

Minier Survey of Businesses

Highlights

- 28 Minier businesses responded to this survey.
- All of the merchants surveyed believe downtown Minier offers a pleasant place to shop; the downtown is safe; and the downtown is clean. A majority (more than 80%) believe parking is not a problem; the downtown has a positive future; and merchandise is sold at competitive prices.
- Merchants were more concerned with the lack of adequate commercial and retail development and the condition of the storefronts (only 7 businesses or 27% reported they have restored the façade within the past three years; and 42% plan to restore the façade in the next three years).
- Almost 90 percent of businesses believe it is important for merchants to work together to improve the downtown.
- Slightly more than half the businesses rated fair or poor current shopping hours and the variety of goods and services offered in Minier.
- Of the business surveyed only one reported declining economic conditions in their business; otherwise, half the businesses believed they are maintaining status quo and half believe economic conditions are growing and expanding.
- Most businesses (61%) believe their significant competition is located in another community in the region.
- The types of businesses most often cited as needed in the community include: bakery, restaurant, antiques dealer, day care center, entertainment related business, and medical services.
- The busiest sales months are respectively April, May, June and December.
- Approximately 60% report they plan to expand the range of goods and services within the next three years.
- The majority of businesses (69.3%) who responded to the survey have been in operation in Minier for more than 10 years.

1. How many years has this business been in operation in our community?

	Frequency	Percent	Valid percent
1 - 5 years	3	10.7	11.5
6 - 10 years	5	17.9	19.2
11 - 20 years	8	28.6	30.8
More than 20 years	10	35.7	38.5
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

2. Can your business meet current needs with its present...

	No		Yes		Total	
	Count	%	Count	%	Count	%
Physical Plant	1	3.8	25	96.2	26	100.0
Equipment	0	0.0	28	100.0	28	100.0
Other required services	2	8.3	22	91.7	24	100.0

3. Do have plan to change the physical size of this business over the next three years?

	Frequency	Percent	Valid percent
I plan to increase floor space	5	17.9	19.2
I do not plan any significant changes	17	60.7	65.4
I'm not sure of my plans	4	14.3	15.4
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

4. If expansion of your business is currently constrained, which one of the following is the PRIMARY problem?

	Frequency	Percent	Valid percent
Lack of space for expansion or renovation	6	21.4	33.3
Lack of cash flow	4	14.3	22.2
Lack of available labor	2	7.1	11.1
Inability to obtain a loan	1	3.6	5.6
Lack of experienced management	1	3.6	5.6
Other	4	14.3	22.2
Valid Cases	18	64.3	100.0
Missing	10	35.7	
Total	28	100.0	

5. In your opinion, how have Minier businesses fared in the past five years?

	Declined		Stayed the Same		Improved	
	Count	%	Count	%	Count	%
Retail Businesses	9	33.3	12	44.4	6	22.2
Service Businesses	6	22.2	18	66.7	3	11.1
Professional Businesses	4	14.8	13	48.1	10	37.0
Other	2	66.7	1	33.3	0	0.0

6. In the next five years, how do you believe downtown businesses will fare?

	Decline		Stay the Same		Improve	
	Count	%	Count	%	Count	%
Retail Businesses	9	32.1	14	50.0	5	17.9
Service Businesses	3	10.7	19	67.9	6	21.4
Professional Businesses	1	3.6	19	67.9	8	28.6
Other	0	0.0	0	0.0	1	100.0

7. Please rate the following aspects of your downtown area:

Summary Table

	Percent of respondents		
	Poor/Fair	Good/ Excellent	Don't Know
Condition of roads	0.0	100.0	0.0
Attractiveness of downtown	3.6	96.5	0.0
Safety	0.0	96.5	3.6
Cleanliness	3.6	96.4	0.0
Smoothness of traffic flow	3.6	96.4	0.0
Police protection	0.0	96.4	3.6
Friendliness of sales people	3.7	96.3	0.0
Quality of goods/services	7.1	92.8	0.0
Fire protection	3.7	92.6	3.7
Convenience of parking	14.3	85.8	0.0
Cost of goods/services	25.9	74.1	0.0
Special events and festivals	25.9	70.4	3.7
Variety of goods/services	55.5	44.4	0.0
Shopping hours	57.2	42.9	0.0

