

City of Clayton 2015 Business Survey

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Findings
Report

Submitted to Clayton, Missouri by:

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City of Clayton 2015 Business Survey Executive Summary Report

Overview and Methodology

ETC Institute administered a business survey for the City of Clayton, Missouri during the summer of 2015. The survey was administered as part of the City's on-going effort to assess citizen satisfaction with the quality of city services. This is the first business survey that has been conducted by the City.

Methodology. A four-page survey was mailed to a random sample of 1,800 businesses in the City of Clayton. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey (www.2015claytonbusinesssurvey.com). Approximately seven days after the surveys were mailed, businesses who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone.

The goal was to receive at least 270 completed surveys. This goal was accomplished, with a total of 275 businesses completing a survey. The results for the random sample of 275 households have a 95% level of confidence with a precision of at least +/- 5.0%.

Interpretation of "Don't Know" Responses. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with businesses who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "that had an opinion."

This report contains:

- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- importance-satisfaction analysis that can help the City set priorities for improvement (Section 2)
- cross-tabular that shows the results for selected demographic variables (Section 3)
- tabular data that shows the overall results for each question on the survey (Section 4)
- a copy of the survey instrument (Section 5)

Perceptions of the City

Nearly all (88%) of the businesses surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided the City. Ninety-three percent (93%) of the businesses surveyed, who had an opinion, were either “very satisfied” or “satisfied” with the image of the City.

Overall Satisfaction with City Services

The overall city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses who had an opinion, were: the quality of parks and recreation programs and facilities (96%), the quality of public safety services (95%), the quality of customer service received from City employees (81%), and the enforcement of city codes and ordinances (78%).

Reasons Businesses Located in Clayton

The most important reasons that businesses chose to locate in Clayton, based upon the combined percentage of “extremely important” and “very important” responses among businesses who had an opinion, were: low crime rate (90%), overall image of the City (90%), availability of telecommunications and utilities (79%), attitude of government towards businesses (79%), and proximity of businesses that are important to their business (71%).

Reasons Businesses Will Stay in Clayton

The most important reasons that businesses chose to locate in Clayton, based on the sum of their top three choices are: 1) low crime rate (51%), 2) overall image of the City (44%), and 3) the proximity of businesses that are close to their business (35%).

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses that had an opinion, were: the competency of the Fire Department and ambulance service (98%), quality of Clayton EMS (97%), quality of the Clayton Fire Department (97%), how quickly police respond to emergencies (97%), how quickly ambulance/EMS responds to emergencies (97%).
- **Maintenance and Public Works.** The highest levels of satisfaction with maintenance and public works in the City of Clayton, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses that had an opinion, were: the adequacy of street lighting (90%), maintenance of street signs and traffic signals (87%), landscaping and appearance of areas along streets (86%), snow removal on major city streets (85%).
- **City Communication.** The highest levels of satisfaction with the City’s communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses that had an opinion, were: the availability of information about City programs and services (70%), City efforts to keep businesses informed about local issues (65%), and how well the City’s communications meet resident needs (63%).
- **Customer Service.** Businesses were asked to indicate how often City employees they interacted with displayed various behaviors. The items that businesses rated highest, based upon the combined percentage of businesses that reported the City employee “always” or “usually” displayed the behavior, were: how courteously you were treated (76%) and how easy the department was to contact (70%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses that had an opinion, were: Shaw Park (92%), the Center of Clayton (89%), and the number of City parks (84%).
- **Parking.** Thirty-six percent (36%) of businesses that had an opinion, were “very satisfied” or “somewhat satisfied” with parking in the business district, compared to 35% that were “very dissatisfied” or “dissatisfied”; 28% of businesses were “very satisfied” or “satisfied” with parking for restaurants and retail customers, compared to 45% who were “very dissatisfied” or “dissatisfied”.

Other Findings

Some of the other major findings from the survey are listed below:

- The City communication tools that businesses use most often are: 1) City Views newsletter, 2) E-communications, and 3) the City website.
- 87% of businesses were “very satisfied” or “satisfied” with culture, dining and shopping in Clayton; 10% were “neutral”, and only 3% were “dissatisfied”.
- 52% of businesses support the City using financial incentives to attract and expand retail; 51% support offices/corporations, and 34% support downtown residential rentals.
- 80% of businesses feel the City sponsored street events have a “positive impact” on the City, compared to only 4% who feel it has a “negative impact”; 6% feel they have “no impact” and 10% indicated “don’t know”.
- 36% of businesses are “very satisfied” or “satisfied” with parking in the business district.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that businesses placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

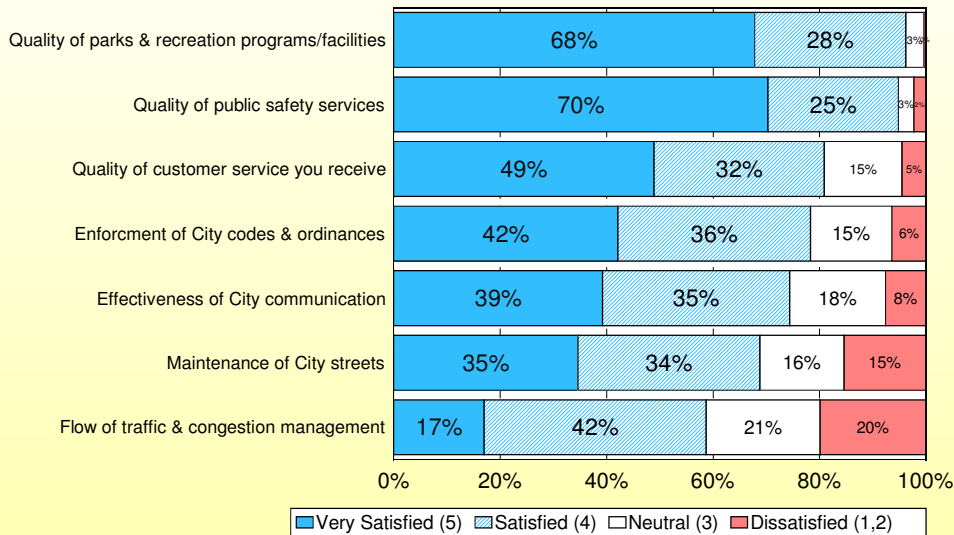
Details regarding the methodology for the analysis are provided in the Section 2 of this report. The importance-satisfaction analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:

- Flow of traffic and congestion management (IS Rating = .2132)
- Maintenance of City streets (IS Rating = .1364)

Section 1:
Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

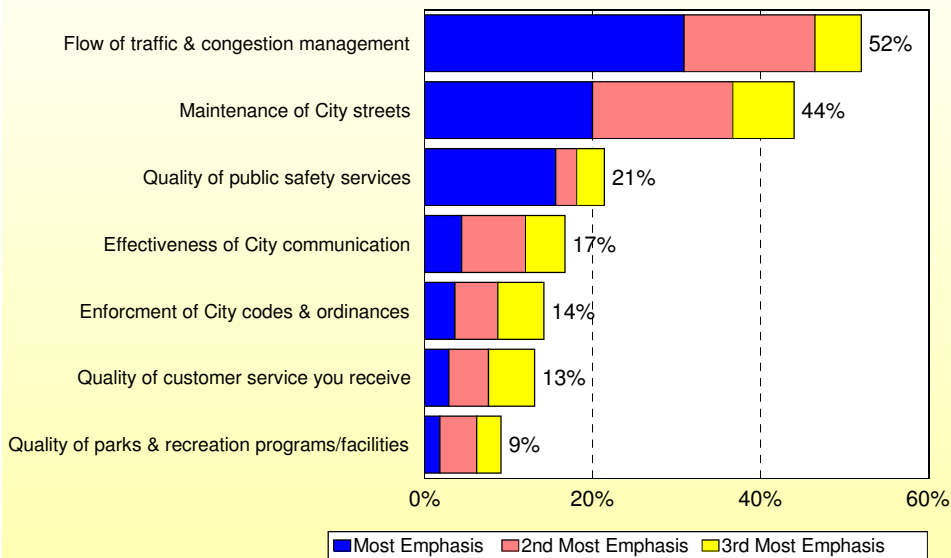
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q2. City Services Items That Should Receive the Most Emphasis from City Officials Over the Next Two Years

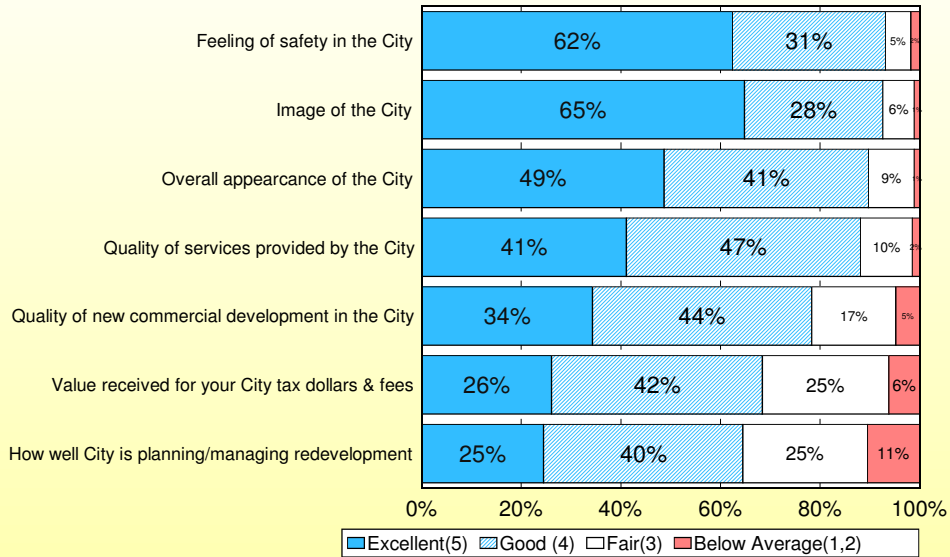
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q3. Level of Satisfaction with Items that Influence Businesses Perception of the City

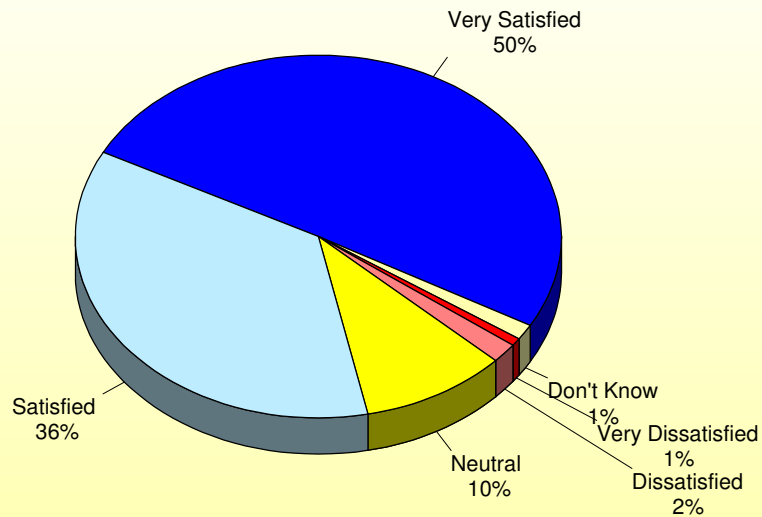
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q4. How satisfied are you with culture, dining and shopping in Clayton?

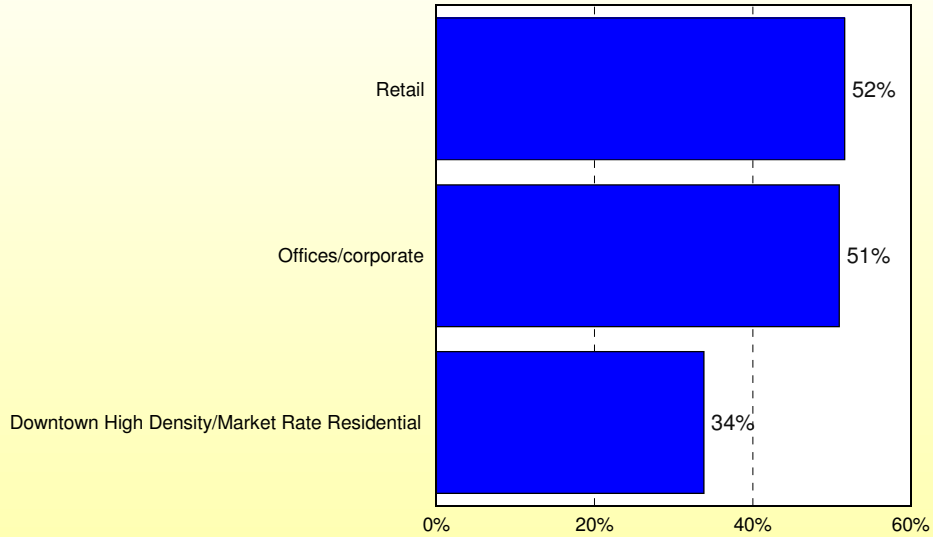
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q5. For which of the following areas do you support the City's use of financial incentives to attract and expand?

