

Thursday April 26, 2007

Prepared for: Board of Directors, Stoney Creek Chamber of Commerce

Prepared by: Survey Committee
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**Stoney Creek Chamber of Commerce
Survey – Spring 2007**

Survey start date: Monday March 26 closed: Friday April 13.

Sent to 430 SCCC Members:

| | |
|--------------|------------|
| Fax | 76 |
| Mail | 48 |
| <u>Email</u> | <u>306</u> |
| Total | 430 |

Response Rates:

| | | |
|--------------|------------|--------------------|
| Fax | 0 | / 76 |
| Mail | 0 | / 48 |
| <u>Email</u> | <u>113</u> | <u>/ 306 (37%)</u> |
| Total | 113 | / 430 (26%) |

Summary of Results, this page plus 17-page pdf document, total 18* pages.

* Open ended questions (#1, #2, #14) details/responses attached following main summary.

| | | | |
|-------------------------|--|--------------------------|------------|
| 1. Number of employees: | | | |
| | | Total Respondents | 113 |
| | | (skipped this question) | 0 |

| | | | |
|--------------------------------|--|--------------------------|------------|
| 2. Number of Years in Business | | | |
| | | Total Respondents | 112 |
| | | (skipped this question) | 1 |

| | | | |
|---------------------|--|--------------------------|-----------------------|
| 3. Primary Activity | | | |
| | | Response Percent | Response Total |
| Services | | 71.7% | 81 |
| Manufacturing | | 13.3% | 15 |
| Retail | | 9.7% | 11 |
| Hospitality | | 5.3% | 6 |
| | | Total Respondents | 113 |
| | | (skipped this question) | 0 |






| | | | |
|-------------------------|--|--------------------------|-----------------------|
| 4. My title/position is | | | |
| | | Response Percent | Response Total |
| CEO/Owner | | 59.5% | 66 |
| Manager | | 21.6% | 24 |
| Sales | | 8.1% | 9 |
| Other (please specify) | | 10.8% | 12 |
| | | Total Respondents | 111 |
| | | (skipped this question) | 2 |

| | | | |
|--|--|--------------------------|-----------------------|
| 5. How many Chamber events did you attend in 2006? | | | |
| | | Response Percent | Response Total |
| 0 | | 26.5% | 30 |
| 1-3 | | 38.1% | 43 |
| 4-5 | | 18.6% | 21 |
| more than 5 | | 16.8% | 19 |
| | | Total Respondents | 113 |
| | | (skipped this question) | 0 |

6. Rate in the order of importance the TOP THREE reasons you joined the Chamber. (you may select only three)

| | Primary Reason | Secondary Reason | Third Reason | Response Total |
|---|-----------------|------------------|-----------------|----------------|
| Membership Discounts | 27% (4) | 33% (5) | 40% (6) | 15 |
| Sponsorship Opportunities | 0% (0) | 25% (1) | 75% (3) | 4 |
| Marketing Your Business | 45% (30) | 36% (24) | 18% (12) | 66 |
| Membership Directory Listing | 17% (5) | 43% (13) | 40% (12) | 30 |
| Networking | 55% (38) | 32% (22) | 13% (9) | 69 |
| Programs and Events | 4% (1) | 32% (8) | 64% (16) | 25 |
| Chamber Affiliation | 31% (11) | 31% (11) | 39% (14) | 36 |
| Communications / Information on Business Related Topics | 20% (3) | 40% (6) | 40% (6) | 15 |
| Community Visibility / Name Recognition | 40% (18) | 31% (14) | 29% (13) | 45 |
| Economic Development Advocacy | 0% (0) | 38% (3) | 62% (5) | 8 |
| Public Policy / Legislative Advocacy | 0% (0) | 25% (1) | 75% (3) | 4 |
| Business Assistance | 15% (2) | 8% (1) | 77% (10) | 13 |
| Total Respondents | | | | 112 |
| (skipped this question) | | | | 1 |


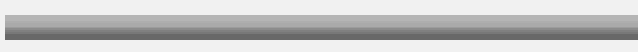





7. How well is the Chamber meeting your expectations with respect to the reasons you joined?




| | | Response Percent | Response Total |
|-----------------------------|---|------------------|----------------|
| Exceeding Expectations |  | 11.5% | 13 |
| Meeting Expectations |  | 49.6% | 56 |
| Meeting Some Expectations |  | 32.7% | 37 |
| Not Meeting Expectations |  | 2.7% | 3 |
| Other (please specify) |  | 3.5% | 4 |
| Total Respondents | | | 113 |
| (skipped this question) | | | 0 |