	Poor		Fair		Good		Excellent		Don't Know		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Attractiveness of downtown	0	0.0	1	3.6	22	78.6	5	17.9	0	0.0	28	100.0
Cleanliness	0	0.0	1	3.6	21	75.0	6	21.4	0	0.0	28	100.0
Convenience of parking	1	3.6	3	10.7	12	42.9	12	42.9	0	0.0	28	100.0
Smoothness of traffic flow	0	0.0	1	3.6	18	64.3	9	32.1	0	0.0	28	100.0
Condition of roads	0	0.0	0	0.0	20	71.4	8	28.6	0	0.0	28	100.0
Friendliness of sales people	0	0.0	1	3.7	21	77.8	5	18.5	0	0.0	27	100.0
Safety	0	0.0	0	0.0	19	67.9	8	28.6	1	3.6	28	100.0
Police protection	0	0.0	0	0.0	14	50.0	13	46.4	1	3.6	28	100.0
Fire protection	0	0.0	1	3.7	11	40.7	14	51.9	1	3.7	27	100.0
Cost of goods/services	0	0.0	7	25.9	18	66.7	2	7.4	0	0.0	27	100.0
Variety of goods/services	3	11.1	12	44.4	12	44.4	0	0.0	0	0.0	27	100.0
Shopping hours	1	3.6	15	53.6	12	42.9	0	0.0	0	0.0	28	100.0
Special events and festivals	0	0.0	7	25.9	14	51.9	5	18.5	1	3.7	27	100.0
Quality of goods/services	0	0.0	2	7.1	23	82.1	3	10.7	0	0.0	28	100.0

8. Please respond to the following statements about downtown/Main Street.

Summary Table

	Percent of respondents		
	Disagree	Agree	Don't Know
The downtown offers a pleasant place to shop.	0.0	100.0	0.0
The downtown is a safe place to shop.	0.0	100.0	0.0
The cleanliness of downtown is adequate.	0.0	100.0	0.0
It is important for merchants to work together on improvement.	3.6	89.3	7.1
There is adequate parking for downtown retail customers.	10.7	89.3	0.0
<i>Minier</i> has a positive future.	3.6	82.2	14.3
Merchandise is sold at competitive prices.	18.5	81.5	0.0
There is an adequate selection of services.	35.7	64.3	0.0
In <i>Minier</i> there is a satisfactory mix of retail stores.	39.3	53.6	7.1
There is adequate commercial and retail development.	67.9	28.6	3.6
The storefronts in the downtown need improvement.	60.7	28.5	10.7

	Strongly Disagree		Disagree		Agree		Strongly Agree		Don't Know		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
<i>Minier</i> has a positive future.	0	0.0	1	3.6	19	67.9	4	14.3	4	14.3	28	100.0
The downtown offers a pleasant place to shop.	0	0.0	0	0.0	24	85.7	4	14.3	0	0.0	28	100.0
The downtown is a safe place to shop.	0	0.0	0	0.0	17	60.7	11	39.3	0	0.0	28	100.0
in <i>Minier</i> there is a satisfactory mix of retail stores.	0	0.0	11	39.3	14	50.0	1	3.6	2	7.1	28	100.0
it is important for merchants to work together on improvement.	0	0.0	1	3.6	11	39.3	14	50.0	2	7.1	28	100.0
There is an adequate selection of services.	0	0.0	10	35.7	18	64.3	0	0.0	0	0.0	28	100.0
Merchandise is sold at competitive prices.	0	0.0	5	18.5	22	81.5	0	0.0	0	0.0	27	100.0
There is adequate commercial and retail development.	0	0.0	19	67.9	8	28.6	0	0.0	1	3.6	28	100.0
The cleanliness of downtown is adequate.	0	0.0	0	0.0	25	89.3	3	10.7	0	0.0	28	100.0
The storefronts in the downtown need improvement.	0	0.0	17	60.7	6	21.4	2	7.1	3	10.7	28	100.0
There is adequate parking for downtown retail customers.	1	3.6	2	7.1	19	67.9	6	21.4	0	0.0	28	100.0