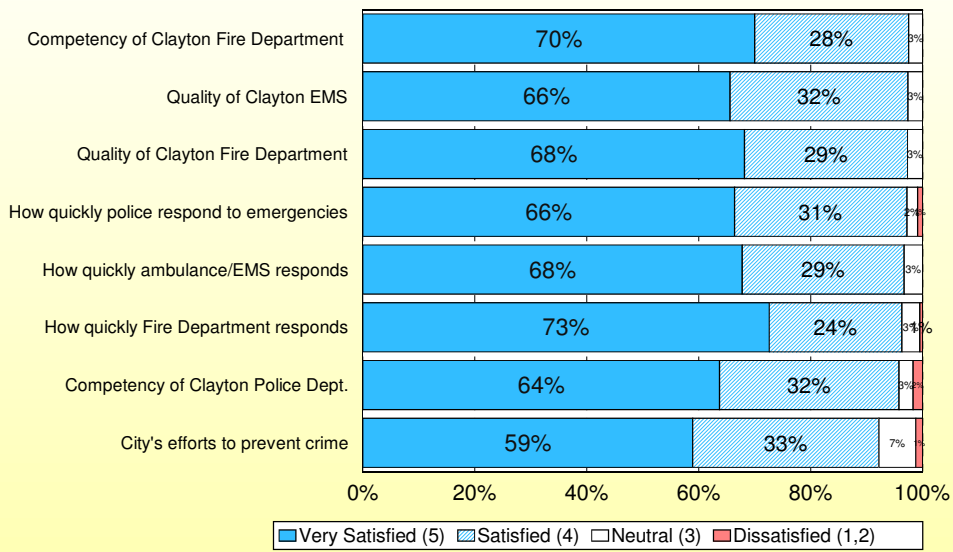
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q6. Overall Satisfaction with Public Safety

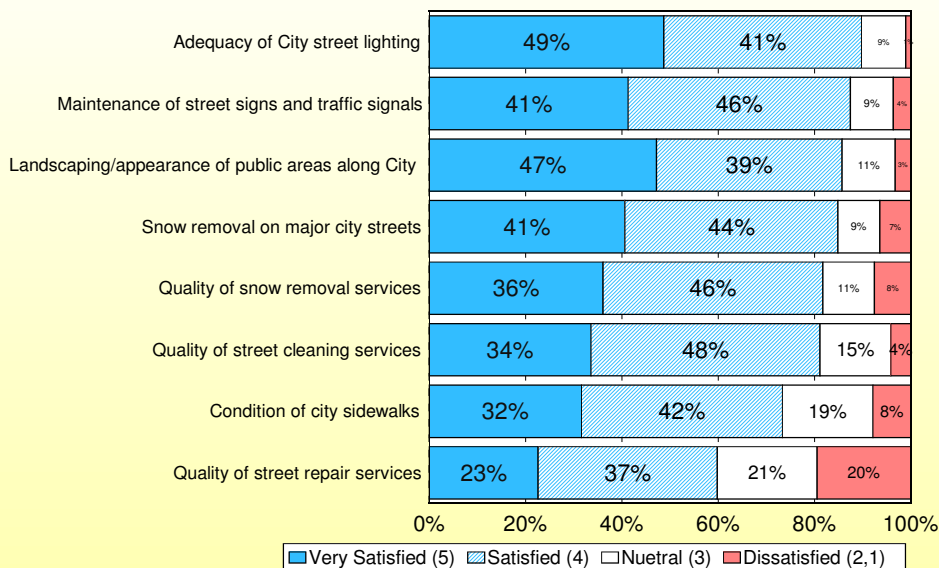
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q7. Satisfaction with City Maintenance/Public Works

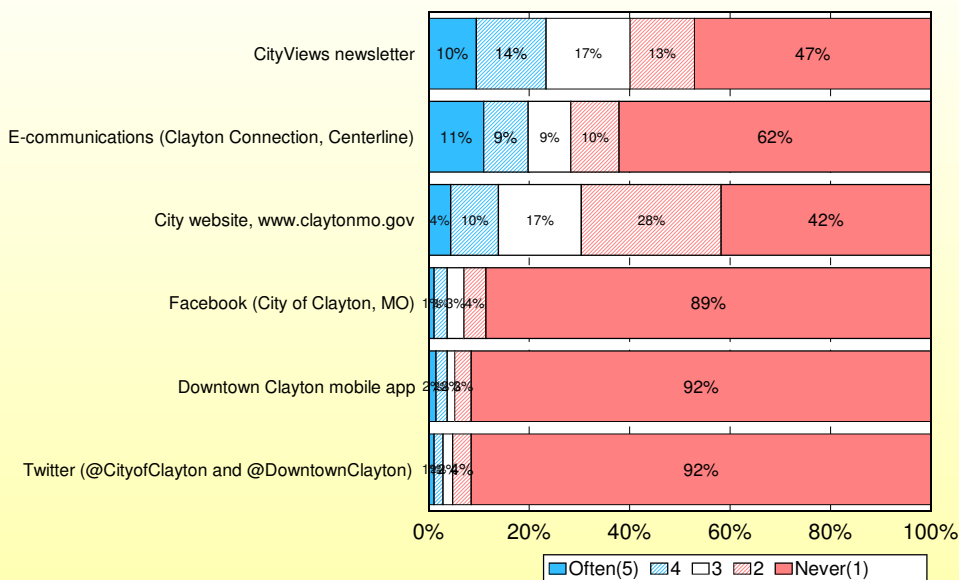
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q8a. Usage of City Communication

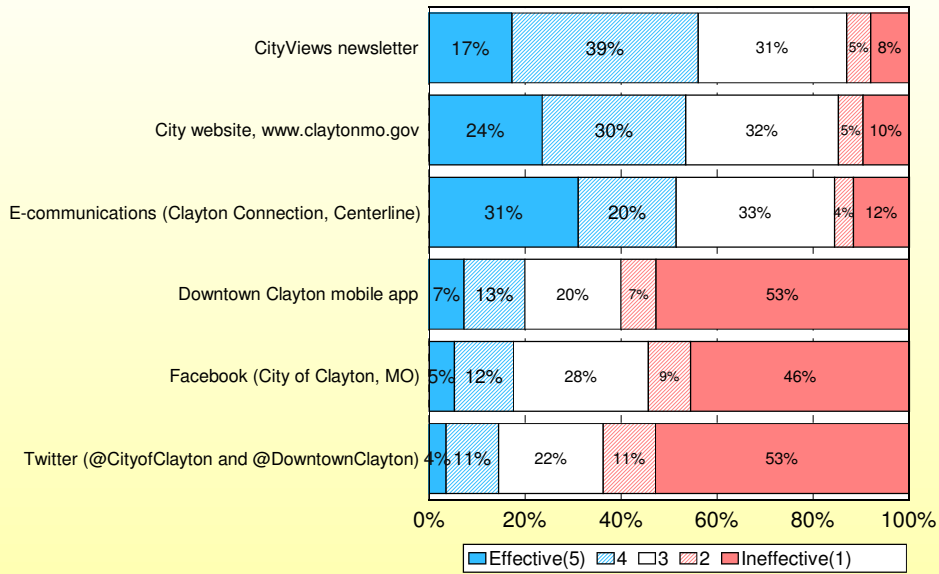
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q8b. Effectiveness City Communication

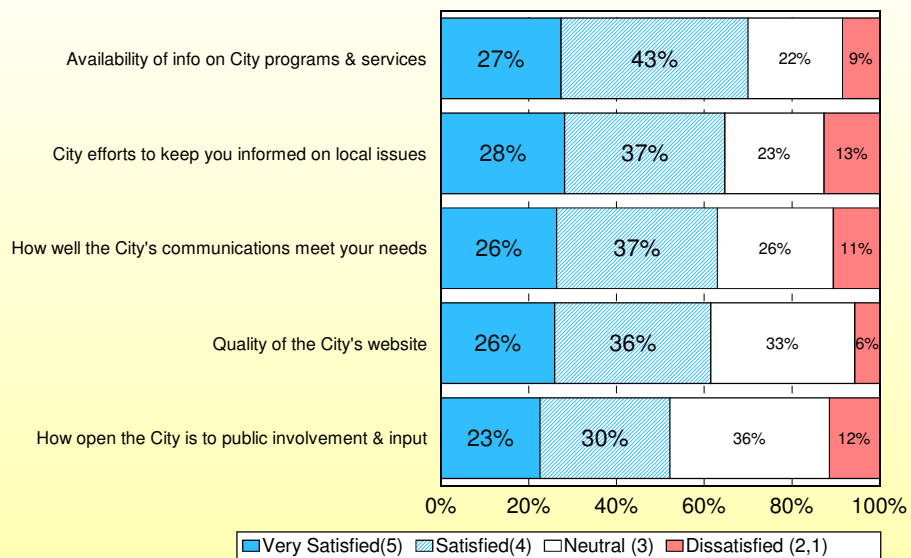
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q9. Level of Satisfaction with City Communication

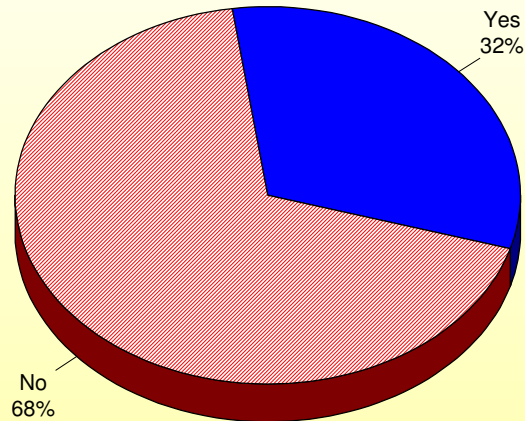
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q10. Have you contacted the City with a question, problem, or complaint during the past year?

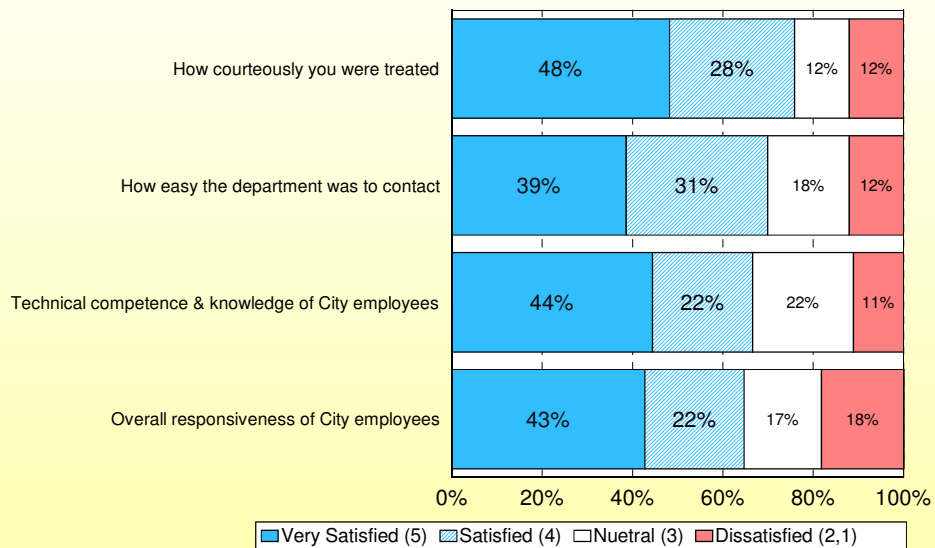
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q12. Satisfaction with Quality of Customer Service Received from City Employees

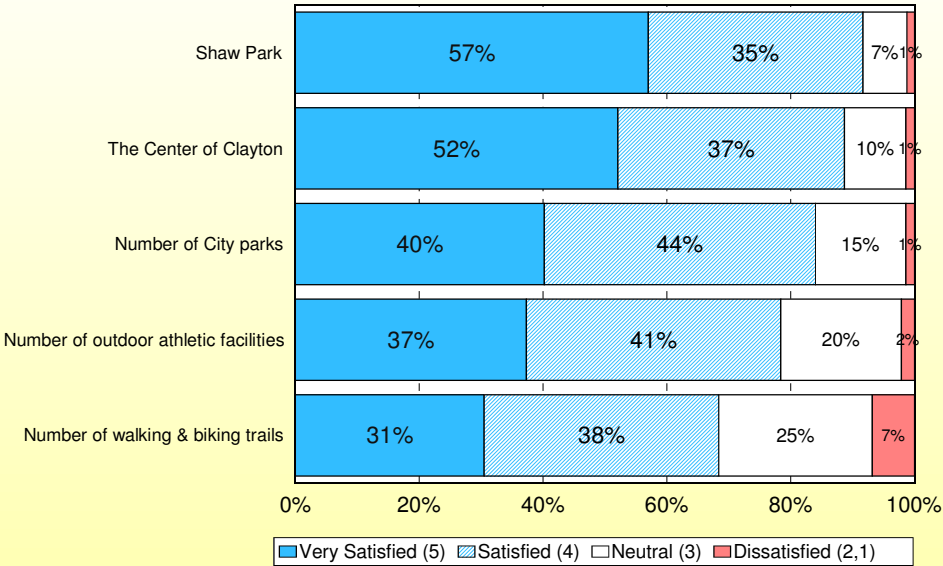
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q13. Satisfaction with Parks and Recreation

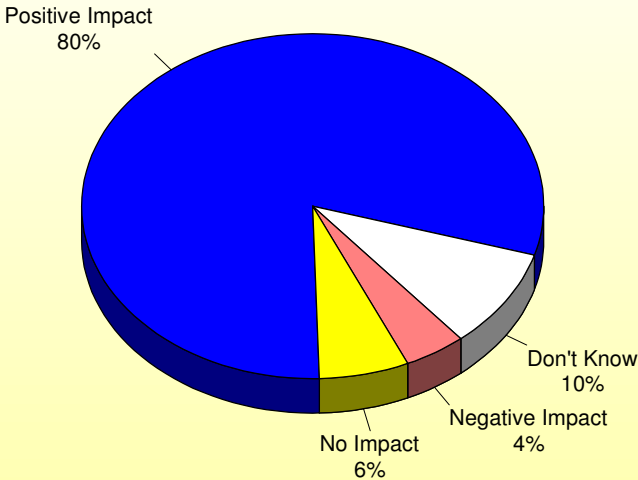
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q14. Please indicate whether you think City sponsored street events have a positive, negative or no impact on the City

