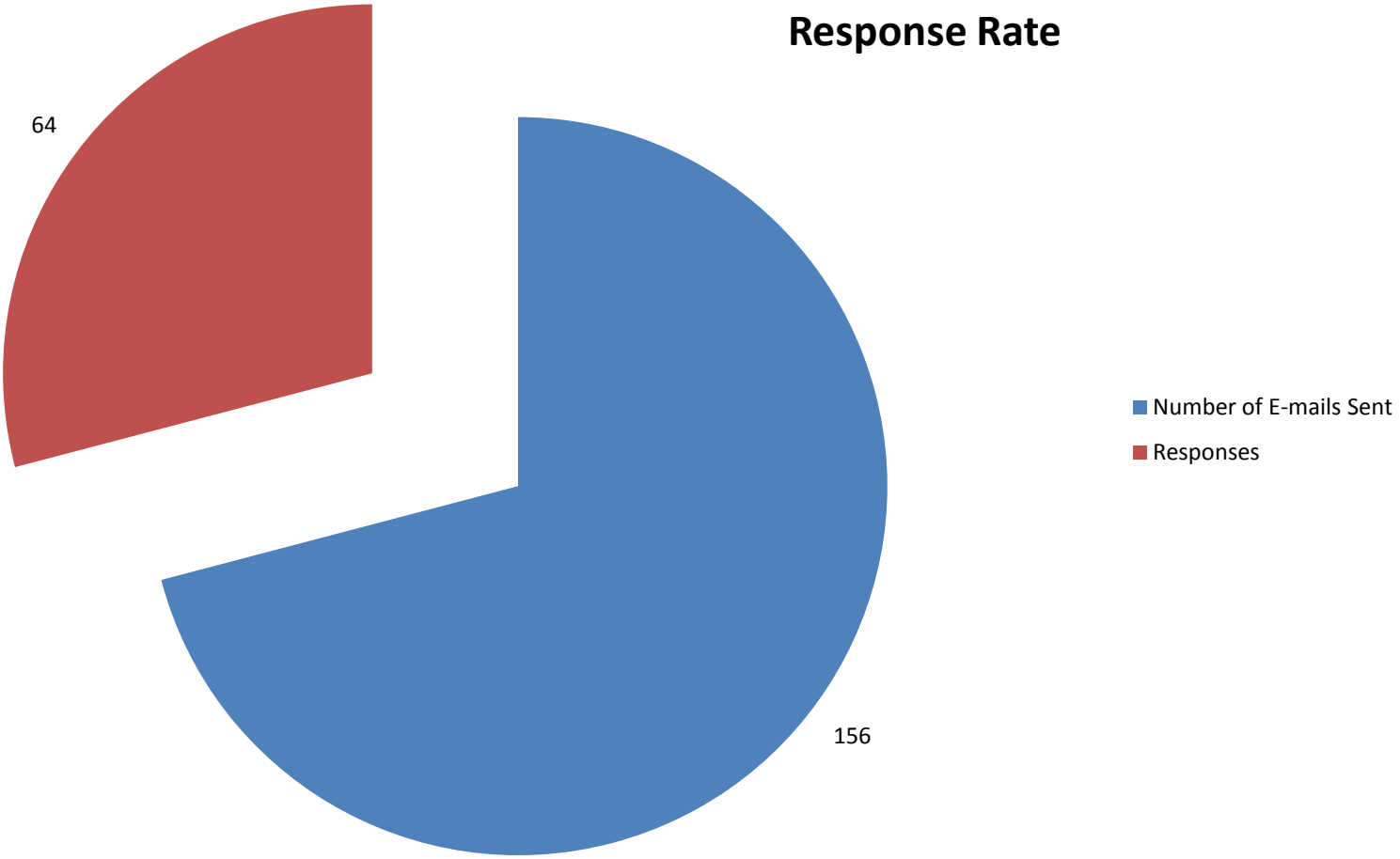
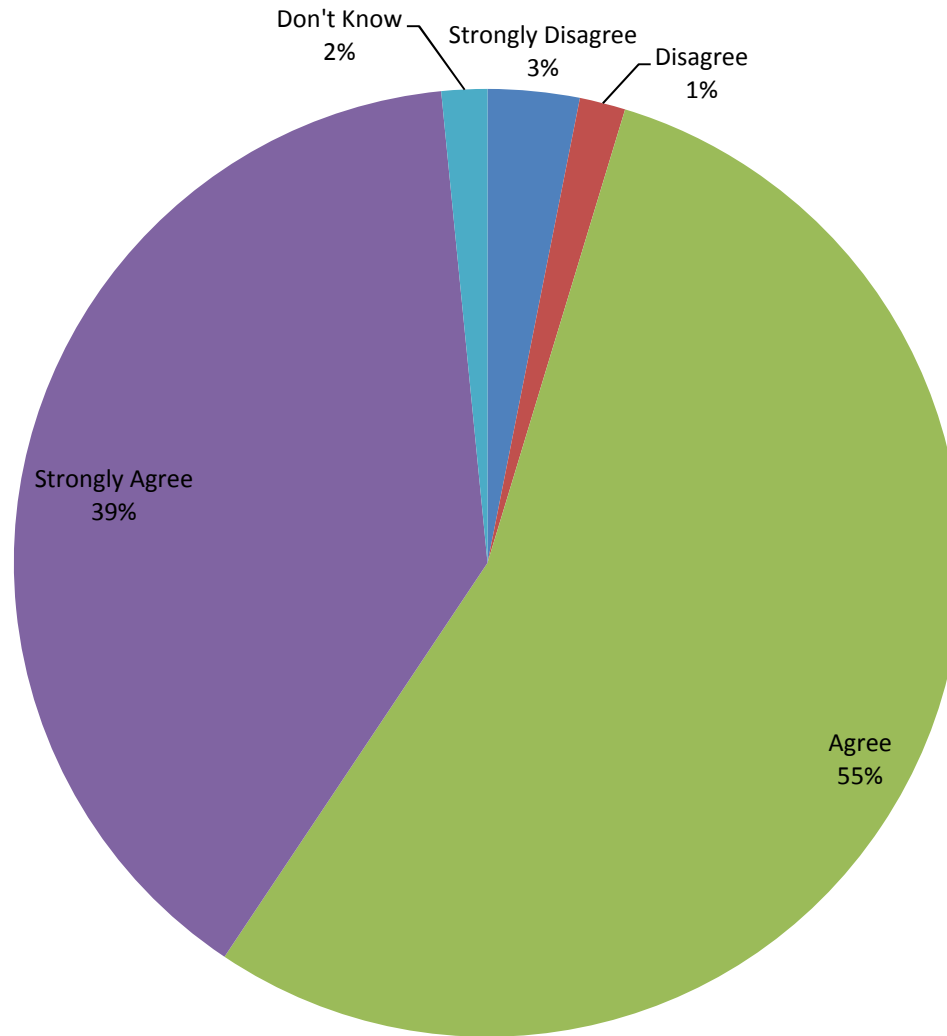


