



Membership Satisfaction Survey

Mid-America Chamber Executives

Survey Summary

This survey is produced by the Mid-America Chamber Executives whose mission is to upgrade the professional excellence of chamber executives in the MACE area (Iowa, Minnesota, Nebraska, North Dakota, South Dakota).

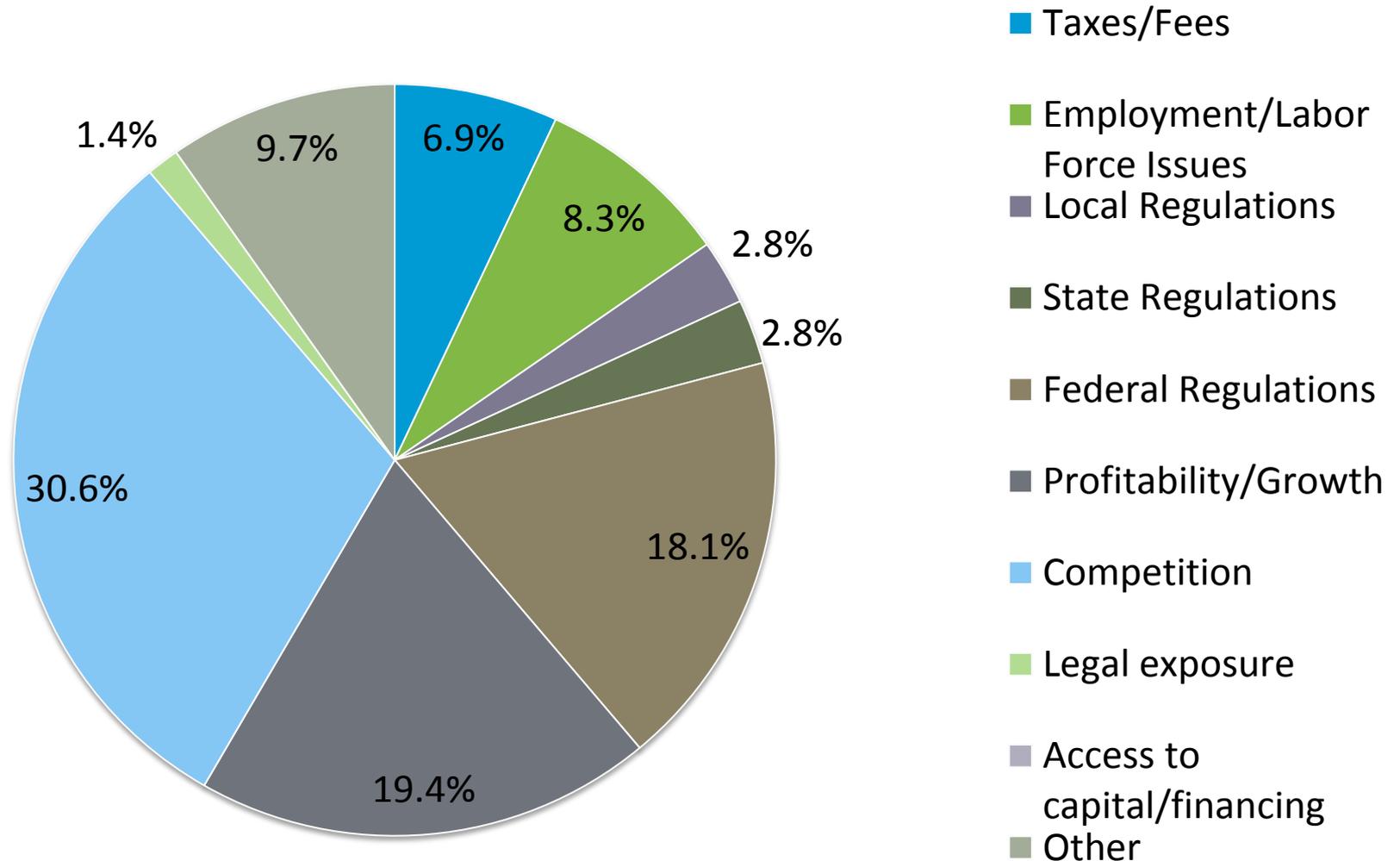
The objective of the survey is to help chamber executives and boards of directors make informed decisions about their own chamber.