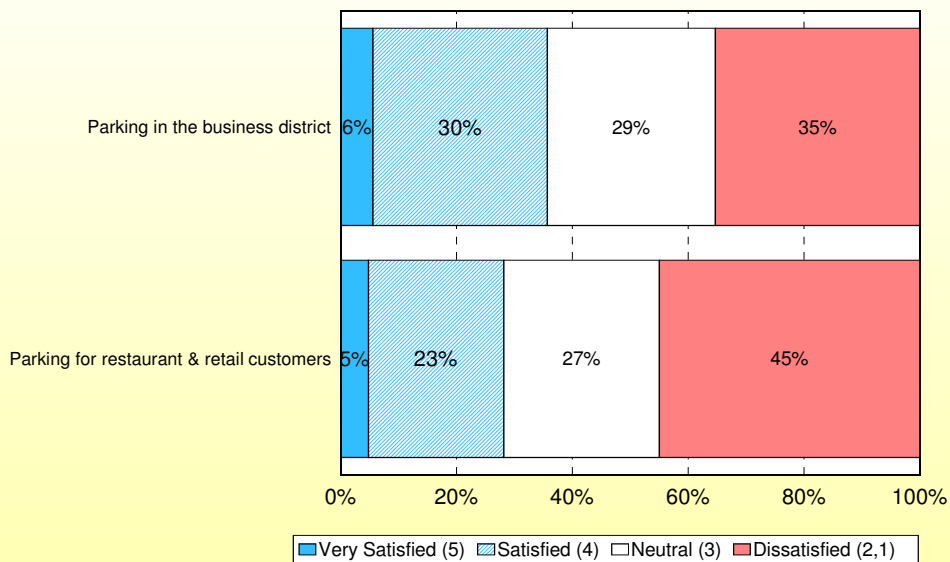
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q15. Businesses Overall Satisfaction with Parking

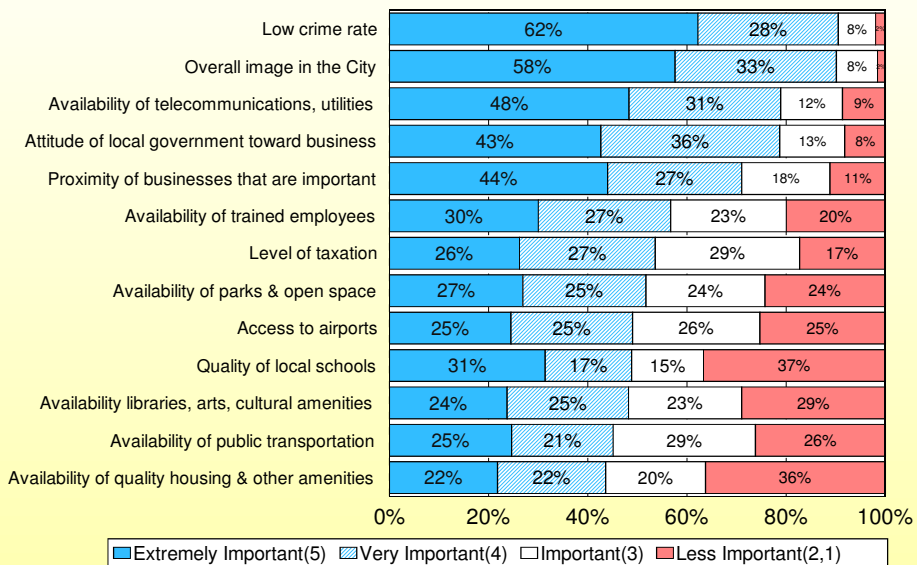
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q16. Importance of Reasons Why Respondents Chose to Locate Their Business in Clayton

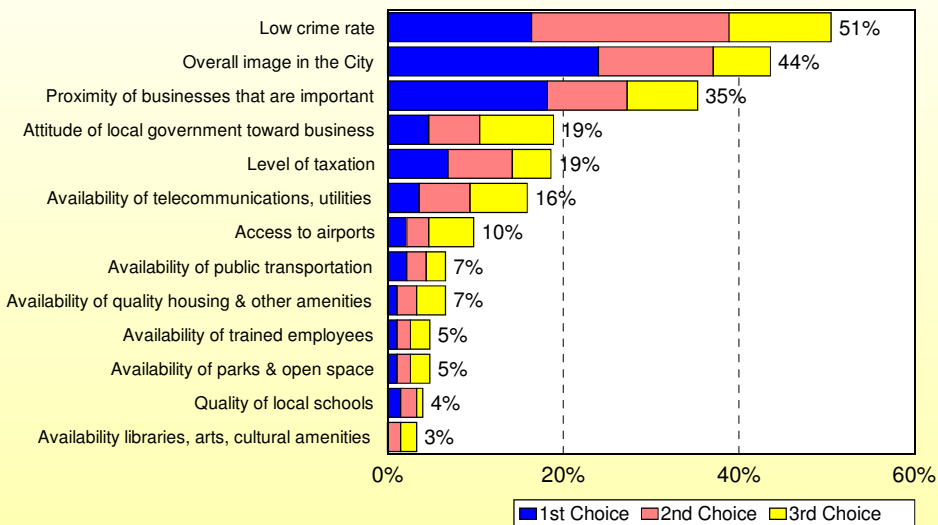
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding not provided)



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q17. Reasons that Will have the Most Impact on Businesses Decision to Stay in Clayton for the Next 10 Years

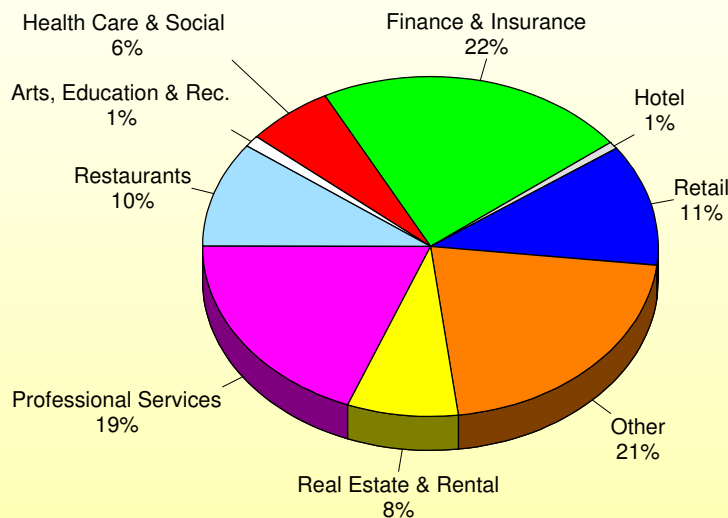
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q18. Demographics: Primary Business Category

by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q19. Demographics: Number of Years Businesses Have Been in the City of Clayton

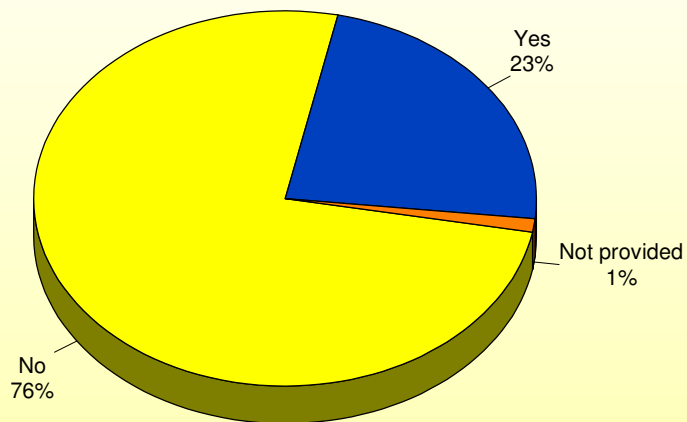
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q20. Are you a member of the Clayton Chamber of Commerce?

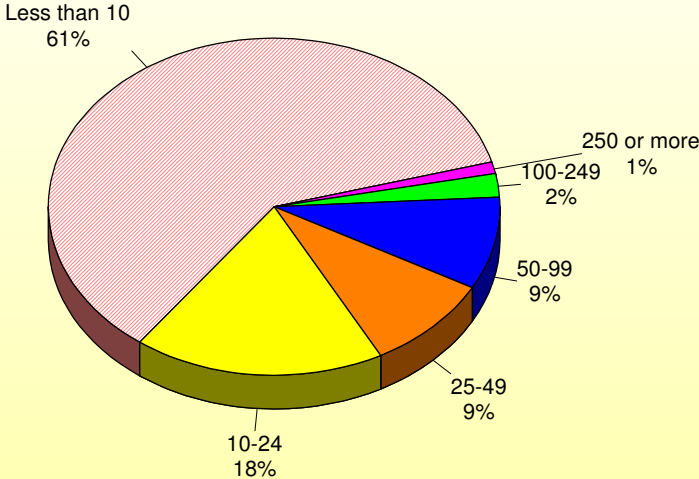
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q21. Approximately how many employees does your organization employ at the location where you received this survey?

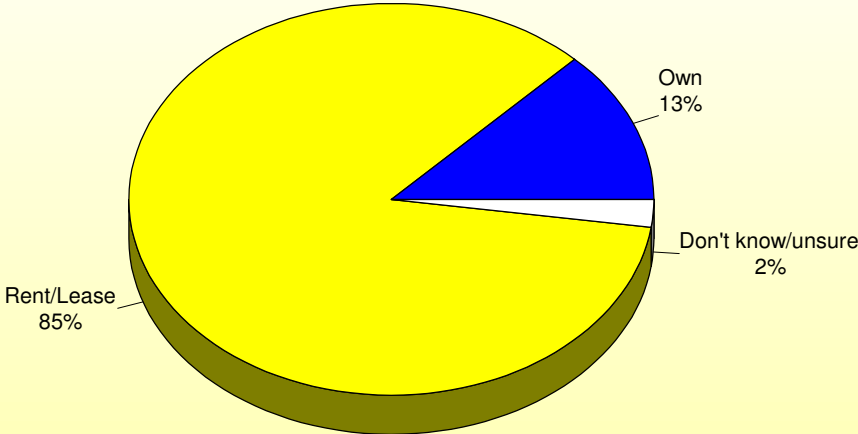
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q22. Does your business own or rent/lease the facility where your business is located?

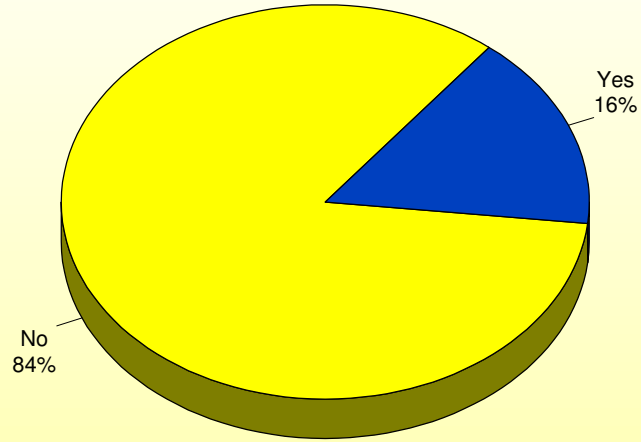
by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Q23. Is your personal residence in Clayton?

by percentage of respondents



Source: ETC Institute (Clayton, MO 2015 Business Survey)

Section 2:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

The City of Clayton, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Forty-four percent (44%) of residents selected "maintenance of City streets" as one of the most important major services to provide.

With regard to satisfaction, sixty-nine percent (69%) of the residents surveyed rated their overall satisfaction with “maintenance of City streets” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “maintenance of City streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 44% was multiplied by 31% (1-0.69). This calculation yielded an I-S rating of 0.1364, which ranked second out of nine major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Clayton are provided on the following page.

