









## 1. What is the nature of your business?

		Response Percent	Response Count
Retail		9.0%	17
Restaurant		2.1%	4
Construction		7.4%	14
Personal Services (Ex: Hair Salon)		7.4%	14
Professional Services (Ex: Attorney)		29.6%	56
Public Administration		2.1%	4
Transportation/Utilities		0.5%	1
Financial Services/Insurance/Real Estate		5.3%	10
<b>Other (please specify)</b>		<b>36.5%</b>	<b>69</b>
		<b>answered question</b>	<b>189</b>
		<b>skipped question</b>	<b>0</b>








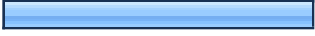
## 2. How long have you been operating this business in West Linn?

		Response Percent	Response Count
< 1 year		6.3%	12
1-4 years		29.1%	55
5-9 years		22.8%	43
<b>10 years or more</b>		<b>41.8%</b>	<b>79</b>
<b>answered question</b>			<b>189</b>
<b>skipped question</b>			<b>0</b>









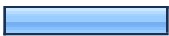









## 3. How would you characterize your current business' activity level (i.e. last 24 months of operation)?

		Response Percent	Response Count
Declining business activity (fewer clients, fewer sales, less income)		33.1%	46
<b>Holding your own (same level of business, fairly steady)</b>		<b>36.7%</b>	<b>51</b>
Business is moderately growing, increasing		25.9%	36
Business is rapidly expanding		4.3%	6
Percentage (%) Change:			51
<b>answered question</b>			<b>139</b>
<b>skipped question</b>			<b>50</b>

**4. In addition to a strong economy, what are the critical factors for the success and expansion of your business?  
(Check all that apply)**

		Response Percent	Response Count
Qualified Labor		21.1%	24
Financing		29.8%	34
Current inventory		8.8%	10
Tourism		3.5%	4
Up-to-date equipment/inventory		15.8%	18
Public access		17.5%	20
Foot traffic		15.8%	18
<b>Addition of complementary businesses/ Other? (please specify):</b>		<b>46.5%</b>	<b>53</b>
		<b>answered question</b>	<b>114</b>
		<b>skipped question</b>	<b>75</b>

**5. What are some of the major issues or obstacles facing your business today? (Please check the top five priority issues)**

		Response Percent	Response Count
Customer traffic (not enough/shrinking)		25.3%	22
<b>Current economic conditions</b>		<b>77.0%</b>	<b>67</b>
Property improvements (façade, etc.)		3.4%	3
Public safety/crime		0.0%	0
Cost of rent/property		14.9%	13
Parking		11.5%	10
Availability of telecom services		5.7%	5
Payroll costs		12.6%	11
Cash flow/working capital		24.1%	21
Competition		24.1%	21
General operating costs		33.3%	29
Insurance costs		21.8%	19
Cost of rent/property		8.0%	7
Availability of employees		3.4%	3
City/County/State codes or regulations		14.9%	13
Computer/technology issues		8.0%	7
Skill level/preparation of employees		8.0%	7
Outdated technology		2.3%	2
Other (please specify)		14.9%	13
<b>answered question</b>			<b>87</b>

skipped question

102

6. Please expand on any of your answers to the question above. If you checked "City/County/State code or regulations," please be specific about the issues or obstacles.

Response  
Count

21



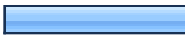
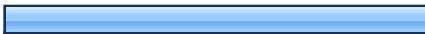





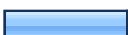


answered question

21






skipped question

168





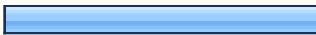

**7. To keep your business healthy and competitive, which of the following types of information or assistance are important to your company's growth? (Please check all that apply)**

		<b>Response Percent</b>	<b>Response Count</b>
Business expansion/relocation information		8.5%	7
Employee hiring/skills training		9.8%	8
Market identification		26.8%	22
<b>Marketing/Advertising programs</b>		<b>63.4%</b>	<b>52</b>
Business planning and cash flow		31.7%	26
Using the Internet for E-commerce		37.8%	31
Assistance with loan preparation		1.2%	1
Business management training		11.0%	9
Property and façade improvements		3.7%	3
Computer/technology assistance		18.3%	15
"Lean" business practices & efficiencies		19.5%	16
Other (please specify)		6.1%	5
<b>answered question</b>			<b>82</b>
<b>skipped question</b>			<b>107</b>






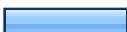

8. If you checked “Business Management Training” above, please indicate what “Type” of training you would prefer.

		Response Percent	Response Count
Topic Specific Workshops/Seminars		27.8%	5
One-on-One mentoring		22.2%	4
A set course with multiple topics		0.0%	0
Peer group mentoring		5.6%	1
<b>Business Advice when needed</b>		<b>33.3%</b>	<b>6</b>
Other (please specify)		11.1%	2
<b>answered question</b>			<b>18</b>
<b>skipped question</b>			<b>171</b>

