

CITY OF EL CERERITO

BUSINESS SURVEY SUMMARY OF RESPONSES 2005



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1. Business Information and Operations

1. What is the nature of your business?

		Response Percent	Response Total
Retail		14.3%	6
Restaurant		4.8%	2
Finance/Insurance/Real Estate		2.4%	1
Services		19%	8
Professional		33.3%	14
Public administration		0%	0
Construction		7.1%	3
Transportation/Utilities		0%	0
View Other (please specify)		19%	8
Total Respondents			42
(skipped this question)			0

2. How long have you been operating this business in El Cerrito?

		Response Percent	Response Total
< 1 year		19.5%	8
1-4 years		36.6%	15
5-9 years		17.1%	7
10 years or more		26.8%	11
Total Respondents			41
(skipped this question)			1

3. Name up to 3 advantages or strengths you associate with doing business in El Cerrito.

		Response Percent	Response Total
View	1.	100%	38
View	2.	73.7%	28
View	3.	63.2%	24
Total Respondents			38
(skipped this question)			4

4. Why did you choose El Cerrito as the location for your business? (Check all that apply).

		Response Percent	Response Total
Close to customers		31.7%	13
Own the building		24.4%	10
Supportive city government		7.3%	3
Positive business community		17.1%	7
Cost competitive rent and amenities		24.4%	10
View	Other (please specify)	43.9%	18
Total Respondents			41
(skipped this question)			1

5. How many employees does your company have including yourself? Please share the number.

		Response Percent	Response Total
View	Part-time		65.8% 25
View	Full-time		81.6% 31
Total Respondents			38
(skipped this question)			4



6. What are your business hours?

Days					
	Monday-Friday	Tuesday-Saturday	Monday-Sunday	Other	Response Total
Hours of Operation	51% (20)	8% (3)	28% (11)	13% (5)	39
Hours					
	8:00 am-5:00 pm	10:00 am-6:00 pm	24 hours	Other	Response Total
Hours of Operation	23% (9)	26% (10)	5% (2)	46% (18)	39
Total Respondents					39
(skipped this question)					3





7. If you answered OTHER above, please tell us your business operation hours:

		Response Percent	Response Total
View	Days of Week		57.9% 11
View	Hours		84.2% 16
Total Respondents			19
(skipped this question)			23





8. Do you own or lease your space?

		Response Percent	Response Total
Own		55%	22
Lease/rent		45%	18
Total Respondents			40
(skipped this question)			2








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

		Response Percent	Response Total
Declining business activity (fewer clients, fewer sales, less income)		14.6%	6
Holding your own (same level of business, fairly steady)		29.3%	12
Business is moderately growing, increasing		46.3%	19
Business is rapidly expanding		9.8%	4
Total Respondents			41
(skipped this question)			1

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

		Response Percent	Response Total
Plan to expand operations		43.9%	18
Plan to reduce operations		4.9%	2
No plans to change		46.3%	19
Plan to sell business		0%	0
Plan to relocate		4.9%	2
Uncertain		0%	0
Total Respondents			41
(skipped this question)			1






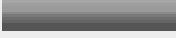
11. Please check any type of investment or improvement you have made in your business in the last two years.

		Response Percent	Response Total
Physical improvements (store design/layout, interior/exterior remodeling)		22%	9
New/expanded products, services, inventory		36.6%	15
New/expanded marketing/promotional activities		34.1%	14
New/additional employees		19.5%	8
Systems improvements		41.5%	17
None		19.5%	8
View Other (please specify)		7.3%	3
Total Respondents			41
(skipped this question)			1

12. Please provide the estimated \$ value for each investment/improvement checked in question 11.

View Total Respondents	27
(skipped this question)	15

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

		Response Percent	Response Total
Physical improvements (store design/layout, interior or exterior remodeling)		15.4%	6
New/expanded products, services, inventory		35.9%	14
New/expanded marketing/promotional activities		46.2%	18
New/additional employees		28.2%	11
Systems improvements		7.7%	3
None		30.8%	12

View	Other (please specify)		10.3%	4
Total Respondents				39
(skipped this question)				3








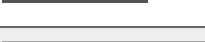








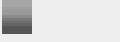
14. What is the primary market area from which the majority of your sales are derived?