Importance-Satisfaction Rating City of Clayton, Missouri - Business Survey Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic & congestion management	52%	1	59%	7	0.2132	1
High Priority (IS .10 - .20)						
Maintenance of City streets	44%	2	69%	6	0.1364	2
Medium Priority (IS <.10)						
Effectiveness of City communication	17%	4	74%	5	0.0442	3
Enforcement of City codes & ordinances	14%	5	78%	4	0.0308	4
Quality of customer service you receive	13%	6	81%	3	0.0247	5
Quality of public safety services	21%	3	95%	2	0.0105	6
Quality of parks & recreation programs/facilities	9%	7	96%	1	0.0036	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2015 Business Survey by ETC Institute

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

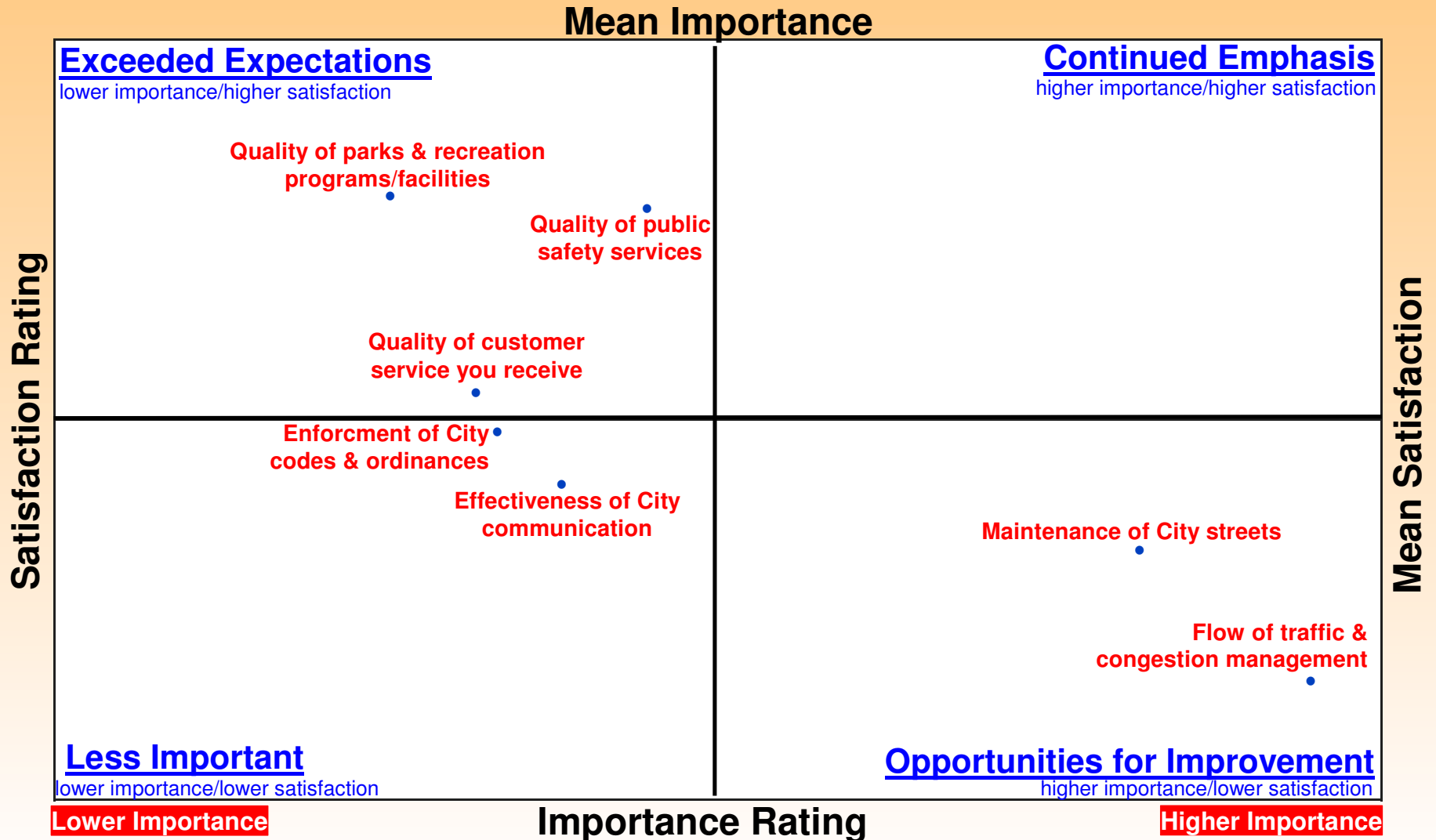
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Clayton are provided on the following pages.

2015 City of Clayton - Business Survey Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Section 3:
Cross-Tabular Analysis

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q1a Quality of public safety services

Very Satisfied	79.1%	66.7%	65.6%	72.9%	77.8%	68.8%	71.8%	68.8%	67.2%	70.3%
Satisfied	16.3%	27.5%	30.0%	21.2%	20.6%	24.8%	23.3%	27.1%	25.9%	24.5%
Neutral	2.3%	3.9%	2.2%	3.5%	0.0%	4.0%	2.5%	4.2%	3.4%	3.0%
Dissatisfied	0.0%	2.0%	2.2%	2.4%	0.0%	2.5%	2.5%	0.0%	1.7%	1.9%
Very Dissatisfied	2.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.7%	0.4%

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q1b City parks & recreation</u>										
Very Satisfied	75.7%	62.8%	69.7%	65.0%	79.7%	64.9%	70.7%	60.0%	66.7%	67.8%
Satisfied	18.9%	30.2%	27.6%	32.5%	16.9%	31.0%	26.4%	35.6%	27.5%	28.4%
Neutral	5.4%	7.0%	2.6%	1.3%	3.4%	3.4%	2.9%	4.4%	3.9%	3.4%
Very Dissatisfied	0.0%	0.0%	0.0%	1.3%	0.0%	0.6%	0.0%	0.0%	2.0%	0.4%

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q1c Overall maintenance of City streets

Very Satisfied	38.1%	35.8%	35.2%	31.4%	40.6%	33.3%	34.5%	29.2%	39.0%	34.6%
Satisfied	31.0%	24.5%	31.9%	44.2%	34.4%	33.3%	29.7%	47.9%	35.6%	34.2%
Neutral	19.0%	20.8%	16.5%	10.5%	12.5%	17.2%	19.4%	10.4%	10.2%	15.8%
Dissatisfied	7.1%	15.1%	14.3%	8.1%	7.8%	12.3%	12.7%	12.5%	6.8%	11.4%
Very Dissatisfied	4.8%	3.8%	2.2%	5.8%	4.7%	3.9%	3.6%	0.0%	8.5%	4.0%

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q1d Enforcement of codes & ordinances</u>										
Very Satisfied	45.9%	45.2%	34.7%	46.3%	48.2%	41.0%	40.3%	46.3%	43.5%	42.1%
Satisfied	32.4%	23.8%	46.7%	34.3%	35.7%	36.0%	38.8%	26.8%	37.0%	36.2%
Neutral	16.2%	19.0%	17.3%	10.4%	12.5%	16.1%	17.2%	12.2%	13.0%	15.4%
Dissatisfied	5.4%	7.1%	1.3%	4.5%	3.6%	3.7%	2.2%	12.2%	2.2%	4.1%
Very Dissatisfied	0.0%	4.8%	0.0%	4.5%	0.0%	3.1%	1.5%	2.4%	4.3%	2.3%

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q1e Customer service received from City

Very Satisfied	55.3%	47.7%	46.7%	48.5%	56.0%	48.0%	50.0%	47.4%	46.5%	48.9%
Satisfied	28.9%	31.8%	36.0%	29.4%	32.0%	31.6%	34.0%	21.1%	34.9%	32.0%
Neutral	13.2%	13.6%	12.0%	19.1%	12.0%	14.6%	12.5%	21.1%	16.3%	14.7%
Dissatisfied	2.6%	2.3%	4.0%	1.5%	0.0%	3.5%	2.1%	7.9%	0.0%	2.7%
Very Dissatisfied	0.0%	4.5%	1.3%	1.5%	0.0%	2.3%	1.4%	2.6%	2.3%	1.8%

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q1f City communication with businesses

Very Satisfied	51.2%	39.6%	34.9%	37.2%	40.7%	39.6%	41.6%	36.4%	34.6%	39.2%
Satisfied	31.7%	35.4%	42.2%	29.5%	33.9%	35.3%	35.1%	29.5%	40.4%	35.2%
Neutral	9.8%	10.4%	18.1%	26.9%	22.0%	16.6%	16.2%	22.7%	19.2%	18.0%
Dissatisfied	4.9%	8.3%	2.4%	3.8%	1.7%	4.8%	3.9%	6.8%	3.8%	4.4%
Very Dissatisfied	2.4%	6.3%	2.4%	2.6%	1.7%	3.7%	3.2%	4.5%	1.9%	3.2%

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q1g Flow of traffic & congestion manage</u>										
Very Satisfied	11.4%	18.9%	11.2%	24.7%	14.1%	18.2%	17.7%	18.4%	13.8%	17.0%
Satisfied	45.5%	37.7%	41.6%	42.4%	43.8%	40.9%	39.6%	42.9%	46.6%	41.7%
Neutral	29.5%	17.0%	24.7%	16.5%	20.3%	22.2%	23.2%	24.5%	13.8%	21.4%
Dissatisfied	11.4%	11.3%	13.5%	12.9%	14.1%	11.3%	11.6%	10.2%	17.2%	12.5%
Very Dissatisfied	2.3%	15.1%	9.0%	3.5%	7.8%	7.4%	7.9%	4.1%	8.6%	7.4%

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q2 Most Emphasis</u>										
Public safety	9.1%	18.9%	18.7%	13.8%	12.5%	16.9%	17.4%	14.3%	11.9%	15.6%
P&R programs	4.5%	1.9%	0.0%	2.3%	0.0%	2.4%	3.0%	0.0%	0.0%	1.8%
City streets	18.2%	22.6%	19.8%	19.5%	21.9%	19.3%	19.2%	20.4%	22.0%	20.0%
Codes/ordinances	2.3%	9.4%	3.3%	1.1%	3.1%	3.4%	2.4%	8.2%	3.4%	3.6%
Customer service	0.0%	1.9%	5.5%	2.3%	4.7%	2.4%	2.4%	2.0%	5.1%	2.9%
Communication	6.8%	1.9%	6.6%	2.3%	6.3%	3.9%	4.8%	4.1%	3.4%	4.4%
Flow of traffic	29.5%	30.2%	26.4%	36.8%	34.4%	29.5%	28.7%	32.7%	35.6%	30.9%
None chosen	29.5%	13.2%	19.8%	21.8%	17.2%	22.2%	22.2%	18.4%	18.6%	20.7%

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
	<u>Q2 2nd</u>									
Public safety	0.0%	1.9%	4.4%	2.3%	1.6%	2.9%	2.4%	4.1%	1.7%	2.5%
P&R programs	4.5%	5.7%	5.5%	2.3%	4.7%	4.3%	3.6%	8.2%	3.4%	4.4%
City streets	15.9%	18.9%	19.8%	12.6%	21.9%	15.0%	18.0%	8.2%	20.3%	16.7%
Codes/ordinances	4.5%	7.5%	2.2%	6.9%	7.8%	4.3%	5.4%	2.0%	6.8%	5.1%
Customer service	6.8%	5.7%	4.4%	3.4%	3.1%	5.3%	6.0%	6.1%	0.0%	4.7%
Communication	0.0%	9.4%	8.8%	9.2%	7.8%	6.8%	4.8%	14.3%	10.2%	7.6%
Flow of traffic	18.2%	13.2%	16.5%	14.9%	14.1%	15.9%	16.2%	12.2%	16.9%	15.6%
None chosen	50.0%	37.7%	38.5%	48.3%	39.1%	45.4%	43.7%	44.9%	40.7%	43.3%

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
	<u>Q2 3rd</u>									
Public safety	2.3%	3.8%	4.4%	2.3%	1.6%	3.4%	2.4%	4.1%	5.1%	3.3%
P&R programs	0.0%	1.9%	6.6%	1.1%	0.0%	3.9%	4.8%	0.0%	0.0%	2.9%
City streets	4.5%	1.9%	9.9%	9.2%	9.4%	6.8%	7.8%	12.2%	1.7%	7.3%
Codes/ordinances	11.4%	5.7%	1.1%	6.9%	4.7%	5.3%	6.0%	4.1%	5.1%	5.5%
Customer service	2.3%	11.3%	2.2%	6.9%	6.3%	5.3%	6.6%	4.1%	3.4%	5.5%
Communication	2.3%	5.7%	7.7%	2.3%	4.7%	4.8%	4.2%	8.2%	3.4%	4.7%
Flow of traffic	4.5%	5.7%	5.5%	5.7%	7.8%	4.8%	4.2%	6.1%	8.5%	5.5%
None chosen	72.7%	64.2%	62.6%	65.5%	65.6%	65.7%	64.1%	61.2%	72.9%	65.5%

Q2. The sum of the THREE items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q2 Sum of Top 3 Choices</u>										
Public safety	11.4%	24.5%	27.5%	18.4%	15.6%	23.2%	22.2%	22.4%	18.6%	21.5%
P&R programs	9.1%	9.4%	12.1%	5.7%	4.7%	10.6%	11.4%	8.2%	3.4%	9.1%
City streets	38.6%	43.4%	49.5%	41.4%	53.1%	41.1%	44.9%	40.8%	44.1%	44.0%
Codes/ordinances	18.2%	22.6%	6.6%	14.9%	15.6%	13.0%	13.8%	14.3%	15.3%	14.2%
Customer service	9.1%	18.9%	12.1%	12.6%	14.1%	13.0%	15.0%	12.2%	8.5%	13.1%
Communication	9.1%	17.0%	23.1%	13.8%	18.8%	15.5%	13.8%	26.5%	16.9%	16.7%
Flow of traffic	52.3%	49.1%	48.4%	57.5%	56.3%	50.2%	49.1%	51.0%	61.0%	52.0%
None chosen	29.5%	13.2%	19.8%	21.8%	17.2%	22.2%	22.2%	18.4%	18.6%	20.7%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q3a Quality of services provided</u>										
Excellent	42.9%	35.3%	38.6%	46.0%	43.5%	41.1%	43.9%	36.2%	36.8%	41.0%
Good	50.0%	52.9%	47.7%	41.4%	48.4%	46.5%	47.6%	44.7%	47.4%	47.0%
Neutral	7.1%	7.8%	12.5%	11.5%	8.1%	10.4%	7.3%	17.0%	14.0%	10.4%
Below Average	0.0%	0.0%	1.1%	0.0%	0.0%	0.5%	0.0%	2.1%	0.0%	0.4%
Poor	0.0%	3.9%	0.0%	1.1%	0.0%	1.5%	1.2%	0.0%	1.8%	1.1%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q3b Value received for City tax & fees

Excellent	35.0%	20.0%	19.0%	32.5%	25.5%	26.9%	28.5%	25.6%	19.1%	26.1%
Good	42.5%	44.4%	50.6%	32.5%	49.1%	40.7%	43.7%	39.5%	40.4%	42.3%
Neutral	17.5%	26.7%	26.6%	27.3%	21.8%	25.8%	20.5%	32.6%	34.0%	25.3%
Below Average	5.0%	2.2%	2.5%	5.2%	1.8%	3.8%	4.6%	0.0%	4.3%	3.7%
Poor	0.0%	6.7%	1.3%	2.6%	1.8%	2.7%	2.6%	2.3%	2.1%	2.5%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q3c Overall image of City