ABA Member Response Rate



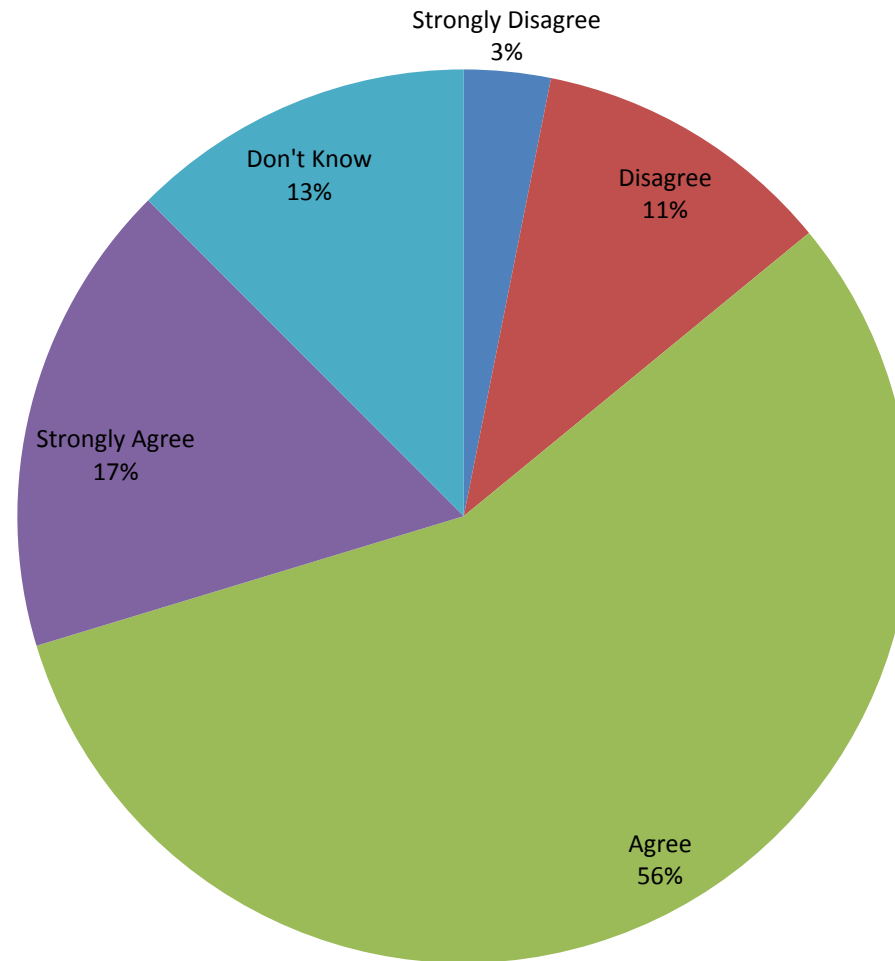
41% of ABA members responded to the 2010 ABA Survey.
156 e-mails were sent to ABA primary and associate members, 64 surveys were completed.

Question 1: Please indicate your level of agreement with each of the following statements.
The ABA provides a valuable networking opportunity



94% of responses agreed or strongly agreed with this statement.
Only 3 members disagreed.

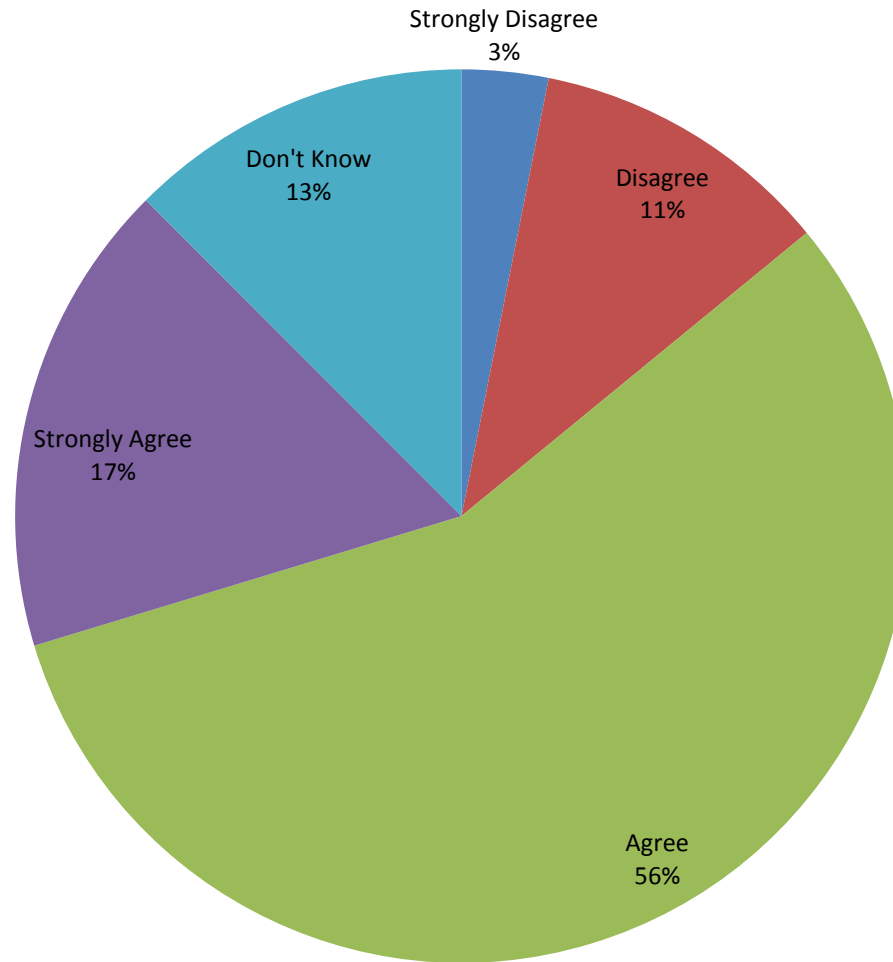
Question 1: Please indicate your level of agreement with each of the following statements.
The ABA provides a valuable promotional opportunity for my business.