8. The following programs and services are offered by the Chamber, please indicate whether you have used the service or participated in the program or event, are aware of the service, or didn't know that the service was available.



| | Have Used or Participated | Aware But Never Participated | Unaware that the Service/Event Exists | Response Average |
|----------------------------|----------------------------------|-------------------------------------|--|-------------------------|
| Annual General Meeting | 39% (41) | 58% (61) | 4% (4) | 1.65 |
| Trade Show (annual) | 46% (51) | 40% (44) | 14% (15) | 1.67 |
| Mailing List | 26% (28) | 55% (59) | 19% (21) | 1.94 |
| Directory Listing (annual) | 86% (93) | 13% (14) | 1% (1) | 1.15 |
| Sponsorship Opportunities | 24% (25) | 58% (62) | 18% (19) | 1.94 |
| Advertising Opportunities | 35% (39) | 56% (62) | 8% (9) | 1.73 |
| Monthly Newsletter | 46% (48) | 52% (55) | 2% (2) | 1.56 |
| After 5 Networking Events | 56% (60) | 39% (42) | 5% (5) | 1.49 |
| Breakfast Speaker Series | 53% (58) | 46% (51) | 1% (1) | 1.48 |
| Lunch Speaker Series | 50% (53) | 45% (48) | 5% (5) | 1.55 |
| Golf Tournament (annual) | 32% (35) | 67% (72) | 1% (1) | 1.69 |
| Pool Tournament (annual) | 22% (23) | 70% (74) | 8% (9) | 1.87 |
| Citizen of the Year Dinner | 32% (35) | 64% (69) | 4% (4) | 1.71 |
| Total Respondents | | | | 113 |
| (skipped this question) | | | | 0 |

9. Which areas of business training and professional development would be of greatest interest to you? Please check as many Topics as are appropriate.





| | | Response Percent | Response Total |
|---|--|-------------------------|-----------------------|
| Business Planning & Operations |  | 59.3% | 64 |
| Marketing & Business Development |  | 88.9% | 96 |
| Employee Relations |  | 18.5% | 20 |
| Conflict Resolution |  | 6.5% | 7 |
| International Trade |  | 10.2% | 11 |
| Legal Services |  | 14.8% | 16 |
| Other (please specify) |  | 2.8% | 3 |
| Total Respondents | | | 108 |
| (skipped this question) | | | 5 |

| 10. Given a choice, would you prefer to attend workshops conducted by experts who are | | | |
|---|--|------------------|----------------|
| | | Response Percent | Response Total |
| Fellow Chamber Members |  | 17.7% | 20 |
| Not Associated with Chamber |  | 7.1% | 8 |
| Don't Care |  | 75.2% | 85 |
| Total Respondents | | | 113 |
| (skipped this question) | | | 0 |

| 11. What time of day works best for your schedule? | | | |
|--|---|------------------|----------------|
| | | Response Percent | Response Total |
| Morning |  | 46.8% | 52 |
| Mid-day |  | 15.3% | 17 |
| Afternoon |  | 6.3% | 7 |
| After 5 |  | 31.5% | 35 |
| Total Respondents | | | 111 |
| (skipped this question) | | | 2 |

| 12. What length of time works best for your schedule? | | | |
|---|--|------------------|----------------|
| | | Response Percent | Response Total |
| 1-2 hours |  | 81.1% | 90 |
| 2-3 hours |  | 17.1% | 19 |
| 3-4 hours | | 0.9% | 1 |
| All day | | 0.9% | 1 |
| Total Respondents | | | 111 |
| (skipped this question) | | | 2 |

13. What would you be willing to pay for a quality workshop?

| | | Response Percent | Response Total |
|--------------------------|---|-------------------------|-----------------------|
| \$10-\$25 |  | 28% | 30 |
| \$25-\$50 |  | 29.9% | 32 |
| \$50-\$75 |  | 22.4% | 24 |
| \$75 and up |  | 19.6% | 21 |
| Total Respondents | | | 107 |
| (skipped this question) | | | 6 |

14. What could the Chamber do to attract you to more events?

| | |
|--------------------------|-----------|
| Total Respondents | 47 |
| (skipped this question) | 66 |