Excellent	68.2%	58.5%	68.5%	63.1%	71.9%	63.4%	66.9%	61.2%	62.1%	64.8%
Good	22.7%	32.1%	28.1%	27.4%	25.0%	28.2%	26.4%	30.6%	29.3%	27.8%
Neutral	9.1%	5.7%	3.4%	8.3%	1.6%	7.4%	4.9%	8.2%	8.6%	6.3%
Poor	0.0%	3.8%	0.0%	1.2%	1.6%	1.0%	1.8%	0.0%	0.0%	1.1%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q3d Planning/managing redevelopment

Excellent	30.0%	23.9%	19.7%	27.4%	23.5%	25.5%	27.8%	22.0%	17.4%	24.5%
Good	40.0%	34.8%	50.7%	32.9%	47.1%	37.0%	39.8%	29.3%	50.0%	40.0%
Neutral	26.7%	26.1%	23.9%	24.7%	21.6%	26.1%	22.6%	34.1%	23.9%	25.0%
Below Average	0.0%	6.5%	5.6%	9.6%	3.9%	7.3%	4.5%	12.2%	6.5%	6.4%
Poor	3.3%	8.7%	0.0%	5.5%	3.9%	4.2%	5.3%	2.4%	2.2%	4.1%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q3e Overall feeling of safety in City

Excellent	75.0%	58.5%	48.9%	72.4%	65.6%	61.2%	63.3%	65.3%	57.6%	62.4%
Good	22.7%	28.3%	43.3%	23.0%	29.7%	31.1%	30.7%	24.5%	35.6%	30.7%
Neutral	2.3%	9.4%	5.6%	3.4%	4.7%	5.3%	4.2%	10.2%	3.4%	5.1%
Below Average	0.0%	3.8%	2.2%	1.1%	0.0%	2.4%	1.8%	0.0%	3.4%	1.8%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q3f New commercial development in City

Excellent	51.3%	38.8%	23.8%	33.8%	42.4%	32.4%	38.4%	33.3%	23.1%	34.3%
Good	28.2%	38.8%	57.5%	41.3%	42.4%	43.2%	43.7%	33.3%	53.8%	44.0%
Neutral	17.9%	14.3%	17.5%	17.5%	11.9%	18.9%	13.2%	26.7%	19.2%	16.9%
Below Average	2.6%	4.1%	1.3%	3.8%	1.7%	3.2%	2.0%	6.7%	1.9%	2.8%
Poor	0.0%	4.1%	0.0%	3.8%	1.7%	2.2%	2.6%	0.0%	1.9%	2.0%

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q3g Overall appearance of the City</u>										
Excellent	59.1%	40.4%	47.8%	49.4%	46.9%	50.2%	51.2%	47.9%	42.4%	48.7%
Good	36.4%	40.4%	47.8%	36.8%	42.2%	39.5%	39.8%	43.8%	42.4%	41.0%
Neutral	4.5%	17.3%	3.3%	12.6%	9.4%	9.3%	7.2%	8.3%	15.3%	9.2%
Below Average	0.0%	1.9%	1.1%	0.0%	0.0%	1.0%	1.2%	0.0%	0.0%	0.7%
Poor	0.0%	0.0%	0.0%	1.1%	1.6%	0.0%	0.6%	0.0%	0.0%	0.4%

Q4. How satisfied are you with culture, dining and shopping in Clayton?

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q4 How satisfied with culture/dining

Very Satisfied	61.4%	47.2%	48.4%	49.4%	57.8%	48.8%	53.3%	44.9%	47.5%	50.5%
Satisfied	29.5%	35.8%	37.4%	36.8%	32.8%	35.7%	32.3%	42.9%	39.0%	35.6%
Neutral	6.8%	15.1%	9.9%	8.0%	6.3%	11.1%	10.2%	10.2%	8.5%	9.8%
Dissatisfied	2.3%	0.0%	1.1%	3.4%	1.6%	1.9%	1.8%	2.0%	1.7%	1.8%
Very Dissatisfied	0.0%	1.9%	0.0%	1.1%	0.0%	1.0%	1.2%	0.0%	0.0%	0.7%
Don't Know	0.0%	0.0%	3.3%	1.1%	1.6%	1.4%	1.2%	0.0%	3.4%	1.5%

Q5. For which of the following areas do you support the City's use of financial incentives to attract and expand? (Check all that apply.)

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q5 What areas do you support City use

Offices/corporations	52.3%	49.1%	58.2%	43.7%	51.6%	50.2%	44.3%	49.0%	71.2%	50.9%
Retail	59.1%	52.8%	60.4%	37.9%	51.6%	51.7%	51.5%	55.1%	49.2%	51.6%
Downtown High	40.9%	43.4%	31.9%	26.4%	31.3%	34.8%	36.5%	34.7%	25.4%	33.8%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6a City efforts to prevent crime

Very Satisfied	72.7%	56.0%	53.6%	58.8%	65.0%	56.9%	59.1%	63.8%	53.8%	58.9%
Satisfied	22.7%	30.0%	42.9%	31.3%	30.0%	34.9%	34.6%	27.7%	34.6%	33.3%
Neutral	4.5%	12.0%	2.4%	8.8%	5.0%	6.7%	5.7%	6.4%	9.6%	6.6%
Dissatisfied	0.0%	2.0%	1.2%	0.0%	0.0%	1.0%	0.6%	2.1%	0.0%	0.8%
Very Dissatisfied	0.0%	0.0%	0.0%	1.3%	0.0%	0.5%	0.0%	0.0%	1.9%	0.4%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6b Police respond to emergency

Very Satisfied	69.2%	59.1%	64.7%	71.1%	69.6%	65.6%	66.7%	68.3%	64.0%	66.4%
Satisfied	23.1%	38.6%	33.8%	26.3%	26.8%	31.8%	31.7%	24.4%	34.0%	30.8%
Neutral	3.8%	2.3%	0.0%	2.6%	1.8%	1.9%	1.6%	4.9%	0.0%	1.9%
Dissatisfied	3.8%	0.0%	1.5%	0.0%	1.8%	0.6%	0.0%	2.4%	2.0%	0.9%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6c Overall competency of Clayton Police

Very Satisfied	62.9%	66.7%	59.5%	66.7%	72.1%	61.7%	65.7%	63.8%	58.5%	63.8%
Satisfied	28.6%	27.1%	36.7%	32.1%	26.2%	33.1%	30.0%	31.9%	37.7%	32.1%
Neutral	2.9%	6.3%	1.3%	1.3%	0.0%	3.4%	2.9%	2.1%	1.9%	2.5%
Dissatisfied	0.0%	0.0%	1.3%	0.0%	0.0%	0.6%	0.0%	2.1%	0.0%	0.4%
Very Dissatisfied	5.7%	0.0%	1.3%	0.0%	1.6%	1.1%	1.4%	0.0%	1.9%	1.3%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6d Quality of Clayton Fire Dept

Very Satisfied	75.0%	68.3%	64.4%	68.5%	73.3%	67.5%	72.3%	66.7%	58.8%	68.2%
Satisfied	22.2%	26.8%	35.6%	27.4%	25.0%	29.4%	26.2%	33.3%	33.3%	29.1%
Neutral	2.8%	4.9%	0.0%	4.1%	1.7%	3.1%	1.5%	0.0%	7.8%	2.7%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6e Overall quality of Clayton EMS

Very Satisfied	69.2%	62.2%	60.3%	71.2%	74.1%	63.7%	68.2%	63.2%	61.7%	65.6%
Satisfied	26.9%	32.4%	39.7%	25.8%	24.1%	33.3%	29.9%	36.8%	31.9%	31.8%
Neutral	3.8%	5.4%	0.0%	3.0%	1.9%	3.0%	1.9%	0.0%	6.4%	2.6%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6f How quickly Fire Dept responds

Very Satisfied	88.0%	67.6%	71.9%	70.1%	75.5%	72.4%	76.1%	67.6%	68.1%	72.6%
Satisfied	4.0%	29.4%	26.6%	25.4%	20.8%	23.9%	21.1%	26.5%	27.7%	23.7%
Neutral	4.0%	2.9%	1.6%	4.5%	1.9%	3.7%	2.8%	5.9%	2.1%	3.2%
Dissatisfied	4.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	2.1%	0.5%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6g How quickly ambulance/EMS responds

Very Satisfied	77.3%	60.6%	66.1%	69.8%	72.5%	66.7%	70.7%	58.3%	68.9%	67.8%
Satisfied	13.6%	36.4%	32.3%	27.0%	25.5%	29.4%	26.3%	38.9%	26.7%	28.9%
Neutral	9.1%	3.0%	1.6%	3.2%	2.0%	4.0%	3.0%	2.8%	4.4%	3.3%

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q6h Overall competency of Clayton Fire

Very Satisfied	86.2%	60.5%	69.2%	69.4%	74.1%	69.4%	72.6%	70.0%	63.8%	70.1%
Satisfied	10.3%	36.8%	29.2%	27.8%	22.2%	28.6%	25.6%	30.0%	29.8%	27.5%
Neutral	3.4%	2.6%	1.5%	2.8%	3.7%	2.0%	1.7%	0.0%	6.4%	2.5%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q7a Maintenance street signs/traffic</u>										
Very Satisfied	43.2%	39.2%	39.3%	43.5%	45.3%	40.3%	46.0%	38.8%	29.8%	41.3%
Satisfied	43.2%	47.1%	50.6%	42.4%	46.9%	45.8%	42.9%	44.9%	56.1%	46.1%
Neutral	6.8%	11.8%	7.9%	9.4%	7.8%	9.0%	7.4%	14.3%	8.8%	8.9%
Dissatisfied	6.8%	2.0%	1.1%	4.7%	0.0%	4.5%	3.1%	2.0%	5.3%	3.3%
Very Dissatisfied	0.0%	0.0%	1.1%	0.0%	0.0%	0.5%	0.6%	0.0%	0.0%	0.4%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q7b Snow removal on major City streets

Very Satisfied	45.2%	32.7%	43.5%	40.7%	43.5%	40.7%	44.7%	37.5%	32.8%	40.8%
Satisfied	42.9%	59.6%	38.8%	40.7%	43.5%	43.7%	44.0%	45.8%	43.1%	44.2%
Neutral	7.1%	1.9%	11.8%	10.5%	9.7%	8.0%	5.7%	10.4%	15.5%	8.7%
Dissatisfied	4.8%	3.8%	5.9%	7.0%	3.2%	6.5%	4.4%	6.3%	8.6%	5.7%
Very Dissatisfied	0.0%	1.9%	0.0%	1.2%	0.0%	1.0%	1.3%	0.0%	0.0%	0.8%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q7c Adequacy of City street lighting

Very Satisfied	54.5%	45.3%	47.2%	49.4%	51.6%	48.3%	53.0%	44.9%	39.7%	48.7%
Satisfied	36.4%	39.6%	46.1%	38.8%	42.2%	40.4%	39.0%	38.8%	48.3%	41.0%
Neutral	9.1%	15.1%	5.6%	9.4%	6.3%	9.9%	7.9%	12.2%	10.3%	9.2%
Dissatisfied	0.0%	0.0%	1.1%	2.4%	0.0%	1.5%	0.0%	4.1%	1.7%	1.1%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q7d Condition of City sidewalks

Very Satisfied	41.5%	26.9%	28.4%	32.9%	31.3%	31.8%	32.1%	35.4%	27.1%	31.6%
Satisfied	36.6%	36.5%	48.9%	40.0%	45.3%	40.4%	40.3%	37.5%	49.2%	41.7%
Neutral	17.1%	28.8%	14.8%	17.6%	20.3%	18.2%	19.5%	14.6%	20.3%	18.8%
Dissatisfied	2.4%	5.8%	8.0%	7.1%	3.1%	7.6%	6.9%	8.3%	3.4%	6.4%
Very Dissatisfied	2.4%	1.9%	0.0%	2.4%	0.0%	2.0%	1.3%	4.2%	0.0%	1.5%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q7e Landscape/appearance of public areas

Very Satisfied	59.1%	36.5%	48.9%	46.0%	43.8%	48.8%	51.5%	44.9%	37.3%	47.3%
Satisfied	27.3%	50.0%	43.3%	32.2%	40.6%	37.6%	37.0%	34.7%	45.8%	38.5%
Neutral	11.4%	11.5%	5.6%	16.1%	12.5%	10.2%	9.1%	14.3%	13.6%	11.0%
Dissatisfied	2.3%	1.9%	1.1%	4.6%	1.6%	2.9%	1.8%	4.1%	3.4%	2.6%
Very Dissatisfied	0.0%	0.0%	1.1%	1.1%	1.6%	0.5%	0.6%	2.0%	0.0%	0.7%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q7f Quality of street repair services

Very Satisfied	30.0%	20.8%	21.2%	21.7%	19.0%	24.2%	25.0%	23.4%	14.8%	22.6%
Satisfied	22.5%	34.0%	43.5%	39.8%	39.7%	35.6%	35.6%	36.2%	42.6%	37.2%
Neutral	25.0%	20.8%	20.0%	19.3%	22.2%	20.1%	20.6%	21.3%	20.4%	20.7%
Dissatisfied	15.0%	15.1%	12.9%	13.3%	14.3%	13.9%	11.3%	17.0%	18.5%	13.8%
Very Dissatisfied	7.5%	9.4%	2.4%	6.0%	4.8%	6.2%	7.5%	2.1%	3.7%	5.7%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q7g Quality of street cleaning services