9. Do you have concerns about the quality of any of the following community services?

	No %	Yes %	I'm not sure %
Police Protection	92.9	0.0	7.1
Fire Protection	89.3	7.1	3.6
Streets and highways	92.9	7.1	0.0
Zoning	60.7	32.1	7.1
Sewers	89.3	3.6	7.1
Water quality	82.1	14.3	3.6
Postal Service	89.3	10.7	0.0
Private courier	88.9	0.0	11.1

- Youth Center—some place for kids to “hang out”, video games, snack bar area, etc. Also a sandwich shop like Subway or Blimpes.
- the water used to be drinkable---Now, the filter system makes it totally undrinkable. We now have to buy bottled water—a cost we should not have to incur. Also, the grocery store needs to be more compliant with garbage control! This is a problem we have tried to rectify with the new owners-to no avail. Boxes and paper should not be that difficult to control.
- Need access to postal boxes all day Saturday and holidays. Businesses with M-F hours many times need to pick up Saturday mail late Saturday or holiday Mondays. It isn't always possible to get the mail on a Sat. (AM). Most lobbies are open when the counter service is closed.

11. Please indicate FIVE of the following types of businesses which do not exist in the community now but you believe would be beneficial to the community.

Business	Yes	
	Count	%
Bakery	14	50.0
Restaurant	13	46.4
Antiques	9	32.1
Day Care Center	9	32.1
Entertainment	8	28.6
Medical Services	8	28.6
Office Supplies	7	25.0
After School program	6	21.4
Appliances	6	21.4
Books/Magazines	6	21.4
Clothing	5	17.9
Specialty Foods	5	17.9
Other	5	17.9
Arts/Crafts	4	14.3
Auto Sales/Service	4	14.3
Pre-school	4	14.3
Electronics	2	7.1
Medical Supplies	2	7.1
CDs/Tapes/Records	1	3.6
Shoes	1	3.6
Specialty Goods	1	3.6
Lodging	0	0.0

12. From the above list, which one business would be **MOST** beneficial to the community?

	Frequency	Percent
Medical services	6	21.4
Entertainment	5	17.9
Day care center	4	14.3
Restaurant	3	10.7
Electronics	2	7.1
Antiques	1	3.6
Auto service	1	3.6
Pre-school	1	3.6
T - farmers market or locally raised food	1	3.6
No response	4	14.3
Total	28	100.0

14. Which of the following best describes the general economic condition of your business?

	Frequency	Percent	Valid percent
Declining	1	3.6	3.7
Maintaining itself	13	46.4	48.1
Growing and expanding	13	46.4	48.1
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

15. Are you sales affected by:

	Count	%
Seasonal fluctuations	16	57.1
Economic cycles	14	50.0
Other	4	14.3

16. Please rank the months according to percentage of your total annual business (sales), from highest/busiest (1) to lowest/slowest (12).

Summary Table

	Highest Range %	Middle Range %	Lowest Range %
January	21.1	26.4	52.7
February	27.8	16.8	55.6
March	29.5	29.5	41.2
April	58.8	17.7	23.5
May	35.3	47.1	17.7
June	35.3	52.9	11.8
July	11.2	38.9	50.1
August	17.7	54.0	29.4
September	29.5	58.8	11.8
October	17.7	64.7	17.7
November	23.3	44.5	33.4
December	31.6	21.1	47.3

