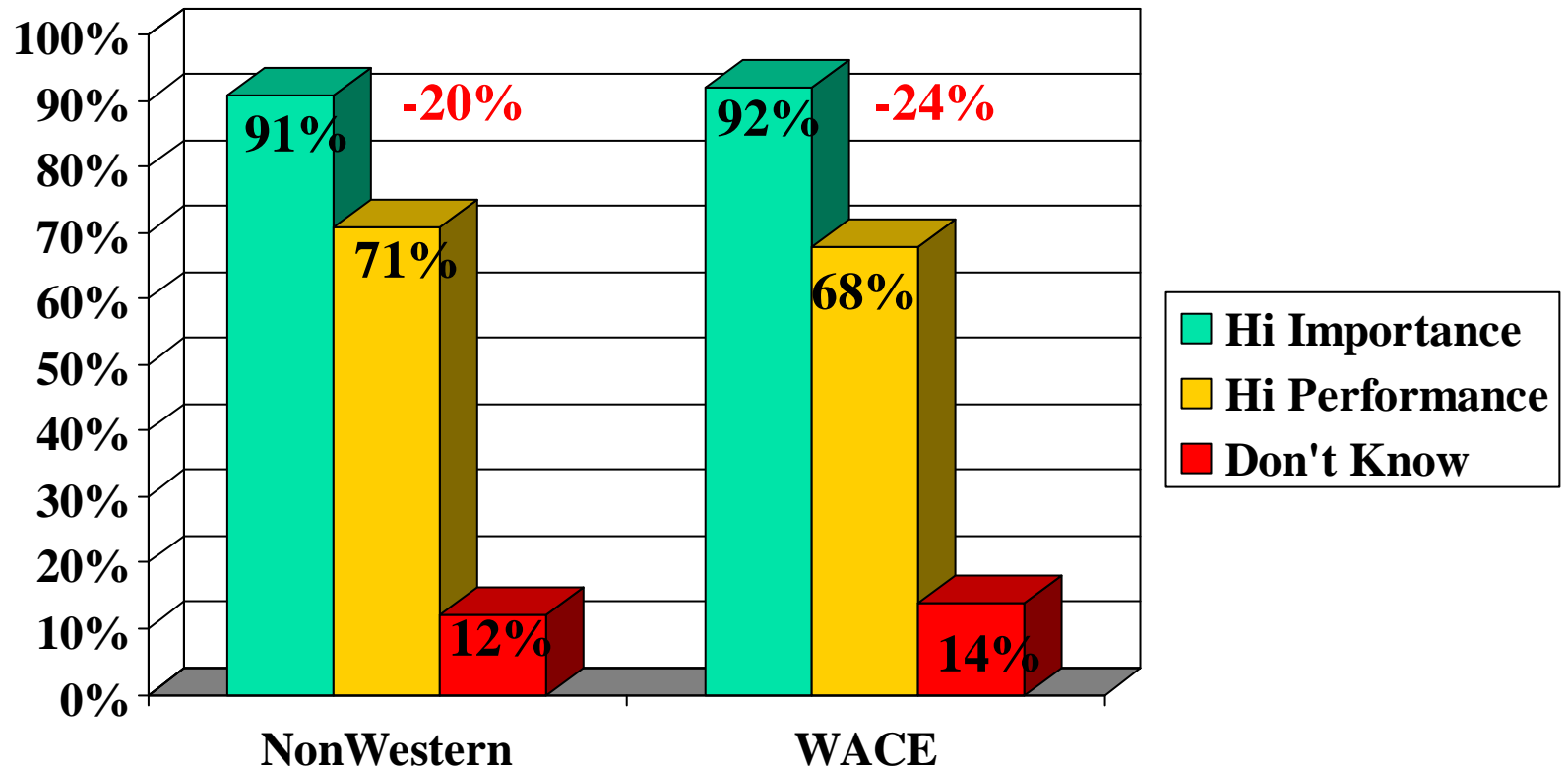


Q21-22 How important is it for the Chamber to provide programs to help build business relationships (networking and referrals)?

