



**Engaging** Business and Community

## **2016 Member Survey Results**

## Executive Summary

Population = 1,634 members that receive Chamber email communications

Usable Surveys = 341, Completed Surveys = 301

Run: April 28 – May 31

Q1. Please select the category that best represents your organization.

- The categories are those used in the Chamber business directory.

Q2. How aware are you of the benefits available to you at your current membership level?

- High awareness: 30%
- Somewhat aware: 48%
- Low awareness: 22%

Q3. Please rate the value to you of the following Chamber programs and services. (Select "N/A" if you have not participated in the program or service).

- Highest average values: Leadership Missoula, Advocacy, and Marketing.
- For all other programs, nearly half indicated N/A. Except for Workforce Development, more indicated low value than high value for these programs.

Q4. Please rate the value to you of the Chamber events that you have attended. (Select "N/A" if you have not attended the event).

- Highest average values: State of Missoula, BAH, and the Annual Banquet. Many more indicated high value than low value for these events.
- For all other events, relatively large proportions responded N/A.

Q5. Please rate the value to you of the following Chamber committees. (Select "N/A" if you cannot evaluate the committee).

- Highest average values: MYP and BNGs. For all others, more than half indicated N/A.
- For all but Forest Resources, more respondents indicated high value than low value.
- The two most highly valued committees are networking-centric.

Q6. Please rate the value of the following Chamber communication/promotion tools. (Select "N/A" if you cannot evaluate the tool).

- Each tool had a roughly similar average value (3.19-3.64).
- Relatively few responded N/A.
- High value responses were generally much greater than low value responses.

Q7. What are the one or two most valuable benefits the Chamber provides to you?

- Most frequent themes: Networking (159), Advocacy (62), Communications (41), Marketing (38), and Professional Development/Training (33)
- Networking included events like BAH and networking-centric committees like MYP.
- Professional Development/Training was mostly made up of LM (27).

Q8. Are there benefits you consider valuable that the Chamber does not offer? Please specify.

- Kim has reviewed these responses and is working up a narrative.

Q9. Please rank these issues in terms of the challenge they provide to your organization. (Select "N/A" if the issue is not applicable to your organization).

- Highest average challenges: the economy, availability of educated and skilled workers, and housing affordability.
- Sam is reviewing responses to this question by organization category for further insight.

Q10. What is the single biggest challenge facing your organization?

- Recruiting and retaining qualified employees was the most frequent theme (75).
- Marketing/Sales comments (33) focused mostly on finding new customers and raising awareness about their products and services.
- Regulation comments (28) encompassed all levels of government.
- While the economy was the highest average challenge, it was only the fourth most reported as the single biggest challenge (27).

Q11. Property taxes fund government services. Are Missoula's property taxes too high, too low, or about right for the services you receive?

- Less than 30% said property taxes are about right (27%) or too low (2%).
- Over half said property taxes are too high.

Q12. Keeping in mind public funds are not unlimited, please rank the following as priorities for our community to address. (Select "N/A" if you cannot evaluate).

- Highest average priorities: Attracting businesses and creating jobs, maintaining and repairing streets and roads, and funding public schools.
- Lowest average priorities: Building a new public library; building new bicycle lanes, sidewalks, and trails; and building new public parks and playgrounds.
- Maintaining existing public facilities was a higher priority than building new ones.

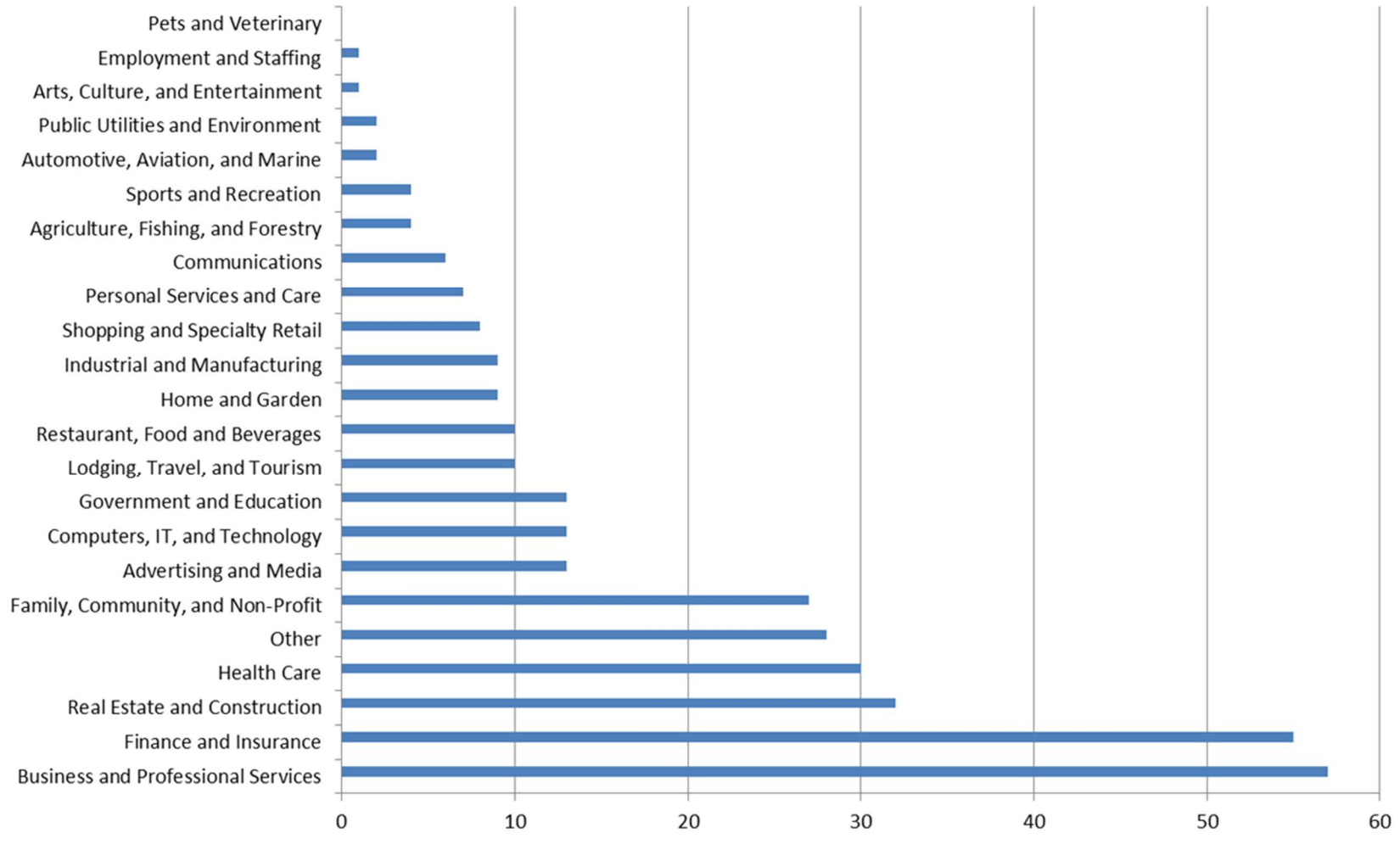
Q1

## 2016 Member Survey

Please select the category that best represents your organization.