- Survey ran from June-July, 2013
- 67 Responses
- Response rate: 28% (very strong)

Definitions & Methodology

- Unless marked as a percentage, all results are based on average values of 10 point question, where 1 is the lowest, and 10 is the highest.
- The industry averages are calculated by taking an unweighted average of other Midwest chambers' average responses.
- A .2 or greater difference from the industry should be considered a significant difference

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



How relevant is the chamber to YOUR BUSINESS?

Chamber

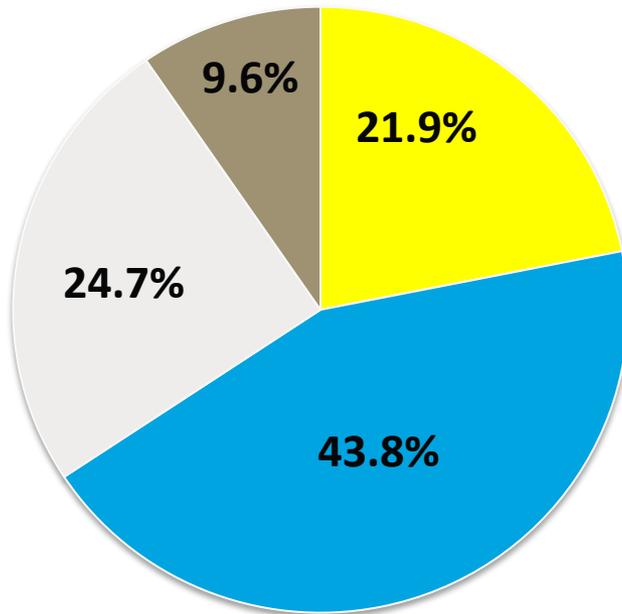
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Industry

6.6

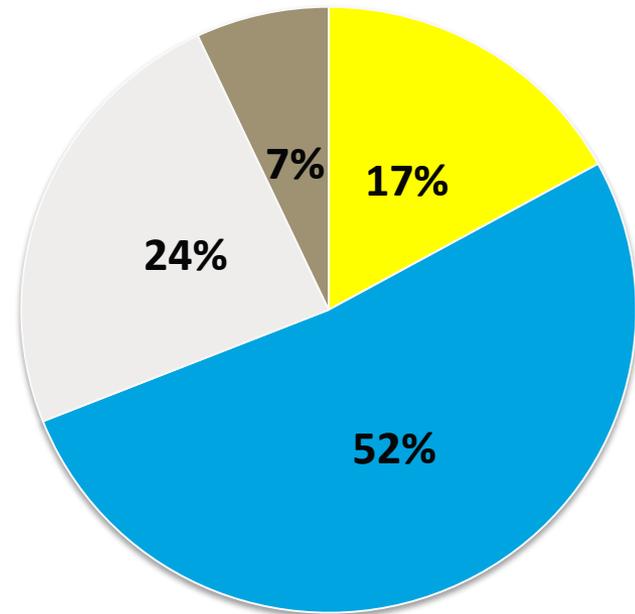
What value do you get from the chamber in comparison to your annual membership investment?

