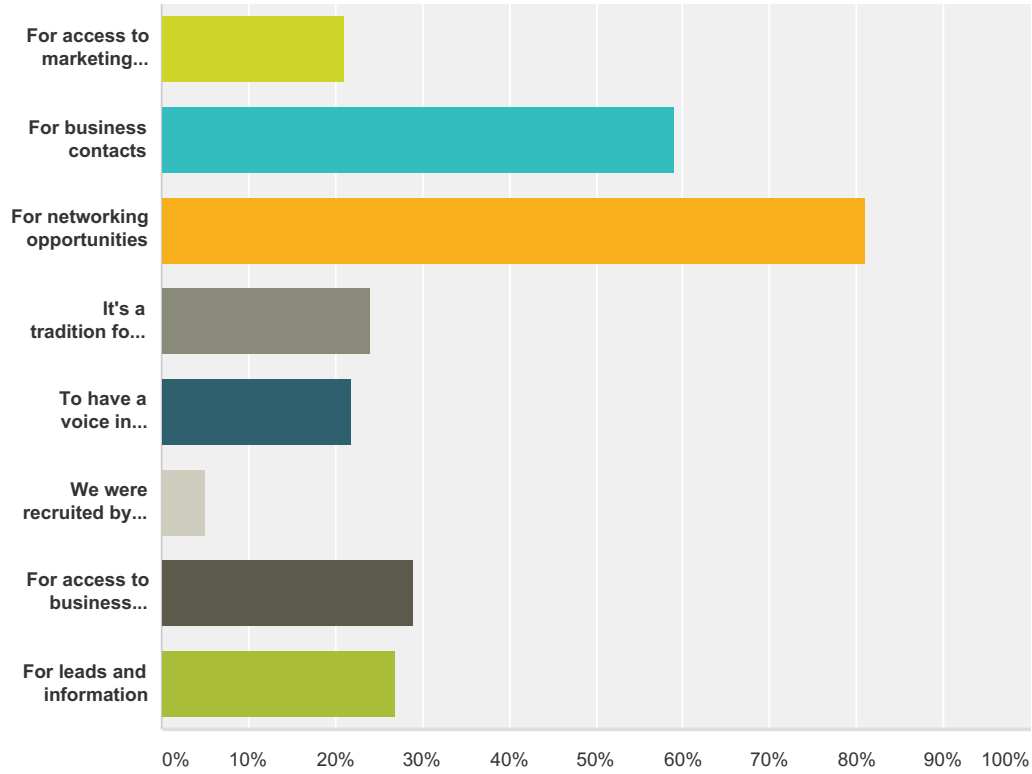


### Q1 Why did your company become a member of the Cary Chamber of Commerce? Please select up to three choices.

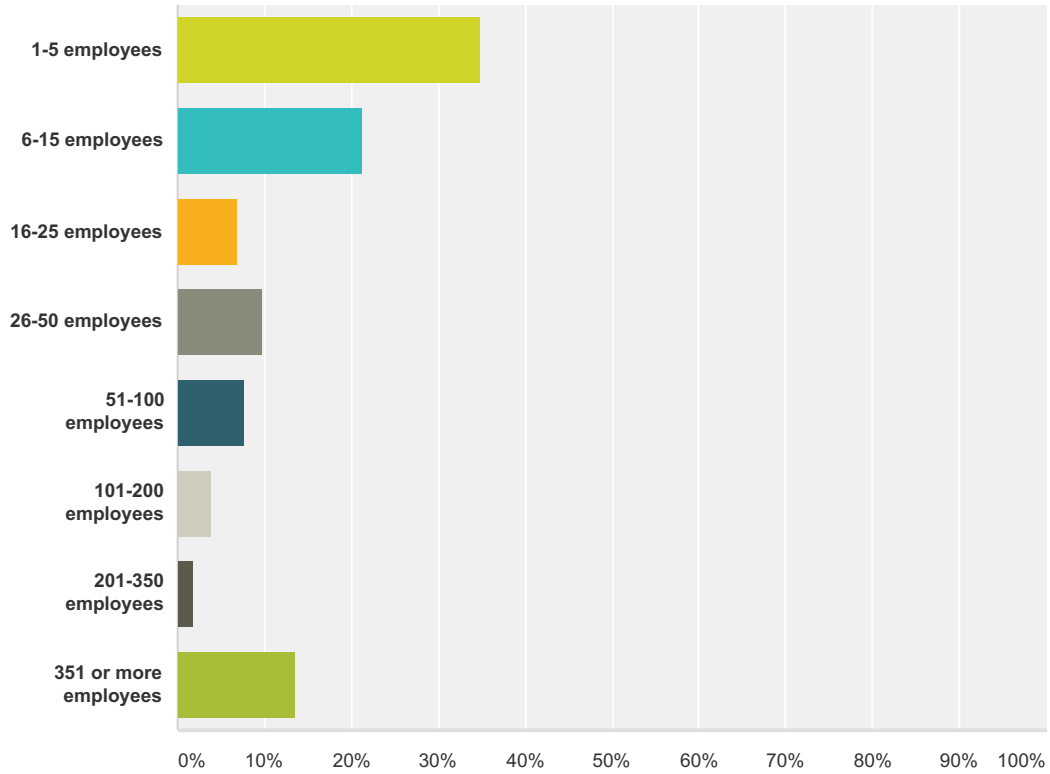
Answered: 100 Skipped: 3



Answer Choices	Responses
For access to marketing opportunities	21.00% 21
For business contacts	59.00% 59
For networking opportunities	81.00% 81
It's a tradition for us to be members	24.00% 24
To have a voice in local/state/national government	22.00% 22
We were recruited by the Chamber	5.00% 5
For access to business resources	29.00% 29
For leads and information	27.00% 27
<b>Total Respondents: 100</b>	