73% of responses agreed or strongly agreed with this statement.

Over 25% of those who responded either don't know about the promotional opportunities offered by ABA or don't agree that there are opportunities.

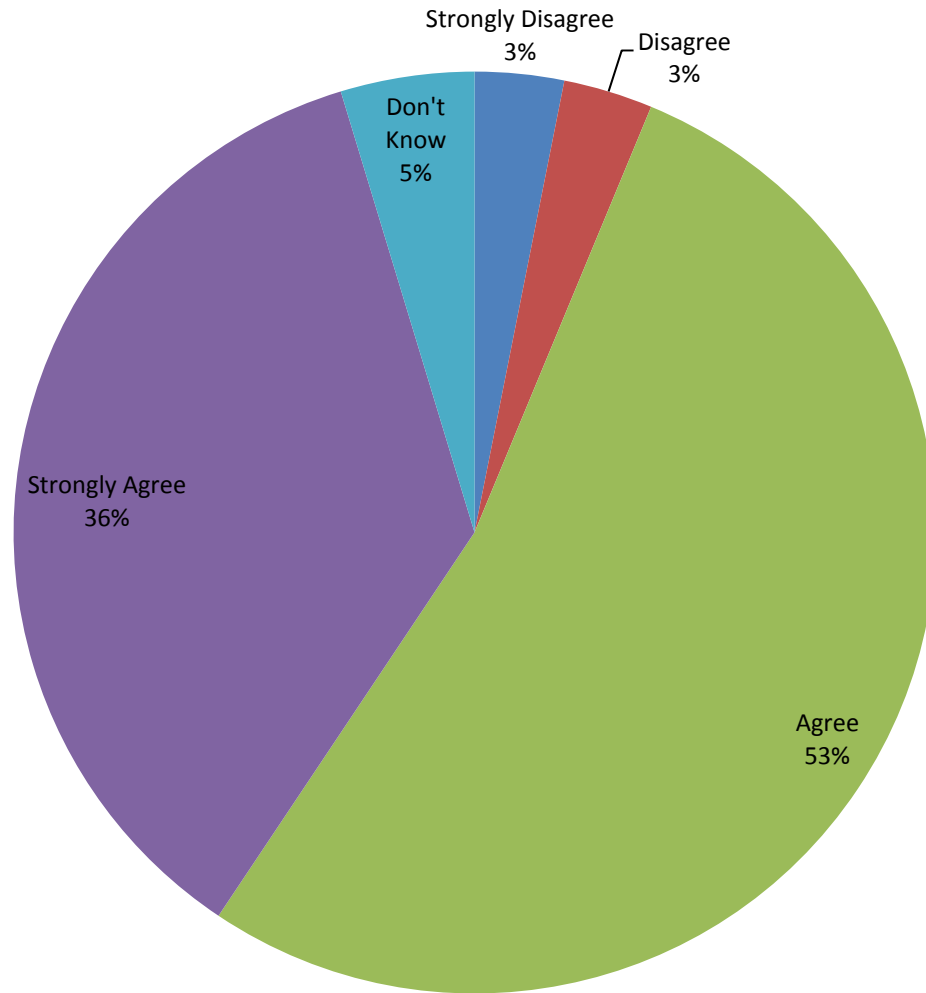
Question 1: Please indicate your level of agreement with each of the following statements.
The ABA provides a valuable educational opportunity for me.



73% of responses agreed or strongly agreed with this statement.

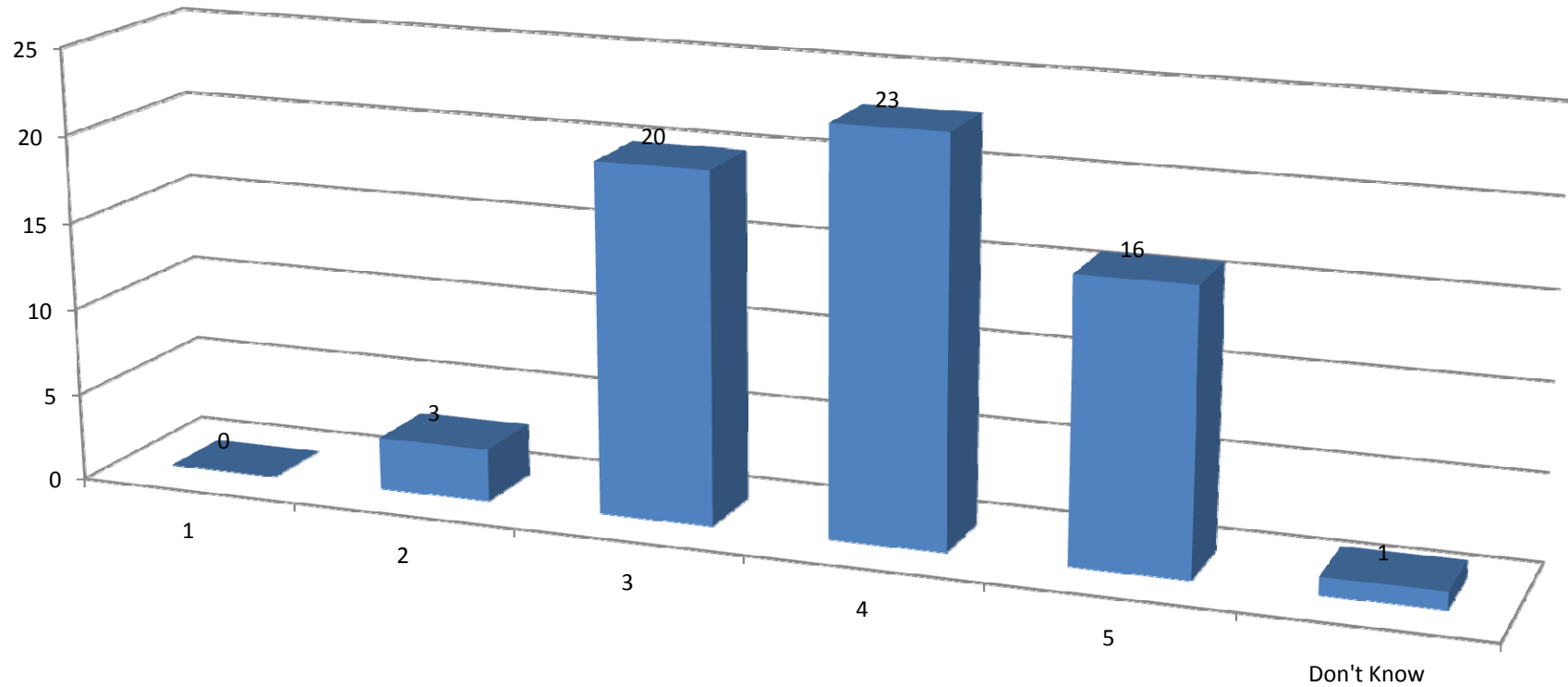
27% of those who responded either don't know about the educational opportunities offered by ABA or don't agree that there are opportunities.

