

Member Survey - 2018

Start of Block: Introduction1

Q3 Overall, how satisfied are you with your membership in the Greater Oklahoma City Chamber?

- Completely satisfied (1)
 - Mostly satisfied (2)
 - Somewhat satisfied (3)
 - Mostly dissatisfied (4)
 - Completely dissatisfied (5)
-

Q5 How would you rank the overall value you receive from your Chamber membership?

- Excellent value (1)
 - Good value (2)
 - Fair value (3)
 - Poor value (4)
-

Q7 What would you say is the most valuable thing that the Chamber does for you?

End of Block: Introduction1

Start of Block: Legislative

Q34 What is your level of satisfaction with the Chamber's role in advocating for pro-business legislation in the following areas:

	Not at all Satisfied (1)	Slightly Satisfied (2)	Satisfied (3)	Very Satisfied (4)	Extremely Satisfied (5)
Identifying the legislative issues that are important to the business community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actively lobbying for specific legislation (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating the Chamber's legislative agenda and results to Chamber membership/public (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q38 What is your level of satisfaction with the Chamber's role in advocating for education and workforce initiatives in the following areas:

	Not at all Satisfied (1)	Slightly Satisfied (2)	Satisfied (3)	Very Satisfied (4)	Extremely Satisfied (5)
Identifying the education and workforce issues that are important to the business community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actively engaged in efforts to enhance specific education outcomes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating the Chamber's education & workforce agenda and results to Chamber membership/public (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Legislative

Start of Block: Education Workforce

Start of Block: Communications

Q39 Which Chamber communications vehicles do you read/access? (check all that apply)

- The POINT newsletter (1)
 - Website at www.okcchamber.com (2)
 - Social Media - Facebook, LinkedIn or Twitter (3)
 - Specialty publications - i.e. Public Policy Guide, Economic Forecast (4)
 - The Business Advocate legislative update (5)
 - VeloCityOKC.com website (6)
 - Weekly VeloCityOKC digest email (7)
-

Display This Question:

If Which Chamber communications vehicles do you read/access? (check all that apply) = The POINT newsletter

point How do you typically access the Point? (check all that apply)

- Printed newsletter (1)
 - Online (2)
-

Q40 How satisfied are you with the information you receive from Chamber publications and resources?

- Extremely satisfied (1)
 - Somewhat satisfied (2)
 - Neither satisfied nor dissatisfied (3)
 - Somewhat dissatisfied (4)
 - Extremely dissatisfied (5)
-

Q41 How do you prefer to receive your publication?

- Printed in the mail (1)
- Electronically via email (2)

End of Block: Communications

Start of Block: Block 8

Q49 Does your company purchase sponsorships or advertising from the Chamber?

- Yes (1)
 - No (2)
 - Don't Know (3)
-

Display This Question:

If Does your company purchase sponsorships or advertising from the Chamber? = Yes

Q53 How satisfied are you with the products you currently purchase?

- Very Satisfied (1)
- Somewhat Satisfied (2)
- Neither satisfied or dissatisfied (15)
- Slightly dissatisfied (16)
- Dissatisfied (17)

Display This Question:

If Does your company purchase sponsorships or advertising from the Chamber? = Yes

Q50 What most motivates you to purchase sponsorship or advertising with the Chamber?

- Direct contact with my primary audience (1)
- Visibility for my organization (2)
- Support of the Chamber's mission (3)
- Other (specify) (4) _____

Display This Question:

If Does your company purchase sponsorships or advertising from the Chamber? = No

Q52 What's the biggest reason you do not utilize the Chamber's marketing or sponsorship opportunities?

- Price (1)
 - Not aware of the opportunities (2)
 - Have purchased previously and stopped (3)
 - Product selection (4)
 - Other (please specify) (5) _____
-

Q51 Is there something the Chamber could add to, or modify, in its product offerings to better meet your company's marketing and awareness goals?

End of Block: Block 8

Start of Block: Promoter

Q56 On a scale of 1 to 7 where 1 is "strongly disagree" and 7 is "strongly agree," please indicate your appropriate level of agreement for the following statements:

	1 - strongly disagree (1)	2 - disagree (2)	3 - somewhat disagree (3)	4 - neutral (4)	5 - somewhat agree (5)	6 - agree (6)	7 - strongly agree (7)
I recommend the Chamber personally to friends and business associates (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to engage with the Chamber's social media accounts online (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently share the Chamber's social media updates (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read VeloCityOKC.com often (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read the VeloCityOKC email every week (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy posting pro-OKC items online on my social networks (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy posting pro-Chamber content online on my social networks (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I attend Chamber functions and events when I can (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What fellow businesspeople in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OKC think about
 issues is
 important to me
 (9)

End of Block: Promoter

Start of Block: Business University questions

Q54 Thinking about training and workforce development needs, on a scale of 1 to 7 where 1 is "not at all interested" and 7 is "very interested," please rate your interest in the following formats or products.

	1 - not at all interested (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 - very interested (7)
All-day training conference that includes motivational speakers combined with learning tracks (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shorter lunch events focused on single topics (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-demand training access (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q55 Thinking about training and workforce development needs, on a scale of 1 to 7 where 1 is "not at all interested" and 7 is "very interested," please rate your interest in the following topics.

	1 - not at all interested (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 - very interested (7)
Soft skills (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recruiting and hiring employees (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cybersecurity issues (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New manager training (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intro to the workforce (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advanced manufacturing techniques (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Business University questions

Start of Block: Member Renewal

Q19 So far, would you say your Chamber membership has...

- Exceeded your expectations (1)
- Met your expectations (2)
- Fallen short of your expectations (3)
- Too early to tell (4)

Q21 How likely are you to renew your membership at your next renewal term?

- Extremely likely (1)
- Very likely (2)
- Somewhat likely (3)
- Not very likely (4)
- Not at all likely (5)
- Not sure yet (6)
- I'm not the decision maker (7)

Skip To: Q25 If How likely are you to renew your membership at your next renewal term? = Not at all likely

Skip To: Q27 If How likely are you to renew your membership at your next renewal term? = Not sure yet

Skip To: End of Block If How likely are you to renew your membership at your next renewal term? = Extremely likely

Skip To: End of Block If How likely are you to renew your membership at your next renewal term? = Very likely

Skip To: End of Block If How likely are you to renew your membership at your next renewal term? = Somewhat likely

Skip To: End of Block If How likely are you to renew your membership at your next renewal term? = I'm not the decision maker

Q23 Why are you not very likely to renew your Chamber membership?

Skip To: End of Block If Why are you not very likely to renew your Chamber membership? Is Not Empty

Q25 Why are you not at all likely to renew your Chamber membership?

Skip To: End of Block If Why are you not at all likely to renew your Chamber membership? Is Not Empty

Q27 Why are you not sure if you will renew your Chamber membership?

Skip To: End of Block If Why are you not sure if you will renew your Chamber membership? Is Not Empty

End of Block: Member Renewal

Start of Block: Closing Block

Q44 Which category best describes your age?

▼ Under 25 (1) ... Prefer not to answer (7)

Q46 How many employees does your company have in the Greater Oklahoma City area?

▼ 1-2 (1) ... Prefer not to answer (10)

End of Block: Closing Block

Start of Block: Block 10

Q37 Are there any other comments you would like to add?

End of Block: Block 10