Answer Options	Response Percent	Response Count
Business and Professional Services	16.7%	57
Finance and Insurance	16.1%	55
Real Estate and Construction	9.4%	32
Health Care	8.8%	30
Other	8.2%	28
Family, Community, and Non-Profit	7.9%	27
Advertising and Media	3.8%	13
Computers, IT, and Technology	3.8%	13
Government and Education	3.8%	13
Lodging, Travel, and Tourism	2.9%	10
Restaurant, Food and Beverages	2.9%	10
Home and Garden	2.6%	9
Industrial and Manufacturing	2.6%	9
Shopping and Specialty Retail	2.3%	8
Personal Services and Care	2.1%	7
Communications	1.8%	6
Agriculture, Fishing, and Forestry	1.2%	4
Sports and Recreation	1.2%	4
Automotive, Aviation, and Marine	0.6%	2
Public Utilities and Environment	0.6%	2
Arts, Culture, and Entertainment	0.3%	1
Employment and Staffing	0.3%	1
Pets and Veterinary	0.0%	0
<i>answered question</i>		<b>341</b>
<i>skipped question</i>		<b>0</b>

## Responses by Category



Q2

## 2016 Member Survey

How aware are you of the benefits available to you at your current membership level?						
Answer Options	Not at all aware (1)	(2)	Somewhat aware (3)	(4)	Very aware (5)	Rating Average
Awareness	28	48	162	73	30	3.09

Hi%	Lo%	Somewhat aware%	Response Count
30.2%	22.3%	47.5%	341
<i>answered question</i>			341
<i>skipped question</i>			0

Q3

## 2016 Member Survey

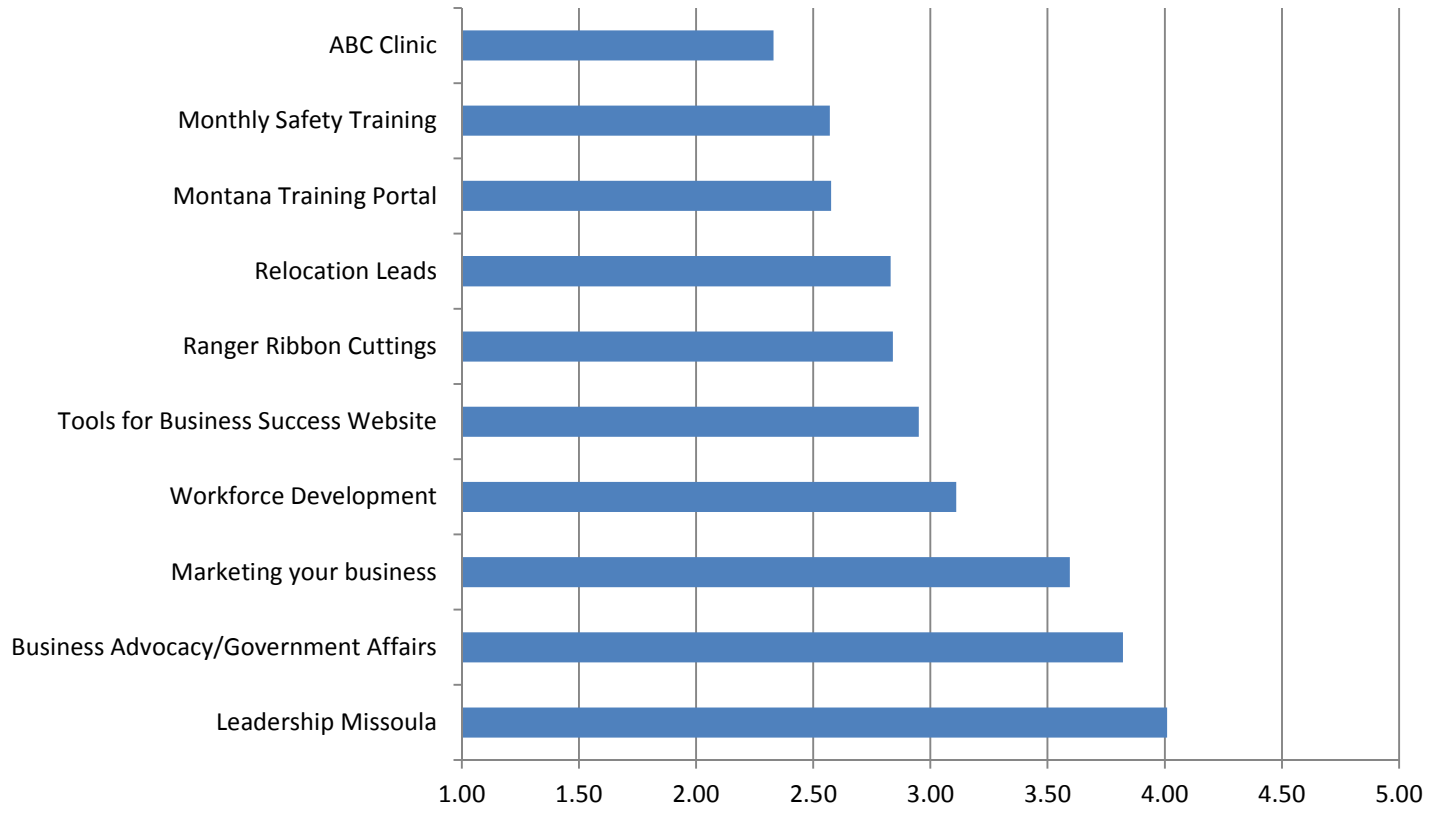
Please rate the value to you of the following Chamber programs and services. (Select "N/A" if you have not participated in the program or service).

Answer Options	No value (1)	(2)	Some value (3)	(4)	Very high value (5)	N/A	Rating Average
Leadership Missoula	12	9	40	63	96	121	4.01
Business Advocacy/Government Affairs	10	22	40	72	75	122	3.82
Marketing your business	10	31	73	89	59	79	3.60
Workforce Development	24	30	51	50	24	162	3.11
Tools for Business Success Website	23	37	58	44	15	164	2.95
Ranger Ribbon Cuttings	39	40	47	32	28	155	2.84
Relocation Leads	40	31	44	34	24	168	2.83
Montana Training Portal	36	31	44	24	9	197	2.58
Monthly Safety Training	42	31	39	25	13	191	2.57
ABC Clinic	37	31	23	12	9	229	2.33

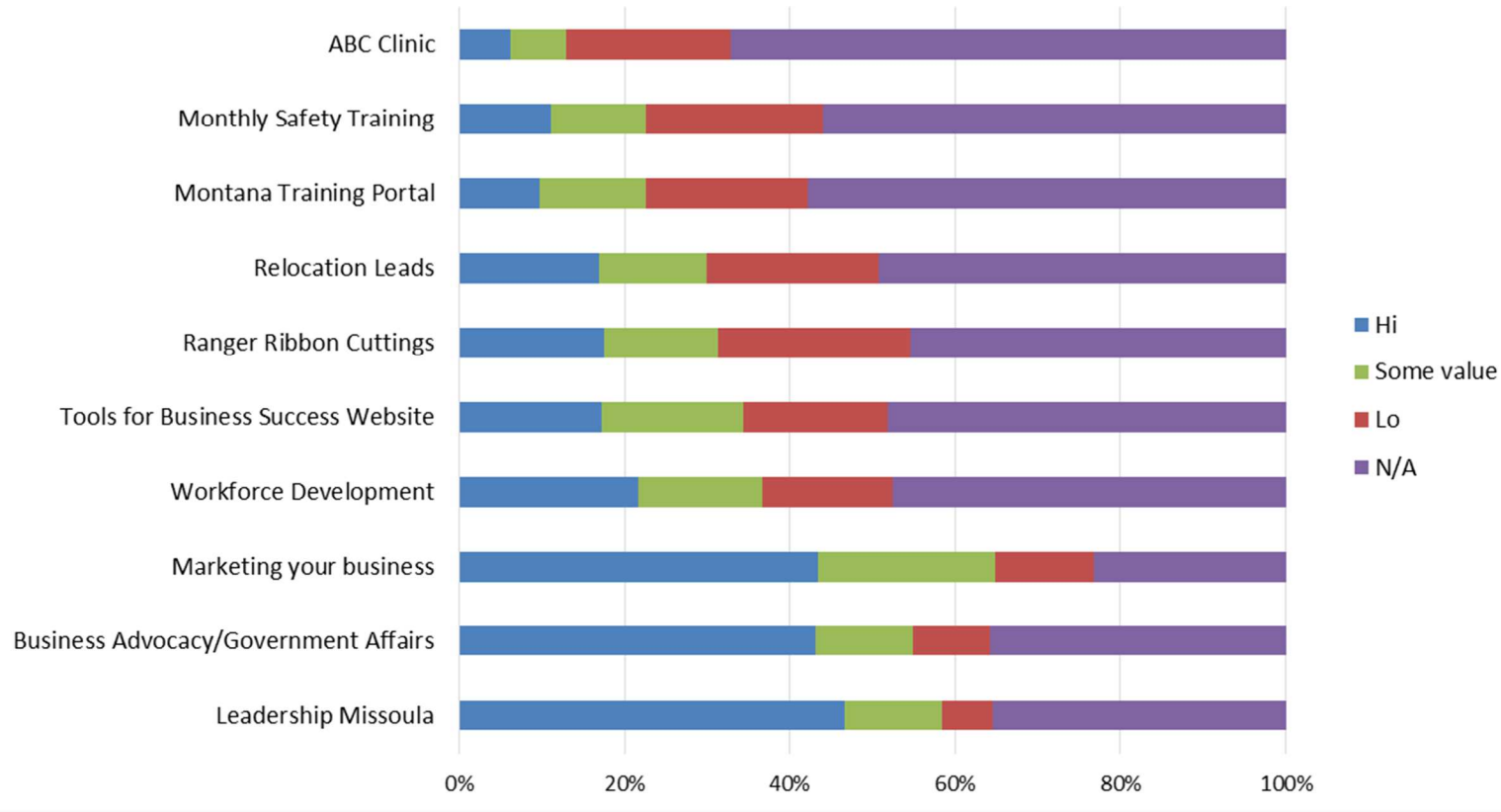
Hi%	Some value%	Lo%	N/A%	Response Count
46.6%	11.7%	6.2%	35.5%	341
43.1%	11.7%	9.4%	35.8%	341
43.4%	21.4%	12.0%	23.2%	341
21.7%	15.0%	15.8%	47.5%	341
17.3%	17.0%	17.6%	48.1%	341
17.6%	13.8%	23.2%	45.5%	341
17.0%	12.9%	20.8%	49.3%	341
9.7%	12.9%	19.6%	57.8%	341
11.1%	11.4%	21.4%	56.0%	341
6.2%	6.7%	19.9%	67.2%	341
<b>answered question</b>				<b>341</b>
<b>skipped question</b>				<b>0</b>



