

NAWBO-OC 2007 Membership Survey

Results Overview

Date: 3/2/2007 5:48 PM PST

Responses: Completes

Filter: No filter applied



Tell us what you think about NAWBO-OC.

1. How long have you been a NAWBO-OC member?

less than 1 year		37	35%
1-2 years		35	33%
3-4 years		18	17%
5 or more years		17	16%
Total		107	100%

2. Please rate your reasons for joining NAWBO-OC: (select one from each row)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Extremely Important	Somewhat Important	Not at all Important
Professional networking opportunities	92 87%	12 11%	2 2%
Socialization with colleagues	45 43%	47 45%	12 12%
Business	81	21	3

development	77%	20%	3%
Topical monthly programs	37 36%	61 59%	6 6%
Mentoring	34 33%	49 47%	21 20%
Educational courses	17 17%	58 56%	28 27%
Success Teams	23 22%	43 42%	37 36%
Member Mixers	41 40%	46 45%	16 16%
Visibility/media opportunities	43 41%	48 46%	14 13%
Enhancement of management skills	35 35%	44 44%	22 22%
Marketing assistance	26 26%	56 55%	19 19%
Access to business loans or capital	14 14%	28 27%	60 59%
Public policy initiatives/advocacy	9 9%	39 38%	54 53%
Contract opportunities	29 28%	32 31%	41 40%
Job leads	27 26%	36 35%	40 39%
Other	11 23%	5 10%	32 67%

4. How did you first learn about NAWBO-OC?

from another member		49	46%
from an acquaintance (other than a member)		15	14%
from a newspaper, magazine, radio or TV		13	12%
at another event where NAWBO had a presence		4	4%
from an internet search		14	13%
other		12	11%
Total		107	100%

5. Which of the following was instrumental in your decision to become a member? (Please check all that apply.)

other members encouraged me to join		34	32%
attending a monthly meeting		65	61%
attending a new member orientation		11	10%
attending a member mixer or other event		15	14%

calling the association office	1	1%
visiting the NAWBO-OC website	25	23%
visiting the NAWBO National website	5	5%

6. Overall, how well do you feel NAWBO-OC has met your professional needs?

Very well	28	26%
Well	47	44%
Adequate	26	24%
Disappointing	1	1%
Not well	0	0%
If Disappointing or Not Well, please specify	5	5%
Total	107	100%

7. How satisfied are you with the following:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Satisfied	Somewhat Satisfied	Satisfied	Somewhat Dissatisfied	Dissatisfied	Don't Know

Overall NAWBO-OC Membership	41 39%	28 27%	23 22%	6 6%	2 2%	5 5%
NAWBO-OC Dinner Programs	40 38%	27 25%	26 25%	7 7%	1 1%	5 5%
NAWBO-OC Education Center	14 14%	13 13%	27 26%	3 3%	1 1%	45 44%
Mentoring Program	22 22%	8 8%	15 15%	2 2%	1 1%	54 53%
Success Teams	22 22%	9 9%	11 11%	2 2%	0 0%	58 57%
Committee Participation	14 14%	18 18%	17 17%	6 6%	3 3%	42 42%
NAWBO-OC Mixers & Other Events	24 23%	31 30%	24 23%	5 5%	0 0%	21 20%
The Remarkable Women Awards	44 42%	18 17%	13 12%	4 4%	2 2%	23 22%
NAWBO-OC Staff	45 42%	16 15%	24 23%	6 6%	0 0%	15 14%
NAWBO-OC eNews	43 42%	27 26%	19 18%	4 4%	0 0%	10 10%
Website (nawbo-oc.org)	43 41%	29 28%	24 23%	5 5%	1 1%	2 2%
Membership Dues	25 24%	33 32%	38 37%	7 7%	0 0%	1 1%

8. Please mark each of the following statements as: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
NAWBO-OC welcomes new members with open arms.	52 50%	36 34%	13 12%	3 3%	1 1%
NAWBO-OC includes all Members who wish to be involved.	45 43%	36 34%	16 15%	6 6%	2 2%
The Chapter's monthly programs are informative.	36 35%	45 43%	19 18%	2 2%	2 2%
The Chapter's monthly meeting format is conducive to successful networking.	45 43%	34 33%	20 19%	4 4%	1 1%
The NAWBO-	40 38%	48 46%	12 12%	3 3%	1 1%