Question 1: Please indicate your level of agreement with each of the following statements.
I look forward to the luncheon speakers and topics



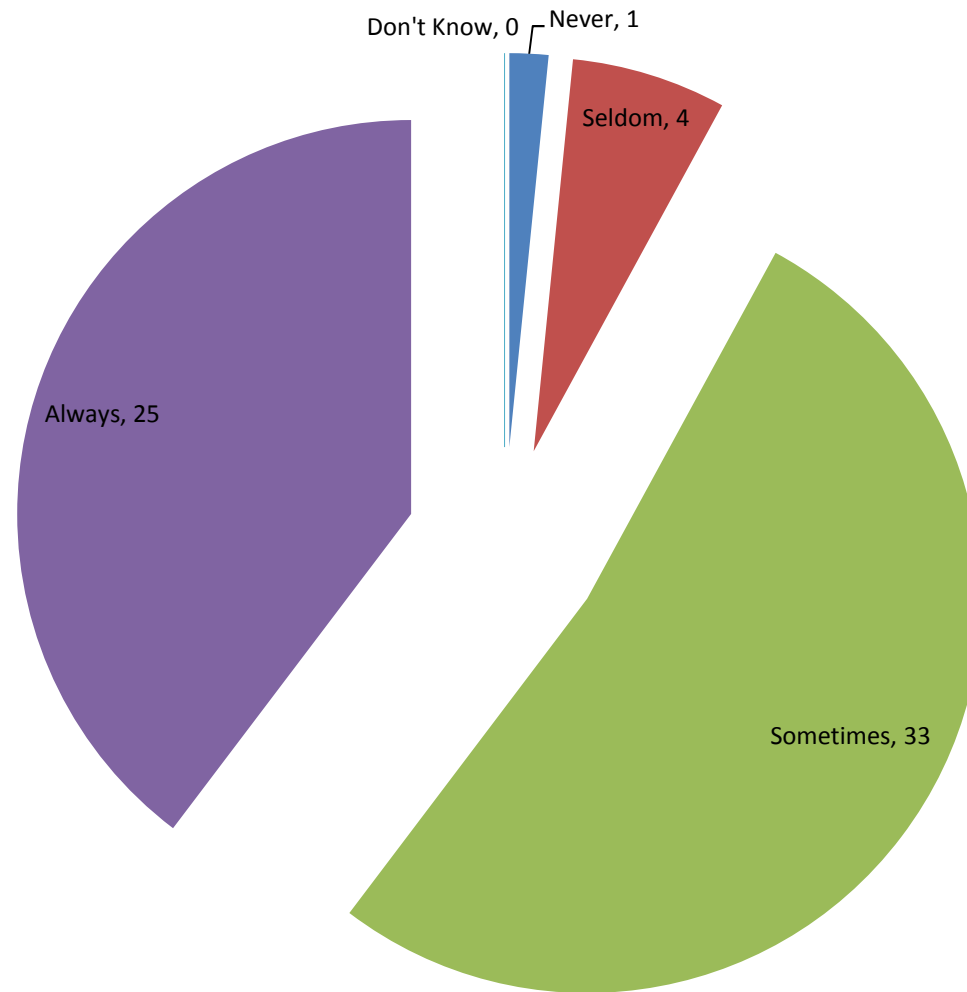
89% of responses agreed or strongly agreed with this statement.
Only 4 members disagreed.

Question 2: Using a scale from 1 to 5 with 1 being "Not at all satisfied" and 5 being "Very Satisfied", how satisfied are you overall with the Ashwaubenon Business Association



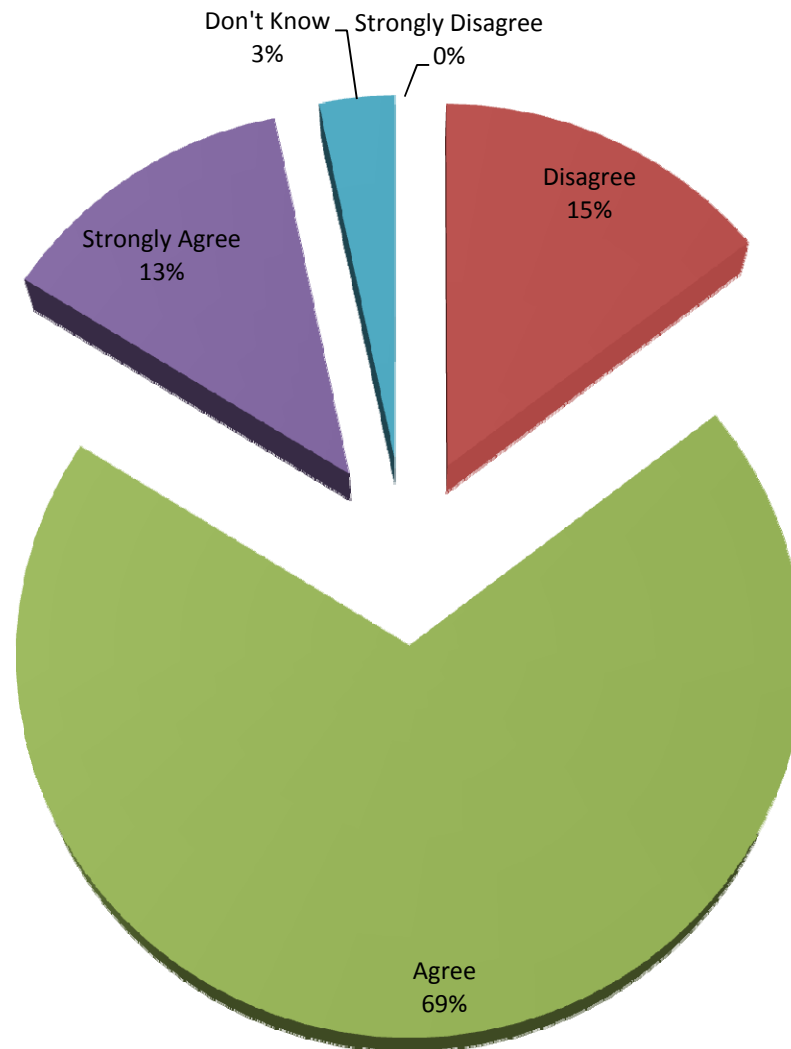
25% of responses are Very Satisfied with ABA. 93% of members who responded rated their satisfaction at average or above. No one answered not at all satisfied. One person skipped question.