## Average Value, Programs and Services



## Breakdown, Programs and Services



Q4

## 2016 Member Survey

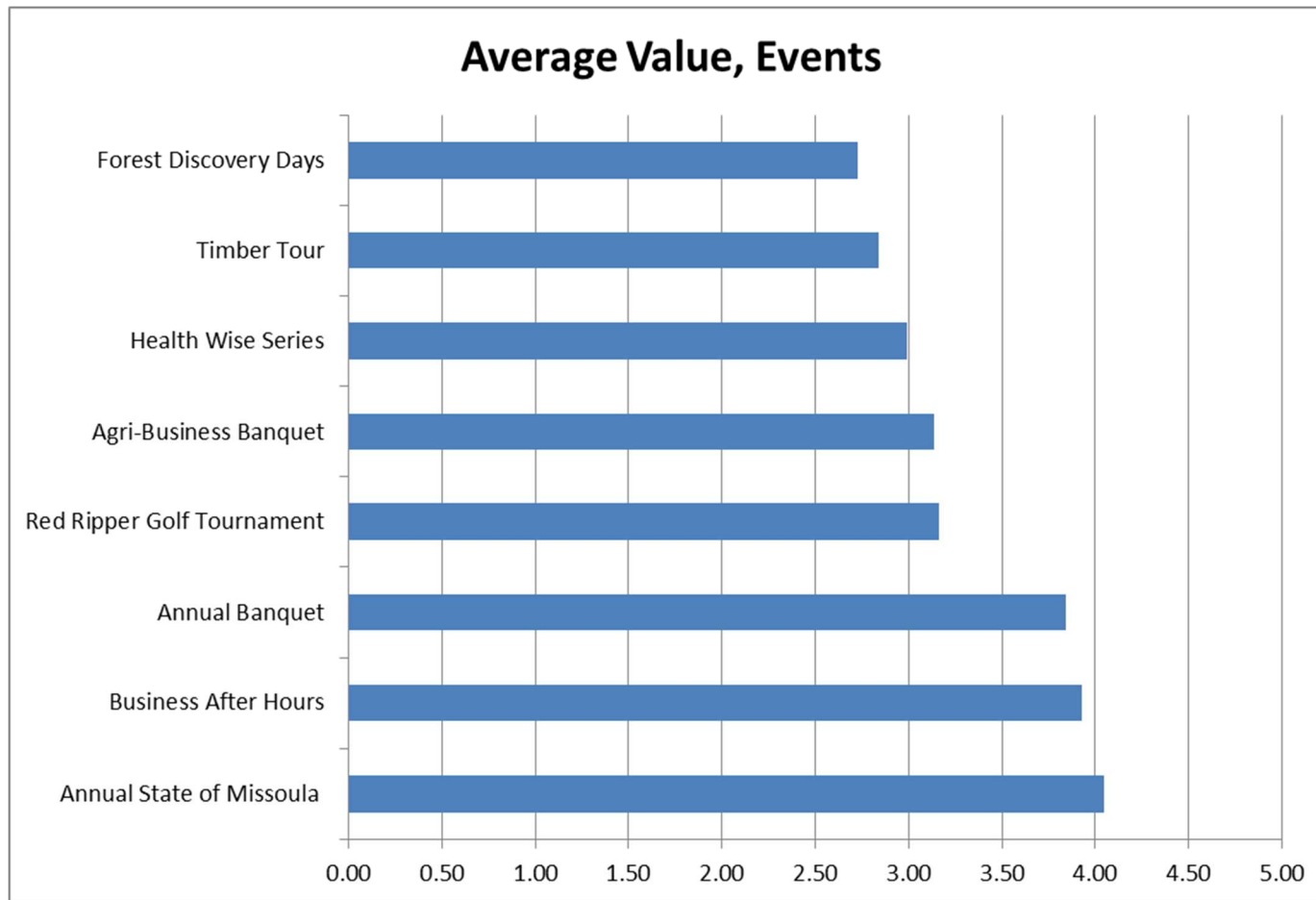
Please rate the value to you of the Chamber events that you have attended. (Select "N/A" if you have not attended the event).

Answer Options	No value (1)	(2)	Some value (3)	(4)	Very high value (5)	N/A	Rating Average
Annual State of Missoula	5	10	31	63	76	156	4.05
Business After Hours	7	16	66	98	99	55	3.93
Annual Banquet	9	12	39	54	62	165	3.84
Red Ripper Golf Tournament	21	19	34	28	27	212	3.16
Agri-Business Banquet	15	15	28	16	21	246	3.14
Health Wise Series	16	15	30	22	12	246	2.99
Timber Tour	18	19	23	17	12	252	2.84
Forest Discovery Days	18	15	24	14	8	262	2.73

