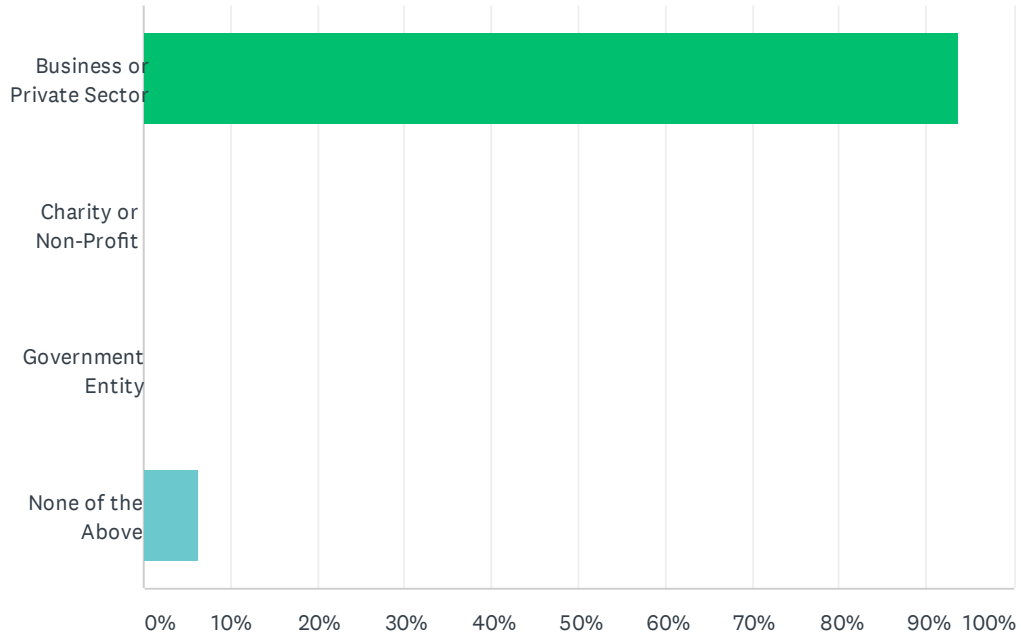


## Q1 What is your IRS tax classification?

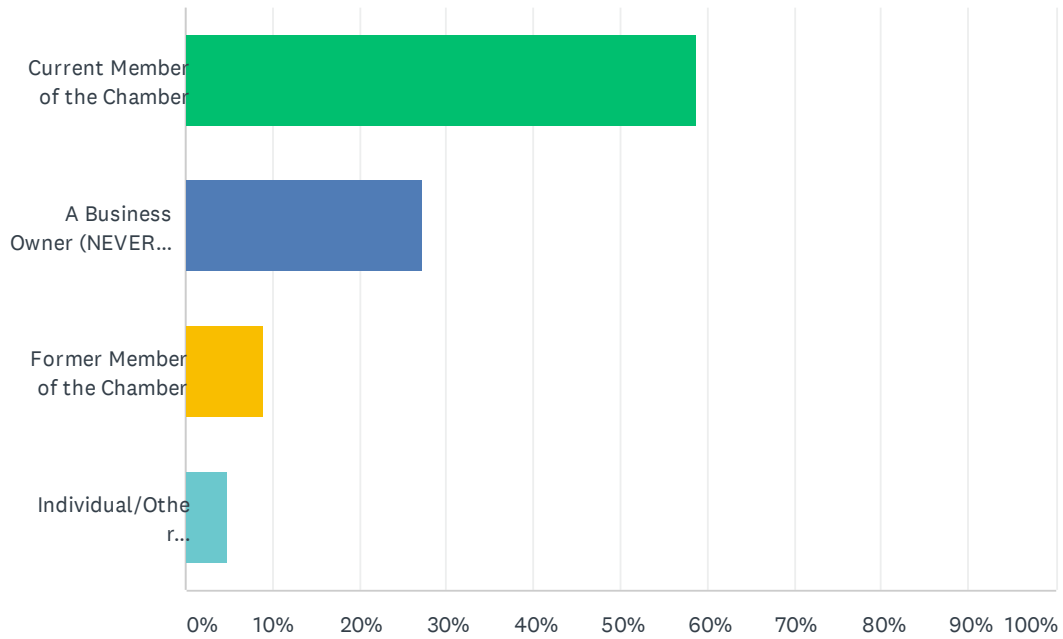
Answered: 16 Skipped: 217



ANSWER CHOICES	RESPONSES	
Business or Private Sector	93.75%	15
Charity or Non-Profit	0.00%	0
Government Entity	0.00%	0
None of the Above	6.25%	1
<b>TOTAL</b>		<b>16</b>