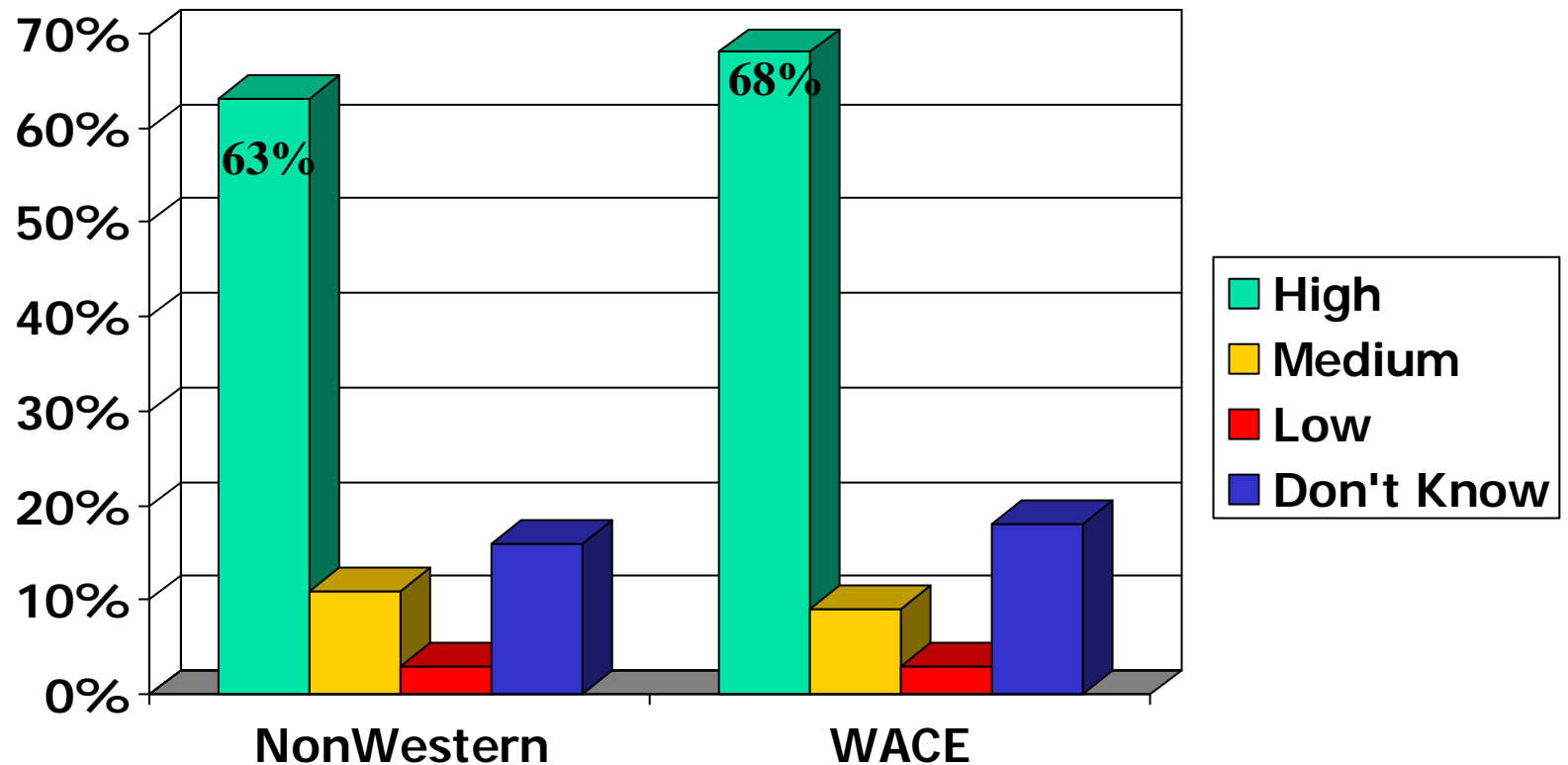
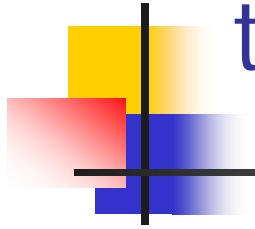


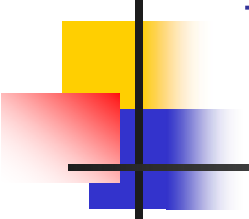


# Q23-24 How important is it for the Chamber to promote the community?



# Q26 How would you rate the CEO of the Chamber as a community leader?





Q27 If a friend of yours was not a member of the chamber, would you recommend joining the chamber to your friend?

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- 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 % of P minus % of D= **NPS**
- $P (52\%) - D (22\%) = +30\%$  **WACE NPS**
- $P (51\%) - D (20\%) = +31\%$  **Non-Western NPS**



Questions?

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