Very Satisfied	45.0%	30.8%	26.7%	37.0%	37.7%	33.0%	38.4%	30.4%	22.2%	33.6%
Satisfied	37.5%	48.1%	60.5%	38.3%	44.3%	47.9%	47.2%	52.2%	44.4%	47.5%
Neutral	7.5%	19.2%	9.3%	21.0%	14.8%	14.4%	10.7%	13.0%	27.8%	14.7%
Dissatisfied	2.5%	1.9%	2.3%	3.7%	1.6%	3.1%	2.5%	2.2%	3.7%	2.7%
Very Dissatisfied	7.5%	0.0%	1.2%	0.0%	1.6%	1.5%	1.3%	2.2%	1.9%	1.5%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q7h Quality of snow removal services</u>										
Very Satisfied	46.3%	29.4%	35.3%	36.0%	38.7%	36.0%	39.0%	37.0%	27.6%	36.1%
Satisfied	36.6%	52.9%	48.2%	43.0%	41.9%	46.2%	45.3%	47.8%	44.8%	45.6%
Neutral	12.2%	9.8%	10.6%	10.5%	14.5%	9.1%	9.4%	8.7%	15.5%	10.6%
Dissatisfied	2.4%	5.9%	5.9%	8.1%	4.8%	6.6%	4.4%	4.3%	12.1%	6.1%
Very Dissatisfied	2.4%	2.0%	0.0%	2.3%	0.0%	2.0%	1.9%	2.2%	0.0%	1.5%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8A Usage of City website

Often	4.5%	1.9%	5.6%	4.6%	1.6%	5.3%	4.2%	6.3%	3.4%	4.4%
4	4.5%	11.3%	11.2%	9.2%	11.1%	9.2%	8.4%	10.4%	11.9%	9.5%
3	20.5%	20.8%	12.4%	16.1%	22.2%	15.0%	19.3%	12.5%	11.9%	16.5%
2	22.7%	22.6%	29.2%	32.2%	36.5%	25.2%	26.5%	33.3%	27.1%	27.8%
Never	47.7%	43.4%	41.6%	37.9%	28.6%	45.1%	41.6%	37.5%	45.8%	41.8%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8B Usage of CityViews newsletter

Often	11.4%	7.5%	11.1%	8.0%	3.2%	11.6%	12.0%	8.3%	3.4%	9.5%
4	9.1%	17.0%	13.3%	14.9%	12.7%	14.5%	15.6%	10.4%	11.9%	13.9%
3	13.6%	11.3%	15.6%	23.0%	19.0%	16.4%	18.0%	18.8%	11.9%	16.8%
2	2.3%	9.4%	16.7%	16.1%	11.1%	13.0%	10.2%	20.8%	13.6%	12.8%
Never	63.6%	54.7%	43.3%	37.9%	54.0%	44.4%	44.3%	41.7%	59.3%	47.1%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8C Usage of E-communications

Often	11.4%	7.5%	15.9%	8.0%	14.3%	10.2%	11.5%	6.3%	13.6%	11.0%
4	13.6%	13.2%	3.4%	9.2%	6.3%	9.8%	9.7%	6.3%	8.5%	8.8%
3	4.5%	7.5%	11.4%	8.0%	17.5%	5.9%	6.1%	8.3%	15.3%	8.5%
2	4.5%	9.4%	9.1%	12.6%	9.5%	8.8%	8.5%	14.6%	8.5%	9.6%
Never	65.9%	62.3%	60.2%	62.1%	52.4%	65.4%	64.2%	64.6%	54.2%	62.1%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	

Q8D Usage of Facebook

Often	2.3%	0.0%	1.1%	1.1%	0.0%	1.5%	0.0%	4.2%	1.7%	1.1%
4	2.3%	5.7%	2.2%	1.1%	3.2%	2.4%	3.0%	2.1%	1.7%	2.6%
3	2.3%	5.7%	4.5%	1.1%	4.8%	2.9%	3.0%	6.3%	1.7%	3.3%
2	4.7%	9.4%	3.4%	2.3%	3.2%	4.9%	4.8%	4.2%	3.4%	4.4%
Never	88.4%	79.2%	88.8%	94.3%	88.7%	88.3%	89.1%	83.3%	91.5%	88.6%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8E Usage of Twitter

Often	4.7%	0.0%	0.0%	1.1%	1.6%	1.0%	0.6%	4.2%	0.0%	1.1%
4	2.3%	3.8%	2.2%	0.0%	1.6%	1.9%	2.4%	2.1%	0.0%	1.8%
3	2.3%	1.9%	3.4%	0.0%	4.8%	1.0%	0.6%	6.3%	1.7%	1.8%
2	4.7%	1.9%	3.4%	4.6%	0.0%	4.9%	3.6%	2.1%	5.1%	3.7%
Never	86.0%	92.5%	91.0%	94.3%	91.9%	91.3%	92.7%	85.4%	93.2%	91.5%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8F Usage of Downtown mobile app

Often	4.7%	0.0%	1.1%	1.1%	3.2%	1.0%	1.2%	2.1%	1.7%	1.5%
4	0.0%	5.7%	2.2%	1.1%	0.0%	2.9%	3.6%	0.0%	0.0%	2.2%
3	0.0%	1.9%	3.4%	0.0%	4.8%	0.5%	0.6%	6.3%	0.0%	1.5%
2	7.0%	1.9%	2.2%	3.4%	0.0%	4.4%	3.6%	2.1%	3.4%	3.3%
Never	88.4%	90.6%	91.0%	94.3%	91.9%	91.3%	90.9%	89.6%	94.9%	91.5%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8a Effectiveness of City website

Effective	16.7%	20.7%	28.0%	24.1%	20.9%	25.0%	27.4%	21.4%	14.7%	23.6%
4	29.2%	34.5%	28.0%	29.6%	32.6%	29.5%	30.5%	32.1%	26.5%	29.9%
3	33.3%	27.6%	28.0%	37.0%	39.5%	28.6%	29.5%	28.6%	41.2%	31.8%
2	0.0%	13.8%	4.0%	3.7%	0.0%	7.1%	6.3%	7.1%	0.0%	5.1%
Ineffective	20.8%	3.4%	12.0%	5.6%	7.0%	9.8%	6.3%	10.7%	17.6%	9.6%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8b Effectiveness of CityViews

Effective	31.3%	11.1%	21.3%	12.2%	22.2%	16.4%	20.2%	15.4%	8.3%	17.3%
4	25.0%	40.7%	38.3%	42.9%	29.6%	41.8%	40.4%	42.3%	29.2%	38.8%
3	31.3%	25.9%	31.9%	32.7%	37.0%	29.1%	29.2%	23.1%	45.8%	30.9%
2	0.0%	7.4%	4.3%	6.1%	7.4%	4.5%	3.4%	11.5%	4.2%	5.0%
Ineffective	12.5%	14.8%	4.3%	6.1%	3.7%	8.2%	6.7%	7.7%	12.5%	7.9%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8c Effectiveness of E-communications

Effective	37.5%	20.0%	38.9%	25.8%	41.4%	27.8%	35.6%	20.0%	27.6%	31.1%
4	25.0%	20.0%	16.7%	22.6%	17.2%	22.2%	18.6%	33.3%	17.2%	20.4%
3	18.8%	40.0%	30.6%	38.7%	31.0%	33.3%	33.9%	20.0%	37.9%	33.0%
2	6.3%	0.0%	2.8%	6.5%	10.3%	1.4%	0.0%	20.0%	3.4%	3.9%
Ineffective	12.5%	20.0%	11.1%	6.5%	0.0%	15.3%	11.9%	6.7%	13.8%	11.7%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8d Effectiveness of Facebook

Effective	0.0%	13.3%	0.0%	5.3%	9.1%	4.5%	6.5%	7.7%	0.0%	5.3%
4	12.5%	13.3%	20.0%	5.3%	9.1%	13.6%	9.7%	23.1%	7.7%	12.3%
3	25.0%	26.7%	40.0%	21.1%	36.4%	25.0%	32.3%	15.4%	30.8%	28.1%
2	12.5%	13.3%	6.7%	5.3%	9.1%	9.1%	12.9%	7.7%	0.0%	8.8%
Ineffective	50.0%	33.3%	33.3%	63.2%	36.4%	47.7%	38.7%	46.2%	61.5%	45.6%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8e Effectiveness of Twitter

Effective	11.1%	0.0%	0.0%	5.6%	9.1%	2.4%	3.3%	7.7%	0.0%	3.6%
4	11.1%	15.4%	20.0%	0.0%	9.1%	11.9%	10.0%	23.1%	0.0%	10.9%
3	22.2%	15.4%	33.3%	16.7%	36.4%	16.7%	23.3%	15.4%	25.0%	21.8%
2	11.1%	15.4%	6.7%	11.1%	9.1%	11.9%	16.7%	7.7%	0.0%	10.9%
Ineffective	44.4%	53.8%	40.0%	66.7%	36.4%	57.1%	46.7%	46.2%	75.0%	52.7%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q8f Effectiveness of Downtown mobile app

Effective	22.2%	0.0%	6.3%	5.6%	18.2%	4.8%	9.4%	0.0%	7.7%	7.3%
4	0.0%	25.0%	18.8%	5.6%	0.0%	16.7%	18.8%	10.0%	0.0%	12.7%
3	22.2%	25.0%	25.0%	11.1%	36.4%	14.3%	15.6%	30.0%	23.1%	20.0%
2	11.1%	0.0%	0.0%	16.7%	0.0%	9.5%	12.5%	0.0%	0.0%	7.3%
Ineffective	44.4%	50.0%	50.0%	61.1%	45.5%	54.8%	43.8%	60.0%	69.2%	52.7%

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q9a Available info about City programs

Very Satisfied	25.6%	25.0%	24.4%	32.9%	36.2%	25.1%	26.5%	32.5%	26.0%	27.4%
Satisfied	43.6%	42.5%	43.9%	40.8%	41.4%	43.4%	43.5%	37.5%	44.0%	42.6%
Neutral	15.4%	27.5%	23.2%	19.7%	13.8%	22.9%	19.7%	27.5%	22.0%	21.5%
Dissatisfied	0.0%	5.0%	6.1%	1.3%	0.0%	4.6%	4.1%	2.5%	2.0%	3.4%
Very Dissatisfied	15.4%	0.0%	2.4%	5.3%	8.6%	4.0%	6.1%	0.0%	6.0%	5.1%

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q9b City efforts to keep you informed

Very Satisfied	25.0%	23.9%	30.2%	30.0%	30.6%	28.0%	29.0%	23.3%	29.6%	28.2%
Satisfied	40.0%	37.0%	32.6%	38.8%	45.2%	33.9%	36.8%	39.5%	33.3%	36.5%
Neutral	12.5%	28.3%	26.7%	20.0%	17.7%	23.7%	21.9%	27.9%	20.4%	22.6%
Dissatisfied	7.5%	6.5%	7.0%	6.3%	1.6%	8.1%	5.2%	9.3%	9.3%	6.7%
Very Dissatisfied	15.0%	4.3%	3.5%	5.0%	4.8%	6.5%	7.1%	0.0%	7.4%	6.0%

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q9c How open City to public involvement

Very Satisfied	25.0%	21.4%	25.8%	19.0%	30.2%	20.4%	24.8%	16.7%	21.4%	22.6%
Satisfied	34.4%	26.2%	33.9%	25.4%	30.2%	30.3%	33.1%	27.8%	21.4%	29.6%
Neutral	34.4%	35.7%	30.6%	42.9%	34.0%	35.9%	33.9%	38.9%	40.5%	36.2%
Dissatisfied	6.3%	9.5%	3.2%	4.8%	5.7%	4.9%	4.1%	13.9%	2.4%	5.5%
Very Dissatisfied	0.0%	7.1%	6.5%	7.9%	0.0%	8.5%	4.1%	2.8%	14.3%	6.0%

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q9d Quality of City website

Very Satisfied	20.0%	20.7%	29.5%	27.1%	28.6%	25.4%	25.7%	28.1%	24.3%	25.9%
Satisfied	44.0%	37.9%	36.1%	30.5%	38.8%	35.2%	38.1%	43.8%	21.6%	35.6%
Neutral	28.0%	27.6%	31.1%	39.0%	28.6%	32.8%	31.4%	18.8%	48.6%	32.8%
Dissatisfied	8.0%	10.3%	3.3%	1.7%	4.1%	4.9%	3.8%	9.4%	2.7%	4.6%
Very Dissatisfied	0.0%	3.4%	0.0%	1.7%	0.0%	1.6%	1.0%	0.0%	2.7%	1.1%

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q9e How well City communications meet

Very Satisfied	30.0%	25.5%	26.8%	24.7%	28.8%	26.2%	30.5%	14.3%	24.5%	26.4%
Satisfied	37.5%	46.8%	34.1%	32.5%	37.3%	37.2%	36.4%	40.5%	34.0%	36.6%
Neutral	15.0%	21.3%	25.6%	36.4%	22.0%	26.2%	22.5%	35.7%	30.2%	26.4%
Dissatisfied	15.0%	0.0%	11.0%	2.6%	8.5%	6.6%	6.6%	7.1%	7.5%	6.9%
Very Dissatisfied	2.5%	6.4%	2.4%	3.9%	3.4%	3.8%	4.0%	2.4%	3.8%	3.7%

Q10. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

N=275

<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	

Q10 Have you contacted City past year

Yes	47.6%	18.9%	30.3%	32.9%	40.6%	27.9%	32.3%	26.5%	33.9%	31.6%
No	52.4%	81.1%	69.7%	67.1%	59.4%	72.1%	67.7%	73.5%	66.1%	68.4%

Q12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11 (Without "Don't Know")

N=85

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q12a How easy dept was to contact