## Q2 What category best describes your relationship to the Chamber:

Answered: 231 Skipped: 2

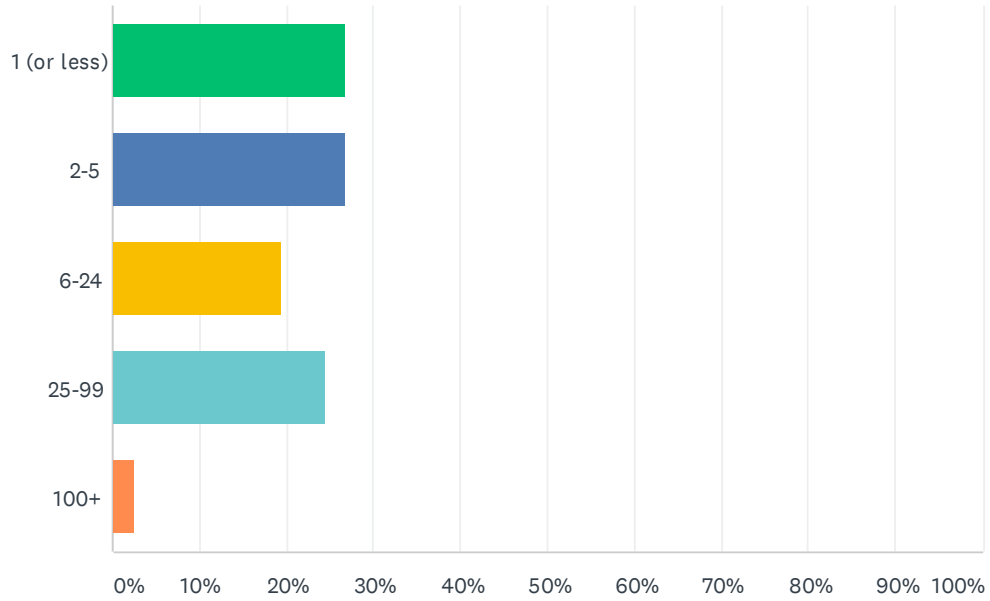


ANSWER CHOICES	RESPONSES	
Current Member of the Chamber (1)	58.87%	136
A Business Owner (NEVER a member) (3)	27.27%	63
Former Member of the Chamber (2)	9.09%	21
Individual/Other (non-business) (4)	4.76%	11
<b>TOTAL</b>		<b>231</b>