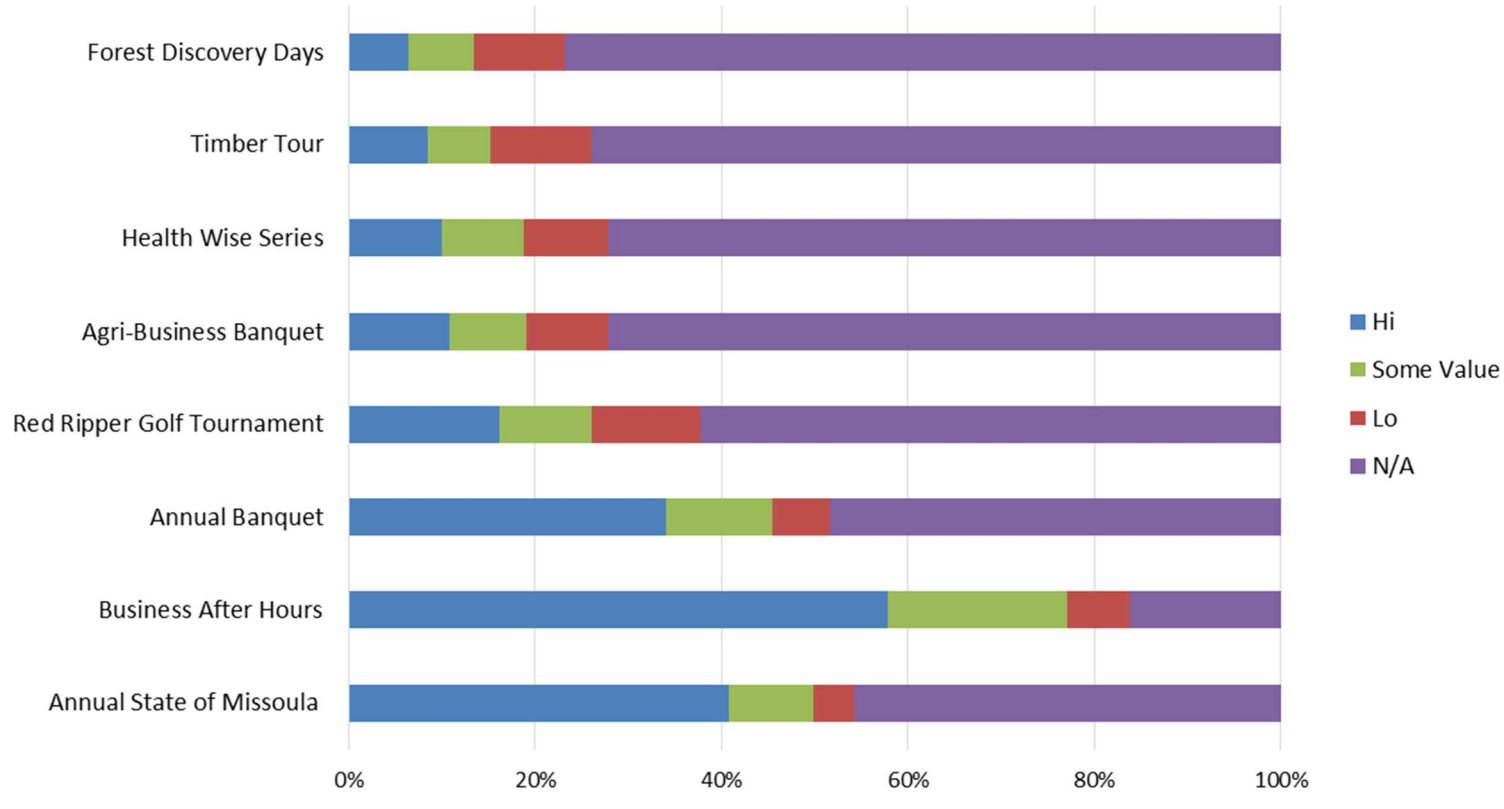
*answered question*

*skipped question*

Hi%	Some value%	Lo%	N/A %	Response Count
40.8%	9.1%	4.4%	45.7%	341
57.8%	19.4%	6.7%	16.1%	341
34.0%	11.4%	6.2%	48.4%	341
16.1%	10.0%	11.7%	62.2%	341
10.9%	8.2%	8.8%	72.1%	341
10.0%	8.8%	9.1%	72.1%	341
8.5%	6.7%	10.9%	73.9%	341
6.5%	7.0%	9.7%	76.8%	341
<i>answered question</i>				341
<i>skipped question</i>				0