## Q2 What is the size of your company?

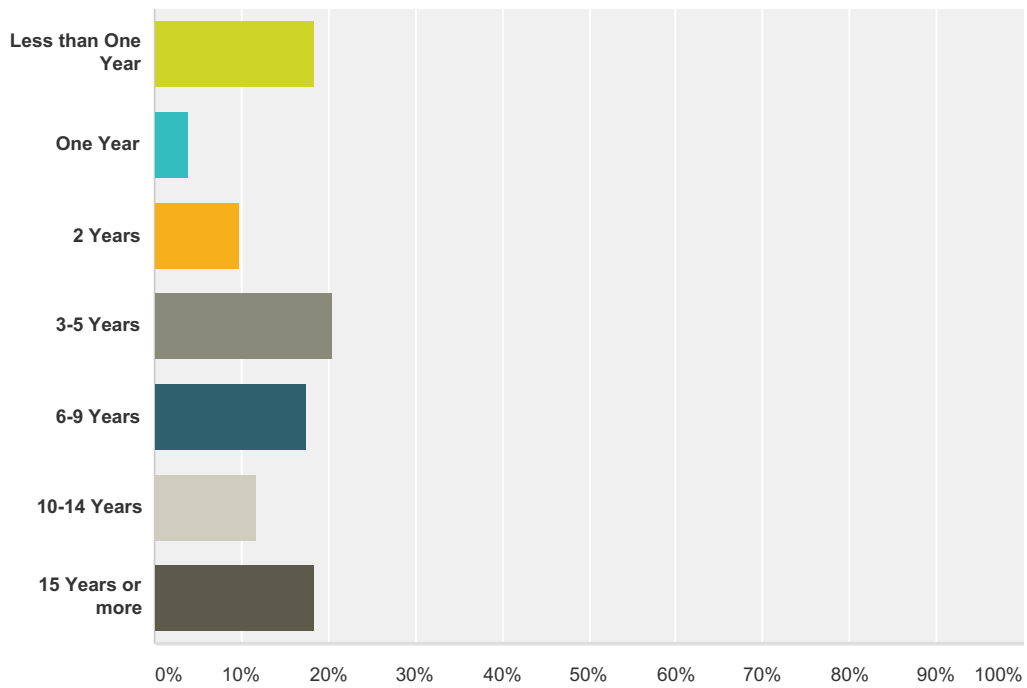
Answered: 103 Skipped: 0



Answer Choices	Responses	
1-5 employees	34.95%	36
6-15 employees	21.36%	22
16-25 employees	6.80%	7
26-50 employees	9.71%	10
51-100 employees	7.77%	8
101-200 employees	3.88%	4
201-350 employees	1.94%	2
351 or more employees	13.59%	14
<b>Total</b>		<b>103</b>

### Q3 How long have you been a Cary Chamber Member?

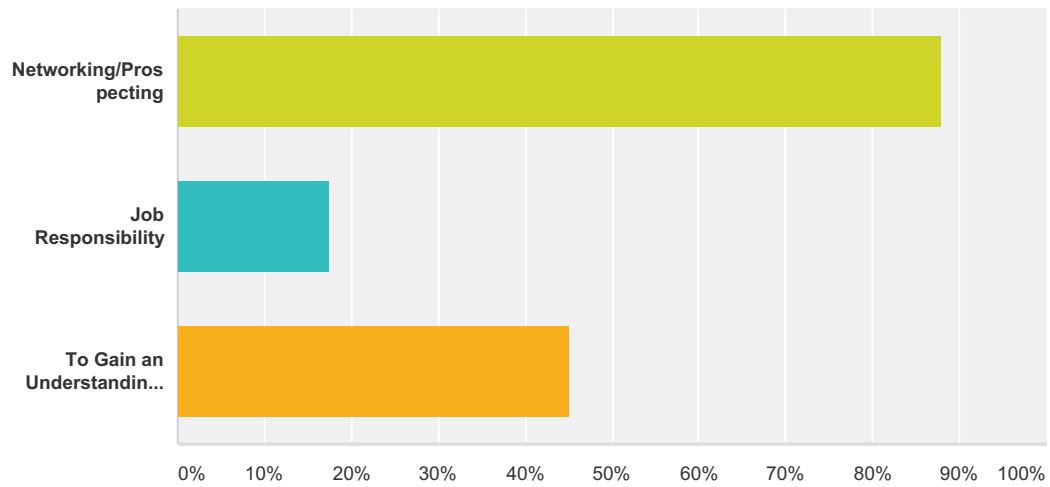
Answered: 103 Skipped: 0



Answer Choices	Responses	
Less than One Year	18.45%	19
One Year	3.88%	4
2 Years	9.71%	10
3-5 Years	20.39%	21
6-9 Years	17.48%	18
10-14 Years	11.65%	12
15 Years or more	18.45%	19
<b>Total</b>		<b>103</b>