chamber



- Less Value
- Equal Value
- Greater Value
- More than 2x value

Industry



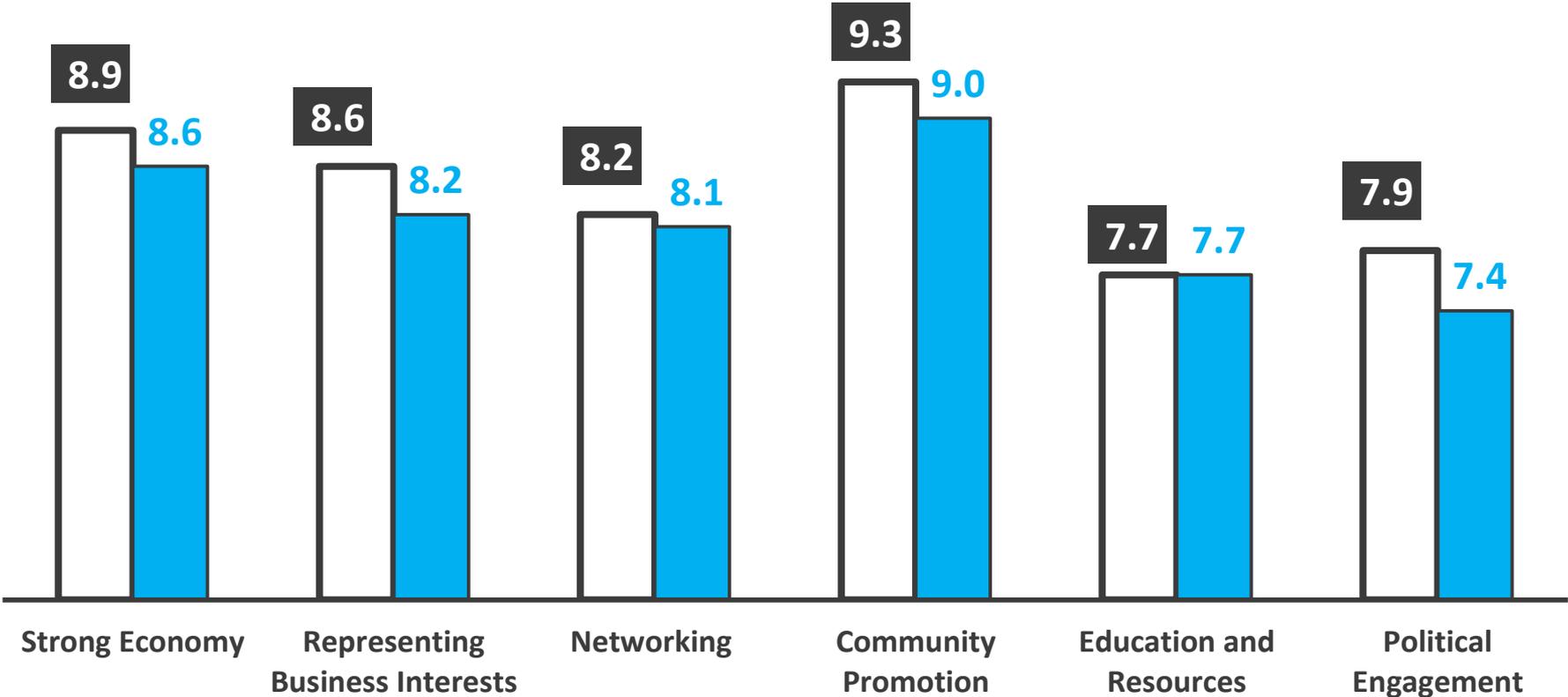
- Less Value
- Equal Value
- Greater Value
- More than 2x value

Which of the following chamber programs are beneficial to you?

- Most Beneficial Programs
 - After Hours
 - Membership Directory
 - Business Referrals
 - Ribbon Cuttings and Ground Breakings
 - Annual and Semi-Annual Meetings