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	4.00	1.00	1.78	1.00

### Q3 How many full-time employees do you have?

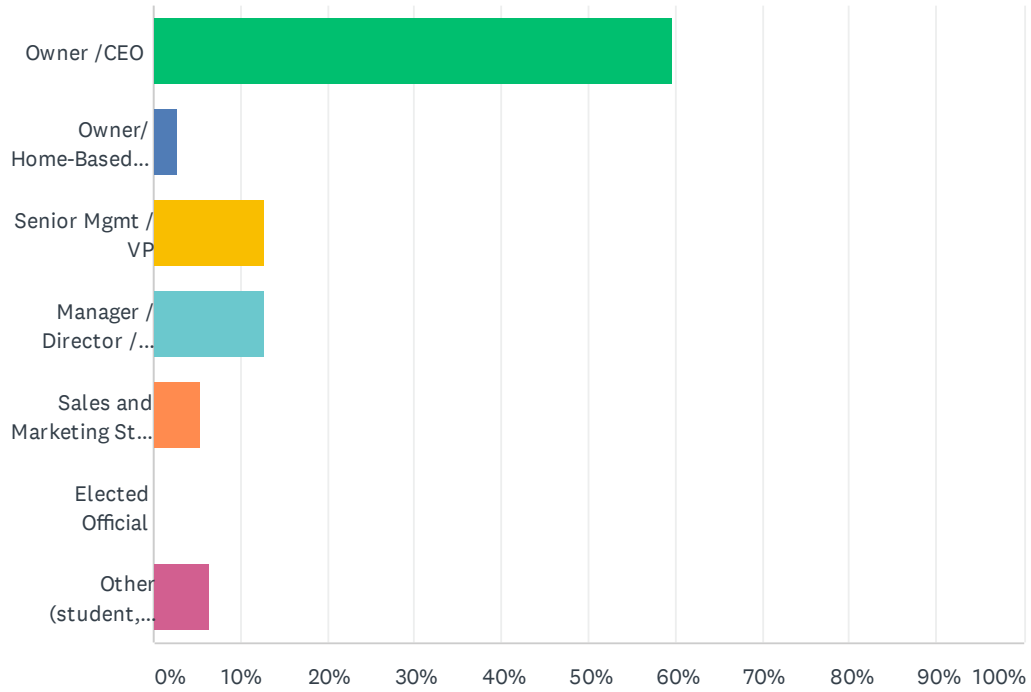
Answered: 41 Skipped: 192



ANSWER CHOICES	RESPONSES	
1 (or less)	26.83%	11
2-5	26.83%	11
6-24	19.51%	8
25-99	24.39%	10
100+	2.44%	1
<b>TOTAL</b>		<b>41</b>