### Q4 Why do you attend Chamber events?

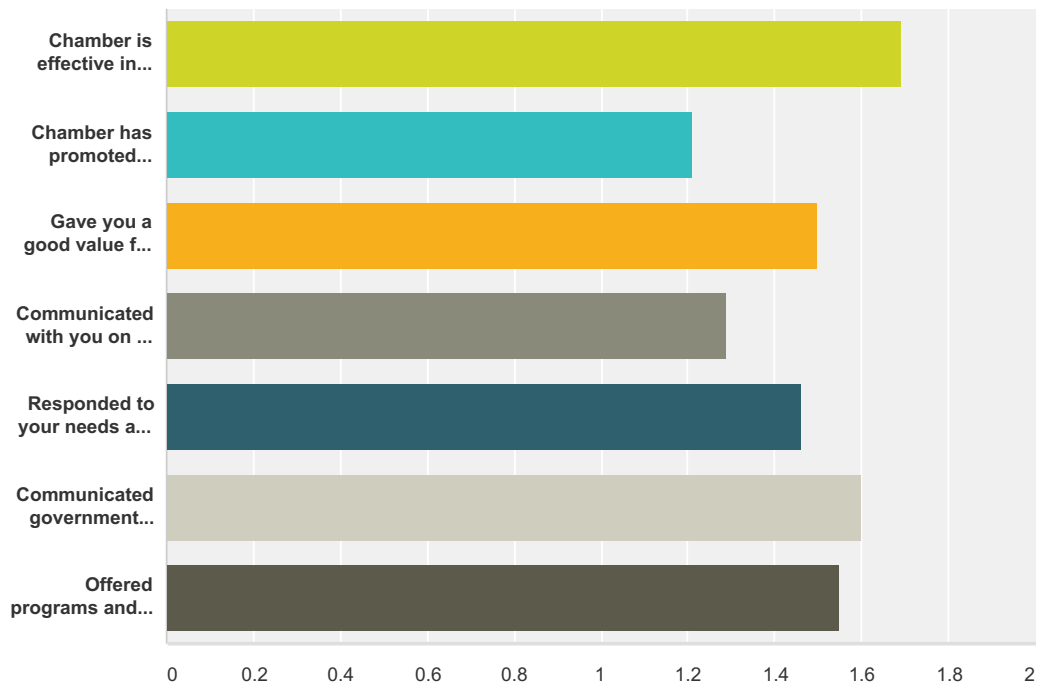
Answered: 91 Skipped: 12



Answer Choices	Responses
Networking/Prospecting	87.91% 80
Job Responsibility	17.58% 16
To Gain an Understanding of a Particular Topic	45.05% 41
<b>Total Respondents: 91</b>	

### Q5 Have we met your expectations in the following areas?

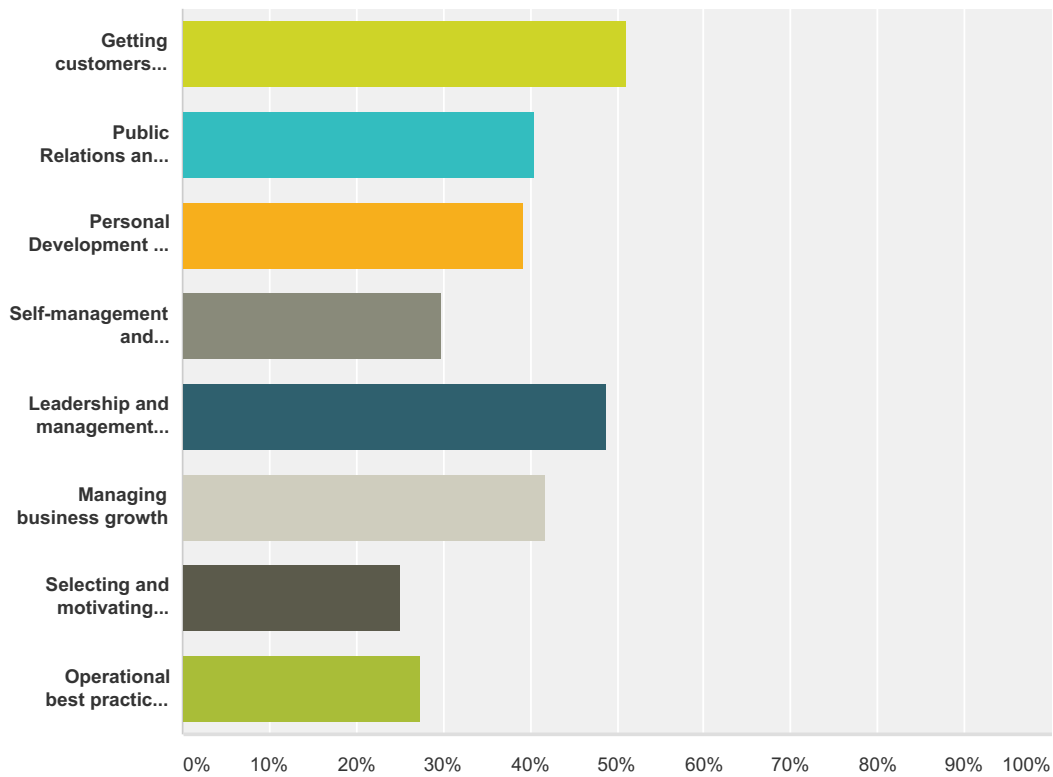
Answered: 91 Skipped: 12



	Very Much	Somewhat	Not Really	No	Total	Weighted Average
Chamber is effective in representing my business interests	40.00% 36	51.11% 46	8.89% 8	0.00% 0	90	1.69
Chamber has promoted economic development	78.89% 71	21.11% 19	0.00% 0	0.00% 0	90	1.21
Gave you a good value for your Chamber investment	60.00% 54	30.00% 27	10.00% 9	0.00% 0	90	1.50
Communicated with you on a regular basis	79.12% 72	14.29% 13	5.49% 5	1.10% 1	91	1.29
Responded to your needs and requests	66.29% 59	22.47% 20	10.11% 9	1.12% 1	89	1.46
Communicated government issues regularly	54.95% 50	31.87% 29	10.99% 10	2.20% 2	91	1.60
Offered programs and events that are of interest to you	54.95% 50	35.16% 32	9.89% 9	0.00% 0	91	1.55