	Highest Sales		2		3		4		5		6		7		8		9		10		11		Lowest Sales	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
January	3	15.8	1	5.3	0	0.0	2	10.5	1	5.3	1	5.3	0	0.0	1	5.3	1	5.3	2	10.5	1	5.3	6	31.6
February	2	11.1	1	5.6	2	11.1	1	5.6	1	5.6	0	0.0	1	5.6	0	0.0	1	5.6	0	0.0	8	44.4	1	5.6
March	2	11.8	2	11.8	1	5.9	0	0.0	2	11.8	1	5.9	0	0.0	2	11.8	1	5.9	6	35.3	0	0.0	0	0.0
April	4	23.5	5	29.4	1	5.9	1	5.9	1	5.9	1	5.9	0	0.0	0	0.0	4	23.5	0	0.0	0	0.0	0	0.0
May	3	17.6	2	11.8	1	5.9	1	5.9	1	5.9	2	11.8	4	23.5	0	0.0	0	0.0	1	5.9	0	0.0	2	11.8
June	2	11.8	1	5.9	3	17.6	2	11.8	0	0.0	0	0.0	3	17.6	4	23.5	0	0.0	0	0.0	2	11.8	0	0.0
July	0	0.0	1	5.6	1	5.6	2	11.1	3	16.7	0	0.0	0	0.0	2	11.1	3	16.7	3	16.7	1	5.6	2	11.1
August	1	5.9	0	0.0	2	11.8	2	11.8	3	17.6	1	5.9	1	5.9	2	11.8	0	0.0	4	23.5	0	0.0	1	5.9
September	1	5.9	2	11.8	2	11.8	0	0.0	3	17.6	5	29.4	1	5.9	1	5.9	1	5.9	0	0.0	0	0.0	1	5.9
October	0	0.0	1	5.9	2	11.8	1	5.9	0	0.0	4	23.5	5	29.4	1	5.9	1	5.9	0	0.0	1	5.9	1	5.9
November	1	5.6	2	11.1	1	5.6	2	11.1	0	0.0	2	11.1	1	5.6	3	16.7	2	11.1	1	5.6	2	11.1	1	5.6
December	3	15.8	1	5.3	2	10.5	2	10.5	1	5.3	0	0.0	1	5.3	0	0.0	2	10.5	3	15.8	2	10.5	2	10.5

17. Over the past years, have you expanded the range of goods and/or services you business provides?

	Frequency	Percent	Valid percent
No	6	21.4	22.2
Yes	21	75.0	77.8
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

18. Over the next three years, do you plan to expand the range and/or services?

	Frequency	Percent	Valid percent
No	10	35.7	38.5
Yes	16	57.1	61.5
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

19. In the next three years, do you expect your sales to:

	Frequency	Percent	Valid percent
Increase	14	50.0	53.8
Decrease	1	3.6	3.8
Not change	7	25.0	26.9
I don't know what will happen in three years	4	14.3	15.4
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

20. Where do you believe your most significant competition is located?

	Yes		Total	
	Count	%	Count	%
In our downtown	4	14.3	28	100.0
In other location in our community	3	10.7	28	100.0
In another community in the county	10	35.7	28	100.0
In another community in the region	17	60.7	28	100.0
From direct mail or catalogs	0	0.0	28	100.0
Other	6	21.4	28	100.0

21. What are the most important development strategies which the Minier Economic Development Council (MEDCO) should pursue. Please rank the following from 1 to 4 (1 indicates highest priority and 4 indicates lowest priority).

	Highest Priority	Middle Priority	Lowest Priority
	%	%	%
Retail development	50.0	42.3	7.7
Industrial development	38.5	53.9	7.7
Wholesale establishment development	3.8	23.0	73.1
Service improvement	7.7	80.8	11.5

22. I believe Minier Economic Development Council (MEDCO) should:

Activities	Count	%
Pursue the development of an industrial park	17	60.7
Conduct promotional activities to attract new business	15	53.6
Pursue the development of special tax districts	14	50.0
Establish committees for improvement and expansion of existing business	11	39.3
Other	4	14.3

23. I believe Minier Merchants should:

	Count	%
Conduct more promotional activities	15	53.6
Promote facility improvement	8	28.6
Conduct clean-up campaigns	4	14.3
Other	2	7.1

24. Do you participate in the Minier Merchants?

	Frequency	Percent	Valid percent
No	13	46.4	46.4
Yes	15	53.6	53.6
Total	28	100.0	100.0

25. If yes, for which of the following reasons do you participate in the Minier Merchants?

	Count	%
Information	11	73.3
The Minier Merchants effectively help businesses growth and development	9	60.0
Activities	9	60.0
Fellowship	8	53.3
Other	4	26.7

