

Business Survey

For the Bloomfield Main Street Market Study Project

Tabulated Results

Total Sample Size = 83 Questionnaires

September 2005

1. What is your **primary** business type?

77 Responses	Count	Pct
A. Retail	22	28.6%
B. Service	14	18.2%
C. Professional/Office	21	27.3%
D. Financial/Banking	6	7.8%
E. Food & Beverage	4	5.2%
F. Non-profit	3	3.9%
G. Other	7	9.1%

2. Do you own or rent your business location?

80 Responses	Count	Pct
A. Own	53	66.3%
B. Rent	27	33.8%

3. How long has your business existed in Bloomfield?

83 Responses	Count	Pct
A. Less than 1 year	2	2.4%
B. 1-4 years	7	8.4%
C. 5-9 years	10	12.0%
D. 10-20 years	15	18.1%
E. 20+ years	49	59.0%

4. Which one of the following best describes your primary customer base?

77 Responses	Count	Pct
A. Davis County Residents	75	97.4%
B. Visitors and Tourists	2	2.6%

5. Which one of the following best describes the main reason for customers do business with you?

77 Responses	Count	Pct
A. Selection & variety	3	3.9%
B. Customer Service	20	26.0%
C. Convenience	11	14.3%
D. Price of goods and services	7	9.1%
E. Reputation	29	37.7%
F. Other	7	9.1%

6. Of the following media and direct marketing resources, which **two (2)** are most effective for your business?

Data Note: Up to two responses allowed; Counts and Percentages indicate affirmative respondents and are based on total survey sample of 83

Sample = 83	Count	Pct
A. Newspaper	31	37.3%
B. Shopper	21	25.3%
C. Ch. 10 cable news	10	12.0%
D. Television	6	7.2%
E. AM/FM Radio	13	15.7%
F. Yellow Pages	17	20.5%
G. Direct Mail	15	18.1%
H. Internet and Email	7	8.4%
I. Other	14	16.9%

**Summary of "Other:" (6) Word of Mouth; (2) Referrals; (1) Salesman; (1) Personal Contact; (1) Event Sponsorship*

7. Does your business have an internet website?

83 Responses	Count	Pct
A. Yes	30	36.1%
B. No	53	63.9%

8. Would you consider participating in a downtown Bloomfield cooperative advertising or marketing program?

79 Responses	Count	Pct
A. Yes	20	25.3%
B. No	20	25.3%
C. Don't Know	39	49.4%

9. What type of new business, located near you, would help your business generate more revenue?
(Please be specific.)

Data Note: Up to three responses allowed. Most Frequent Responses for specific business types categorized on a cumulative basis. Complete list of responses included as Attachment A.

Category	NAICS Code	Category Count
Any Retailer		15
Manufacturing		12
Accommodations & Food Services	72	8
Clothing and Clothing Accessory Stores	448	7
Professional, Scientific, and Technica	54	7
Any (More Jobs)		6
Miscellaneous Store Retailers	453	4
General Merchandise Stores	452	4
Medical		4
None		4
Motor Vehicles and Parts Dealers	441	3
Sporting Goods, Hobby, Book, and Music Stores	451	2
Food and Beverage Stores	445	2
Electronic and Appliance Stores	443	1
Financial and Insurance	52	1
Health and Personal Care Stores	446	1
Tourism		1
Entertainment		1
Don't Know		1
Newspaper		1

10. Which of the following best describes the potential for your business to expand within the next 1 or 2 years?

82 Responses	Count	Pct
A. High likelihood	17	20.7%
B. Some likelihood	25	30.5%
C. Low likelihood	31	37.8%
D. None	9	11.0%

11. In the next year or two, do you plan to change or modify your business in any of the following ways?
(Please check all that apply.)

Data Note: Multiple responses allowed; Counts and Percentages indicate affirmative respondents and are based on total survey sample of 83

Sample = 83	Count	Pct
A. Expand your business	25	30.1%
B. Down-size your business	1	1.2%
C. Expand hours of operation	8	9.6%
D. Decrease hours of operation	2	2.4%
E. Increase marketing	22	26.5%
F. Decrease marketing	1	1.2%
G. Expand store inventory	13	15.7%
H. Decrease store inventory	3	3.6%
I. Increase number of employees	24	28.9%
J. Decrease number of employees	1	1.2%
K. Start and/or complete building improvements	22	26.5%
L. Relocate your business in Bloomfield	7	8.4%
M. Move your business out of town	0	0.0%
N. Sell your business	5	6.0%
O. Close your business	1	1.2%
P. Other	5	6.0%

12. Would you be inclined to use any of the following business programs and incentives?
(check all that apply.)

Data Note: Multiple responses allowed; Counts and Percentages indicate affirmative respondents and are based on total survey sample of 83