### Q6 What topics/workshops would you like to see offered?

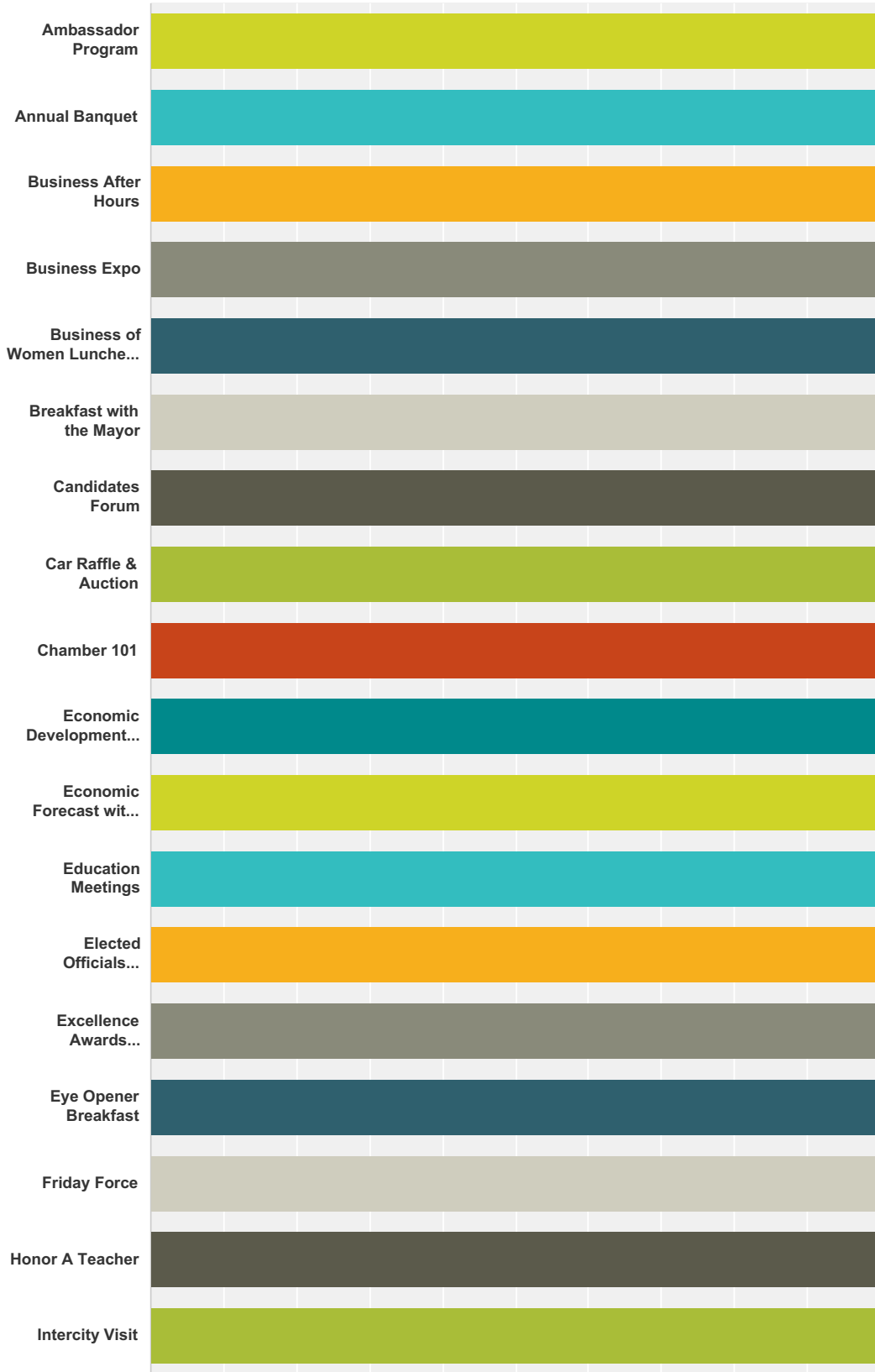
Answered: 84 Skipped: 19

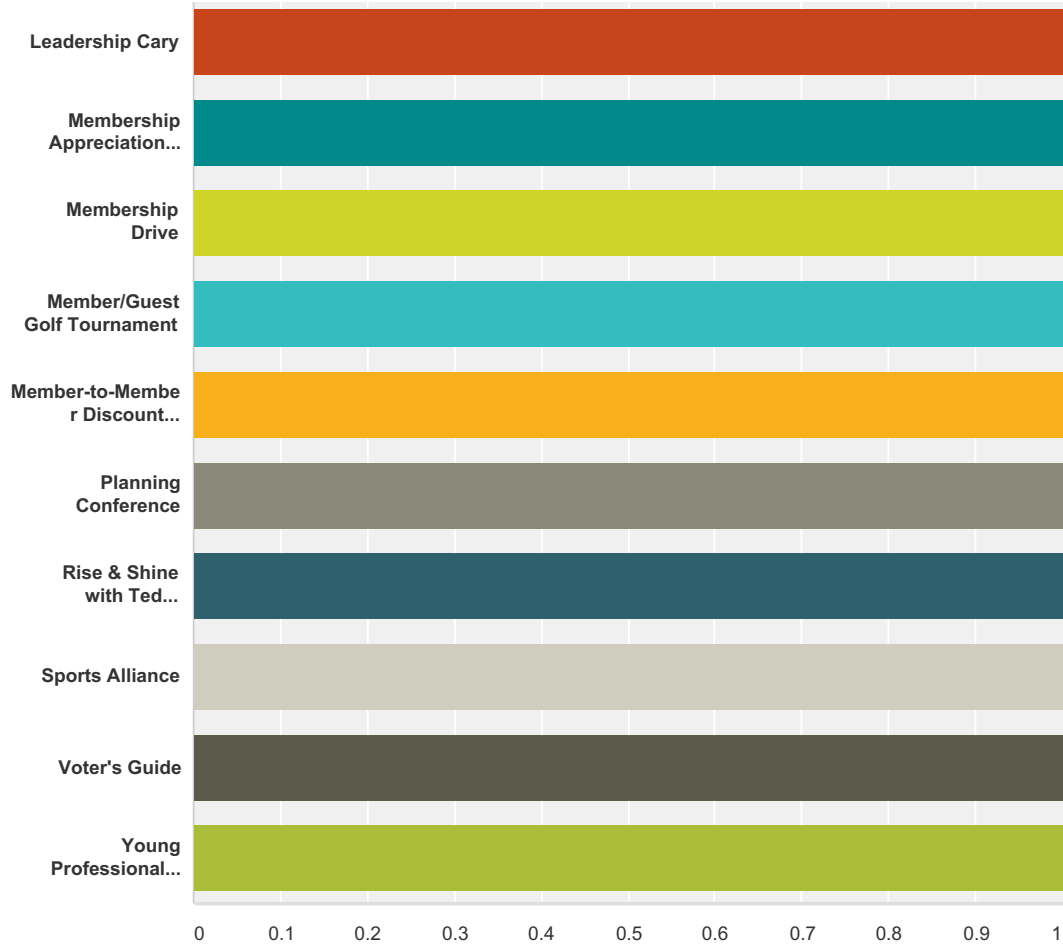


Answer Choices	Responses
Getting customers (sales & marketing)	51.19% 43
Public Relations and Advertising	40.48% 34
Personal Development and self-improvement	39.29% 33
Self-management and productivity	29.76% 25
Leadership and management skills	48.81% 41
Managing business growth	41.67% 35
Selecting and motivating employees	25.00% 21
Operational best practices topics (i.e. bookkeeping, personnel)	27.38% 23
<b>Total Respondents: 84</b>	

### Q7 How would you rate each of these events/services as it relates to the value of membership?

Answered: 82 Skipped: 21





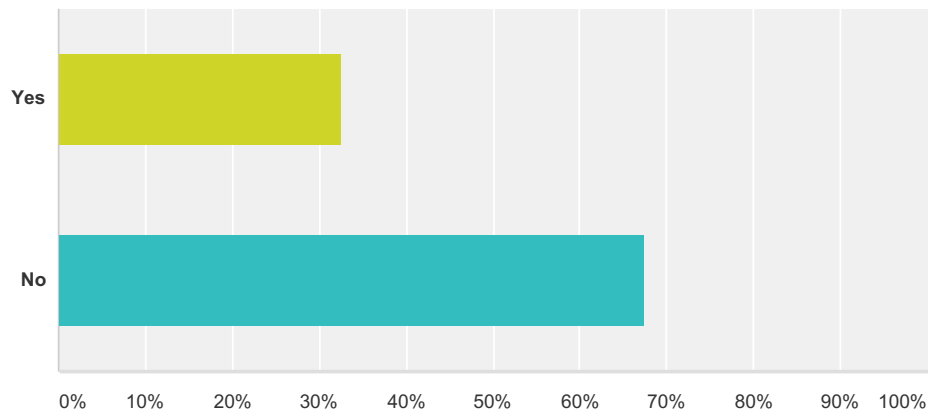
	Extremely Valuable	Valuable	Not Valuable	No Opinion	Total	Weighted Average
Ambassador Program	30.86% 25	34.57% 28	8.64% 7	25.93% 21	81	1.00
Annual Banquet	15.19% 12	45.57% 36	11.39% 9	27.85% 22	79	1.00
Business After Hours	37.50% 30	43.75% 35	6.25% 5	12.50% 10	80	1.00
Business Expo	27.16% 22	41.98% 34	12.35% 10	18.52% 15	81	1.00
Business of Women Luncheon Series	22.50% 18	37.50% 30	5.00% 4	35.00% 28	80	1.00
Breakfast with the Mayor	20.99% 17	39.51% 32	6.17% 5	33.33% 27	81	1.00
Candidates Forum	16.25% 13	43.75% 35	10.00% 8	30.00% 24	80	1.00
Car Raffle & Auction	16.25% 13	43.75% 35	11.25% 9	28.75% 23	80	1.00
Chamber 101	16.25% 13	51.25% 41	3.75% 3	28.75% 23	80	1.00
Economic Development Meetings	27.50% 22	45.00% 36	2.50% 2	25.00% 20	80	1.00



Economic Forecast with Dr. Walden	<b>32.50%</b> 26	<b>31.25%</b> 25	<b>5.00%</b> 4	<b>31.25%</b> 25	80	1.00