26. If you do not participate in the Minier Merchants, why not?

	Count	%
Conflict with meeting times	8	61.5
Never been asked	2	15.4
Minier Merchants activities do not serve or benefit my business	2	15.4
The Minier Merchants group is not effective	1	7.7
Other	4	30.8

27. In the past three years, has your business restored its façade?

	Frequency	Percent	Valid percent
No	19	67.9	73.1
Yes	7	25.0	26.9
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

28. Within the next three years, would you be interested in restoring your façade?

	Frequency	Percent	Valid percent
No	14	50.0	58.3
Yes	10	35.7	41.7
Valid Cases	24	85.7	100.0
Missing	4	14.3	
Total	28	100.0	

29. Do you think your store front and other parts of your building require any improvements to attract customers?

	Frequency	Percent	Valid percent
No	20	71.4	80.0
Yes	5	17.9	20.0
Valid Cases	25	89.3	100.0
Missing	3	10.7	
Total	28	100.0	

30. Are you currently considering renovating your building or facilities?

	Frequency	Percent	Valid percent
No	19	67.9	70.4
Yes	8	28.6	29.6
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

32. How often do you advertise using the following media?

	Never		Sometimes		Often	
	Count	%	Count	%	Count	%
Yellow Pages	9	33.3	2	7.4	16	59.3
Newspaper	6	21.4	9	32.1	13	46.4
Promotional brochures or flyers	12	44.4	8	29.6	7	25.9
Visitor's Guide	18	69.2	4	15.4	4	15.4
Direct Mail	15	57.7	8	30.8	3	11.5
Internet	21	80.8	2	7.7	3	11.5
Shopping bags	25	92.6	1	3.7	1	3.7
Television	26	96.3	1	3.7	0	0.0
Radio	24	92.3	2	7.7	0	0.0
Magazines	26	100.0	0	0.0	0	0.0
Billboards	26	100.0	0	0.0	0	0.0
Telemarketing	24	92.3	2	7.7	0	0.0
Other	9	75.0	1	8.3	2	16.7

33. How would you evaluate the following as advertising tools for your business?

	Not at all Effective		Somewhat Effective		Very Effective		Do Not Use	
	Count	%	Count	%	Count	%	Count	%
Yellow Pages	4	16.0	8	32.0	7	28.0	6	24.0
Newspaper	1	3.7	15	55.6	6	22.2	5	18.5
Promotional brochures or flyers	1	3.7	9	33.3	5	18.5	12	44.4
Visitor's Guide	1	4.0	5	20.0	2	8.0	17	68.0
Direct Mail	0	0.0	6	24.0	2	8.0	17	68.0
Radio	0	0.0	1	4.0	1	4.0	23	92.0
Telemarketing	0	0.0	2	8.0	1	4.0	22	88.0
Shopping bags	0	0.0	1	3.8	1	3.8	24	92.3
Internet	0	0.0	3	11.5	1	3.8	22	84.6
Television	0	0.0	2	7.7	0	0.0	24	92.3
Magazines	0	0.0	0	0.0	0	0.0	25	100.0
Billboards	0	0.0	1	4.0	0	0.0	24	96.0
Other	1	6.3	2	12.5	2	12.5	11	68.8

34. Have you ever participated in shared advertising or other marketing activities with other businesses? If no, would you be interested in exploring the possibilities?

	Frequency	Percent	Valid percent
No	9	32.1	34.6
Yes	11	39.3	42.3
No, but I would be interested in exploring the opportunities	6	21.4	23.1
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

35. Do you participate in the following community activities?

	Yes		Total	
	Count	%	Count	%
Corn Daze	23	82.1	28	100.0
Stroll Into Christmas	18	64.3	28	100.0
Minier Christmas Parade	18	64.3	28	100.0

36. How successful were the following events?

	Poor/ Fair	Good/ Excellent	Did not Participate
	%	%	%
Corn Daze	22.2	59.2	18.5
Stroll Into Christmas	33.3	51.8	14.8
Minier Christmas Parade	15.3	61.6	23.1