Very Satisfied	55.0%	0.0%	46.2%	33.3%	42.3%	38.9%	44.0%	15.4%	40.0%	38.6%
Satisfied	30.0%	50.0%	23.1%	33.3%	38.5%	27.8%	30.0%	38.5%	30.0%	31.3%
Neutral	5.0%	30.0%	15.4%	25.9%	15.4%	16.7%	12.0%	38.5%	20.0%	18.1%
Dissatisfied	0.0%	10.0%	7.7%	3.7%	3.8%	5.6%	6.0%	0.0%	5.0%	4.8%
Very Dissatisfied	10.0%	10.0%	7.7%	3.7%	0.0%	11.1%	8.0%	7.7%	5.0%	7.2%

Q12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11 (Without "Don't Know")

N=85

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q12b How courteously you were treated

Very Satisfied	70.0%	20.0%	50.0%	40.7%	50.0%	50.0%	56.0%	15.4%	50.0%	48.2%
Satisfied	20.0%	40.0%	23.1%	33.3%	34.6%	24.1%	26.0%	30.8%	30.0%	27.7%
Neutral	5.0%	20.0%	7.7%	18.5%	11.5%	9.3%	6.0%	46.2%	5.0%	12.0%
Dissatisfied	5.0%	10.0%	3.8%	3.7%	3.8%	5.6%	4.0%	0.0%	10.0%	4.8%
Very Dissatisfied	0.0%	10.0%	15.4%	3.7%	0.0%	11.1%	8.0%	7.7%	5.0%	7.2%

Q12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11 (Without "Don't Know")

N=85

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q12c Technical competence & knowledge

Very Satisfied	65.0%	11.1%	44.0%	40.7%	48.0%	45.3%	49.0%	15.4%	52.6%	44.4%
Satisfied	25.0%	22.2%	28.0%	14.8%	24.0%	20.8%	26.5%	15.4%	15.8%	22.2%
Neutral	5.0%	33.3%	16.0%	37.0%	28.0%	17.0%	14.3%	53.8%	21.1%	22.2%
Dissatisfied	5.0%	22.2%	4.0%	0.0%	0.0%	7.5%	4.1%	15.4%	0.0%	4.9%
Very Dissatisfied	0.0%	11.1%	8.0%	7.4%	0.0%	9.4%	6.1%	0.0%	10.5%	6.2%

Q12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11 (Without "Don't Know")

N=85

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q12d Overall responsiveness of City

Very Satisfied	50.0%	22.2%	42.3%	44.4%	42.3%	45.3%	46.9%	15.4%	50.0%	42.7%
Satisfied	40.0%	22.2%	23.1%	7.4%	30.8%	17.0%	24.5%	23.1%	15.0%	22.0%
Neutral	0.0%	33.3%	11.5%	29.6%	15.4%	15.1%	8.2%	46.2%	20.0%	17.1%
Dissatisfied	5.0%	11.1%	3.8%	11.1%	7.7%	7.5%	6.1%	7.7%	10.0%	7.3%
Very Dissatisfied	5.0%	11.1%	19.2%	7.4%	3.8%	15.1%	14.3%	7.7%	5.0%	11.0%

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q13a Shaw Park

Very Satisfied	44.1%	62.5%	53.1%	63.3%	60.0%	56.7%	61.1%	45.5%	55.6%	57.0%
Satisfied	41.2%	31.3%	35.8%	32.9%	28.3%	36.0%	31.9%	50.0%	29.6%	34.7%
Neutral	11.8%	6.3%	9.9%	2.5%	11.7%	5.6%	5.6%	4.5%	13.0%	7.0%
Dissatisfied	2.9%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.9%	0.4%
Very Dissatisfied	0.0%	0.0%	1.2%	1.3%	0.0%	1.1%	1.4%	0.0%	0.0%	0.8%

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q13b Center of Clayton

Very Satisfied	55.6%	50.0%	48.6%	55.6%	57.1%	51.6%	58.1%	38.9%	45.8%	52.1%
Satisfied	33.3%	40.5%	37.5%	34.7%	30.4%	37.3%	33.3%	50.0%	35.4%	36.6%
Neutral	11.1%	9.5%	11.1%	8.3%	8.9%	10.5%	7.0%	11.1%	16.7%	9.9%
Dissatisfied	0.0%	0.0%	1.4%	0.0%	1.8%	0.0%	0.0%	0.0%	2.1%	0.5%
Very Dissatisfied	0.0%	0.0%	1.4%	1.4%	1.8%	0.7%	1.6%	0.0%	0.0%	0.9%

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q13c Number of walking/biking trails

Very Satisfied	21.7%	30.6%	36.7%	27.6%	34.8%	29.9%	31.1%	25.7%	33.3%	30.5%
Satisfied	43.5%	41.7%	26.7%	44.8%	34.8%	37.0%	37.7%	45.7%	30.6%	37.9%
Neutral	26.1%	16.7%	33.3%	20.7%	23.9%	26.0%	22.6%	22.9%	33.3%	24.9%
Dissatisfied	4.3%	11.1%	0.0%	5.2%	2.2%	5.5%	5.7%	2.9%	2.8%	4.5%
Very Dissatisfied	4.3%	0.0%	3.3%	1.7%	4.3%	1.6%	2.8%	2.9%	0.0%	2.3%

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q13d Number of City parks

Very Satisfied	35.5%	36.4%	40.5%	44.3%	47.4%	38.6%	47.3%	20.5%	36.7%	40.2%
Satisfied	48.4%	47.7%	39.2%	44.3%	36.8%	44.9%	37.4%	71.8%	38.8%	43.8%
Neutral	12.9%	13.6%	18.9%	11.4%	15.8%	14.6%	13.7%	7.7%	22.4%	14.6%
Dissatisfied	3.2%	2.3%	0.0%	0.0%	0.0%	1.3%	0.8%	0.0%	2.0%	0.9%
Very Dissatisfied	0.0%	0.0%	1.4%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.5%

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q13e Number of outdoor athletic facil

Very Satisfied	35.7%	32.4%	37.5%	40.6%	44.7%	35.8%	42.5%	29.4%	28.9%	37.3%
Satisfied	39.3%	43.2%	35.7%	45.3%	36.2%	41.8%	39.8%	55.9%	31.6%	41.1%
Neutral	21.4%	24.3%	25.0%	10.9%	19.1%	19.4%	15.9%	14.7%	34.2%	19.5%
Dissatisfied	3.6%	0.0%	0.0%	3.1%	0.0%	2.2%	0.9%	0.0%	5.3%	1.6%
Very Dissatisfied	0.0%	0.0%	1.8%	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.5%

Q14. Please indicate whether you think City sponsored street events have a positive, negative or no impact on the City.

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q14 City sponsored street events</u>										
Positive Impact	88.6%	82.7%	81.3%	72.1%	87.5%	77.6%	82.4%	79.6%	72.9%	79.9%
No Impact	2.3%	5.8%	3.3%	11.6%	1.6%	7.8%	3.6%	8.2%	11.9%	6.2%
Negative Impact	2.3%	3.8%	3.3%	7.0%	1.6%	5.4%	5.5%	2.0%	3.4%	4.4%
Don't Know	6.8%	7.7%	12.1%	9.3%	9.4%	9.3%	8.5%	10.2%	11.9%	9.5%

Q15. Parking: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q15a Parking in business district</u>										
Very Satisfied	4.7%	1.9%	3.4%	10.6%	3.2%	6.4%	5.5%	6.3%	5.3%	5.6%
Satisfied	23.3%	26.9%	38.2%	27.1%	24.2%	32.0%	31.7%	31.3%	24.6%	30.1%
Neutral	32.6%	28.8%	29.2%	27.1%	38.7%	26.1%	29.3%	29.2%	28.1%	29.0%
Dissatisfied	27.9%	25.0%	16.9%	25.9%	27.4%	21.7%	22.6%	18.8%	28.1%	23.0%
Very Dissatisfied	11.6%	17.3%	12.4%	9.4%	6.5%	13.8%	11.0%	14.6%	14.0%	12.3%

Q15. Parking: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q15b Parking for restaurant & retail

Very Satisfied	4.5%	1.9%	3.4%	8.1%	4.8%	4.9%	3.1%	10.2%	5.3%	4.8%
Satisfied	20.5%	19.2%	27.6%	23.3%	21.0%	24.1%	25.8%	14.3%	24.6%	23.4%
Neutral	27.3%	28.8%	27.6%	24.4%	30.6%	26.1%	28.8%	30.6%	17.5%	26.8%
Dissatisfied	36.4%	30.8%	28.7%	31.4%	38.7%	28.6%	29.4%	30.6%	36.8%	31.2%
Very Dissatisfied	11.4%	19.2%	12.6%	12.8%	4.8%	16.3%	12.9%	14.3%	15.8%	13.8%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16a Overall image of City

Extremely Import	73.8%	62.0%	52.4%	51.9%	62.3%	56.5%	64.3%	45.7%	49.1%	57.6%
Very Important	21.4%	30.0%	38.1%	34.2%	26.2%	34.0%	29.9%	41.3%	32.7%	32.5%
Important	4.8%	8.0%	7.1%	11.4%	11.5%	7.3%	3.9%	13.0%	16.4%	8.2%
Less Important	0.0%	0.0%	0.0%	1.3%	0.0%	0.5%	0.0%	0.0%	1.8%	0.4%
Not Important	0.0%	0.0%	2.4%	1.3%	0.0%	1.6%	1.9%	0.0%	0.0%	1.2%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16b Low crime rate

Extremely Import	73.8%	57.1%	63.1%	58.2%	70.5%	60.0%	62.1%	60.9%	63.6%	62.2%
Very Important	19.0%	34.7%	26.2%	31.6%	19.7%	30.5%	29.4%	32.6%	21.8%	28.3%
Important	4.8%	6.1%	8.3%	8.9%	9.8%	6.8%	5.9%	4.3%	14.5%	7.5%
Less Important	2.4%	2.0%	1.2%	1.3%	0.0%	2.1%	2.0%	2.2%	0.0%	1.6%
Not Important	0.0%	0.0%	1.2%	0.0%	0.0%	0.5%	0.7%	0.0%	0.0%	0.4%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16c Quality of local schools

Extremely Import	40.0%	32.6%	29.1%	28.6%	35.0%	30.7%	37.5%	26.7%	18.9%	31.4%
Very Important	17.5%	10.9%	16.5%	22.1%	15.0%	17.9%	12.5%	31.1%	18.9%	17.4%
Important	12.5%	13.0%	15.2%	15.6%	16.7%	13.4%	13.2%	17.8%	15.1%	14.5%
Less Important	7.5%	13.0%	8.9%	9.1%	15.0%	7.3%	9.7%	2.2%	15.1%	9.5%
Not Important	22.5%	30.4%	30.4%	24.7%	18.3%	30.7%	27.1%	22.2%	32.1%	27.3%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16d Available trained employees

Extremely Import	41.0%	21.3%	26.9%	32.9%	36.1%	28.4%	31.5%	21.4%	32.7%	30.0%
Very Important	25.6%	25.5%	28.2%	26.3%	31.1%	24.4%	20.3%	42.9%	30.9%	26.7%
Important	17.9%	29.8%	17.9%	27.6%	23.0%	23.3%	23.1%	21.4%	25.5%	23.3%
Less Important	2.6%	8.5%	10.3%	5.3%	6.6%	7.4%	7.0%	11.9%	3.6%	7.1%
Not Important	12.8%	14.9%	16.7%	7.9%	3.3%	16.5%	18.2%	2.4%	7.3%	12.9%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16e Level of taxation

Extremely Import	25.6%	20.5%	24.1%	32.0%	33.9%	24.0%	23.6%	19.5%	38.5%	26.2%
Very Important	25.6%	29.5%	31.6%	22.7%	23.7%	29.1%	26.4%	39.0%	21.2%	27.4%
Important	30.8%	36.4%	26.6%	26.7%	39.0%	24.6%	27.1%	29.3%	34.6%	29.1%
Less Important	5.1%	9.1%	7.6%	9.3%	1.7%	10.3%	9.7%	7.3%	3.8%	8.0%
Not Important	12.8%	4.5%	10.1%	9.3%	1.7%	12.0%	13.2%	4.9%	1.9%	9.3%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q16f Access to airports</u>										
Extremely Import	19.5%	21.3%	24.1%	29.5%	20.7%	26.1%	26.2%	23.9%	20.4%	24.5%
Very Important	17.1%	29.8%	17.7%	32.1%	20.7%	25.0%	21.4%	26.1%	31.5%	24.5%
Important	29.3%	27.7%	29.1%	19.2%	32.8%	23.9%	24.1%	26.1%	29.6%	25.7%
Less Important	14.6%	6.4%	12.7%	12.8%	12.1%	12.0%	11.7%	17.4%	7.4%	11.8%
Not Important	19.5%	14.9%	16.5%	6.4%	13.8%	13.0%	16.6%	6.5%	11.1%	13.5%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16g Quality housing & other amenities

Extremely Import	33.3%	13.3%	20.3%	22.4%	21.4%	22.3%	25.0%	16.7%	17.3%	21.8%
Very Important	15.4%	28.9%	20.3%	22.4%	17.9%	22.3%	19.3%	26.2%	25.0%	21.8%
Important	17.9%	17.8%	25.7%	17.1%	26.8%	18.3%	15.0%	28.6%	26.9%	20.1%
Less Important	7.7%	17.8%	12.2%	14.5%	14.3%	13.1%	12.9%	9.5%	17.3%	13.2%
Not Important	25.6%	22.2%	21.6%	23.7%	19.6%	24.0%	27.9%	19.0%	13.5%	23.1%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16h Proximity of businesses