Education Meetings	<b>30.86%</b> 25	<b>38.27%</b> 31	<b>2.47%</b> 2	<b>28.40%</b> 23	81	1.00
Elected Officials Reception	<b>24.36%</b> 19	<b>30.77%</b> 24	<b>7.69%</b> 6	<b>37.18%</b> 29	78	1.00
Excellence Awards (formerly Small Business Awards)	<b>23.75%</b> 19	<b>46.25%</b> 37	<b>6.25%</b> 5	<b>23.75%</b> 19	80	1.00
Eye Opener Breakfast	<b>43.75%</b> 35	<b>42.50%</b> 34	<b>1.25%</b> 1	<b>12.50%</b> 10	80	1.00
Friday Force	<b>10.00%</b> 8	<b>28.75%</b> 23	<b>5.00%</b> 4	<b>56.25%</b> 45	80	1.00
Honor A Teacher	<b>26.58%</b> 21	<b>36.71%</b> 29	<b>5.06%</b> 4	<b>31.65%</b> 25	79	1.00
Intercity Visit	<b>18.99%</b> 15	<b>25.32%</b> 20	<b>12.66%</b> 10	<b>43.04%</b> 34	79	1.00
Leadership Cary	<b>33.33%</b> 27	<b>33.33%</b> 27	<b>1.23%</b> 1	<b>32.10%</b> 26	81	1.00
Membership Appreciation Party	<b>30.00%</b> 24	<b>40.00%</b> 32	<b>5.00%</b> 4	<b>25.00%</b> 20	80	1.00
Membership Drive	<b>16.46%</b> 13	<b>43.04%</b> 34	<b>3.80%</b> 3	<b>36.71%</b> 29	79	1.00
Member/Guest Golf Tournament	<b>17.28%</b> 14	<b>34.57%</b> 28	<b>6.17%</b> 5	<b>41.98%</b> 34	81	1.00
Member-to-Member Discount Program	<b>13.92%</b> 11	<b>44.30%</b> 35	<b>17.72%</b> 14	<b>24.05%</b> 19	79	1.00
Planning Conference	<b>12.66%</b> 10	<b>30.38%</b> 24	<b>11.39%</b> 9	<b>45.57%</b> 36	79	1.00
Rise & Shine with Ted Abernathy	<b>18.99%</b> 15	<b>21.52%</b> 17	<b>7.59%</b> 6	<b>51.90%</b> 41	79	1.00
Sports Alliance	<b>19.75%</b> 16	<b>22.22%</b> 18	<b>4.94%</b> 4	<b>53.09%</b> 43	81	1.00
Voter's Guide	<b>22.50%</b> 18	<b>26.25%</b> 21	<b>11.25%</b> 9	<b>40.00%</b> 32	80	1.00
Young Professionals Network	<b>23.75%</b> 19	<b>31.25%</b> 25	<b>10.00%</b> 8	<b>35.00%</b> 28	80	1.00