OC website is informative.					
The NAWBO Education Center is an essential member benefit.	23 23%	37 37%	32 32%	3 3%	6 6%
NAWBO is known in the Orange County business community.	31 30%	47 45%	21 20%	4 4%	1 1%
NAWBO has appropriate affiliations with related Orange County associations.	27 25%	44 42%	29 27%	2 2%	4 4%

9. Do you currently serve on a NAWBO-OC committee?

Yes		42	39%
No		65	61%
Total		107	100%

10. Here are some ways NAWBO could help you grow your business. Please check all of the following that you would be highly likely to participate in:

attending NAWBO national or regional conferences		25	23%
attending classes, seminars		71	66%

or workshops				
participating in on-line classes or webinars			28	26%
joining a peer group circle or success team			57	53%
finding a mentor			41	38%
listening to or viewing motivational CDs/DVDs/podcasts/webcasts			35	33%
participating in a retreat with others dealing with the same issues			48	45%
attending facilitated discussions with others in your industry			68	64%

Tell us about your business.

12. What is your professional status? (Choose all that apply.)

business owner			96	90%
executive management			13	12%
professional			35	33%
middle management or industry specialist			2	2%
technician			1	1%
consultant			20	19%

service provider		22	21%
corporate employee		2	2%
other		0	0%

13. Please check the statement(s) that best apply to you:

I run a full-time business		84	79%
I run a part-time business		4	4%
I run a full-time home-based business		17	16%
I run a part-time home-based business		9	8%
I have a full-time job AND run a part-time business		2	2%
I am planning to start a new/additional business within the next 12 months		6	6%
I do not own, run or manage a business		1	1%

14. What is your business structure? (Please check all that apply.)

Sole Proprietor		33	31%
Partnership		10	9%
Publicly-held Corporation		1	1%
Private S-Corporation		37	35%
Private C-Corporation		9	8%
Limited Liability Company		11	10%
Professional Corporation		3	3%
Other		6	6%

15. How many years have you been in your current business?

Less than 1 year		14	13%
1-2 years		23	21%
3-4 years		20	19%
5-6 years		14	13%
7-9 years		10	9%
10-14 years		5	5%
15-19 years		12	11%
20 or more years		9	8%

Total		107	100%
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16. How many people are employed by your company?

None, besides me		35	33%
1-2		20	19%
3-4		19	18%
5-9		11	10%
10-14		4	4%
15-19		2	2%
20-49		7	7%
50-99		0	0%
100-499		4	4%
500-999		2	2%
1,000 or more		3	3%
Total		107	100%

17. Do you use subcontractors or enter into strategic alliances in your business?

Yes		85	79%
No		22	21%
Total		107	100%


18. If yes, how many such relationships do you rely on per year?

One		0	0%
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2-3		35	42%
4-5		21	25%
6-9		17	20%
10-14		3	4%
15-19		3	4%
20 or more		5	6%
Total		84	100%

19. Is your business primarily a product or service business?			
Product		14	13%
Service		61	57%
Both		32	30%
Total		107	100%

20. Is your company family owned and/or operated?			
Yes		44	41%
No		63	59%
Total		107	100%

21. Where do you conduct business? (Please check all that apply.)			
Locally		57	53%
Statewide		35	33%
Regionally		30	28%
Nationally		46	43%

Internationally		19	18%
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22. What was your net revenue in 2006?

Less than \$50,000		29	28%
\$50,000 – 99,000		15	15%
\$100,000 – 249,999		21	21%
\$250,000 – 499,999		10	10%
\$500,000 – 999,999		10	10%
\$1 million – 4.9 million		8	8%
\$5 million – 9.9 million		1	1%
\$10 million – 49.9 million		1	1%
\$50 million – 99.9 million		0	0%
\$100 million or more		1	1%
Not sure		6	6%
Total		102	100%

23. What are your expectations for net revenue performance in 2007?

More than in 2006		93	89%
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Less than in 2006		2	2%
Same as 2006		6	6%
Not sure		4	4%
Total		105	100%