		Response Percent	Response Total	
	El Cerrito		31.7%	13
	Internet		24.4%	10
View	Other (please describe)		70.7%	29
Total Respondents				41
(skipped this question)				1

15. 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 Total	
	Qualified labor		34.1%	14
	Tourism		7.3%	3
	Current inventory		12.2%	5
	Up-to-date equipment/technology		46.3%	19
	Financing		12.2%	5
	Public access		39%	16
	Foot traffic		19.5%	8
View	Other (please specify)		51.2%	21
Total Respondents				41
(skipped this question)				1


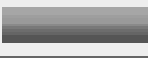

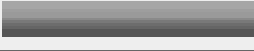

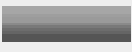





16. What are some of the major issues or obstacles facing your business today?
(Please check the top five priority issues)

		Response Percent	Response Total
Customer traffic (not enough/shrinking)		23.1%	9
Property improvements (façade, etc)		12.8%	5
Cost of rent/property		33.3%	13
Availability of telecom services		5.1%	2
Cash flow/working capital		20.5%	8
General operating costs		25.6%	10
City/County/State codes or regulations		25.6%	10
Current economic conditions		35.9%	14
Public safety/crime		23.1%	9
Parking		10.3%	4
Payroll costs		10.3%	4
Competition		23.1%	9
Insurance costs		20.5%	8
Availability of employees		10.3%	4
Skill level/preparation of employees		12.8%	5
Computer/technology issues		5.1%	2
View Other (please specify)		20.5%	8
Total Respondents			39
(skipped this question)			3



17. Please expand on any of your answers to the question above.

View Total Respondents	13
(skipped this question)	29

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

		Response Percent	Response Total
Business expansion/relocation information		25%	9
Employee hiring/skills training		25%	9
Market identification		27.8%	10
Marketing/Advertising programs		44.4%	16
Business planning and cash flow		22.2%	8
Using the Internet for E-commerce		22.2%	8
Assistance with loan preparation		8.3%	3
Business management training		25%	9
Property and façade improvements		13.9%	5
Computer/technology assistance		16.7%	6
<input type="button" value="View"/> Other (please specify)		11.1%	4
Total Respondents			36
(skipped this question)			6

19. Are you interested in participating in a cooperative business marketing effort such as a Shop El Cerrito Campaign to attract customers to El Cerrito or to encourage residents to shop locally?

		Response Percent	Response Total
Yes		45.9%	17
No		54.1%	20
Total Respondents			37
(skipped this question)			5

20. If you answered YES to question 19, please tell us:

		Response Percent	Response Total
View	Your name	100%	17
View	Phone number	100%	17
Total Respondents			17
(skipped this question)			25

21. As El Cerrito continues to develop and change, if you could **keep one thing the same** about the shopping/business district what would it be?

View	Total Respondents	28
(skipped this question)		14

22. If you could change one thing about El Cerrito, what would it be?

View	Total Respondents	35
(skipped this question)		7

23. What identity or image would you like to see El Cerrito develop for itself as a unique shopping district attractive to residents and visitors alike?

View	Total Respondents	32
(skipped this question)		10

24. How would you rate your overall confidence in the economic future or vitality of El Cerrito as a whole?

		Response Percent	Response Total
High		39%	16
Moderate		46.3%	19
Low		12.2%	5
Don't know		2.4%	1
Total Respondents			41
(skipped this question)			1

25. Are there products or services that your business currently purchases out of town that you would purchase in town if they were available?

		Response Percent	Response Total
Yes		47.5%	19
No		52.5%	21
Total Respondents			40
(skipped this question)			2

26. If you answered "Yes" to Q. 25, please name them and explain your response.

View Total Respondents	16
(skipped this question)	26

27. In your opinion, what could local businesses do to attract more local residents who are currently shopping in other areas?

View Total Respondents	27
(skipped this question)	15

28. What could local businesses do to attract more visitors and other shoppers who live out of the area?

View Total Respondents	27
(skipped this question)	15

29. Please provide us with the following information.

		Response Percent	Response Total
View	Company Name	97%	32
View	Your Name	97%	32
View	Title	87.9%	29
View	Phone	97%	32
View	Fax	69.7%	23
View	email	93.9%	31
View	Company Address	90.9%	30
Total Respondents			33
(skipped this question)			9

30. Please share with us any other comments you may have. Thank you!

View Total Respondents	15
(skipped this question)	27