### Q9 Have you sponsored any of these events?

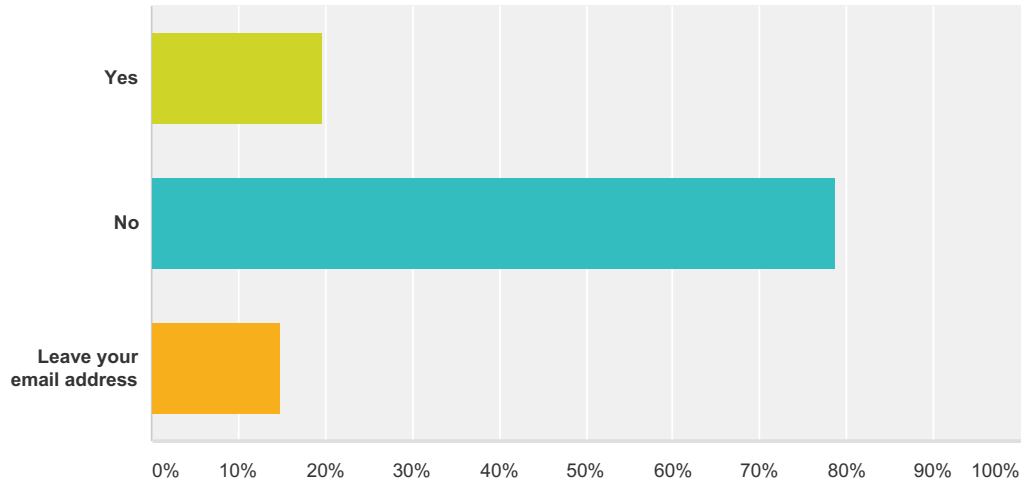
Answered: 80 Skipped: 23



Answer Choices	Responses	
Yes	32.50%	26
No	67.50%	54
<b>Total</b>		<b>80</b>

### Q10 If not, would you be interested in information about sponsorship opportunities?

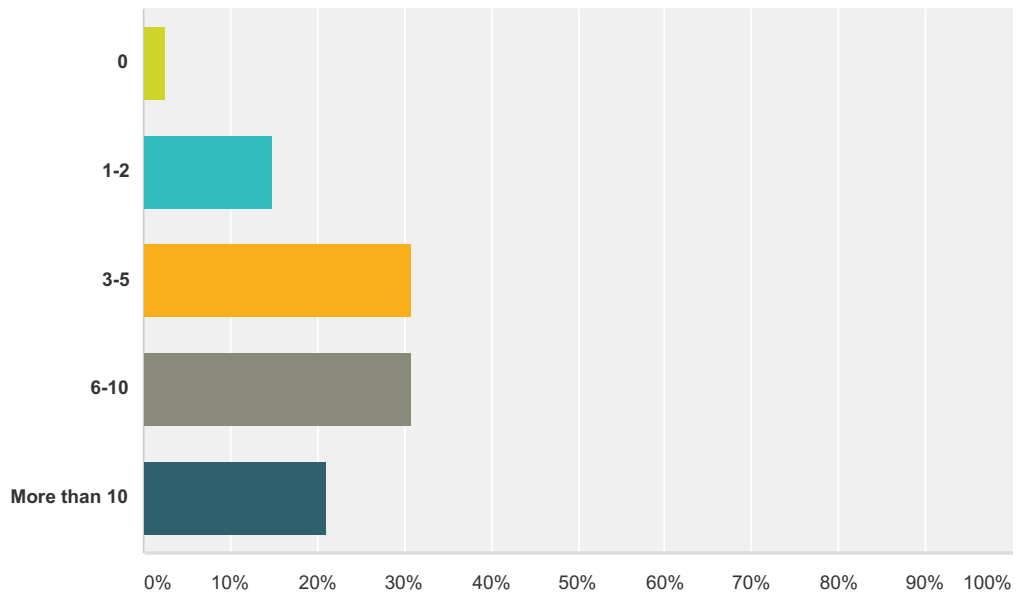
Answered: 61 Skipped: 42



Answer Choices	Responses
Yes	19.67% 12
No	78.69% 48
Leave your email address	14.75% 9
<b>Total Respondents: 61</b>	