## Q4 What best describes your position:

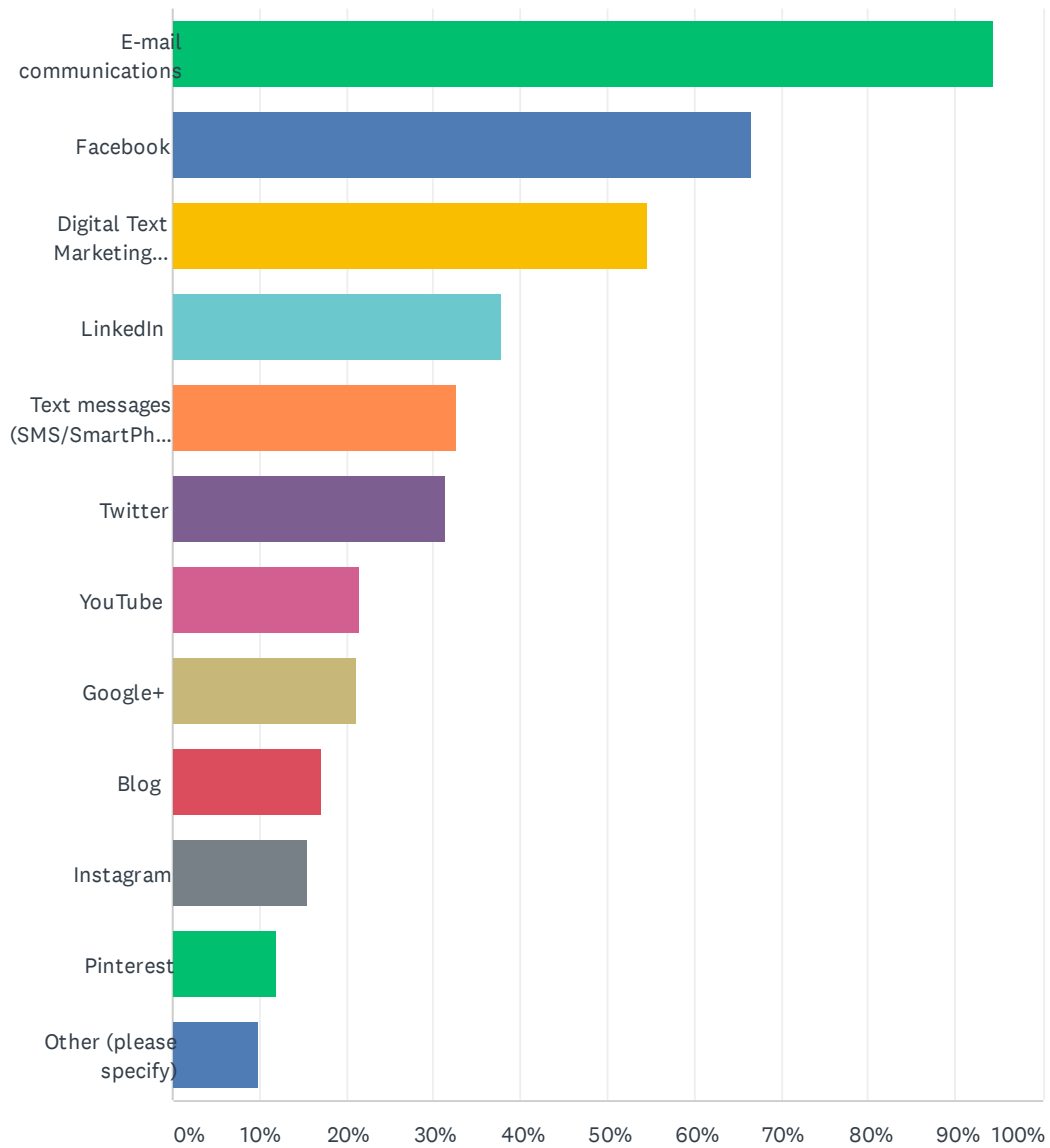
Answered: 109 Skipped: 124



ANSWER CHOICES	RESPONSES	
Owner /CEO	59.63%	65
Owner/ Home-Based Business	2.75%	3
Senior Mgmt / VP	12.84%	14
Manager / Director / Dept. Head	12.84%	14
Sales and Marketing Staff (including Multi-level Marketers)	5.50%	6
Elected Official	0.00%	0
Other (student, resident)	6.42%	7
<b>TOTAL</b>		<b>109</b>

# Q5 What electronic/social media platforms do you primarily use in your business :

Answered: 233 Skipped: 0

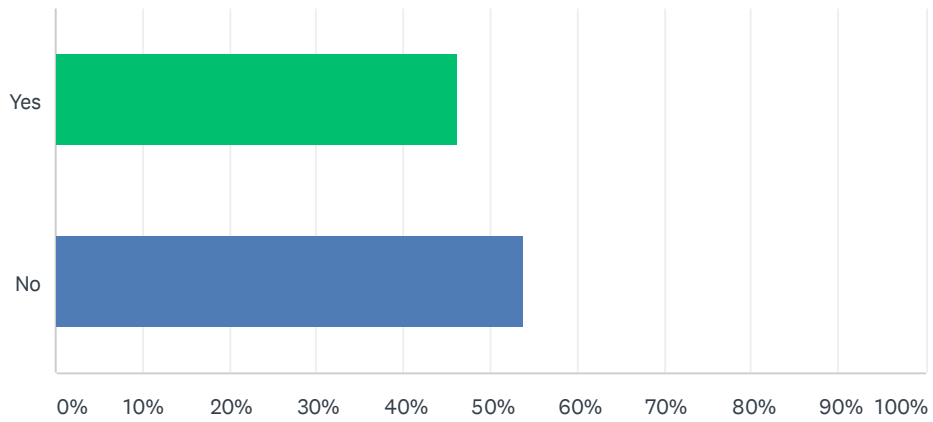


## Annual Chamber Survey

ANSWER CHOICES	RESPONSES	
E-mail communications	94.42%	220
Facebook	66.52%	155
Digital Text Marketing Platform (mass messaging to customers and clients)	54.51%	127
LinkedIn	37.77%	88
Text messages (SMS/SmartPhone)	32.62%	76
Twitter	31.33%	73
YouTube	21.46%	50
Google+	21.03%	49
Blog	17.17%	40
Instagram	15.45%	36
Pinterest	12.02%	28
Other (please specify)	9.87%	23
Total Respondents: 233		

### Q6 Do you feel that the Chamber having a professional contracted lobbyist/legislative advisor enhances the value of a Chamber membership?

