



# Main Street Warren

## Business Owner Survey

Business Name: \_\_\_\_\_

### Contact Information

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

### NEEDS AND OPPORTUNITIES ASSESSMENT

Please indicate to which degree your business experiences the following challenges: (**Circle your answer**)

	<u>Very Much</u>	<u>Somewhat</u>	<u>Not Much</u>	<u>Not at All</u>
1. Recruiting or retaining employees	1	2	3	4
2. Expensive employee wages/benefit	1	2	3	4
3. Unskilled workers	1	2	3	4
4. Expensive health insurance	1	2	3	4
5. Expensive rent	1	2	3	4
6. Poor building condition	1	2	3	4
7. Tenant/Landlord Relationship	1	2	3	4
8. Insufficient parking	1	2	3	4
9. Expensive or unavailable utilities	1	2	3	4
10. Restrictive business regulations	1	2	3	4
11. Insufficient local financing available	1	2	3	4
12. Expensive shipping or transportation	1	2	3	4
13. Expensive or unavailable products	1	2	3	4
14. In-town competition	1	2	3	4
15. Out-of-town competition	1	2	3	4
16. Shoplifting or theft	1	2	3	4
17. Vandalism	1	2	3	4
18. Language barriers	1	2	3	4

Other: \_\_\_\_\_

Please indicate the degree to which you or your employees would be interested in receiving information or assistance/training for each of the following topics. **(Circle your answer)**

	Very Much	Somewhat	Not Much	Not at All
19. Business Planning	1	2	3	4
20. Financial Management	1	2	3	4
21. Inventory Management	1	2	3	4
22. Advertising or marketing	1	2	3	4
23. Employee hiring or training	1	2	3	4
24. Customer service or hospitality	1	2	3	4
25. Building Improvements	1	2	3	4
26. Window displays or interior store design	1	2	3	4
27. Business market analysis	1	2	3	4
28. Internet or E-Commerce	1	2	3	4
29. Transfer of ownership or selling a business	1	2	3	4

Other: \_\_\_\_\_

Please indicate the extent to which the following business services would be useful to you. **(Circle your answer)**

	Very Useful	Somewhat Useful	Not at All Useful
30. Free business assistance	1	2	3
31. Networking events (ie: breakfast/luncheon mtgs, business after hours)	1	2	3
32. Advertising or marketing of Main Street district as shopping destination	1	2	3
33. Low interest business loan program (X% if guidelines met)	1	2	3
34. Low interest building improvement loan program (X% if guidelines met)	1	2	3
35. Façade grant up to \$X (if guidelines met)	1	2	3
36. Sign grant up to \$X (if guidelines met)	1	2	3
37. Downtown business directories, brochures, maps	1	2	3
38. Web site or Internet resources	1	2	3
39. Special event coordination (increasing foot traffic – or list examples)	1	2	3

Other: \_\_\_\_\_

Please indicate the extent to which you agree with the following statements. **(Circle your answer)**

	Strongly Agree	Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
40. Local police protection is outstanding	1	2	3	4	5
41. I feel safe downtown, even at night	1	2	3	4	5
42. Local fire protection is outstanding	1	2	3	4	5
43. Local waste management service is outstanding	1	2	3	4	5
44. Local municipal services are well worth the level of local taxation	1	2	3	4	5
45. I always try to buy products and services locally	1	2	3	4	5
46. I always direct customers to other downtown businesses	1	2	3	4	5
47. The existing downtown business mix helps my business	1	2	3	4	5
48. The look and feel of downtown helps my business	1	2	3	4	5
49. My building façade draws customers into my business	1	2	3	4	5
50. Employees of my business show great customer service	1	2	3	4	5
51. Childcare for employees and customers is readily available	1	2	3	4	5
52. Downtown Warren is an excellent place to have a business	1	2	3	4	5
53. I am very satisfied with the present location of my business.	1	2	3	4	5

Comments: \_\_\_\_\_

**Business and Workforce Data**

54. How long has your business been in operation?

- Less than 1 Year
- 1-5 Years
- 6-10 Years
- 11-20 Years
- 21-40 Years
- More Than 40 Years

55. If you know the date your business was established, please list it here (MM/YY) \_\_\_\_\_

56. How long have you been the owner of your business?

- Under one yr
- 1 – 5 yrs
- 6 – 10 yrs
- 11 – 20 yrs
- Over 20 yrs
- Over 30 yrs

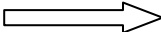
57. The space in which my business is located is owned by me or my business.

