

Billings Chamber/CVB 2013-14 Membership Survey



1. The Chamber/CVB's following strategic initiatives are important to me and/or my business:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Rating Count
Encourage Regional Energy Development	0.4% (1)	3.6% (8)	15.6% (35)	36.4% (82)	44.0% (99)	4.20	225
Advocate for City, County, State and Federal Legislative Policy	0.9% (2)	2.2% (5)	10.7% (24)	49.3% (111)	36.9% (83)	4.19	225
Increase Tourism	0.4% (1)	1.8% (4)	8.9% (20)	39.7% (89)	49.1% (110)	4.35	224
Support Community Assets such as Trails, Swords Rimrock Park, and Interstate Gateways	2.2% (5)	3.1% (7)	15.6% (35)	41.1% (92)	37.9% (85)	4.09	224
Foster an Innovative Workforce (k-16 education)	1.8% (4)	4.0% (9)	14.7% (33)	36.6% (82)	42.9% (96)	4.15	224
Provide Member Benefits to Help Businesses Grow (networking, education, marketing)	0.4% (1)	0.4% (1)	9.9% (22)	43.5% (97)	45.7% (102)	4.34	223
						Comments on Strategic Initiatives	24
						answered question	225
						skipped question	0

2. Regional Economy

	Strongly Disagree	Disagree	Agree	Strongly Agree	Rating Average	Rating Count
BILLINGS business is supported by a large geographic economy (Eastern Montana, the Dakotas, Wyoming).	1.3% (3)	1.3% (3)	33.3% (75)	64.0% (144)	3.60	225
MY BUSINESS is directly impacted by our regional economy.	0.9% (2)	8.2% (18)	38.2% (84)	52.7% (116)	3.43	220
answered question						225
skipped question						0

3. How is your business directly impacted by the regional economy?

	Response Count
	136
answered question	136
skipped question	89

4. How can the Chamber/CVB help to foster further growth to your business by supporting the regional economy?

	Response Count
	103
answered question	103
skipped question	122

5. Which Chamber/CVB membership benefits do you most utilize?

	Response Count
	112
answered question	112
skipped question	113

6. The following Chamber/CVB events are important to my membership.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Rating Average	Rating Count
Ag Appreciation Banquet	7.7% (15)	42.3% (82)	39.2% (76)	10.8% (21)	2.53	194
Ag Tour	9.9% (19)	40.1% (77)	40.1% (77)	9.9% (19)	2.50	192
Annual Meeting	2.5% (5)	18.8% (37)	64.0% (126)	14.7% (29)	2.91	197
Business After Hours	1.0% (2)	12.0% (25)	48.8% (102)	38.3% (80)	3.24	209
Connect For Lunch Program	3.6% (7)	26.3% (51)	54.1% (105)	16.0% (31)	2.82	194
Golf Tournament	7.8% (15)	46.9% (90)	39.1% (75)	6.3% (12)	2.44	192
Newsmaker Forums	2.0% (4)	15.8% (31)	59.7% (117)	22.4% (44)	3.03	196
New Member Orientation	4.3% (8)	31.6% (59)	53.5% (100)	10.7% (20)	2.71	187
Rise and Shine Billings	3.6% (7)	24.4% (47)	59.1% (114)	13.0% (25)	2.81	193
Roche Jaune Awards for Business Excellence	5.7% (11)	31.8% (61)	52.6% (101)	9.9% (19)	2.67	192
Salespersons' Breakfast	3.0% (6)	22.7% (45)	47.5% (94)	26.8% (53)	2.98	198
Professional Development Seminars (Customer Service, etc.)	1.0% (2)	13.3% (27)	60.1% (122)	25.6% (52)	3.10	203
Business Showcase Tradeshow at the Annual Meeting	2.0% (4)	29.4% (58)	49.7% (98)	18.8% (37)	2.85	197
					answered question	213
					skipped question	12

7. If offered, my business would participate in the following:

	Yes	No	Maybe	Rating Average	Rating Count
A Jobs Page on the Chamber/CVB web site offering free listings	37.5% (78)	25.5% (53)	37.0% (77)	2.00	208
On-line training/Webinars for Human Resources (workplace safety, sexual harassment, diversity training, etc.)	26.6% (55)	35.7% (74)	37.7% (78)	2.11	207
				Comments	20
				answered question	209
				skipped question	16

8. For over a year the Chamber/CVB has been under a contract to manage tourism promotion for "Montana Tourism, formerly Montana's Custer Country" (13 counties and two Indian reservations in Southeastern Montana). This was done to reduce administrative costs, take advantage of the Chamber's tourism marketing knowledge and grow tourism throughout the region and Billings. The Chamber is a Billings business.