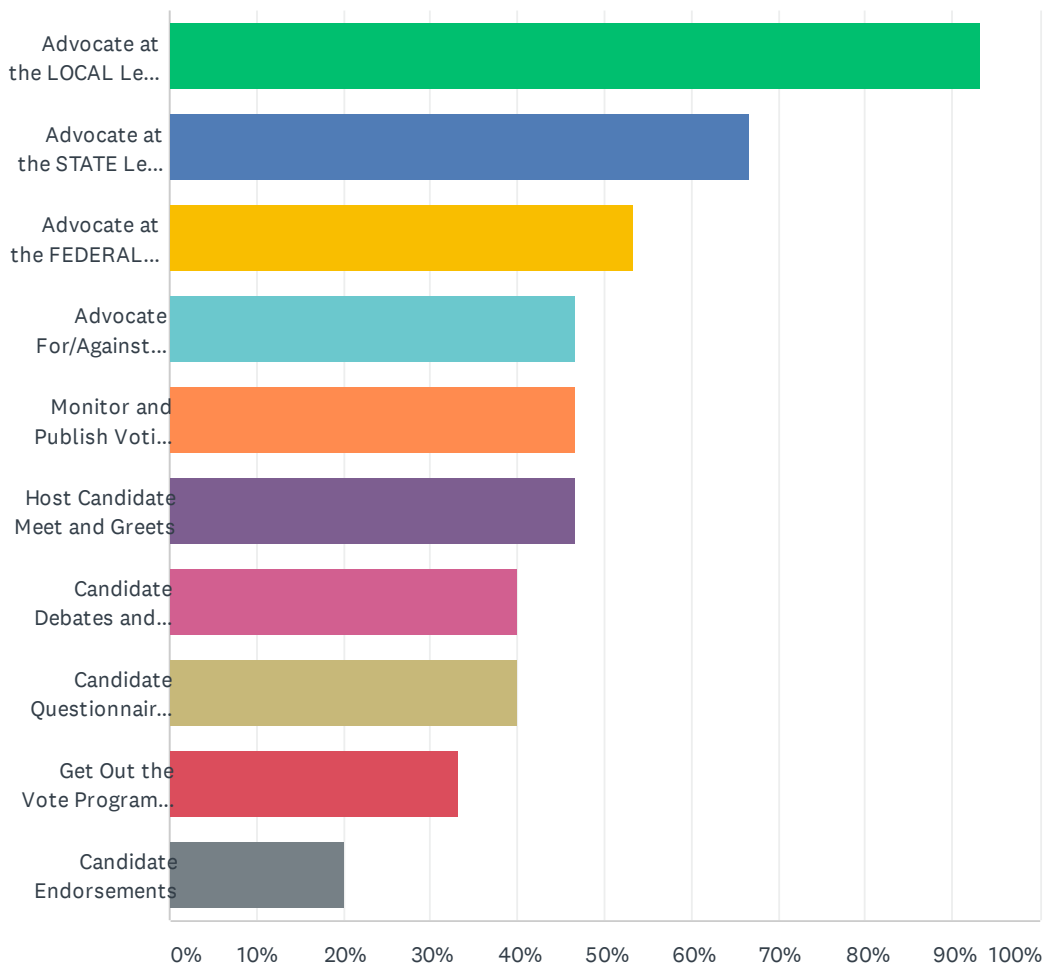
Answered: 13 Skipped: 220



ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Q7 What do you feel are the most important Advocacy/Lobbying activities for a Chamber to be involved in? (Check all that apply). The Chamber works to represent the collective voice of the business community.