Question 3: How often do you attend ABA Monthly Luncheon meetings?



92% of members who responded sometimes or always attend luncheons.
One person skipped question.

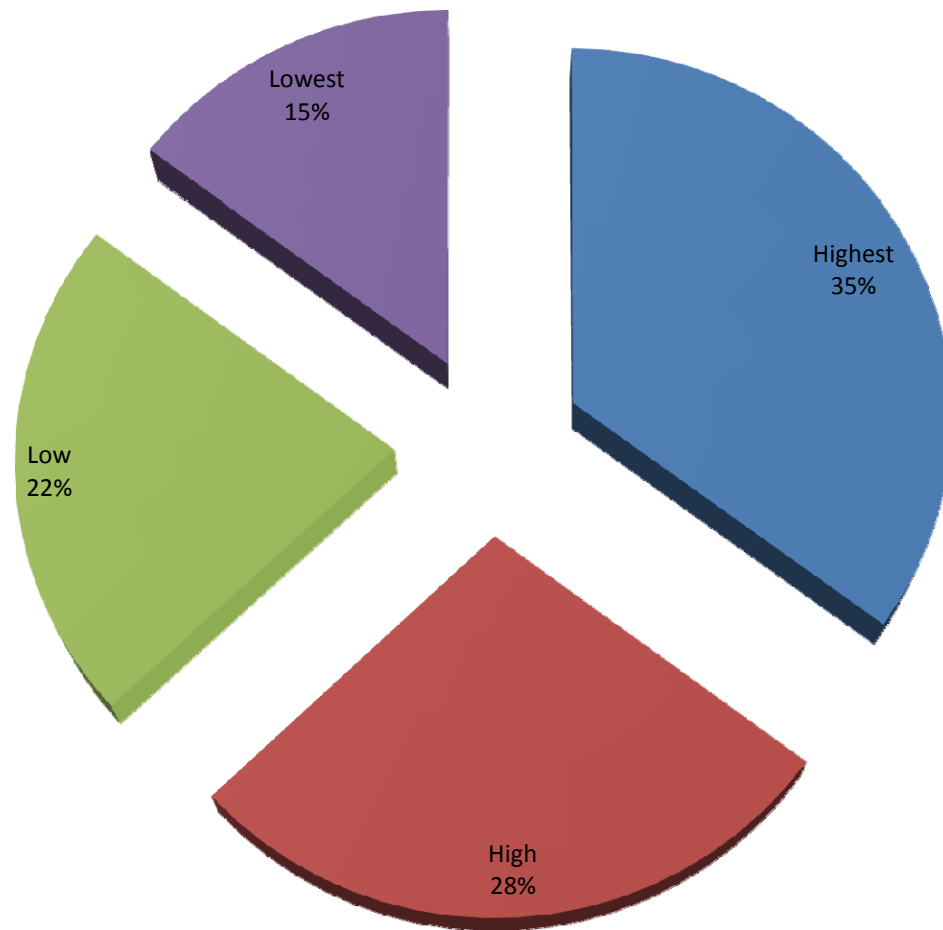
Question 4: I leave the ABA luncheons with actionable, pertinent, and applicable information.



82% of members who responded agree or strongly agree.
2 people skipped question. No one strongly disagreed.

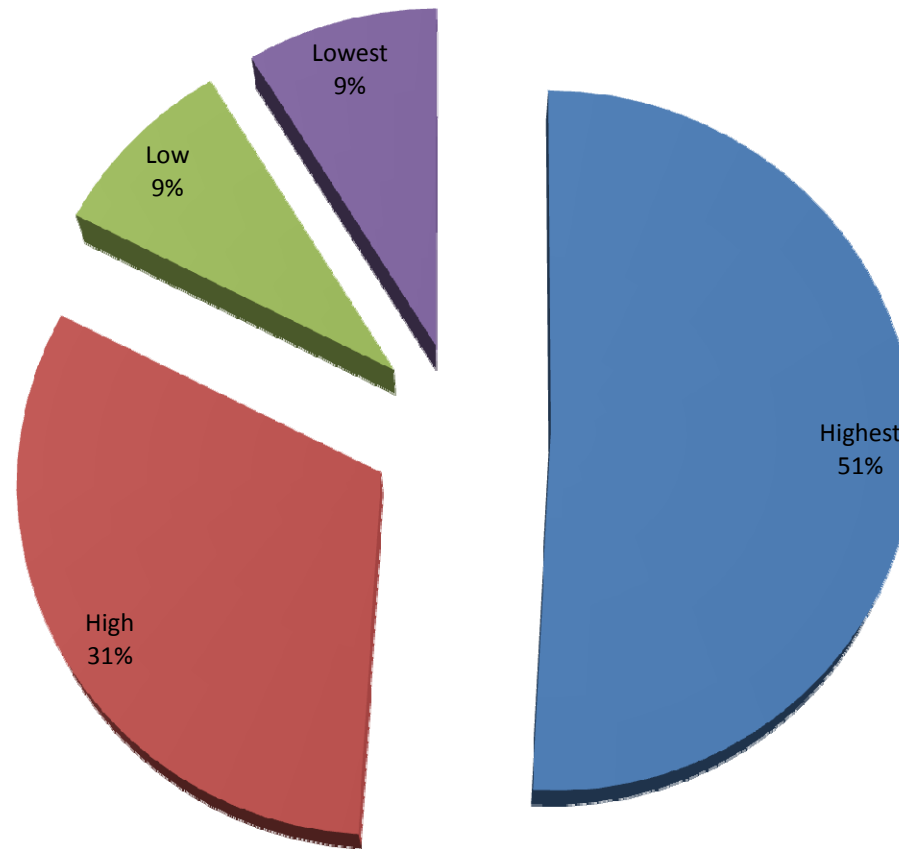
Question 5: Thinking about the reasons you attend the ABA luncheons, please RANK in order the reasons you attend the luncheons with "1" being the highest

Educational Experiences



35% of members who responded indicated educational opportunities were their most important reason for attending luncheons.