## Breakdown, Events



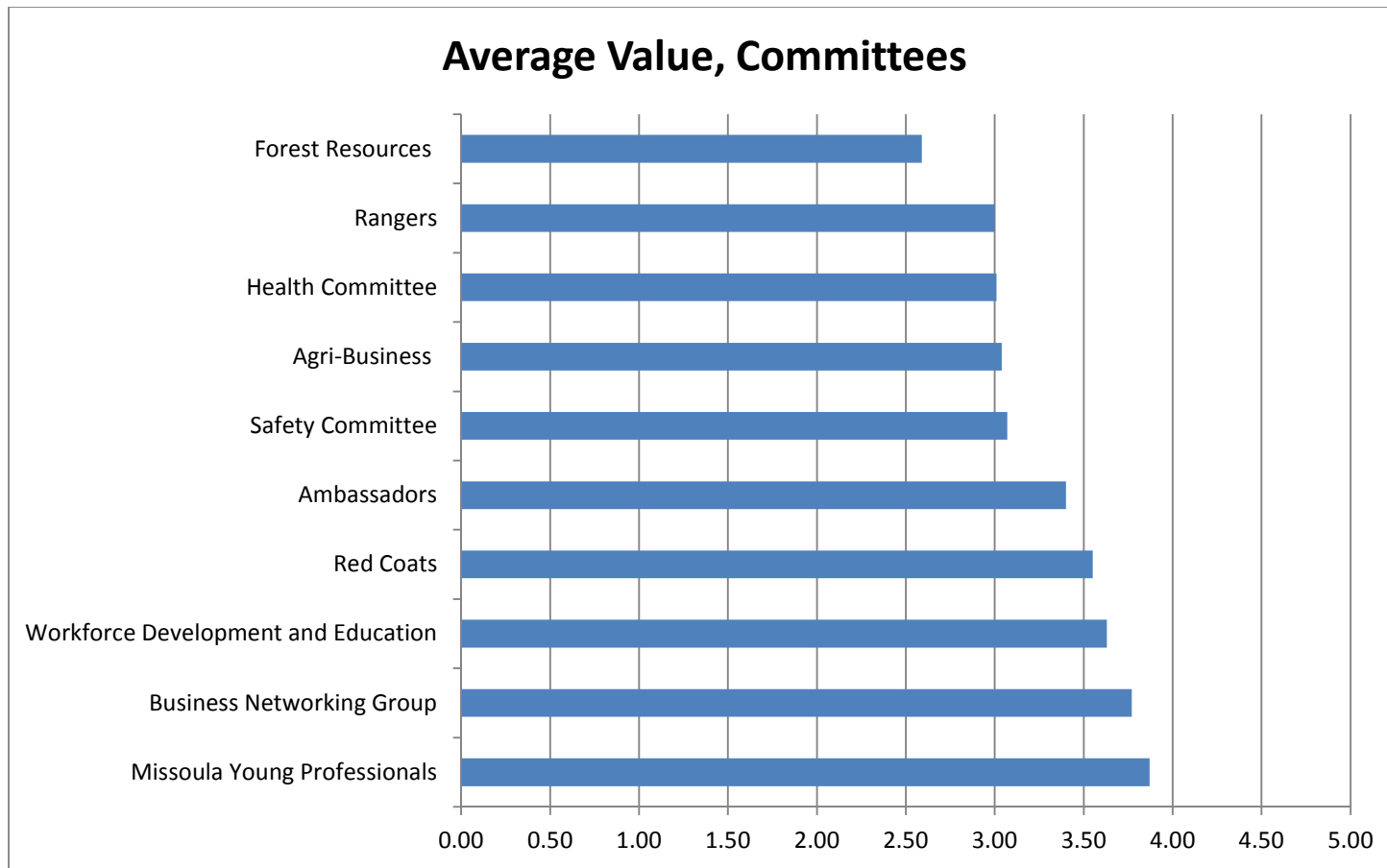
Q5

## 2016 Member Survey

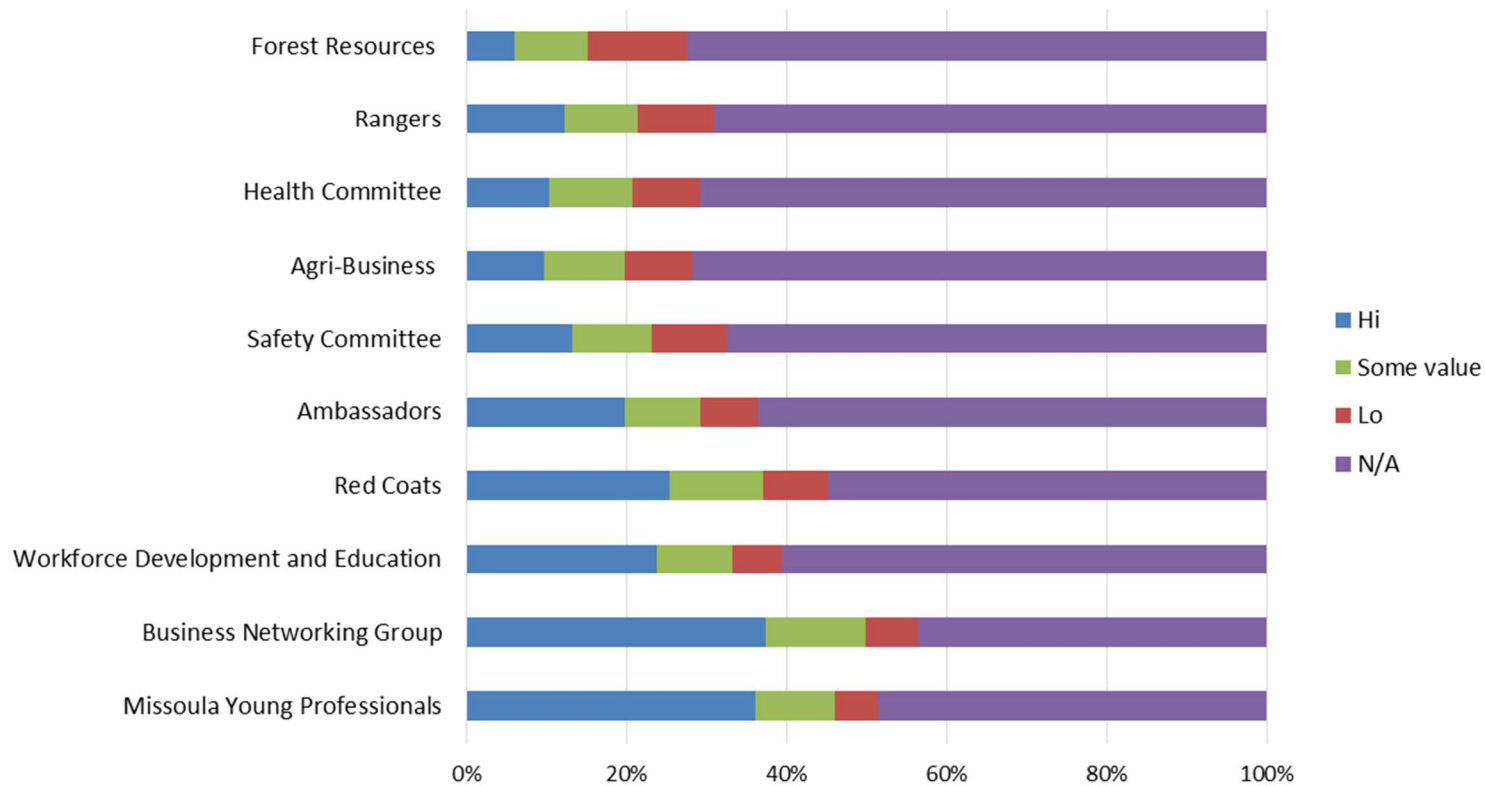
Please rate the value to you of the following Chamber committees. (Select "N/A" if you cannot evaluate the committee).

Answer Options	No value (1)	(2)	Some value (3)	(4)	Very high value (5)	N/A	Rating Average
Missoula Young Professionals	7	10	32	64	51	155	3.87
Business Networking Group	13	8	40	66	53	139	3.77
Workforce Development and Education	11	9	30	42	34	193	3.63
Red Coats	15	11	37	42	39	175	3.55
Ambassadors	16	7	30	41	22	203	3.40
Safety Committee	17	13	32	30	12	215	3.07
Agri-Business	15	12	32	16	15	229	3.04
Health Committee	17	10	33	21	12	226	3.01
Rangers	17	14	29	30	9	220	3.00
Forest Resources	21	19	29	13	6	231	2.59

Hi%	Some value%	Lo%	N/A%	Response Count
36.1%	10.0%	5.3%	48.6%	319
37.3%	12.5%	6.6%	43.6%	319
23.8%	9.4%	6.3%	60.5%	319
25.4%	11.6%	8.2%	54.9%	319
19.7%	9.4%	7.2%	63.6%	319
13.2%	10.0%	9.4%	67.4%	319
9.7%	10.0%	8.5%	71.8%	319
10.3%	10.3%	8.5%	70.8%	319
12.2%	9.1%	9.7%	69.0%	319
6.0%	9.1%	12.5%	72.4%	319
<b>answered question</b>				<b>319</b>
<b>skipped question</b>				<b>22</b>