Answered: 15 Skipped: 218



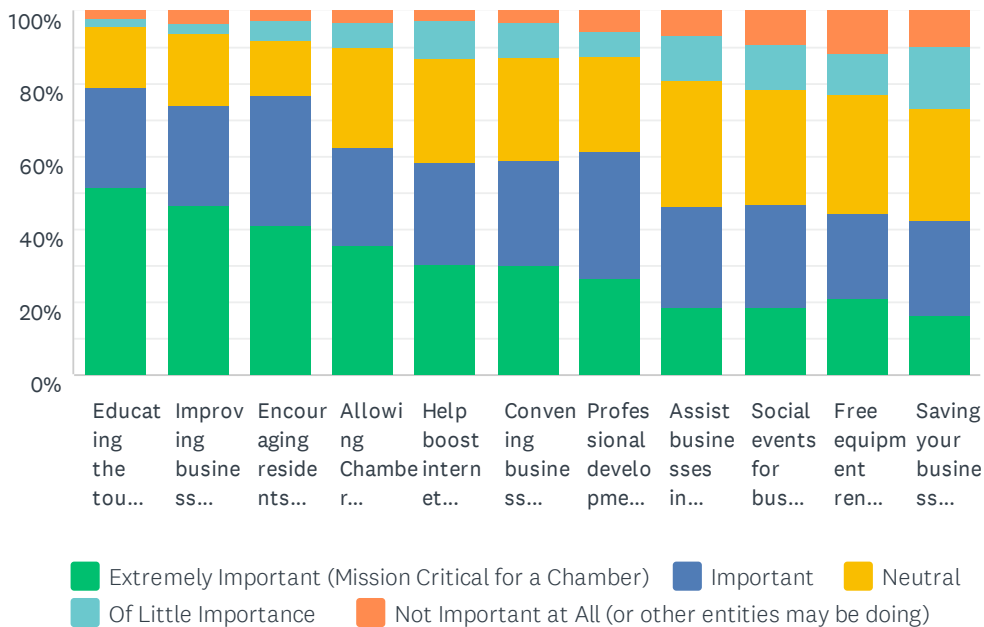


## Annual Chamber Survey

ANSWER CHOICES	RESPONSES	
Advocate at the LOCAL Level (City, County)	93.33%	14
Advocate at the STATE Level (State Legislature, Governor, Agencies)	66.67%	10
Advocate at the FEDERAL Level (Congress, Administration)	53.33%	8
Advocate For/Against Initiatives or Referendums	46.67%	7
Monitor and Publish Voting Records	46.67%	7
Host Candidate Meet and Greet	46.67%	7
Candidate Debates and Forums	40.00%	6
Candidate Questionnaire/Publish Voting Records	40.00%	6
Get Out the Vote Programs (GOTV)	33.33%	5
Candidate Endorsements	20.00%	3
Total Respondents: 15		

Q8 The mission of the Surprise Regional Chamber of Commerce is to champion economic prosperity, foster a pro-business climate, and to improve the quality of life in our region. Our vision is to be universally recognized for our unique and invaluable role in helping businesses prosper and helping our communities thrive. Please rate each activity as to its importance.

Answered: 230 Skipped: 3



## Annual Chamber Survey

	EXTREMELY IMPORTANT (MISSION CRITICAL FOR A CHAMBER) (1)	IMPORTANT (2)	NEUTRAL (3)	OF LITTLE IMPORTANCE (4)	NOT IMPORTANT AT ALL (OR OTHER ENTITIES MAY BE DOING) (5)	TOTAL	WEIGHTED AVERAGE
Educating the tourists and visitors about local and regional attractions and businesses in the area	51.42% 109	27.36% 58	16.98% 36	2.36% 5	1.89% 4	212	8.30
Improving business conditions (local and state lobbying and advocacy to reduce regulations and improve local business environment, i.e. regulations, fees, taxes, pro-business legislation. etc.)	46.73% 100	27.10% 58	20.09% 43	2.80% 6	3.27% 7	214	9.67
Encouraging residents to shop and buy local and the associated benefits of supporting our local community	41.23% 87	35.55% 75	15.17% 32	5.69% 12	2.37% 5	211	9.89
Allowing Chamber members to use their association with the Chamber, and/or the Chamber logo, to enhance their business credibility (63% of consumers think more favorably of businesses that are members)	35.44% 73	27.18% 56	27.18% 56	7.28% 15	2.91% 6	206	12.15
Help boost internet traffic to our area, in order to support members businesses and boost local sales	30.73% 63	27.80% 57	28.29% 58	10.73% 22	2.44% 5	205	13.19
Convening business leaders to discuss and learn about the challenges and opportunities facing businesses in our community.	29.76% 61	29.27% 60	28.29% 58	9.76% 20	2.93% 6	205	13.27
Professional development opportunities like seminars, conferences and workshops for businesses	26.47% 54	34.80% 71	25.98% 53	7.35% 15	5.39% 11	204	13.84
Assist businesses in getting interns for their business and therefore	18.72% 38	27.59% 56	34.48% 70	12.81% 26	6.40% 13	203	16.89