24. Where are your expectations for your business over the next 5 years?
(Please check all that apply)

No significant changes		4	4%
Growing		96	90%
To be acquired by another company		10	9%
To acquire another company or companies		9	8%
IPO or publicly reporting		0	0%
Not sure		4	4%

25. Approximately what percent of your customers or clients fit into the following categories? (Select as many as apply from each row. Responses should total 100%.)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	None	Less than 25%	25%	50%	75%	100%
Individual Consumers	21	21	6	10	15	17

	23%	23%	7%	11%	17%	19%
Small businesses	10 11%	16 18%	24 27%	26 29%	10 11%	4 4%
Mid-market companies	12 16%	20 27%	19 25%	19 25%	4 5%	1 1%
Large companies	16 25%	25 38%	10 15%	11 17%	1 2%	2 3%
Government/Education	31 57%	10 19%	5 9%	1 2%	5 9%	2 4%
Other	21 64%	6 18%	3 9%	1 3%	0 0%	2 6%

26. Does your company's website accept online payments (e-commerce)?

Yes		26	24%
No		69	64%
No, but we are planning to add e-commerce capabilities.		12	11%
Total		107	100%

27. Do you have either of the following certifications? Certified Small Disadvantaged Business (SDB – to supply the federal government) or Certified Woman-owned Business (WBENC – to supply large corporations)

SDB		3	3%
WBENC		8	8%
Both		1	1%

Neither		95	90%
28. Has your company done business with any of NAWBO-OC's Corporate Partners? (Please check all that apply.)			
Advanced Systems Group		1	1%
Anaheim Memorial Medical Center		3	3%
Boeing		3	3%
Capital Media		0	0%
Farmers & Merchants Bank		5	5%
Ferruzzo & Ferruzzo, LLP		6	6%
Haskell & White, LLP		1	1%
Hein & Associates, LLP		0	0%
HKA - Hilary Kaye Associates, Inc.		15	14%
The Image Center		1	1%
Intelligraphics		6	6%
Marwit		0	0%

Matters at Hand		4	4%
Merrill Lynch		5	5%
Metropolitan Water District of Southern CA		6	6%
OC Metro		11	10%
OPEN by American Express		16	15%
Southern California Edison		15	14%
Specialized Marketing Services, Inc.		2	2%
Sunwest Bank		4	4%
System Solutions		4	4%
The Gas Company		11	10%
Vanguard University		3	3%
None of the above		61	57%
29. Has your company done business with other NAWBO members in the past 12 months?			
Yes		78	73%
No		29	27%

Total	107	100%
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30. If so, how many members?

One		43	40%
2-3		42	39%
4-5		11	10%
6-9		2	2%
10 or more	█	9	8%
Total		107	100%

31. What are the top five challenges you'll face in your business in the next 12 months? (Please mark up to five choices.)








retaining key customers		30	28%
getting new business		85	79%
choosing appropriate opportunities		44	41%
planning (goal setting, writing a business plan, etc.)		32	30%
competing with larger, or more established businesses		34	32%
advertising & promoting your business		58	54%
securing		13	12%

capital/financing your business			
managing money/establishing or maintaining accounting systems		13	12%
tax planning/preparation		2	2%
installing or maintaining internal information systems		9	8%
using website(s) and e-commerce		19	18%
solving I.T. problems/getting technical support		3	3%
hiring and retaining employees		32	30%
manufacturing, production and/or operational concerns		13	12%
research & development		6	6%
time management		32	30%
legal and/or regulatory issues		6	6%
organizational & cultural issues		5	5%

office & facilities issues		12	11%
Other, please specify		5	5%

NAWBO Commitment to diversity.

32. Help us dimension our Chapter. You are . . . (Select all that apply.)

Caucasian		90	84%
Black/African-American		2	2%
Hispanic		3	3%
Asian or Pacific Islander		5	5%
American Indian or Alaskan Native		1	1%
Other		3	3%
No reply		3	3%
Total		107	100%

Additional Comments:

By providing your name below, you will be entered to win 20 Opportunity Drawing tickets for our March 6, 2007 monthly meeting. All Survey responses will be considered anonymous and will be used and reported exclusively in the aggregate. Under no circumstances will member names be associated with individual survey responses or be used for any marketing purposes by NAWBO-OC, or by any other person or entity.