## Breakdown, Committees



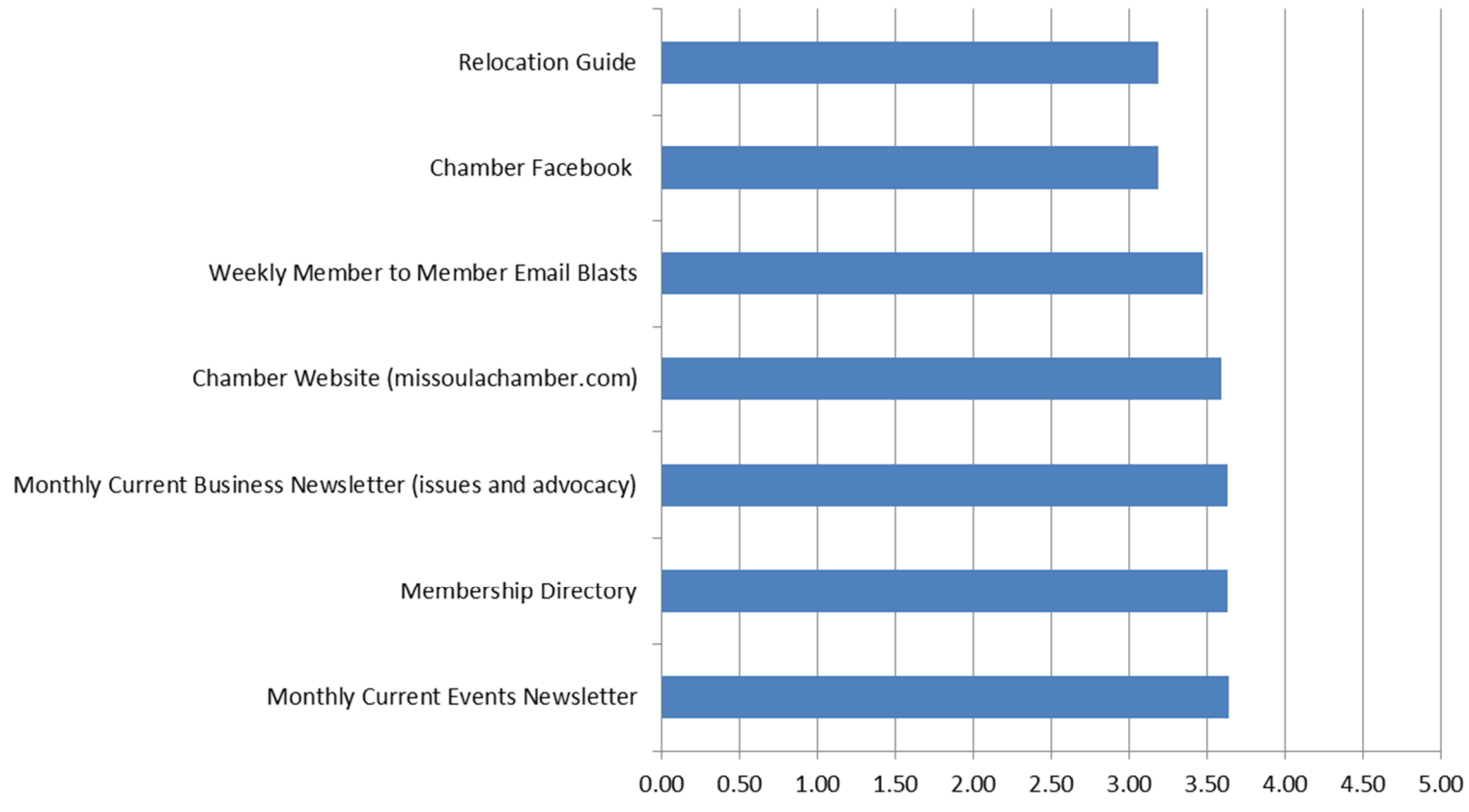


Q6

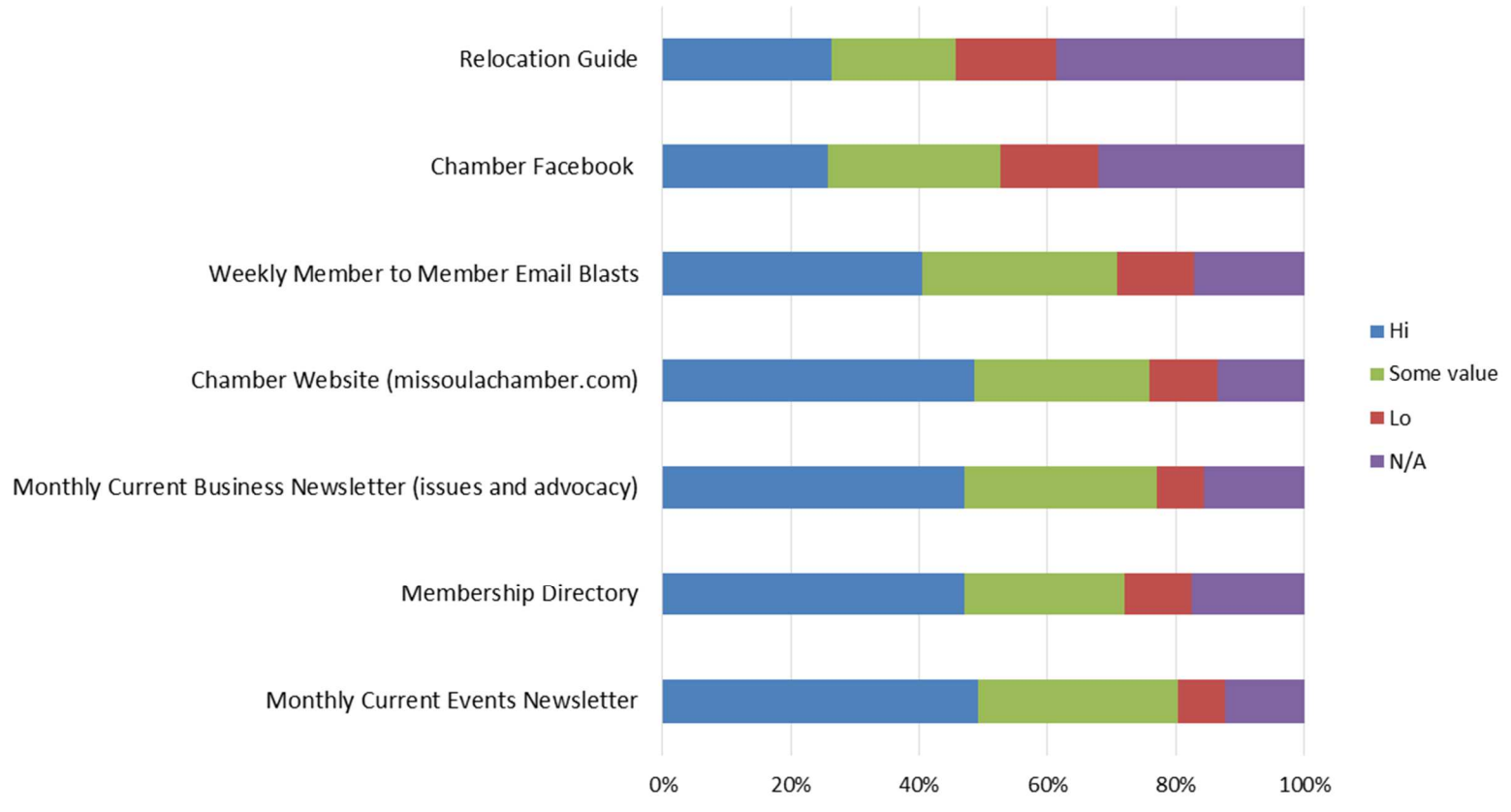
## 2016 Member Survey

Please rate the value of the following Chamber communication/promotion tools. (Select "N/A" if you cannot evaluate the tool).							
Answer Options	No value (1)	(2)	Some value (3)	(4)	Very high value (5)	N/A	Rating Average
Monthly Current Events Newsletter	7	17	99	105	52	39	3.64
Membership Directory	8	25	80	92	58	56	3.63
Monthly Current Business Newsletter (issues and advocacy)	6	17	96	102	48	50	3.63
Chamber Website (missoulachamber.com)	10	24	87	104	51	43	3.59
Weekly Member to Member Email Blasts	13	25	97	83	46	55	3.47
Chamber Facebook	21	28	86	53	29	102	3.19
Relocation Guide	24	26	62	57	27	123	3.19
Hi%	Some value%	Lo%	N/A%	Response Count			
49.2%	31.0%	7.5%	12.2%	319			
47.0%	25.1%	10.3%	17.6%	319			
47.0%	30.1%	7.2%	15.7%	319			
48.6%	27.3%	10.7%	13.5%	319			
40.4%	30.4%	11.9%	17.2%	319			
25.7%	27.0%	15.4%	32.0%	319			
26.3%	19.4%	15.7%	38.6%	319			
<i>answered question</i>				319			
<i>skipped question</i>				22			

## Average Value, Communication Tools



## Breakdown, Communcation Tools



Q7

## 2016 Member Survey

What are the one or two most valuable benefits the Chamber provides to you?

Answer Options	Response Count
	319
<i>answered question</i>	<b>319</b>
<i>skipped question</i>	<b>22</b>

<b>Themes Frequency Table</b>	
Networking	103
BAH	38
BNG	8
MYP	10
Advocacy	62
Communications	41
Marketing	38
Leadership Missoula	27
Trainings	6
Business Development	5
Workforce Development	6

See Appendix A for all responses.



## 100 most frequently used words

Q8

## 2016 Member Survey

Are there benefits you consider valuable that the Chamber does not offer? Please specify.	
Answer Options	Response Count
	146
<i>answered question</i>	146
<i>skipped question</i>	195

Themes were not readily discernible. See Appendix B for all responses.

Q9

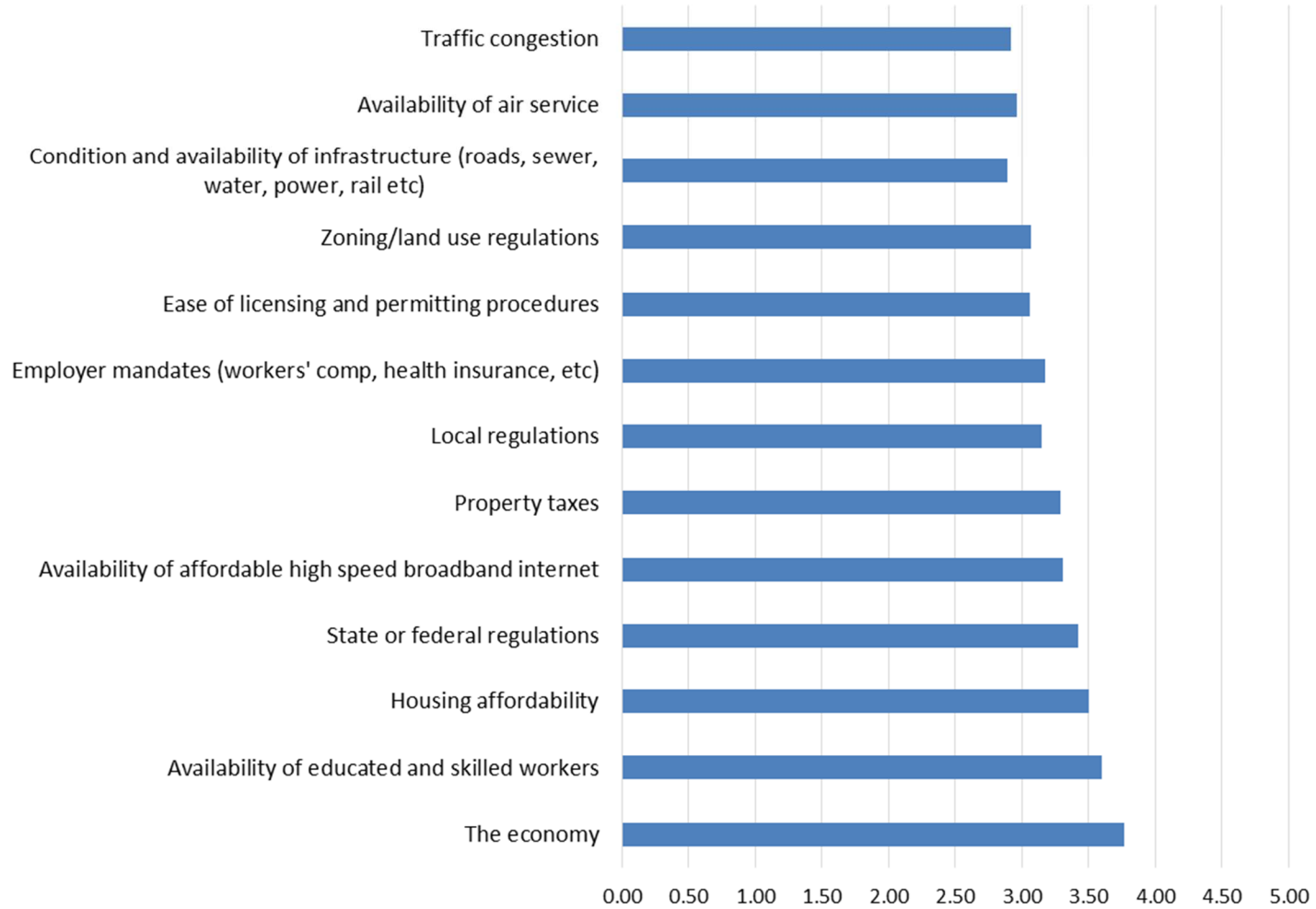
## 2016 Member Survey

Please rank these issues in terms of the challenge they provide to your organization. (Select "N/A" if the issue is not applicable to your organization).