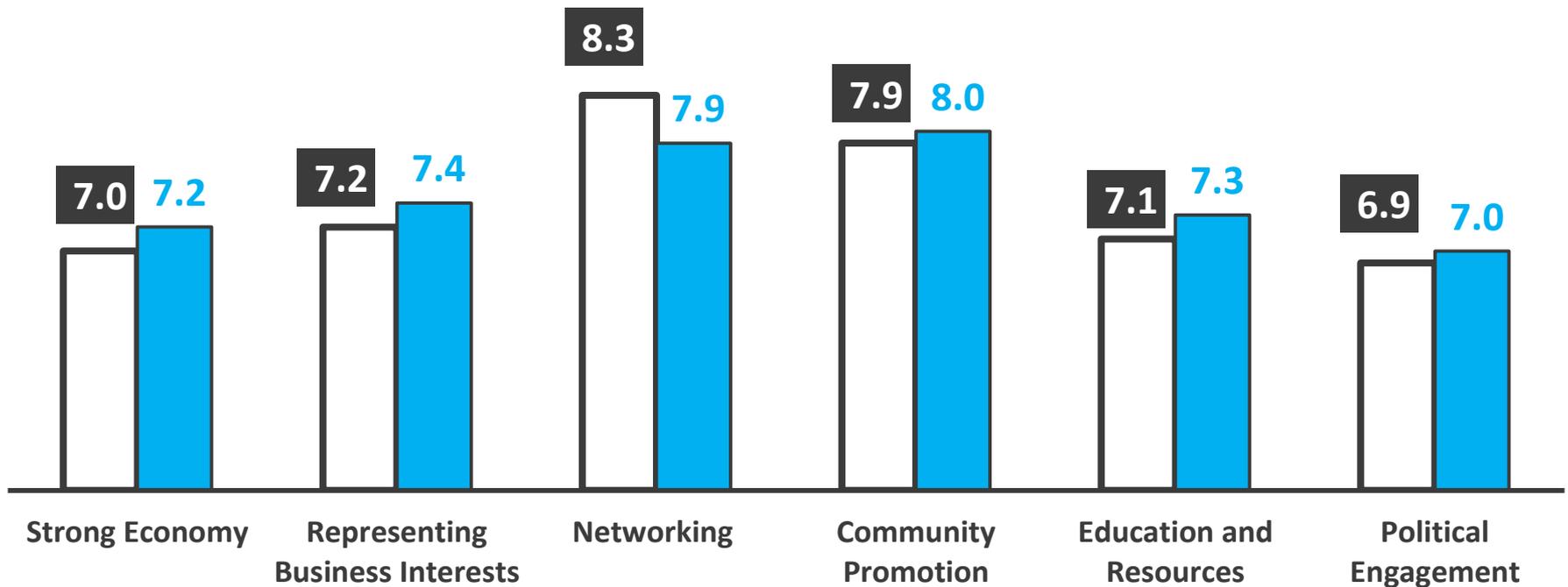
Importance Of...