## Annual Chamber Survey

improving the overall quality of our workforce

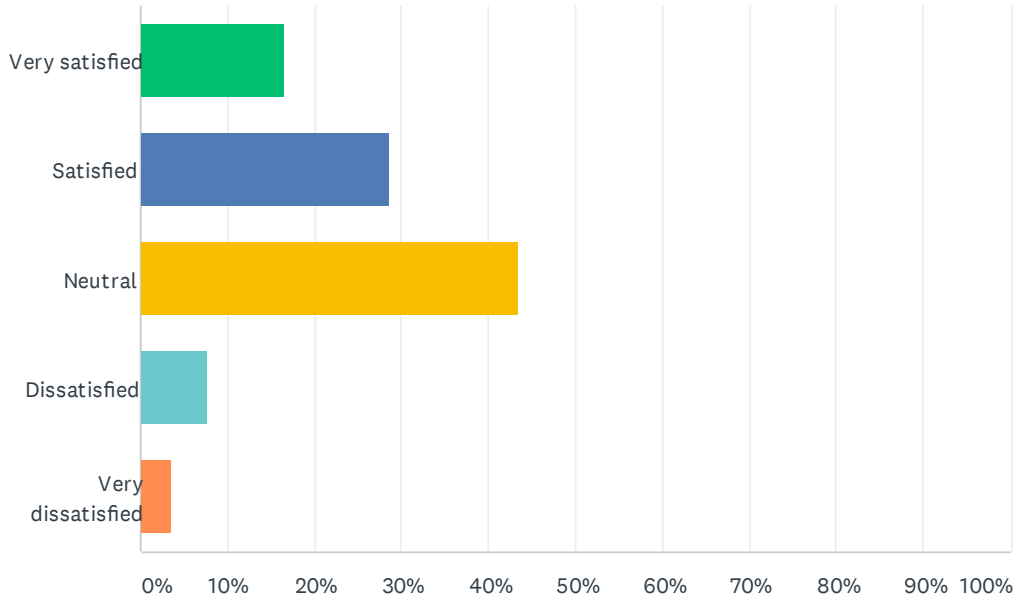
Social events for business professionals (golf outings, after hour events primarily for networking) .	18.75% 39	28.37% 59	31.25% 65	12.50% 26	9.13% 19	208	17.59
Free equipment rentals for grand openings, ribbon cuttings, etc. (PA system, raffle drums, ceremonial ribbon cutting scissors, banners, etc.), community calendar postings, and conference room rentals for staff meetings, etc.	20.81% 41	23.86% 47	32.49% 64	11.17% 22	11.68% 23	197	18.28
Saving your business money with discounts on office supplies, discounts travel services, etc.	16.59% 34	25.85% 53	31.22% 64	17.07% 35	9.27% 19	205	18.75

### BASIC STATISTICS

	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Educating the tourists and visitors about local and regional attractions and businesses in the area	1.00	5.00	1.00	1.76	0.94
Improving business conditions (local and state lobbying and advocacy to reduce regulations and improve local business environment, i.e. regulations, fees, taxes, pro-business legislation. etc.)	1.00	5.00	2.00	1.89	1.03
Encouraging residents to shop and buy local and the associated benefits of supporting our local community	1.00	5.00	2.00	1.92	1.00
Allowing Chamber members to use their association with the Chamber, and/or the Chamber logo, to enhance their business credibility (63% of consumers think more favorably of businesses that are members)	1.00	5.00	2.00	2.15	1.08
Help boost internet traffic to our area, in order to support members businesses and boost local sales	1.00	5.00	2.00	2.26	1.08
Convening business leaders to discuss and learn about the challenges and opportunities facing businesses in our community.	1.00	5.00	2.00	2.27	1.08
Professional development opportunities like seminars, conferences and workshops for businesses	1.00	5.00	2.00	2.30	1.10
Assist businesses in getting interns for their business and therefore improving the overall quality of our workforce	1.00	5.00	3.00	2.61	1.12
Social events for business professionals (golf outings, after hour events primarily for networking) .	1.00	5.00	3.00	2.65	1.18
Free equipment rentals for grand openings, ribbon cuttings, etc. (PA system, raffle drums, ceremonial ribbon cutting scissors, banners, etc.), community calendar postings, and conference room rentals for staff meetings, etc.	1.00	5.00	3.00	2.69	1.25
Saving your business money with discounts on office supplies, discounts travel services, etc.	1.00	5.00	3.00	2.77	1.19

## Q9 Overall, how satisfied are you with the overall work of the Chamber?

Answered: 230 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very satisfied (1)	16.52%	38
Satisfied (2)	28.70%	66
Neutral (3)	43.48%	100
Dissatisfied (4)	7.83%	18
Very dissatisfied (5)	3.48%	8
<b>TOTAL</b>		<b>230</b>

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	5.00	3.00	2.53	0.97

## Q10 Other Comments or Feedback

Answered: 5 Skipped: 228