Answer Options	Very little challenge (1)	(2)	Somewhat challenging (3)	(4)	Very challenging (5)	N/A	Rating Average
The economy	7	34	78	73	99	18	3.77
Availability of educated and skilled workers	30	25	61	71	90	32	3.60
Housing affordability	28	32	52	57	77	63	3.50
State or federal regulations	32	29	73	55	75	45	3.42
Availability of affordable high speed broadband internet	36	43	63	60	69	38	3.31
Property taxes	44	34	46	46	73	66	3.29
Local regulations	44	43	54	54	57	57	3.15
Employer mandates (workers' comp, health insurance, etc)	40	34	71	60	49	55	3.17
Ease of licensing and permitting procedures	46	38	56	50	47	72	3.06
Zoning/land use regulations	46	33	54	40	50	86	3.07
Condition and availability of infrastructure (roads, sewer,	51	50	65	50	37	56	2.89
Availability of air service	51	36	53	44	42	83	2.96
Traffic congestion	47	56	71	42	43	50	2.92

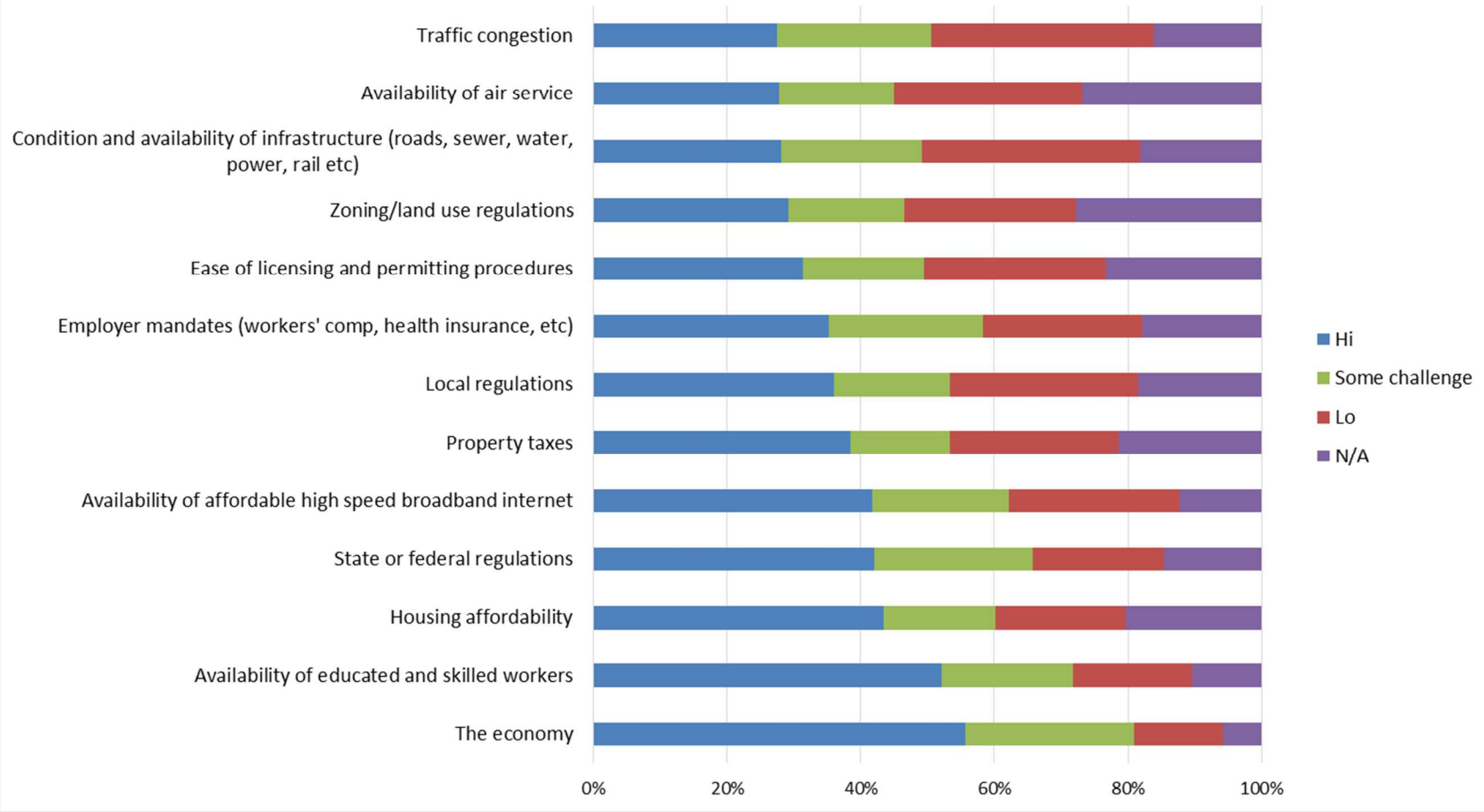
Hi%	Some Challenge%	Lo%	N/A%	Response Count
55.7%	25.2%	13.3%	5.8%	309
52.1%	19.7%	17.8%	10.4%	309
43.4%	16.8%	19.4%	20.4%	309
42.1%	23.6%	19.7%	14.6%	309
41.7%	20.4%	25.6%	12.3%	309
38.5%	14.9%	25.2%	21.4%	309
35.9%	17.5%	28.2%	18.4%	309
35.3%	23.0%	23.9%	17.8%	309
31.4%	18.1%	27.2%	23.3%	309
29.1%	17.5%	25.6%	27.8%	309
28.2%	21.0%	32.7%	18.1%	309
27.8%	17.2%	28.2%	26.9%	309
27.5%	23.0%	33.3%	16.2%	309
<b>answered question</b>				<b>309</b>
<b>skipped question</b>				<b>32</b>

## Average Challenge





## Breakdown, Challenges



Q10

## 2016 Member Survey

What is the single biggest challenge facing your organization?	
Answer Options	Response Count
	228
<i>answered question</i>	228
<i>skipped question</i>	113
Themes Frequency Table	
Workforce	75
Marketing/Sales	33
Regulation	28
Economy	27
Housing Affordability	11
Competition	11
Employer Mandates	7
Infrastructure	7
Taxes	5
Broadband	3

See Appendix C for all responses.