□ Chamber ■ Industry



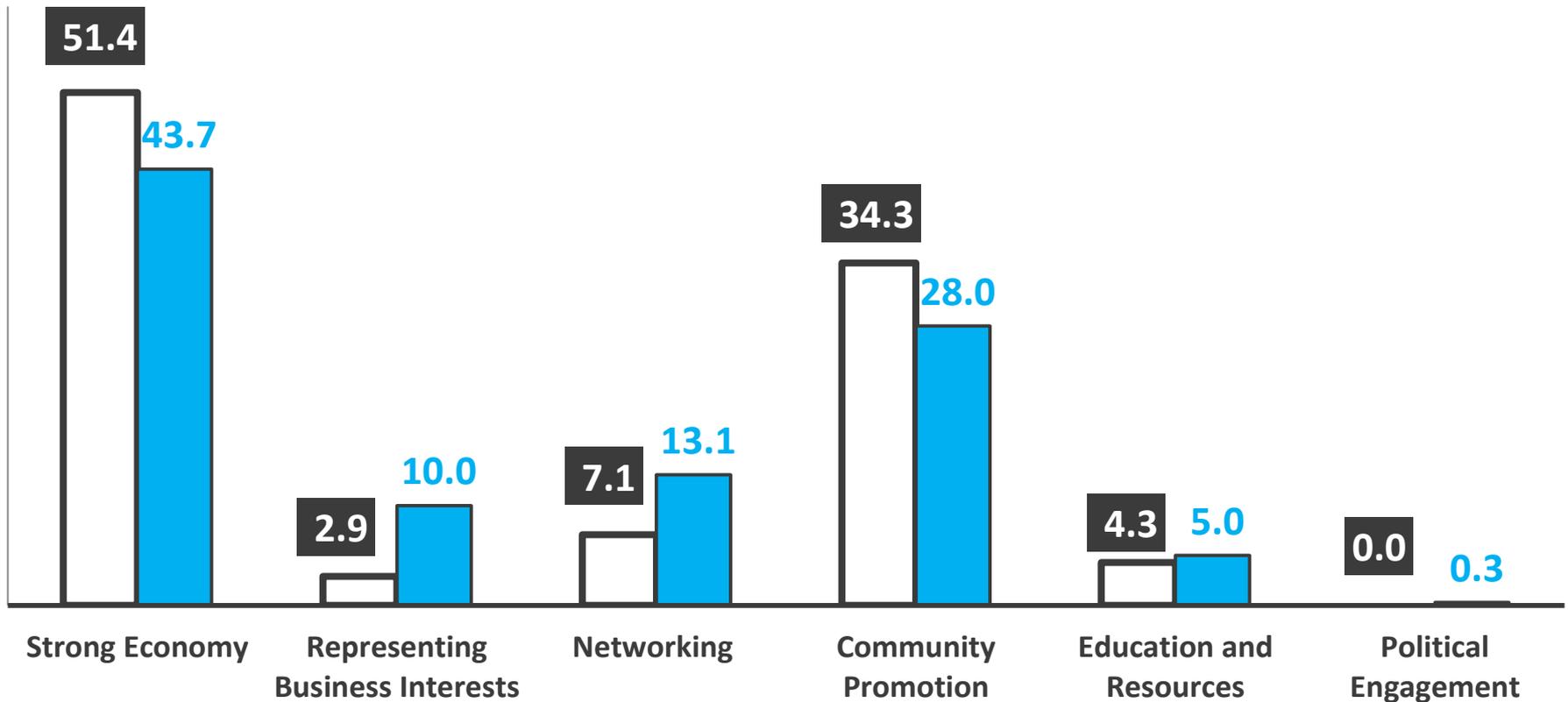
Performance Of...

□ Chamber ■ Industry



Main Purpose Should Be...

□ Chamber ■ Industry



How influential is the chamber in public policy in the community?