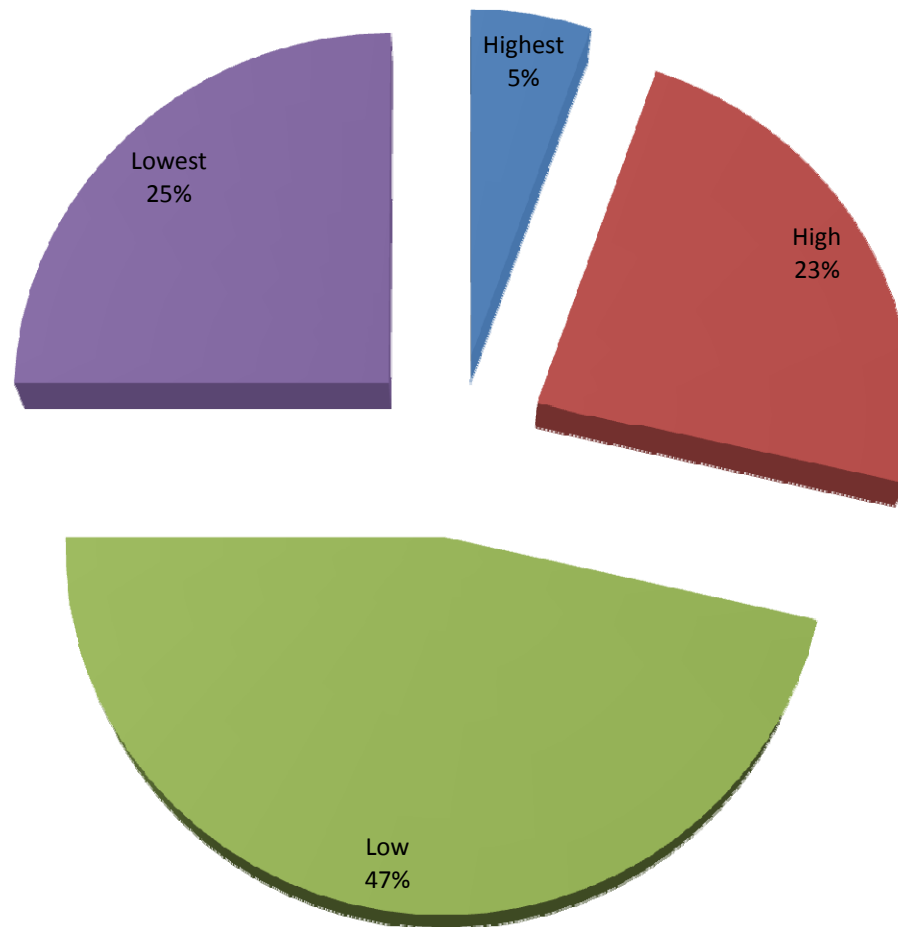
Question 5: Thinking about the reasons you attend the ABA luncheons, please RANK in order the reasons you attend the luncheons with "1" being the highest
Networking Opportunities



82% of members who responded rated networking opportunities as high or highest reason for attending luncheons.
Of members who responded, networking opportunities is the most important reason for attending luncheons of the reasons provided.

Question 5: Thinking about the reasons you attend the ABA luncheons, please RANK in order the reasons you attend the luncheons with "1" being the highest

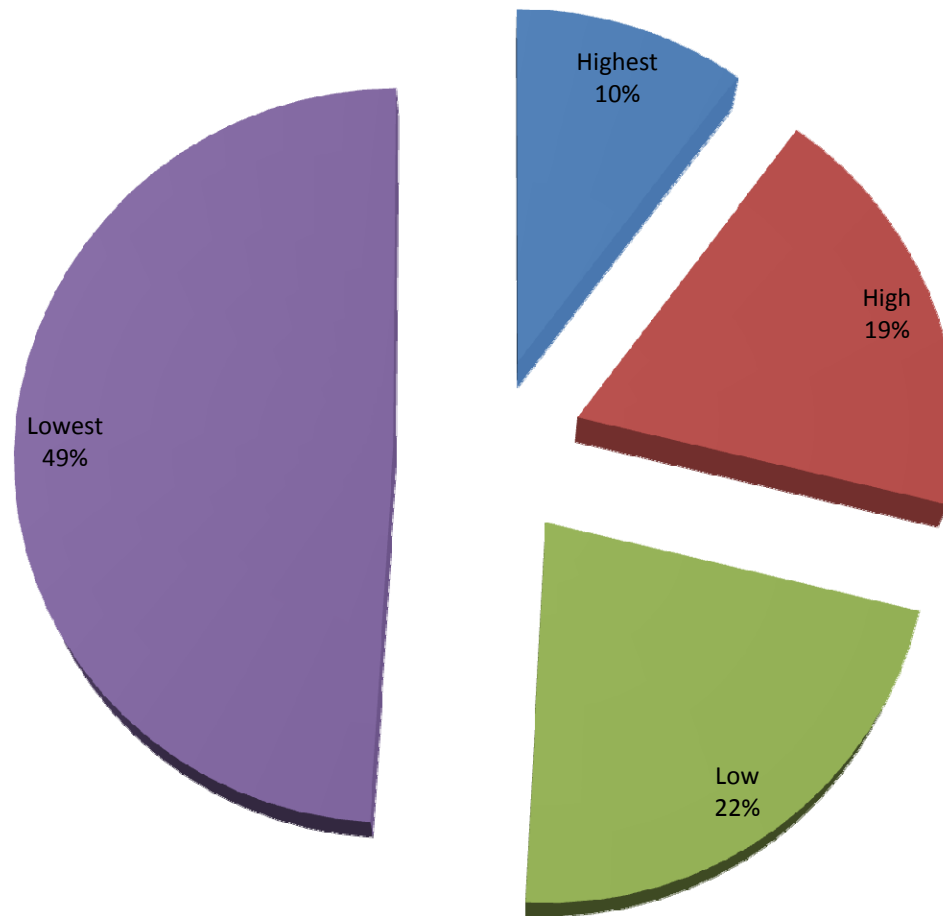
Promotional Opportunities



72% of members who responded ranked promotional opportunities as low or lowest for reasons to attend the luncheons.