37. How many employees work in your company?

	Frequency	Percent	Valid percent
None	2	7.1	8.0
1	5	17.9	20.0
2	7	25.0	28.0
3	3	10.7	12.0
4	1	3.6	4.0
5	4	14.3	16.0
8	1	3.6	4.0
24	1	3.6	4.0
25	1	3.6	4.0
Valid Cases	25	89.3	100.0
Missing	3	10.7	
Total	28	100.0	

38. What number of these employees are...

a. Full-time

	Frequency	Percent	Valid percent
0	1	3.6	4.3
1	7	25.0	30.4
2	9	32.1	39.1
4	3	10.7	13.0
5	1	3.6	4.3
6	1	3.6	4.3
19	1	3.6	4.3
Valid Cases	23	82.1	100.0
Missing	5	17.9	
Total	28	100.0	

Percent of the Total?

	Frequency	Percent	Valid percent
1	1	3.6	8.3
11	1	3.6	8.3
20	1	3.6	8.3
50	1	3.6	8.3
60	1	3.6	8.3
75	1	3.6	8.3
79	1	3.6	8.3
80	1	3.6	8.3
90	1	3.6	8.3
100	3	10.7	25.0
Valid Cases	12	42.9	100.0
Missing	16	57.1	
Total	28	100.0	

b. Part-time

	Frequency	Percent	Valid percent
0	1	3.6	6.3
1	5	17.9	31.3
2	4	14.3	25.0
3	1	3.6	6.3
4	2	7.1	12.5
5	1	3.6	6.3
16	1	3.6	6.3
19	1	3.6	6.3
Valid Cases	16	57.1	100.0
Missing	12	42.9	
Total	28	100.0	

Percent of the Total?

	Frequency	Percent	Valid percent
4	1	3.6	10.0
10	1	3.6	10.0
20	1	3.6	10.0
21	1	3.6	10.0
25	1	3.6	10.0
40	1	3.6	10.0
50	1	3.6	10.0
80	1	3.6	10.0
89	1	3.6	10.0
100	1	3.6	10.0
Valid Cases	10	35.7	100.0
Missing	18	64.3	
Total	28	100.0	

39. Please evaluate the following aspects of your employees.

	Fair		Good		Excellent		Don't Know		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
Employees' attitude towards customers?	0	0.0	6	22.2	20	74.1	1	3.7	27	100.0
Employees' overall skills and knowledge?	1	3.7	10	37.0	15	55.6	1	3.7	27	100.0
Employees' skill in handling customers?	1	3.7	11	40.7	14	51.9	1	3.7	27	100.0

40. Will you hire additional employees in the next year?

	Frequency	Percent	Valid percent
No	13	46.4	48.1
Yes	7	25.0	25.9
Don't know	7	25.0	25.9
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

41. Will you need to hire employees who are either better or differently trained in the next year?

	Frequency	Percent	Valid percent
No	15	53.6	53.6
Yes	4	14.3	14.3
Don't know	9	32.1	32.1
Total	28	100.0	100.0

42. If you anticipate requiring employees who are better or differently trained, what would you consider to be the most important kind of training needed?

	Yes		Total	
	Count	%	Count	%
Sales Skills	2	7.1	28	100.0
Technical Skills	8	28.6	28	100.0
Problem Solving Skills	7	25.0	28	100.0
Organizational Skills	6	21.4	28	100.0
Customer Relations	6	21.4	28	100.0
Efficiency Skills	5	17.9	28	100.0
Personal Grooming	2	7.1	28	100.0
Other	1	3.6	28	100.0
Will not need training	2	7.1	28	100.0

43. Which of the following changes or improvements do you plan to make in your business?

	Yes		Total	
	Count	%	Count	%
Add new product lines	8	28.6	28	100.0
Refurbish interior	6	21.4	28	100.0
Refurbish exterior	5	17.9	28	100.0
Add work space	2	7.1	28	100.0
Sell your business	2	7.1	28	100.0
other	2	7.1	28	100.0

44. Do you need assistance to make the changes you have listed?

	Frequency	Percent	Valid percent
No	13	46.4	92.9
Yes	1	3.6	7.1
Valid Cases	14	50.0	100.0
Missing	14	50.0	
Total	28	100.0	