9. If you checked “Topic Specific Workshops” above, please indicate what topics you would prefer.


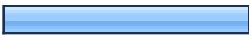





		Response Percent	Response Count
Funding my business		6.7%	1
Employee hiring/skills training		6.7%	1
Financial Management/Cash Flow		26.7%	4
<b>Marketing/Advertising</b>		<b>53.3%</b>	<b>8</b>
“Lean” business practices & efficiencies		46.7%	7
Other (please specify)		6.7%	1
<b>answered question</b>			<b>15</b>
<b>skipped question</b>			<b>174</b>

**10. Which description below best characterizes your plans to expand or reduce your operations in the next one-two years?**








		<b>Response Percent</b>	<b>Response Count</b>
Plan to expand operations		26.1%	36
Plan to relocate		5.8%	8
Plan to reduce operations		2.9%	4
<b>No changes planned</b>		<b>41.3%</b>	<b>57</b>
Plan to sell		4.3%	6
Uncertain		18.1%	25
Other (please specify)		10.9%	15
<b>answered question</b>			<b>138</b>
<b>skipped question</b>			<b>51</b>





**11. Please check any type of investment or improvement you have made in your business in the last two years:**

		Response Percent	Response Count
Physical improvements (store design/layout,interior/exterior remodeling)		22.0%	24
<b>New/expanded products, services, inventory</b>		<b>36.7%</b>	<b>40</b>
<b>New/expanded marketing/promotional activities</b>		<b>36.7%</b>	<b>40</b>
New/additional employees		16.5%	18
Systems improvements		27.5%	30
None		26.6%	29
Other (please specify)		8.3%	9
		<b>answered question</b>	<b>109</b>
		<b>skipped question</b>	<b>80</b>

**12. Please check any type of investment or improvement you plan on making in the next one-to-two years.**

		Response Percent	Response Count
Physical improvements (store design/layout, interior or exterior remodeling)		11.3%	12
New/expanded products, services, inventory		27.4%	29
<b>New/expanded marketing/promotional activities</b>		<b>37.7%</b>	<b>40</b>
New/additional employees		17.9%	19
Systems improvements		18.9%	20
None		32.1%	34
Other (please specify)		7.5%	8
		<b>answered question</b>	<b>106</b>
		<b>skipped question</b>	<b>83</b>




**13. Are you interested in participating in cooperative business marketing efforts to attract customers to West Linn or to encourage residents to shop locally?**

		Response Percent	Response Count
Yes		47.8%	32
No		52.2%	35
		<b>answered question</b>	<b>67</b>
		<b>skipped question</b>	<b>122</b>




**14. What identity or image would you like to see West Linn develop for itself as a unique business area that is attractive to residents, employees and visitors?**

	Response Count
	36
answered question	36
skipped question	153


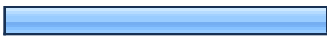

**15. What types of businesses would you like to see West Linn attract or grow to improve its business mix?**

		Response Percent	Response Count
1.		100.0%	37
2.		67.6%	25
3.		43.2%	16
	answered question		37
	skipped question		152




**16. What could the West Linn businesses do to attract more local residents?**

		Response Percent	Response Count
1.		100.0%	37
2.		40.5%	15
3.		27.0%	10
	answered question		37
	skipped question		152




**17. What could the West Linn businesses do to attract more visitors and other shoppers who live out of the area?**

		Response Percent	Response Count
1.		100.0%	31
2.		48.4%	15
3.		19.4%	6
		<b>answered question</b>	<b>31</b>
		<b>skipped question</b>	<b>158</b>

**18. Name up to 3 advantages or strengths you associate with doing business in the West Linn?**

		Response Percent	Response Count
1.		100.0%	92
2.		72.8%	67
3.		53.3%	49
		<b>answered question</b>	<b>92</b>
		<b>skipped question</b>	<b>97</b>


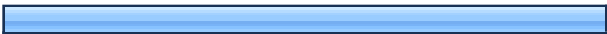
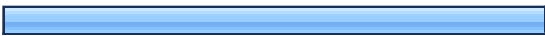






**19. Please share any disadvantages (if any) to doing business in the West Linn.**

		Response Percent	Response Count
1.		100.0%	76
2.		64.5%	49
3.		46.1%	35
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>113</b>

**20. Please share with us any other comments you may have:**

	Response Count
	14
<b>answered question</b>	<b>14</b>
<b>skipped question</b>	<b>175</b>

21. Please provide us with the following information (Not Required):

		Response Percent	Response Count
Name:		87.5%	28
<b>Company:</b>		<b>90.6%</b>	<b>29</b>
Address:		81.3%	26
Address 2:		0.0%	0
City/Town:		87.5%	28
State:		81.3%	26
ZIP:		81.3%	26
Country:		56.3%	18
Email Address:		78.1%	25
Phone Number:		78.1%	25
		<b>answered question</b>	<b>32</b>
		<b>skipped question</b>	<b>157</b>