



# FOX CITIES CHAMBER BRAND SURVEY

JUNE 2022



**FOX CITIES**  
CHAMBER

## ABOUT THE SURVEY

- Emailed to current Chamber members, former members and nonmembers in our database.
- Total responses were 287, which represents a 95% confidence level at +/- 6% error factor.
- 59% are current Chamber members and 41% are non members.
- Current members state their primary reason for being a member as Networking / referrals (75%) then To invest in our community (55%).
- Demographically; 59% were Female and 38% Male.
- The average age of respondents was primarily 42-57 (Gen X): 35%, then 26-41 (Millenials): 32.6%, and 58-76 (Baby Boomers): 27%.

# OPEN ENDED #1: WHEN YOU THINK OF THE CHAMBER, WHAT COMES TO MIND....

Support local businesses professional development leaders Fox Valley  
resource business many community involvement new opportunities one  
Leadership potential Chamber Appleton local businesses grow  
member Connection organization Marketing Helping  
resources events programs community promote  
businesses group networking better  
Fox Cities working support small business area Advocacy  
people growth connect development great go together meets large place  
Networking events economic development Bringing professionals

## OPEN ENDED #2: DESCRIBE THE CHAMBER IN THREE WORDS

welcoming small business support Committed growth  
Community Development leadership connections Fun focused  
Connected Resource **Business** Helping  
**Community** members networking Supportive  
events local business Informative Friendly helpful information  
Involved engaging

# OPEN ENDED #3: WHAT DOES THE CHAMBER DO BEST?

Communicate host events Help growth sure leadership best individuals Connect  
Keep chamber involvement opportunities large businesses Support  
area Networking involved community informed  
businesses Recognize events Provide opportunities  
members businesses leaders Promote larger together Newsletter  
programs new Bringing connection resources Keep members  
local business Leadership Fox Cities Provide

# OPEN ENDED #4: HOW CAN THE CHAMBER ENHANCE MEMBER VALUE?

support opportunities small leadership board education membership opportunities  
educational connect development focus networking event programs benefits  
small business local community involved  
members area businesses Better events  
Reach Chamber local businesses Help going sure large offer NA  
needs n new ways partner networking

## ACTION STEPS... WHAT WE LEARNED/HOW DATA WILL BE USED

- Help shape the Chamber's rebrand.
- Development of a strategic brand plan including a focus on storytelling and sharing the value of being a Chamber member.
- Serving the small business member better. This strategy is already being addressed at the Chamber and we are working on a communications plan.
- Development and rollout of Connect Free.
- Looking at more member educational programming.
- Strategies to enhance the member experience.