### Q11 In the past year, how many events have you participated in?

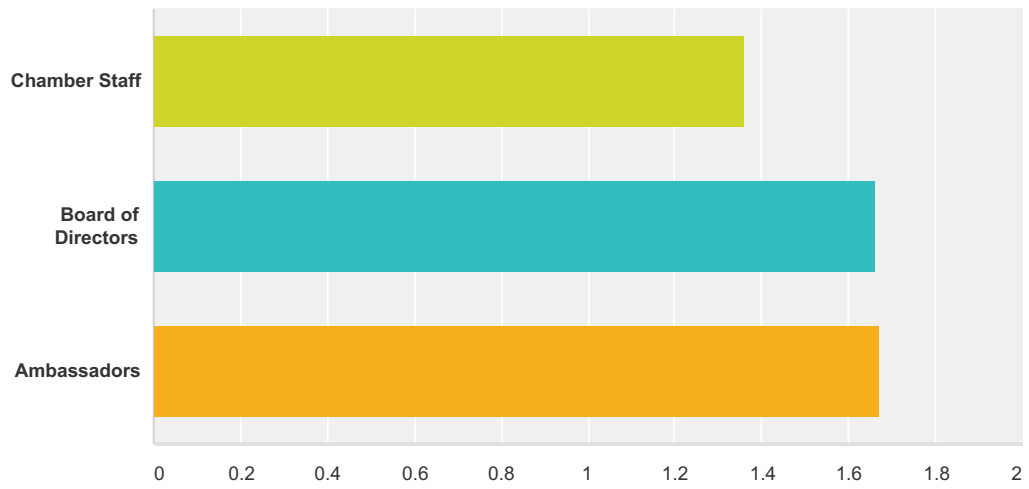
Answered: 81 Skipped: 22



Answer Choices	Responses
0	2.47% 2
1-2	14.81% 12
3-5	30.86% 25
6-10	30.86% 25
More than 10	20.99% 17
<b>Total Respondents: 81</b>	

### Q12 How would you assess the Chamber Staff and Volunteers?

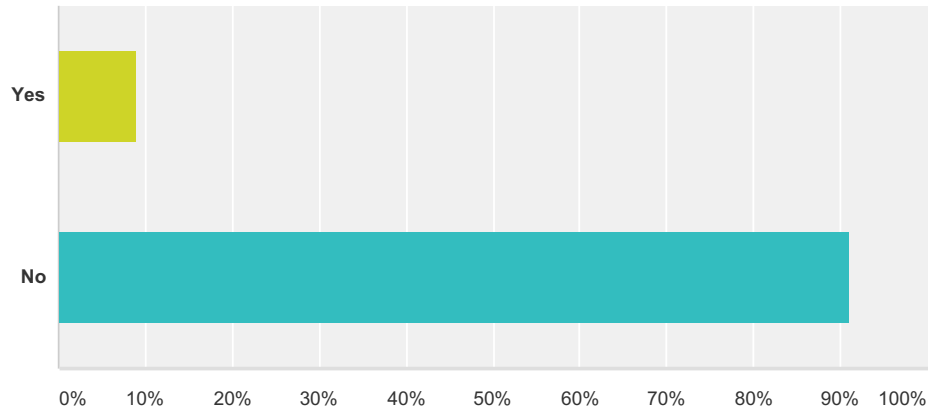
Answered: 80 Skipped: 23



	Exceeds Expectations	Meets Expectations	Below Expectations	Total	Weighted Average
Chamber Staff	66.25% 53	31.25% 25	2.50% 2	80	1.36
Board of Directors	36.36% 28	61.04% 47	2.60% 2	77	1.66
Ambassadors	36.84% 28	59.21% 45	3.95% 3	76	1.67