- Yes
- No

58. I would like to purchase the space my business currently occupies.

- Yes
- No

59. Are you, or the building owner, considering any building improvement projects?

- Yes (if yes, please go to item 60) 
- No

60. If you or the building owner are considering any building improvement projects, please describe:

\_\_\_\_\_  
\_\_\_\_\_

61. I plan to reduce products/services or square footage downtown.

- Yes
- No

62. I plan to expand products/services or square footage downtown.

- Yes
- No

63. I plan to expand products/services or square footage at a location outside the downtown.

- Yes
- No

64. If you plan to expand, how many new jobs would be created from your expansion? \_\_\_\_\_

65. Approximately what percentage of your employees live in Warren? \_\_\_\_\_%

66. How many people, including owners, does your business employ FULL TIME?

- 3 or LESS
- 4-9
- 10-19
- 20 OR MORE

67. How many people, including owners, does your business employ PART TIME?

- 3 or LESS
- 4-9
- 10-19
- 20 OR MORE

68. How many people, including owners, does your business employ SEASONALLY?

- 3 or LESS
- 4-9
- 10-19
- 20 OR MORE

69. Where do you and your employees typically park?

- In a private parking lot
- In a public parking lot
- On the street
- Other (please describe) \_\_\_\_\_

70. How far do you and your employees typically have to park from your business?

- Near Entry
- 1 block away
- 2 blocks away
- 3 blocks away
- More than 3 blocks away

71. Where do your customers typically park?  
 In a private parking lot  
 In a public parking lot  
 On the street  
 Other (please describe) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

72. How far do your customers typically have to park from your business?  
 Near Entry  
 1 block away  
 2 blocks away  
 3 blocks away  
 More than 3 blocks away

73. Most of my customers are:  
 MALE  
 FEMALE

74. More of my customers are of this age group, than any other:  
 under 18  
 18 – 30  
 31 – 49  
 over 50

75. I would estimate that my typical customer has an annual household income of:  
 LESS THAN \$25,000  
 \$25,000 - \$49,999  
 \$50,000 - \$74,999  
 \$75,000 - \$99,999  
 \$100,000 - \$149,000  
 over \$150,000

Approximately what percentage of your customers come from each of the following areas? Remember, the total should equal 100%.

	0%	1-20%	21-40%	41-60%	61-80%	81-100%
76. Warren	___	___	___	___	___	___
77. Cortland	___	___	___	___	___	___
78. Girard	___	___	___	___	___	___
79. Newton Falls	___	___	___	___	___	___
80. Niles	___	___	___	___	___	___
81. Vienna	___	___	___	___	___	___
82. Other	___	___	___	___	___	___

83. How many total hours are you open Monday – Friday? (pick one)  
 Less than 30 hours  
 31 – 40 hours  
 More than 40 hours

84. How many total hours are you open Saturday – Sunday? (pick one)  
 Less than 12 hours  
 13 – 20 hours  
 More than 20 hours

85. How many customers/clients visit this business per week? (In other words, what is your average weekly foot traffic?)

- none, all business via phone, Internet, etc.
- less than 100
- 100 – 500
- 500 – 1000
- over 1000

86. What is the busiest day of the week for this business? (pick one)

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- No special day

87. Please rank the three busiest months of the year for this business?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

88. Please rank the top three months you typically plan major sales/specials for this business?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

89. Which events in the Warren area increase foot traffic or sales volume for your business, either during the event or in the few days or weeks following the event?

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90. Do you advertise?

- YES
- NO (Skip to Q. 104)

Approximately what percentage of the annual advertising budget for your business is spent with each of the following media? Remember, the total should equal 100%.

	0%	1-20%	21-40%	41-60%	61-80%	81-100%
91. Newspapers	___	___	___	___	___	___
92. Magazines	___	___	___	___	___	___
93. Radio	___	___	___	___	___	___
94. Television	___	___	___	___	___	___
95. Direct Mail	___	___	___	___	___	___
96. Catalogs	___	___	___	___	___	___
97. Window Displays	___	___	___	___	___	___
98. Billboards	___	___	___	___	___	___
99. Internet	___	___	___	___	___	___
100. Local Service Organizations	___	___	___	___	___	___

**Community Advertising**

101. Which radio stations are included in the annual advertising budget for your business?

\_\_\_\_\_

102. Which local or network television stations are included in the annual advertising budget for your business?

\_\_\_\_\_

103. Which area print publications (newspapers) are included in the annual advertising budget for your business?

\_\_\_\_\_

**Business and Community**

104. What three downtown business complement your business the most?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

105. Name up to three types of businesses you would like to see come to downtown?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

106. With your business in mind, what three community assets would you most like to see developed? (Select three.)

- AMPHITHEATER
- COMMUNITY CENTER
- EXPANDED PUBLIC PARKING
- HOUSING
- MILLIONAIRES ROW
- PACKARD MUSEUM
- PACKARD PARK
- PACKARD CONVENTION CENTER
- PERKINS PARK
- SKATEBOARD PARK
- THEATER
- OTHER: \_\_\_\_\_

107. How much time did you spend on this questionnaire? Also, if there is anything else you would like to share, please feel free to do so here.

Survey Completed by: \_\_\_\_\_

Date: \_\_\_\_\_