	Strongly Disagree									Strongly Agree
	0.5% (1)	1.9% (4)	3.7% (8)	2.3% (5)	6.5% (14)	6.9% (15)	8.3% (18)	23.1% (50)	18.5% (40)	28.2% (61)
										answered
										skipped



9. Which is the preferred method of communication for you to hear from the Chamber/CVB concerning notices for events and other activities? (check all that apply)

		Response Percent	Response Count
Email		96.0%	214
Phone		10.8%	24
E News		35.9%	80
Postcard		15.7%	35
Twitter		2.7%	6
Facebook		14.8%	33
Other, please specify		2.2%	5
answered question			223
skipped question			2




10. In regard to Chamber/CVB communication, I would like to receive messaging

		Response Percent	Response Count
Less Frequently		8.1%	18
Same		88.8%	198
More Frequently		3.1%	7
answered question			223
skipped question			2

11. Do you use a smartphone? (a mobile phone offering advanced capabilities, often with PC-like functionality)

		Response Percent	Response Count
Yes		74.3%	165
No		25.7%	57
answered question			222
skipped question			3

12. Two years ago the Chamber/CVB discontinued our print newsletter. Would receiving a regular print publication delivered to your business help you engage with the Chamber/CVB?

		Response Percent	Response Count
Yes		13.5%	30
No		22.1%	49
Email communications are sufficient		64.4%	143
Comments			13
answered question			222
skipped question			3

13. The Billings Chamber of Commerce/CVB...

	Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree	Rating Average	Rating Count
is an influential force in the community	0.4% (1)	1.3% (3)	12.6% (28)	46.6% (104)	39.0% (87)	4.22	223
is relevant to MY business	0.5% (1)	3.2% (7)	28.5% (63)	39.4% (87)	28.5% (63)	3.92	221
is a customer service oriented organization	0.5% (1)	1.4% (3)	17.8% (39)	52.1% (114)	28.3% (62)	4.06	219
communicates effectively with the membership	0.5% (1)	0.5% (1)	15.1% (33)	53.0% (116)	31.1% (68)	4.14	219
takes positions on issues important to me	2.3% (5)	2.7% (6)	20.8% (46)	45.7% (101)	28.5% (63)	3.95	221
is THE voice of business for Billings	1.9% (4)	6.0% (13)	28.2% (61)	35.6% (77)	28.2% (61)	3.82	216

Comments 18

answered question 223

skipped question 2

14. How likely is it that you would recommend membership in the Chamber/CVB to a friend or colleague?

	Not at all Likely								Extremely Likely	
	0.5% (1)	0.5% (1)	0.0% (0)	1.4% (3)	4.6% (10)	6.4% (14)	13.3% (29)	20.2% (44)	18.3% (40)	34.9% (76)
	answered question									
	skipped question									

15. Over the past year, the Chamber/CVB's image, or brand identity, has changed, in your opinion...

		Response Percent	Response Count
For the better		55.3%	120
No change		42.4%	92
For the worse		2.3%	5
answered question			217
skipped question			8

16. Overall, I feel the Chamber/CVB staff is doing...

	Very poor									Phenomenal
	0.0% (0)	0.5% (1)	0.0% (0)	0.0% (0)	2.3% (5)	6.4% (14)	12.8% (28)	32.0% (70)	30.6% (67)	15.5% (34)
answered question										
skipped question										



17. Are you currently a member of the Billings Chamber/CVB?

		Response Percent	Response Count
Yes		89.9%	196
No		10.1%	22
answered question			218
skipped question			7

18. How can the "Chamber/CVB of the future" best serve you?

	Response Count
	57
answered question	57
skipped question	168

19. I would be interested in learning about opportunities to promote my business by advertising in Chamber/CVB publications and event sponsorship.

		Response Percent	Response Count
Yes		27.7%	53
No		72.3%	138

If you answered yes, please provide your email and we will be in touch. 21

answered question	191
skipped question	34

20. Are there any other comments you would like to share with the Chamber/CVB staff and board of directors?

	Response Count
	40
answered question	40
skipped question	185