

MIDDLETON
CHAMBER OF COMMERCE

2021 MEMBERSHIP SURVEY



2021 MEMBERSHIP SURVEY

Introduction

Dear Stakeholders,

To ensure that the Middleton Chamber of Commerce is providing value through networking, professional development, and programs, a survey was sent to our members in January. The ten-question survey was strategically formulated around our core pillars: Facilitate, Advocate, Communicate, and Educate. Questions were structured to receive the most accurate data that would provide us with the information we need to develop programs around the specific concerns and needs of the Middleton business community. We received 150 business responses with industries ranging from retail and restaurants to manufacturing and professional services.

Survey responses have provided guidance and discussion points for the Middleton Chamber of Commerce staff and Board of Directors. After analysis of the results, we are working to immediately address topics of importance, including, additional communication around COVID-19 resources, focus on advocacy and collaboration, developing more ways to connect members, and providing micro-focused programming.

We look forward to end-of-year reporting that will reflect how we addressed the results of this year's survey.

Sincerely,

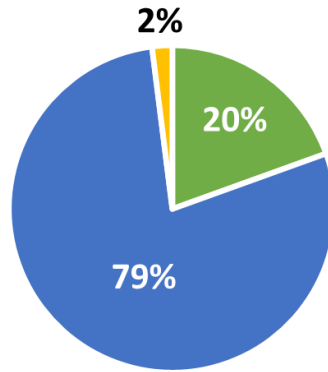
Kate Miller
Executive Director

2021 MEMBERSHIP SURVEY

Results & Analysis

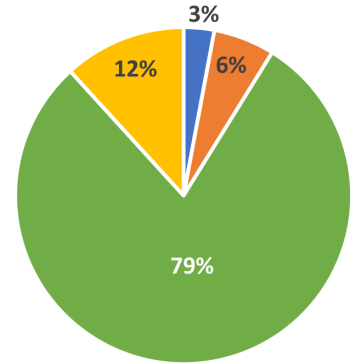
Are you (or the business you work for) minority owned?

■ Yes ■ No ■ I'm not sure



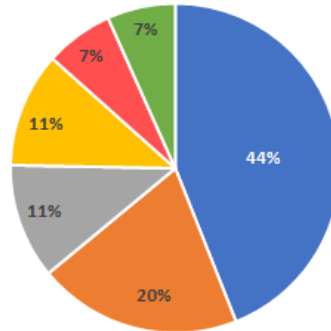
If minority owned, which applies?

■ African American Owned ■ Hispanic Owned
■ Women Owned ■ Veteran Owned



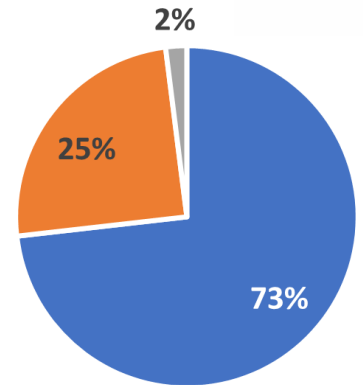
What is your position within your organization?

■ CEO, Owner, President ■ VP or Director
■ Manager ■ Sales Executive
■ Associate ■ Other



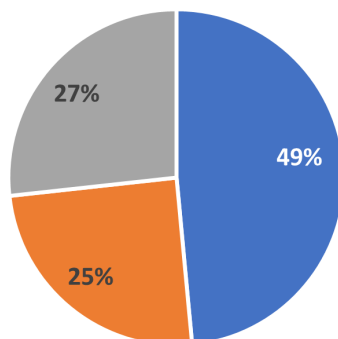
Has your business been negatively affected by COVID-19?

■ Yes ■ No ■ Not Sure



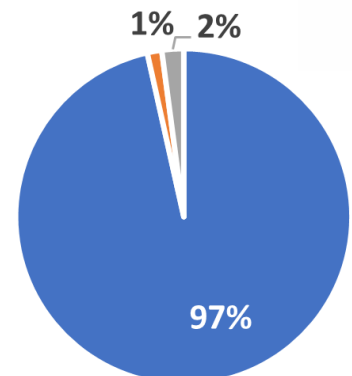
When we return to in-person events, would you like to have a virtual option?