Sample = 83	Count	Pct
A. Business Management Consultants	9	10.8%
B. Business Marketing Consultants	7	8.4%
C. Business assistance seminars	8	9.6%
D. E-Commerce website assistance	9	10.8%
E. Low-interest line of credit/payment	13	15.7%
F. Low-interest building improvement loans	16	19.3%
G. Free/low-cost building improvement design service	6	7.2%
H. Assistance to sell your building and/or business	7	8.4%
I. Tax Credits	16	19.3%
J. Other	2	2.4%

13. What is your annual rent per square foot expense? ([Monthly Rent x 12] divided by Square Feet Occupied)

69 Responses	Count	Pct
A. Less than \$3 per square foot	12	17.4%
B. \$3 to \$6 per square foot	7	10.1%
C. \$6 to \$8 per square foot	1	1.4%
D. \$8 to \$10 per square foot	3	4.3%
E. \$10 to \$12 per square foot	0	0.0%
F. \$12 to \$15 per square foot	1	1.4%
G. \$15+ per square foot	1	1.4%
H. Not Applicable	44	63.8%

14. Does the rent amount indicated in Question No 13 include most or all utilities?

65 Responses	Count	Pct
A. Yes	11	16.9%
B. No	15	23.1%
C. Not Applicable	39	60.0%

15. What is your annual sales volume per square foot? (Gross Annual Sales/Revenue divided by Square feet Occupied)

68 Response	Count	Pct
A. Less than \$25 per square foot	2	2.9%
B. \$25 to \$50 per square foot	7	10.3%
C. \$50 to \$75 per square foot	0	0.0%
D. \$75 to \$100 per square foot	3	4.4%
E. \$100 to \$125 per square foot	2	2.9%
F. \$125 to \$150 per square foot	3	4.4%
G. \$150+ per square foot	9	13.2%
H. Not Applicable	42	61.8%

16. Would you place a high, moderate or low priority on possible Bloomfield revitalization efforts to:

16.1 Restore and preserve the downtown's historic character?

79 Responses	Count	Pct
A. High	41	51.9%
B. Moderate	23	29.1%
C. Low	12	15.2%
D. No opinion	3	3.8%

16.2 Expand business and recruit new businesses to the Bloomfield area

80 Responses	Count	Pct
A. High	64	80.0%
B. Moderate	13	16.3%
C. Low	2	2.5%
D. No opinion	1	1.3%

16.3 Promote tourism and attract more visitors to the Bloomfield area?

79 Responses	Count	Pct
A. High	40	50.6%
B. Moderate	31	39.2%
C. Low	6	7.6%
D. No opinion	2	2.5%

16. Would you place a high, moderate or low priority on possible Bloomfield revitalization efforts to:

16.4 Create more housing in the Bloomfield area?

80 Responses	Count	Pct
A. High	26	32.5%
B. Moderate	38	47.5%
C. Low	15	18.8%
D. No opinion	1	1.3%

16.5 Aggressively market Bloomfield to consumers?

79 Responses	Count	Pct
A. High	42	53.2%
B. Moderate	29	36.7%
C. Low	5	6.3%
D. No opinion	3	3.8%

16.6 Aggressively market Bloomfield to investors and entrepreneurs?

80 Responses	Count	Pct
A. High	46	57.5%
B. Moderate	25	31.3%
C. Low	3	3.8%
D. No opinion	6	7.5%

16.7 Add public art and other pedestrian amenities to the Bloomfield streetscape?

80 Responses	Count	Pct
A. High	17	21.3%
B. Moderate	38	47.5%
C. Low	20	25.0%
D. No opinion	5	6.3%

16.8 Stage additional festivals and special events in the downtown area?

80 Responses	Count	Pct
A. High	17	21.3%
B. Moderate	46	57.5%
C. Low	15	18.8%
D. No opinion	2	2.5%

ATTACHMENT A

Raw Data Responses

Q.9: What type of new business, located near you, would help your business generate more revenue?

Response	Count
a burger king or wendys	1
a company to use "wood waste"	1
a direct competitor-some business	1
agricultural, farming & processing	1
another \$ general	1
any	1
any bus that will get people working so they have money to spend	1
any business	1
any business bringing new residence to d. co.	1
any business that utilizes direct mail	1
any business with product to ship	1
any retail	1
any type financial facility	1
any type of bus that will employ young	1
any type of bus that will keep regular hours	1
anything that brings more good jobs	1
anything with multiple job oportunities	1
architect/engineer	1
art gallery	1
auto repair shop	1
better labor pool	1
big factory	1
book store, combination with music	1
business consultants	1
business with a lot of employees	1
clothing	3
clothing store	1
clothing stores	2
decent newspaper	1
department stores	1
don't know	1
durable consumer goods (atvs, boats, rvs, cars, etc)	1
ethanol manufacturing	1
expansion of nursing homes	1
factory or new industry	1
factory-new businesses	1
factory's	1
family practics drs	1
food , coffee shop, cheese/meat, bakery	1
food store	1
general merchandise	1
grain processing facility	1
graphic designers	1
grocery	1
grocery store	3
hooters	1
hotel-beside existing	1
hunters accomodations	1
industrial	1