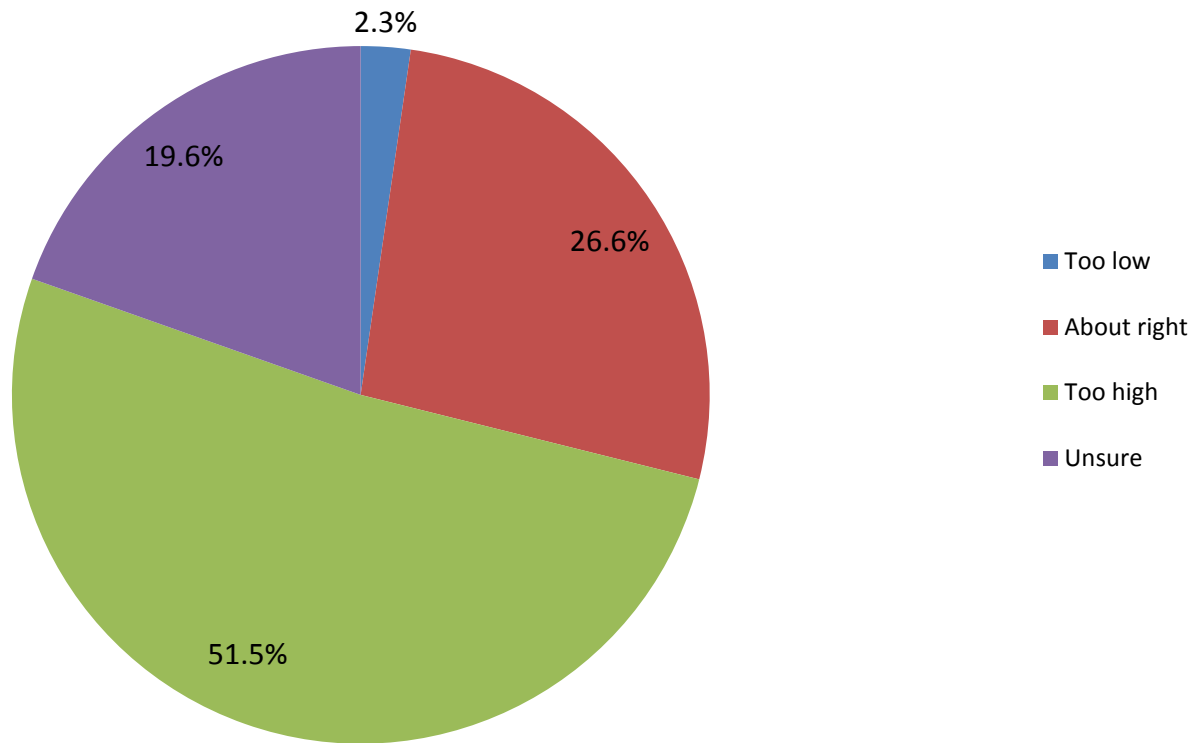


Q11

## 2016 Member Survey

Property taxes fund government services. Are Missoula's property taxes too high, too low, or about right for the services you receive?		
Answer Options	Response Percent	Response Count
Too low	2.3%	7
About right	26.6%	80
Too high	51.5%	155
Unsure	19.6%	59
<i>answered question</i>		<b>301</b>
<i>skipped question</i>		<b>40</b>

### Property tax levels



Q12

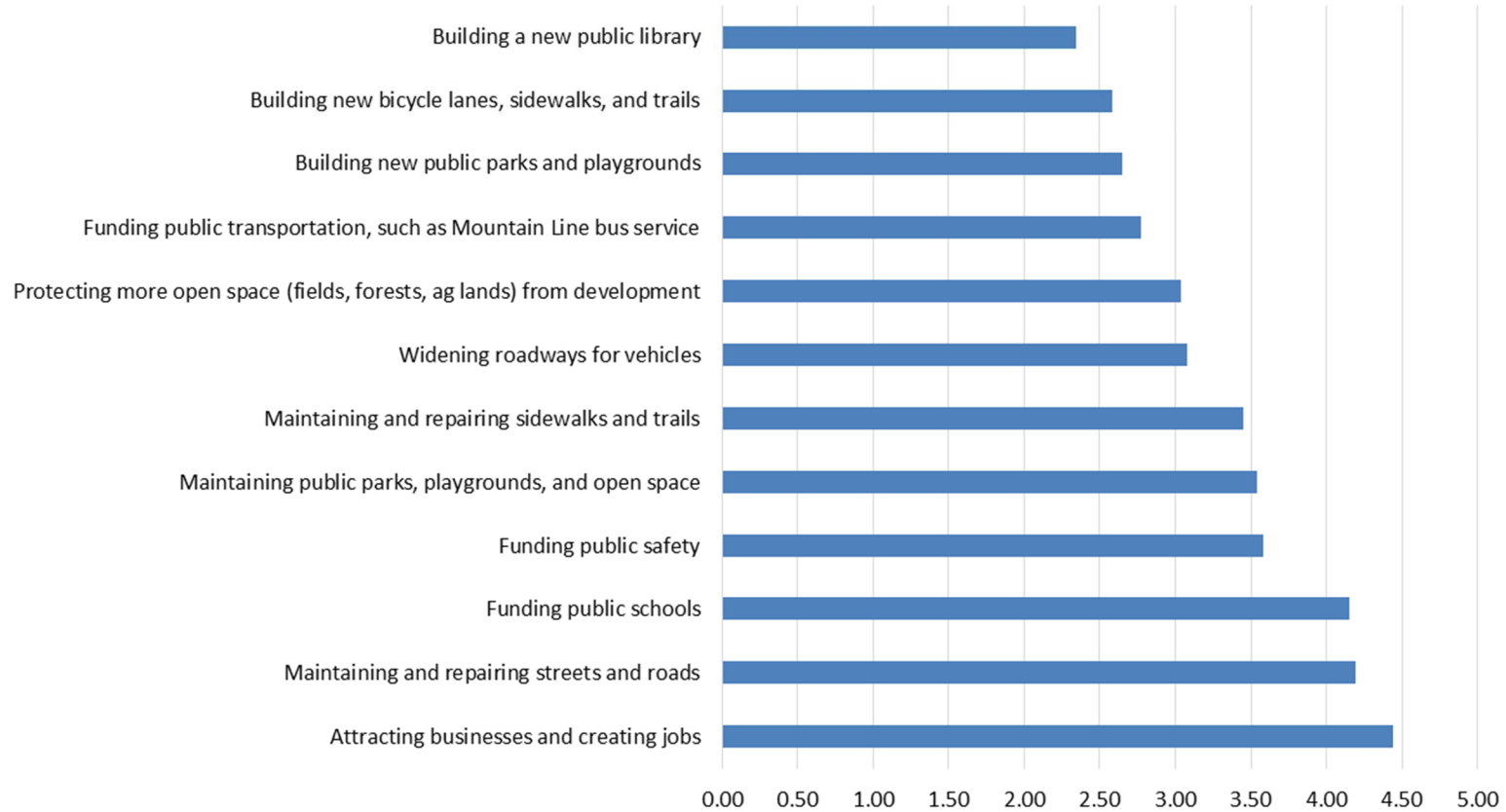
## 2016 Member Survey

Keeping in mind public funds are not unlimited, please rank the following as priorities for our community to address. (Select "N/A" if you cannot evaluate).

Answer Options	Very low priority (1)	(2)	Medium priority (3)	(4)	Very high priority (5)	N/A	Rating Average
Attracting businesses and creating jobs	3	9	27	71	182	9	4.44
Maintaining and repairing streets and roads	2	5	49	113	121	10	4.19
Funding public schools	7	17	44	81	142	8	4.15
Funding public safety	13	37	89	71	80	9	3.58
Maintaining public parks, playgrounds, and open space	10	22	112	101	50	6	3.54
Maintaining and repairing sidewalks and trails	10	35	105	98	45	6	3.45
Widening roadways for vehicles	36	52	94	62	43	11	3.08
Protecting more open space (fields, forests, ag lands) from development	42	54	91	55	47	12	3.04
Funding public transportation, such as Mountain Line bus service	66	57	81	53	34	10	2.77
Building new public parks and playgrounds	54	83	94	41	23	6	2.65
Building new bicycle lanes, sidewalks, and trails	75	66	81	47	23	8	2.58
Building a new public library	94	74	68	36	18	10	2.34

Hi%	Medium%	Lo%	N/A%	Response Count
84.1%	9.0%	4.0%	3.0%	301
78.0%	16.3%	2.3%	3.3%	300
74.6%	14.7%	8.0%	2.7%	299
50.5%	29.8%	16.7%	3.0%	299
50.2%	37.2%	10.6%	2.0%	301
47.8%	35.1%	15.1%	2.0%	299
35.2%	31.5%	29.5%	3.7%	298
33.9%	30.2%	31.9%	4.0%	301
28.9%	26.9%	40.9%	3.3%	301
21.3%	31.2%	45.5%	2.0%	301
23.3%	27.0%	47.0%	2.7%	300
18.0%	22.7%	56.0%	3.3%	300
<b>answered question</b>				<b>301</b>
<b>skipped question</b>				<b>40</b>

## Average Priority



## Breakdown, Priorities