■ Yes ■ No ■ Not Sure



Would you recommend other businesses to join the Chamber?

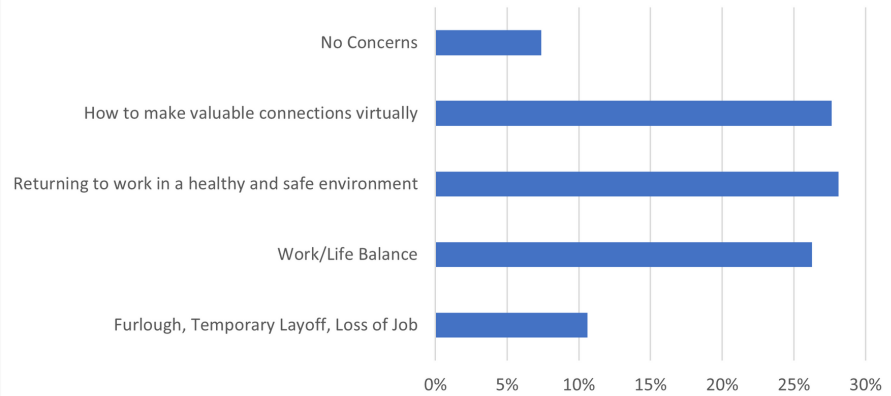
■ Yes ■ No ■ Not Sure



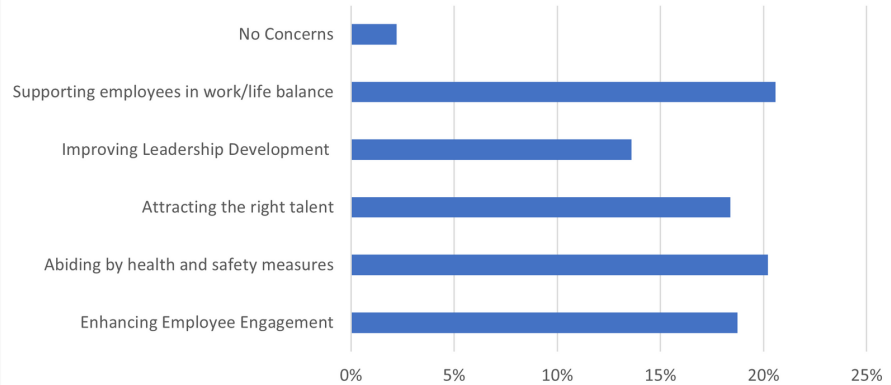
2021 MEMBERSHIP SURVEY

Results & Analysis

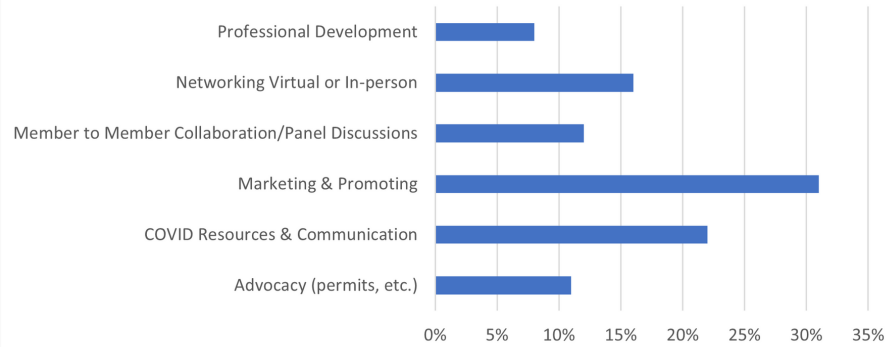
Employee Biggest Concerns in 2021



Employer Biggest Concerns in 2021



What would you like to see from the MCoC to help you recover from COVID-19?



What do you find most valuable as a member benefit?