45. In the past three years, have you made use of the services available through the following agencies?

	Yes	
	Count	%
Chamber of Commerce	1	3.6
Local Area Economic Development Organization	2	7.1
Illinois Department of Commerce and Community Affairs	1	3.6
Convention and Visitors Bureau	0	0.0
Main Street Program	0	0.0
Small Business Development Centers	2	7.1
University of Illinois Extension	4	14.3
University of Illinois	3	10.7
Mapping Your Community	1	3.6
Other	2	7.1

46. What types of seminars would you find most useful for your business? Rank the top five most important, with 1 being the most important and 5 as the least important.

	Most Important %	Middle Importance %	Least Important %
Cash Flow Analysis	50.0	16.7	33.3
Advertising/Promotion	44.4	11.1	44.4
Insurance and Risk Management	55.5	22.2	22.2
Customer Relations	50.0	25.0	25.0
Business Plan Development	50.0	30.0	20.0
Analyzing Financial Statements	0.0	0.0	0.0
Decision Making and Goal Setting	30.0	50.0	20.0
Time Management	25.0	0.0	75.0
Preparing for a Bank Loan	0.0	100.0	0.0
Women in Business	0.0	0.0	0.0
How to Sell Your Business	0.0	0.0	100.0
Preparing Your Taxes	0.0	0.0	100.0
Using Computers in Your Business	55.5	22.2	22.2
Managing People	33.4	33.3	33.4
Motivation and Communication	42.9	0.0	57.2
Inventory Control	0.0	0.0	100.0
Credit Cards and Their Use	100.0	0.0	0.0
Debit Cards and Their Use	100.0	0.0	0.0
Other	0.0	0.0	100.0

47. What day and time would be most convenient for you and your employees to attend professional seminars/workshops?

	Weekdays		Saturdays		Sundays		Total	
	Count	%	Count	%	Count	%	Count	%
Early Mornings (Before 9:00 am)	6	54.5	5	45.5	0	0.0	11	100.0
Mornings (After 9:00 am)	4	50.0	4	50.0	0	0.0	8	100.0
Afternoons (Between noon and 5:00pm)	2	40.0	2	40.0	1	20.0	5	100.0
Early Evenings (Between 5:00 and 7:00pm)	8	88.9	1	11.1	0	0.0	9	100.0
Evenings (After 7:00 pm)	9	90.0	1	10.0	0	0.0	10	100.0

48. Please describe if you have difficulty finding and/or using the following business services in your community.

	Yes						No				Total	
	Services are not available		Services are too costly		Services are of poor quality		Access to services is adequate		We do not need computer services			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Computer Services	8	40.0	0	0.0	1	5.0	9	45.0	2	10.0	20	100.0
Accounting-Bookkeeping Services	0	0.0	0	0.0	1	5.3	16	84.2	2	10.5	19	100.0
Legal Services	1	5.3	0	0.0	0	0.0	18	94.7	0	0.0	19	100.0
Marketing Services	8	47.1	1	5.9	0	0.0	6	35.3	2	11.8	17	100.0
Merchandising Services	6	37.5	0	0.0	0	0.0	8	50.0	2	12.5	16	100.0
Advertising and Promotion	5	29.4	2	11.8	0	0.0	9	52.9	1	5.9	17	100.0

49. If you knew more about the process of applying for grants and subsidies would your business use them.

	Frequency	Percent	Valid percent
No	9	32.1	34.6
Yes	9	32.1	34.6
Don't know	8	28.6	30.8
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

50. In the last five years, do you believe the age of your customer has:

	Frequency	Percent	Valid percent
Become older	5	17.9	20.0
Stayed the same	16	57.1	64.0
Become younger	4	14.3	16.0
Valid Cases	25	89.3	100.0
Missing	3	10.7	
Total	28	100.0	

51. Where do most of your customers live?

	Frequency	Percent	Valid percent
Within our downtown	1	3.6	3.8
Outside our downtown, but within our community	6	21.4	23.1
Outside our community, but within the county	14	50.0	53.8
Outside our county	5	17.9	19.2
Valid Cases	26	92.9	100.0
Missing	2	7.1	
Total	28	100.0	