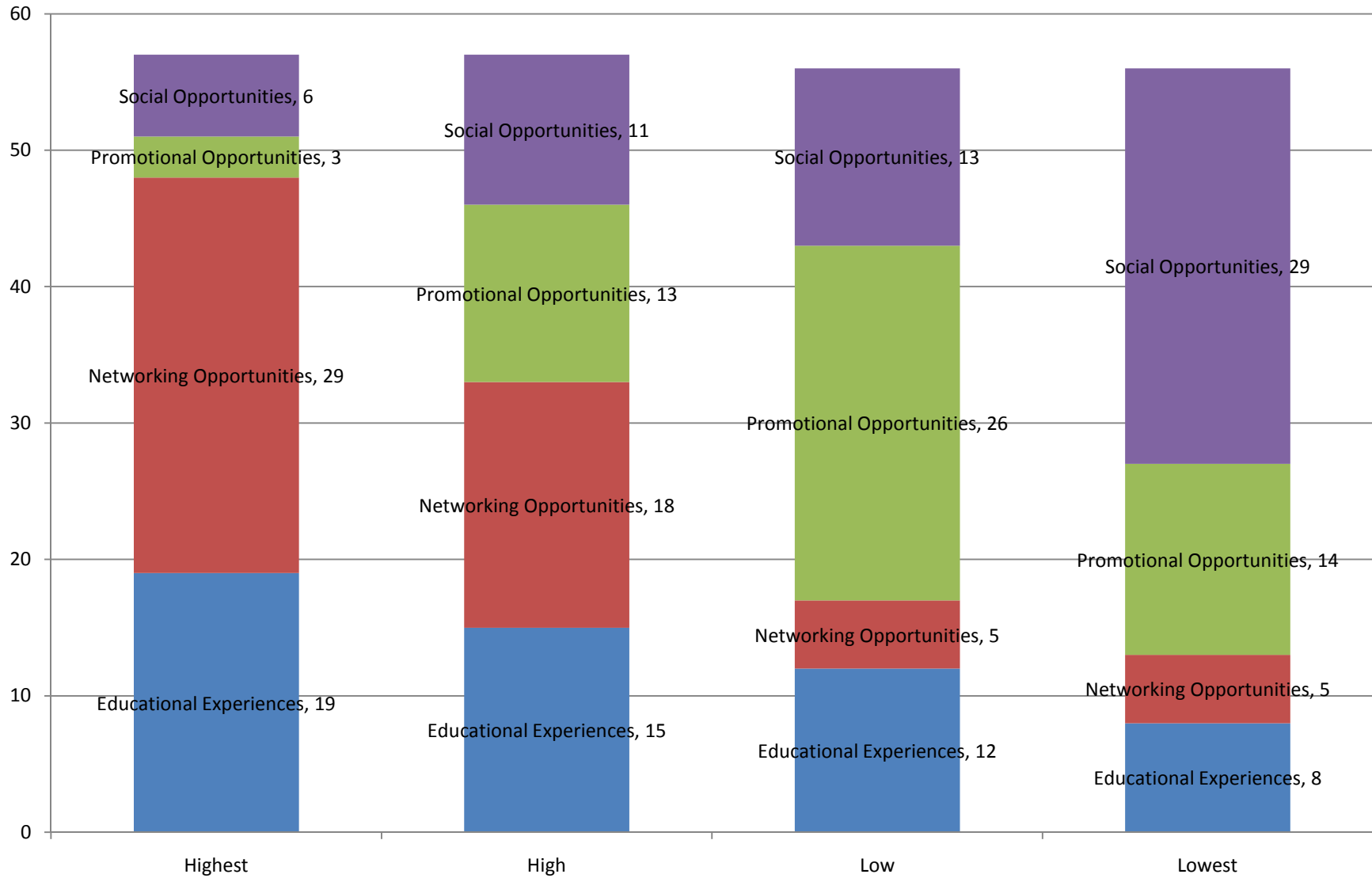
Question 5: Thinking about the reasons you attend the ABA luncheons, please RANK in order the reasons you attend the luncheons with "1" being the highest

Social Opportunities



Social opportunities was ranked the least important by most members who responded to the survey.