### Q13 Have you ever used a Chamber discount - from our Member to Member discounts program?

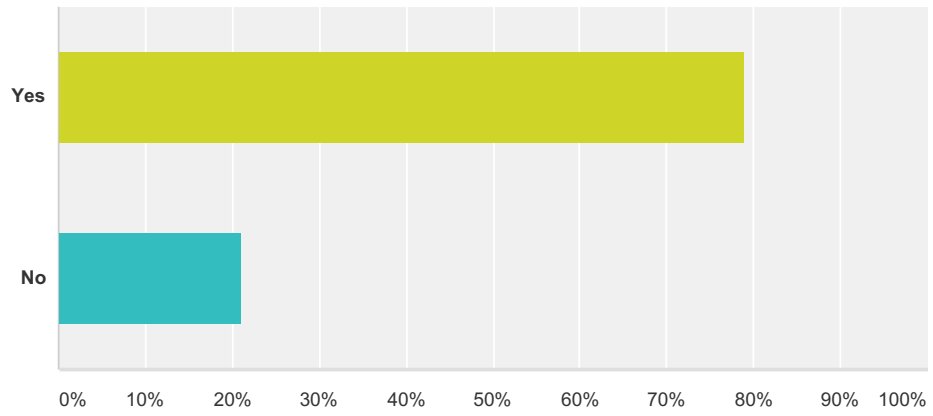
Answered: 78 Skipped: 25



Answer Choices	Responses
Yes	8.97% 7
No	91.03% 71
<b>Total</b>	<b>78</b>

### Q14 Do you encourage your coworkers to attend Chamber events?

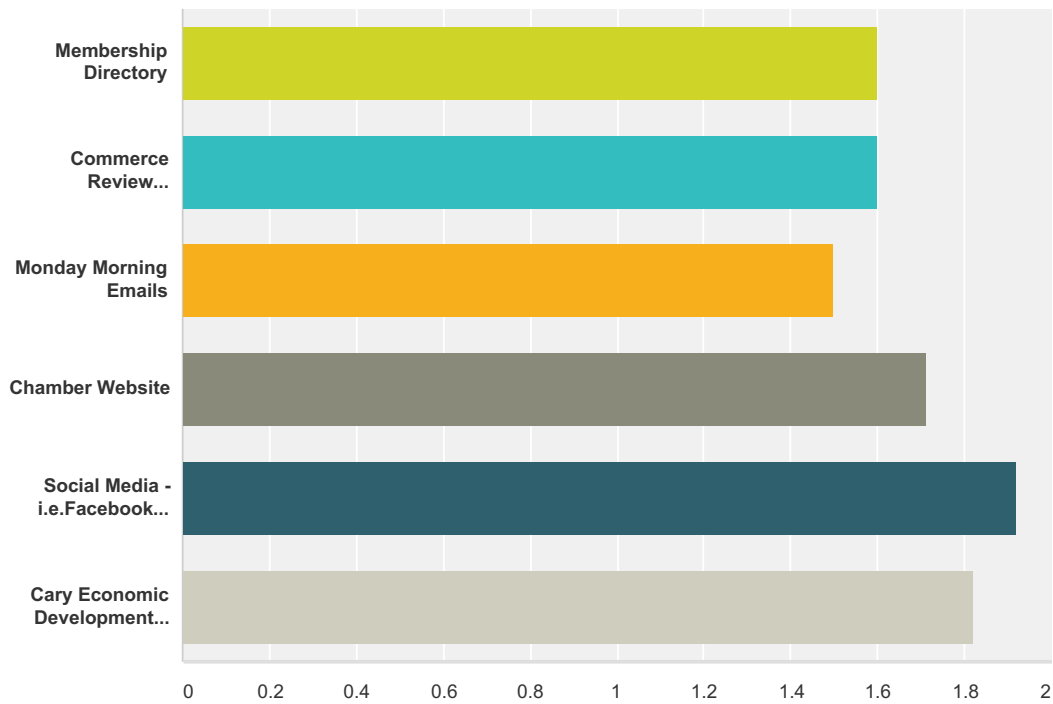
Answered: 81 Skipped: 22



Answer Choices	Responses	
Yes	79.01%	64
No	20.99%	17
<b>Total</b>		<b>81</b>

### Q15 How satisfied are you with Chamber publications and communications?

Answered: 79 Skipped: 24

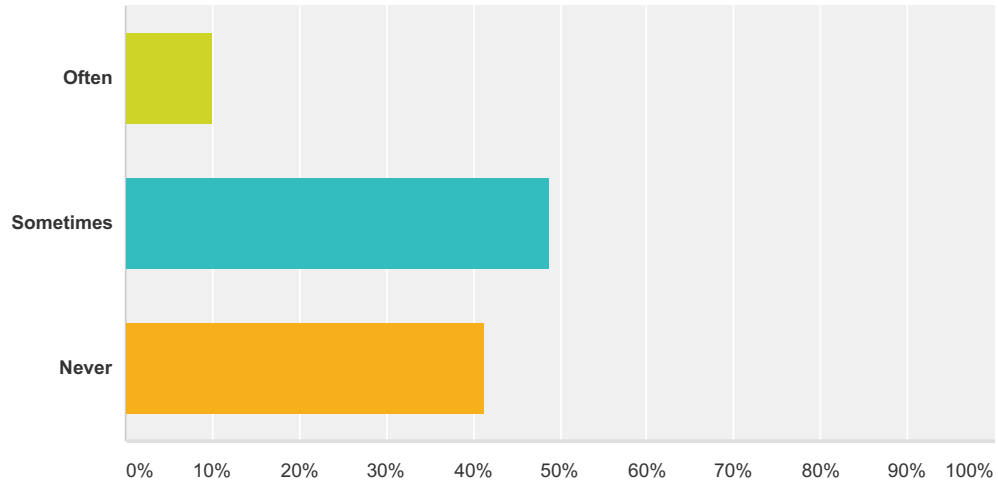


	Very Satisfied	Satisfied	Unsatisfied	Total	Weighted Average
Membership Directory	41.56% 32	57.14% 44	1.30% 1	77	1.60
Commerce Review e-newsletter	40.00% 30	60.00% 45	0.00% 0	75	1.60
Monday Morning Emails	52.63% 40	44.74% 34	2.63% 2	76	1.50
Chamber Website	34.67% 26	60.00% 45	5.33% 4	75	1.71
Social Media - i.e. Facebook/Twitter	19.44% 14	69.44% 50	11.11% 8	72	1.92
Cary Economic Development Website	23.61% 17	70.83% 51	5.56% 4	72	1.82



### Q16 Do you check the Cary Economic Development website for news and information?

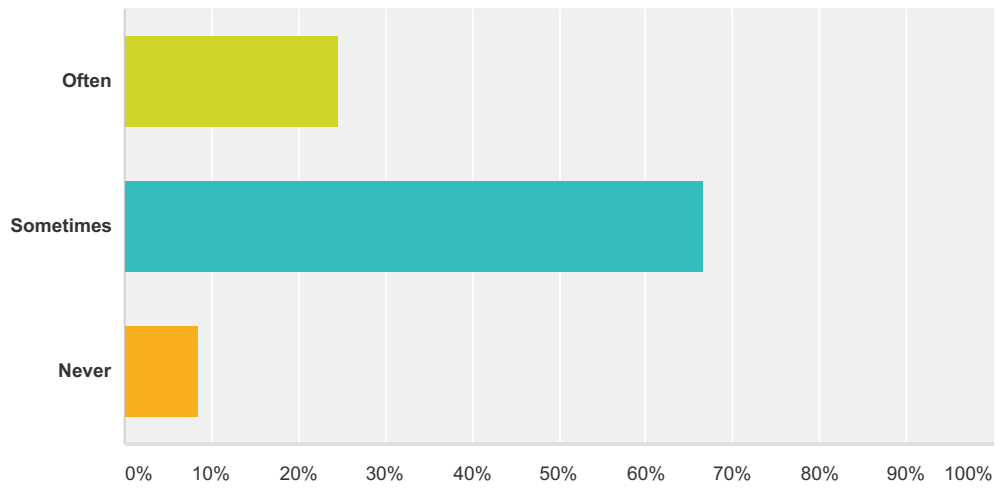
Answered: 80 Skipped: 23



Answer Choices	Responses
Often	10.00% 8
Sometimes	48.75% 39
Never	41.25% 33
<b>Total</b>	<b>80</b>

### Q17 Do you check the website for Chamber news and events?

Answered: 81 Skipped: 22



Answer Choices	Responses
Often	24.69% 20
Sometimes	66.67% 54
Never	8.64% 7
<b>Total</b>	<b>81</b>