Chamber

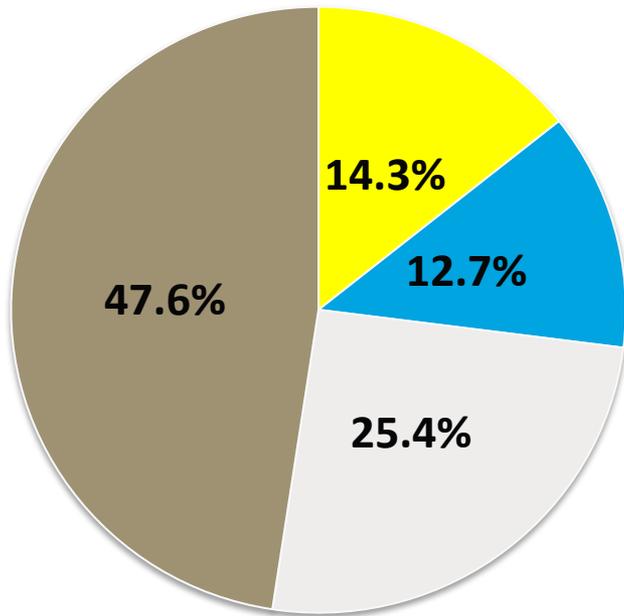
6.7

Industry

7.0

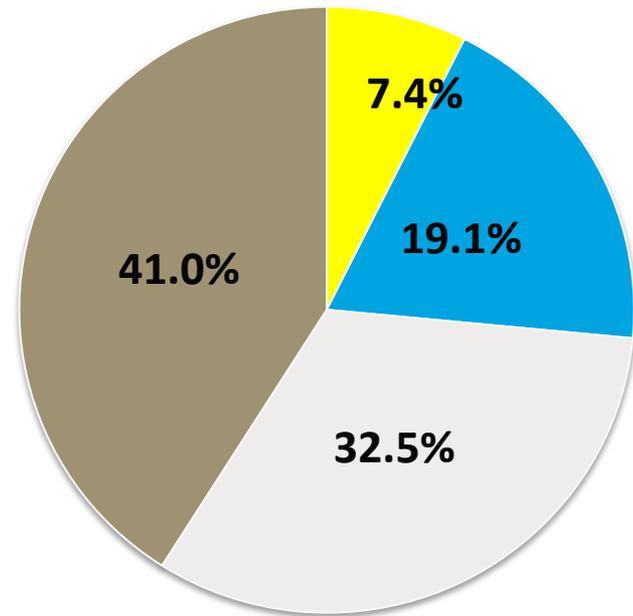
Comparing your own political beliefs to the chamber Chamber, do you believe that the Chamber is...

Chamber



- More Liberal
- More Conservative
- On the same page with me
- Don't Know

Industry



- More Liberal
- More Conservative
- On the same page with me
- Don't Know

Would you recommend joining the chamber to friend who was not a member?

Chamber

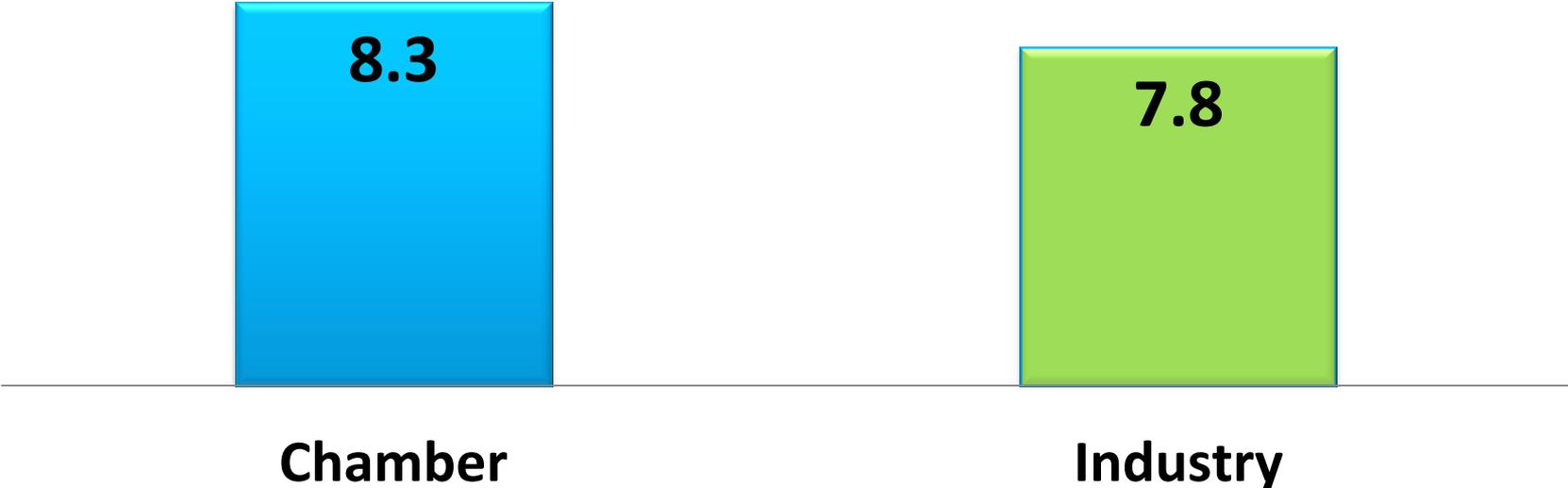
8.3

Industry

7.9

How would you rate the president/CEO/executive director of the chamber as a community leader?

Survey Averages



Things to Consider

- What do your members view as priorities of the chamber?
- Do your chamber's values and priorities match up with those of your members?
- What questions show the most discrepancy between your chamber and the industry?
- What changes, if any, does this survey inspire you to look into?