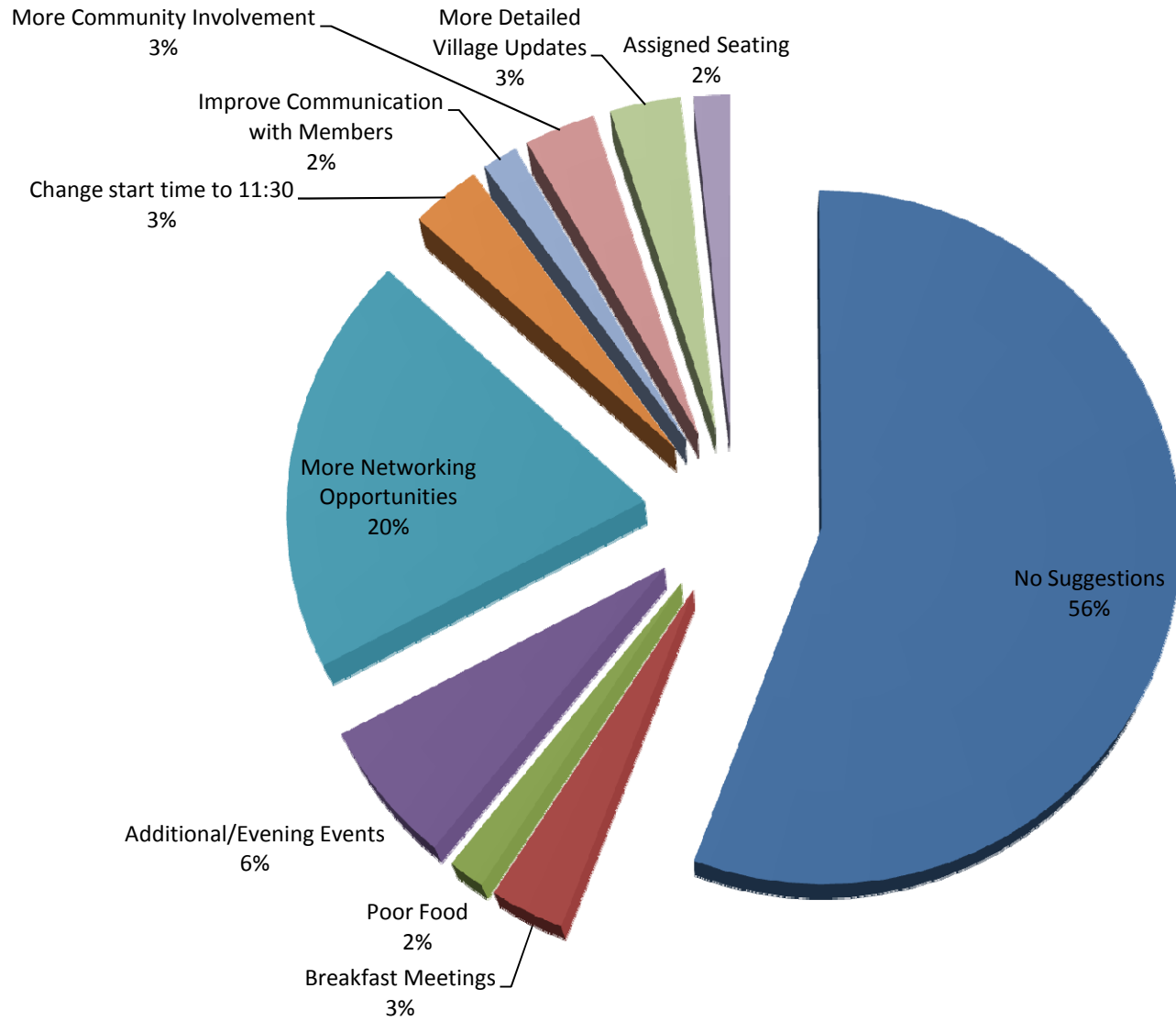
Question 5: Thinking about the reasons you attend the ABA luncheons, please RANK in order the reasons you
All Categories



Networking opportunities was ranked the highest importance by the most members who responded to the survey.

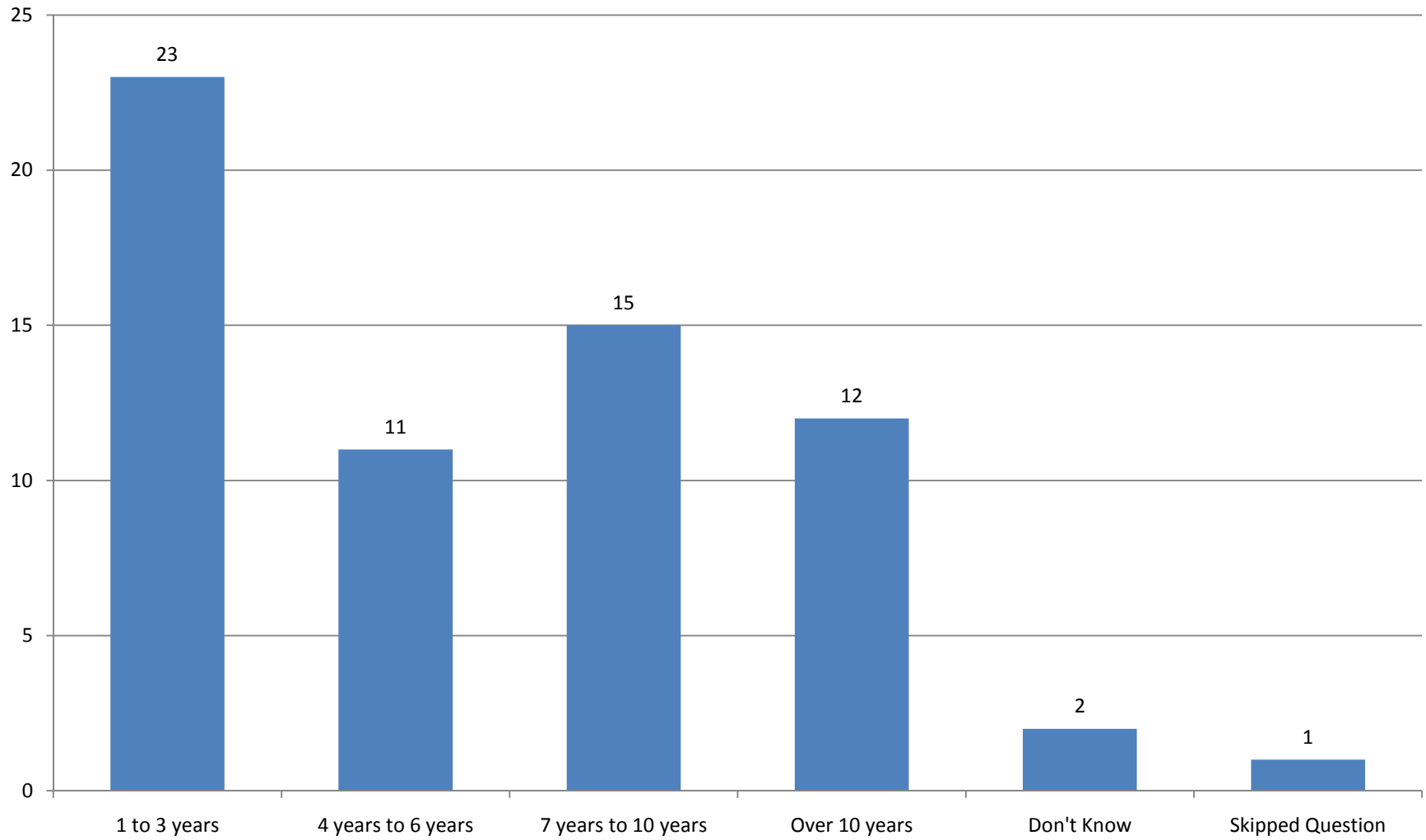
Social opportunities was ranked the least important by the most members who responded to the survey.

Question 6: What suggestions do you have for the ABA Board of Directors to improve the Association and its benefits to you?ns with "1" being the highest



Of the members who replied with suggestions, most are looking for more ways to network with other ABA members.

Question 7: How long have you been an ABA member?



Question 8: How would you classify your business?

