

T/BLC Survey Results

The total number of returned surveys as of March 6, 2002 is 248 surveys. A total of 938 surveys were sent out, which results in a return rate of 26 percent. The majority of the businesses simply filled out the multiple-choice questions and did not include any additional comments. Thirty-five percent of the respondents included general comments in their surveys, while 13 percent answered question nine, which asked them if they needed information from the Town. For each question, I created a chart, which summarizes the responses for each question. I combined a few of the questions when appropriate.

Questions 1 and 2:

Years in Business by Business Type

Business Type (1)	2 years or less	2-5 years	5-10 years	10 years or more	Grand Total	Total Percentage of Business Type
Manufacturer				5	5	2.03
Other	9	9	7	26	51	20.73
Retail	5	10	13	25	53	21.54
Retail, Service		1		2	3	1.22
Service	15	31	25	59	130	52.85
Service, Other				1	1	0.41
Supplier				1	1	0.41
(blank)				2	2	0.81
Grand Total	29	51	45	121	246	
Percentage of Category	11.79	20.73	18.29	49.19		

The greatest response to the survey came from businesses that classified themselves as service businesses, which closely mimics the percentage of service businesses that actually exist in the Town. Additionally, of those that responded, the largest percentage were those who had been in business ten years or more.

Question 3:

Perception of Business Conditions Based on Years in Business

Years in Business (2)	Good	Fair	Same	Poor	N/A	(blank)	Grand Total
2 years or less	10	15	2	2			29
2-5 years	27	19	3	2			51
5-10 years	27	11	2	4	1		45
10 years or more	75	34	7	4			120
(blank)	1			1			2
Grand Total	140	79	14	13	1		247
Percentage of Total	56.68	31.98	5.67	5.26	0.40	0.00	

Overall the perception among those businesses that responded was positive with 57 percent answering that business conditions are good.

Question 4:

Business Outlook for 2002 Based on Years in Business

Years in Business (2)	Outlook for 2002 (4)				Grand Total
	Good	Fair	Same	Poor	
2 years or less	78	25	12	4	119
2-5 years	14	12	3		29
5-10 years	26	18	4	3	51
10 years or more	27	4	9	4	44
(blank)	1				1
Grand Total	146	59	28	11	244
Percentage of Total	59.84	24.18	11.48	4.51	

In general, for businesses within the Town, the outlook for 2002 is good.

Question 5:

Feelings about Conducting Business in Vienna

Conducting Business in the Town (5)	Total	Percentage of Total
Excellent	81	33.06
Fair	36	14.69
Good	121	49.39
Poor	7	2.86
(blank)	2	0.82
Grand Total	245	

Question 6:

Response to Merchant's Association by Business Type

Count of Merchant's Assoc (6)	Merchant's Assoc (6)						
Business type (1)	N/A	No	Not sure	Undecided	Yes	(blank)	Grand Total
Manufacturer		2			2		4
Other		42			8		50
Retail	1	24	1		25		51
Retail, Service		3					3
Service	1	95	2	1	23		122
Service, Other		1					1
Supplier		1					1
(blank)		2					2
Grand Total	2	170	3	1	58		234
Percentage of Total	0.85	72.65	1.28	0.43	24.79		

A large majority of the businesses did not feel the need for a Merchant’s Association; however, the response by retail businesses was basically split between “no” and “yes”. The majority response of “no” is more evident among businesses that classify themselves as service oriented.

Question 7:

How Businesses Receive Information

Information from Town (7)	Total	Percentage of Total
newsletter	169	69.55
newsletter, e-mail	1	0.41
newsletter, e-mail, phone calls	1	0.41
newsletter, e-mail, word-of-mouth, phone calls	1	0.41
newsletter, other	1	0.41
newsletter, phone calls	3	1.23
newsletter, web, e-mail, word-of-mouth, phone calls	1	0.41
newsletter, web, word-of-mouth	2	0.82
newsletter, word-of-moth	1	0.41
newsletter, word-of-Mouth	20	8.23
newsletter, word-of-mouth, other	1	0.41
newsletter, word-of-mouth, phone calls	6	2.47
newsletter, word-of-mouth, phone calls, other	1	0.41
newsletter, e-mail	1	0.41
newsletter,other	1	0.41
newsletter,web, word-of-mouth	2	0.82
newsletter,word-of-mouth	6	2.47
newsletter,word-of-mouth, other	1	0.41
newsletter,word-of-mouth, phone calls	2	0.82
none	2	0.82
other	5	2.06
phone calls	1	0.41
web	2	0.82
word-of-mouth	12	4.94
(blank)		
Grand Total	243	

Question 8:

Services Received from the Town

Count of Services from Town (8)		
Services from Town (8)	Total	Percentage of Total
Don't know	1	0.42
Excellent	48	20.08
Fair	58	24.27
Good	105	43.99
N/A	3	1.26
None	3	1.26
Not aware of services	1	0.42
Poor	20	8.37
(blank)		
Grand Total	239	

Question 9:

Information Needed to Operate More Effectively and Efficiently

Responses to More Information		
	Total	Percentage of Total
N/A	3	9.38
Notification of events	2	6.25
Street closures/road work	2	6.25
Taxes	1	3.13
Town advertisement	7	21.88
Town budget information	2	6.25
Town regulation/services	3	9.38
Town regulations/services	8	25.00
Traffic	4	12.50
(blank)	216	87.00
Grand Total	32	

In order to simplify the reporting of this question, I categorized the responses into nine categories. The greatest response was the need for more information on Town regulations and services as well as businesses wanting the Town to promote the business community more by providing advertising. Only 13 percent of those who responded answered this question.

Question 10:

General Comments by Category

Categorized Comments	Total	Percentage of Total
Advertisement by Town of businesses	4	4.65
Chamber, no need for Merchant's Association	3	3.49
Happy as is	9	10.47
Maintenance of Town prop./right-of-way	4	4.65
Meals tax	4	4.65
Merchant Association questions	3	3.49
More Police presence	1	1.16
No services by Town	2	2.33
Parking problem	1	1.16
Problem with customer services within Town	5	5.81
Signage too restrictive	20	23.26
Taxes	14	16.28
Town has no control over business	2	2.33
Town regulations too restrictive	4	4.65
Town should use local businesses	1	1.16
Traffic	9	10.47
(blank)		0
Grand Total	86	34.68

Once again, in order to simplify this question for reporting, I created 16 categories that I felt covered all of the responses appropriately. Many of the general comments pertained to signage, feeling that the sign regulations within the Town are too restrictive. There were also many comments on the need to reduce Town taxes that apply to businesses. Thirty-five percent of the respondents answered this question.