52. Over the past years, has your number of customers:

	Frequency	Percent	Valid percent
Decreased	5	17.9	18.5
Stayed the same	5	17.9	18.5
Increased	17	60.7	63.0
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

53. Why do you believe your customers or potential customers choose to shop in other markets?

	Yes		Total	
	Count	%	Count	%
I do not believe that are choosing other markets	5	17.9	28	100.0
They are misinformed about the benefits of shopping locally	7	25.0	28	100.0
There is more variety available in larger markets	11	39.3	28	100.0
There are more services offered in larger markets	14	50.0	28	100.0
There are shopping while they are visiting other locations (for work or pleasure)	12	42.9	28	100.0
Other	4	14.3	28	100.0

54. Are you planning to sell this business within the next three years?

	Frequency	Percent	Valid percent
No	21	75.0	75.0
Yes	2	7.1	7.1
Not sure	5	17.9	17.9
Total	28	100.0	100.0

55. If you are planning to sell this business within the next three years, why are you selling it?

	Yes		Total*	
	Count	%	Count	%
Retiring	3	42.9	7	100.0
Inadequate returns	0	0.0	7	100.0
Rent too high	0	0.0	7	100.0
Legal problems	0	0.0	7	100.0
Low sales volume	1	14.3	7	100.0
Crime and vandalism	0	0.0	7	100.0
Cannot compete with national chains	2	28.6	7	100.0
Other	1	14.3	7	100.0

* The total value include the respondents who answered either "yes" or "not sure" to question 54.

56. Are you planning to permanently close this business within the next three years?

	Frequency	Percent	Valid percent
No	25	89.3	92.6
Yes	1	3.6	3.7
Not sure	1	3.6	3.7
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

57. If you are planning to permanently close the business within the next three years, why are you closing it?

	Yes		Total	
	Count	%	Count	%
Retiring	1	100.0	1	100.0
Inadequate returns	0	0.0	1	100.0
Rent too high	0	0.0	1	100.0
Legal problems	0	0.0	1	100.0
Low sales volume	0	0.0	1	100.0
Crime and vandalism	0	0.0	1	100.0
Cannot compete with national chains	0	0.0	1	100.0
Other	0	0.0	1	100.0

58. What is your position with this company?

	Frequency	Percent	Valid percent
Owner	12	42.9	44.4
Owner/manager	12	42.9	44.4
Manager	2	7.1	7.4
Employee	1	3.6	3.7
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

59. How many years have you been employed with this business?

	Frequency	Percent	Valid percent
1 - 5 years	6	21.4	22.2
6 - 10 years	4	14.3	14.8
11 - 20 years	8	28.6	29.6
More than 20 years	9	32.1	33.3
Valid Cases	27	96.4	100.0
Missing	1	3.6	
Total	28	100.0	

Comments:

- I cannot say it enough—The business owners in this town are not doing the day to day work week often time into the weekends, even when not scheduled, for the fun of it or as a hobby (as has been suggested by some of our perspective customers). We're doing it to put food on our tables sometimes having our spouses work jobs in other larger companies in jobs they hate, for the benefits. It's about time some sees what we do to keep our communities alive.
- Would like to be able to hire another person in my business. Should I become unable to work my business would fold—we need to technicians working. We would lose a lot. I'd have to work & it might be detrimental. We cannot afford to lose this income.
- Will be retiring. Son will be doing same thing in spare time.
- We are moving our business outside of town. We are in residential zoning area and have some restrictions that make it hard to continue our business in town.
- This form is way to long. Being in business requires a lot of time and I have time to compile or look up stats. that frankly I don't know why you need to know. Much of it doesn't apply in any way to my business.
- Minier needs a Park District that would offer programs—not necessarily athletic—to all ages (children thru seniors).
- I have a very good business. The problems in a flower shop. People want to call and order flowers and have credit. But the effort to pay is not prompt. When a funeral is not paid promptly or larger party etc., it put you in a bind for cash flow.