

**BUSINESS MOVES AND INSIGHTS**

Based on responses from survey participants identifying as downtown business owners

**Q: In which of the following ways do you plan to change or modify your business within the next year or two?**

Plans for Business Changes or Modifications	Percent
Increase marketing and/or advertising	45.3%
Increase number of employees	41.5%
Complete building improvements	37.7%
Expand your business or building	26.4%

Top four shown. Multiple selections allowed.

**Q: Of the following, which pose the greatest challenge to sustaining or growing your business?**

Business Challenges	Percent
Hiring and/or retaining quality employees	38.8%
Growing my customer base	34.7%
Complying with City licensing and regulatory requirements	12.2%
Increasing return on marketing and advertising	12.2%

Top four shown. Up to three selections allowed.

**Q: Which of the following business assistance topics are of most interest to you?**

Business Assistance Topics of Most Interest	Percent
Social Media for Small Businesses	27.7%
Basic Marketing Skills (e.g. advertising, social media)	23.4%
Financing Options for Business Improvements or Expansion	19.1%
Business Succession Planning	17.0%

Top four shown. Multiple selections allowed.

**Q: Which of the following types of technical assistance and incentives, if available, would you be most likely to use?**

Technical Assistance and Incentives Most Likely to Use	Percent
Façade improvement grants	51.1%
Free or low-cost building improvement design services	40.4%
Grants or low-interest loans for business expansion	23.4%
Help to market your building or space	23.4%

Top four shown. Multiple selections allowed.

**SURVEY DEMOGRAPHICS**

SEX	Count	Percent
Male	134	31.2%
Female	295	68.6%
Prefer to self-describe	1	0.2%

AGE	Count	Percent
19 or younger	8	1.8%
20 to 24	14	3.3%
25 to 34	63	14.7%
35 to 44	68	15.8%
45 to 54	96	22.3%
55 to 64	95	22.1%
65 to 74	67	15.6%
75 or older	19	4.4%

RACE/ETHNICITY	Count	Percent
American Indian or Alaskan Native	3	0.7%
Asian	0	0.0%
Black or African American	4	0.9%
Hispanic, Latino or Latinx	2	0.5%
Native Hawaiian or Pacific Islander	0	0.0%
White or Caucasian	409	95.1%
Multiple ethnicities	7	1.6%
Other	5	1.2%

ANNUAL HOUSEHOLD INCOME	Count	Percent
Less than \$25,000	8	1.9%
\$25,000 to \$34,999	14	3.3%
\$35,000 to \$49,999	22	5.2%
\$50,000 to \$74,999	61	14.4%
\$75,000 to \$99,999	67	15.8%
\$100,000 to \$149,999	88	20.8%
\$150,000 to \$199,999	64	15.1%
\$200,000 and greater	99	23.4%