Extremely Import	58.5%	33.3%	41.0%	46.8%	54.1%	41.5%	44.7%	37.8%	47.3%	44.0%
Very Important	17.1%	39.2%	26.5%	24.7%	16.4%	30.3%	23.7%	40.0%	25.5%	27.0%
Important	17.1%	13.7%	22.9%	15.6%	19.7%	17.0%	19.7%	17.8%	12.7%	17.9%
Less Important	0.0%	7.8%	6.0%	7.8%	8.2%	4.8%	4.6%	4.4%	10.9%	6.0%
Not Important	7.3%	5.9%	3.6%	5.2%	1.6%	6.4%	7.2%	0.0%	3.6%	5.2%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16i Available public transportation

Extremely Import	36.6%	12.5%	20.5%	29.9%	23.3%	25.4%	24.7%	22.2%	26.4%	24.6%
Very Important	17.1%	29.2%	17.9%	19.5%	18.3%	21.0%	18.5%	28.9%	18.9%	20.5%
Important	26.8%	27.1%	35.9%	23.4%	40.0%	24.9%	27.4%	24.4%	35.8%	28.7%
Less Important	9.8%	16.7%	10.3%	13.0%	10.0%	12.7%	11.6%	15.6%	11.3%	12.3%
Not Important	9.8%	14.6%	15.4%	14.3%	8.3%	16.0%	17.8%	8.9%	7.5%	13.9%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16j Available libraries/arts/cultural

Extremely Import	36.8%	15.6%	21.5%	24.1%	25.4%	23.5%	30.8%	11.4%	13.7%	23.7%
Very Important	15.8%	33.3%	21.5%	26.6%	15.3%	27.4%	24.0%	36.4%	15.7%	24.5%
Important	18.4%	15.6%	22.8%	29.1%	23.7%	22.3%	20.5%	31.8%	21.6%	22.8%
Less Important	7.9%	17.8%	21.5%	11.4%	18.6%	14.0%	12.3%	13.6%	25.5%	15.4%
Not Important	21.1%	17.8%	12.7%	8.9%	16.9%	12.8%	12.3%	6.8%	23.5%	13.7%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16k Attitude of govt toward business

Extremely Import	55.0%	27.7%	41.8%	46.2%	48.3%	40.9%	45.3%	41.9%	35.8%	42.6%
Very Important	20.0%	48.9%	34.2%	38.5%	35.0%	35.9%	33.1%	37.2%	43.4%	36.1%
Important	20.0%	14.9%	10.1%	11.5%	11.7%	13.8%	12.8%	14.0%	13.2%	13.1%
Less Important	2.5%	4.3%	6.3%	3.8%	3.3%	5.0%	4.7%	4.7%	3.8%	4.5%
Not Important	2.5%	4.3%	7.6%	0.0%	1.7%	4.4%	4.1%	2.3%	3.8%	3.7%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16l Available telecommunications

Extremely Import	70.0%	35.4%	48.1%	45.5%	52.5%	46.7%	50.3%	48.8%	42.3%	48.3%
Very Important	20.0%	35.4%	29.9%	33.8%	37.3%	28.3%	27.2%	32.6%	38.5%	30.6%
Important	7.5%	16.7%	11.7%	13.0%	8.5%	13.9%	12.2%	14.0%	11.5%	12.4%
Less Important	2.5%	4.2%	6.5%	6.5%	1.7%	6.7%	6.8%	0.0%	5.8%	5.4%
Not Important	0.0%	8.3%	3.9%	1.3%	0.0%	4.4%	3.4%	4.7%	1.9%	3.3%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q16m Available parks & open space

Extremely Import	30.0%	21.3%	27.3%	28.2%	30.5%	25.6%	30.8%	28.3%	14.0%	26.9%
Very Important	30.0%	27.7%	20.8%	24.4%	30.5%	22.8%	24.0%	28.3%	24.0%	24.8%
Important	20.0%	17.0%	24.7%	29.5%	15.3%	26.7%	22.6%	28.3%	24.0%	24.0%
Less Important	7.5%	21.3%	18.2%	11.5%	16.9%	14.4%	13.0%	10.9%	24.0%	14.9%
Not Important	12.5%	12.8%	9.1%	6.4%	6.8%	10.6%	9.6%	4.3%	14.0%	9.5%

Q17. Which THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q17 Most Impact</u>										
Image of City	31.8%	28.3%	17.6%	24.1%	21.9%	24.6%	26.9%	22.4%	16.9%	24.0%
Low crime rate	11.4%	18.9%	19.8%	13.8%	17.2%	15.9%	16.2%	12.2%	20.3%	16.4%
Local schools	0.0%	1.9%	1.1%	2.3%	1.6%	1.4%	1.8%	0.0%	1.7%	1.5%
Trained employee	2.3%	1.9%	0.0%	1.1%	4.7%	0.0%	0.6%	2.0%	1.7%	1.1%
Level taxation	11.4%	5.7%	8.8%	3.4%	9.4%	6.3%	4.8%	12.2%	8.5%	6.9%
Airport access	0.0%	0.0%	2.2%	4.6%	1.6%	2.4%	1.8%	0.0%	5.1%	2.2%
Quality housing	0.0%	1.9%	0.0%	2.3%	0.0%	1.4%	0.6%	2.0%	1.7%	1.1%
Proximity of business	18.2%	20.8%	18.7%	16.1%	20.3%	17.9%	19.8%	22.4%	10.2%	18.2%
Public transport	0.0%	1.9%	2.2%	3.4%	0.0%	2.9%	1.2%	4.1%	3.4%	2.2%
Local government	6.8%	1.9%	3.3%	6.9%	4.7%	4.8%	4.2%	6.1%	5.1%	4.7%
Telecommunication	2.3%	5.7%	5.5%	1.1%	0.0%	4.3%	4.8%	0.0%	3.4%	3.6%
Parks/open space	2.3%	0.0%	1.1%	1.1%	1.6%	1.0%	1.2%	0.0%	1.7%	1.1%
None chosen	13.6%	11.3%	19.8%	19.5%	17.2%	16.9%	16.2%	16.3%	20.3%	17.1%

Q17. Which THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
	<u>Q17 2nd</u>									
Image of City	13.6%	15.1%	14.3%	10.3%	12.5%	12.6%	13.8%	10.2%	13.6%	13.1%
Low crime rate	20.5%	28.3%	19.8%	23.0%	20.3%	23.7%	24.0%	22.4%	18.6%	22.5%
Local schools	4.5%	3.8%	1.1%	0.0%	1.6%	1.9%	3.0%	0.0%	0.0%	1.8%
Trained employee	0.0%	3.8%	1.1%	1.1%	1.6%	1.4%	0.6%	4.1%	1.7%	1.5%
Level taxation	2.3%	7.5%	8.8%	8.0%	9.4%	6.3%	6.6%	6.1%	10.2%	7.3%
Airport access	2.3%	1.9%	1.1%	4.6%	1.6%	2.9%	1.8%	6.1%	1.7%	2.5%
Quality housing	4.5%	3.8%	2.2%	0.0%	3.1%	1.9%	1.8%	2.0%	3.4%	2.2%
Proximity of business	20.5%	3.8%	7.7%	8.0%	9.4%	9.2%	9.6%	6.1%	10.2%	9.1%
Public transport	2.3%	3.8%	2.2%	1.1%	1.6%	2.4%	1.8%	6.1%	0.0%	2.2%
Libraries/arts	2.3%	1.9%	0.0%	2.3%	1.6%	1.4%	1.8%	2.0%	0.0%	1.5%
Local government	6.8%	7.5%	6.6%	3.4%	6.3%	5.8%	6.0%	4.1%	6.8%	5.8%
Telecommunication	2.3%	1.9%	9.9%	5.7%	9.4%	4.8%	5.4%	6.1%	6.8%	5.8%
Parks/open space	0.0%	1.9%	2.2%	1.1%	0.0%	1.9%	0.6%	6.1%	0.0%	1.5%
None chosen	18.2%	15.1%	23.1%	31.0%	21.9%	23.7%	23.4%	18.4%	27.1%	23.3%

Q17. Which THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
	<u>Q17 3rd</u>									
Image of City	4.5%	9.4%	8.8%	3.4%	4.7%	7.2%	6.0%	10.2%	5.1%	6.5%
Low crime rate	25.0%	9.4%	11.0%	6.9%	10.9%	11.6%	14.4%	10.2%	5.1%	11.6%
Local schools	2.3%	1.9%	0.0%	0.0%	3.1%	0.0%	0.6%	2.0%	0.0%	0.7%
Trained employee	2.3%	3.8%	2.2%	1.1%	3.1%	1.9%	0.6%	8.2%	1.7%	2.2%
Level taxation	2.3%	5.7%	6.6%	2.3%	6.3%	3.9%	3.0%	0.0%	11.9%	4.4%
Airport access	4.5%	11.3%	2.2%	4.6%	9.4%	3.9%	4.2%	6.1%	6.8%	5.1%
Quality housing	2.3%	3.8%	3.3%	3.4%	0.0%	4.3%	4.8%	2.0%	0.0%	3.3%
Proximity of business	4.5%	11.3%	4.4%	11.5%	4.7%	9.2%	7.2%	8.2%	10.2%	8.0%
Public transport	2.3%	0.0%	1.1%	4.6%	3.1%	1.9%	1.8%	2.0%	3.4%	2.2%
Libraries/arts	0.0%	0.0%	3.3%	2.3%	0.0%	2.4%	2.4%	2.0%	0.0%	1.8%
Local government	13.6%	5.7%	11.0%	4.6%	12.5%	6.8%	8.4%	6.1%	10.2%	8.4%
Telecommunication	0.0%	1.9%	6.6%	12.6%	3.1%	7.2%	7.2%	8.2%	3.4%	6.5%
Parks/open space	0.0%	0.0%	2.2%	4.6%	1.6%	2.4%	2.4%	0.0%	3.4%	2.2%
None chosen	36.4%	35.8%	37.4%	37.9%	37.5%	37.2%	37.1%	34.7%	39.0%	37.1%

Q17. The sum of the THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

N=275

	Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
	Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	
<u>Q17 Sum of Top 3 Choices</u>										
Image of City	50.0%	52.8%	40.7%	37.9%	39.1%	44.4%	46.7%	42.9%	35.6%	43.6%
Low crime rate	56.8%	56.6%	50.5%	43.7%	48.4%	51.2%	54.5%	44.9%	44.1%	50.5%
Local schools	6.8%	7.5%	2.2%	2.3%	6.3%	3.4%	5.4%	2.0%	1.7%	4.0%
Trained employee	4.5%	9.4%	3.3%	3.4%	9.4%	3.4%	1.8%	14.3%	5.1%	4.7%
Level taxation	15.9%	18.9%	24.2%	13.8%	25.0%	16.4%	14.4%	18.4%	30.5%	18.5%
Airport access	6.8%	13.2%	5.5%	13.8%	12.5%	9.2%	7.8%	12.2%	13.6%	9.8%
Quality housing	6.8%	9.4%	5.5%	5.7%	3.1%	7.7%	7.2%	6.1%	5.1%	6.5%
Proximity of business	43.2%	35.8%	30.8%	35.6%	34.4%	36.2%	36.5%	36.7%	30.5%	35.3%
Public transport	4.5%	5.7%	5.5%	9.2%	4.7%	7.2%	4.8%	12.2%	6.8%	6.5%
Libraries/arts	2.3%	1.9%	3.3%	4.6%	1.6%	3.9%	4.2%	4.1%	0.0%	3.3%
Local government	27.3%	15.1%	20.9%	14.9%	23.4%	17.4%	18.6%	16.3%	22.0%	18.9%
Telecommunication	4.5%	9.4%	22.0%	19.5%	12.5%	16.4%	17.4%	14.3%	13.6%	16.0%
Parks/open space	2.3%	1.9%	5.5%	6.9%	3.1%	5.3%	4.2%	6.1%	5.1%	4.7%
None chosen	13.6%	11.3%	19.8%	19.5%	17.2%	16.9%	16.2%	16.3%	20.3%	17.1%

Q18. Please indicate the primary business category for your business:

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q18 Primary business category</u>										
Retail	15.9%	9.4%	10.1%	11.6%	15.9%	10.2%	13.9%	14.3%	1.7%	11.4%
Hotel	0.0%	0.0%	0.0%	2.3%	1.6%	0.5%	0.6%	0.0%	1.7%	0.7%
Financial/Insurance	15.9%	26.4%	25.8%	18.6%	23.8%	22.0%	22.4%	14.3%	27.6%	22.1%
Health Care	11.4%	5.7%	6.7%	3.5%	3.2%	7.3%	7.3%	2.0%	6.9%	6.3%
Arts/Entertain	2.3%	0.0%	2.2%	0.0%	4.8%	0.0%	0.6%	2.0%	1.7%	1.1%
Restaurants	9.1%	17.0%	7.9%	8.1%	12.7%	8.8%	4.8%	18.4%	17.2%	9.9%
Professional	13.6%	18.9%	15.7%	25.6%	9.5%	22.0%	21.2%	18.4%	13.8%	19.1%
Real Estate	4.5%	7.5%	10.1%	7.0%	6.3%	7.8%	9.1%	4.1%	6.9%	7.7%
Other	27.3%	15.1%	21.3%	22.1%	22.2%	21.0%	19.4%	26.5%	22.4%	21.3%
None chosen	0.0%	0.0%	0.0%	1.2%	0.0%	0.5%	0.6%	0.0%	0.0%	0.4%

Q19. Approximately, how many years has your business been in the City of Clayton?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Years your business has been in Clayton</u>										
Less than 5 year	100.0%	0.0%	0.0%	0.0%	21.9%	14.0%	19.8%	16.3%	5.1%	16.0%
5-10 years	0.0%	100.0%	0.0%	0.0%	12.5%	21.3%	21.0%	18.4%	15.3%	19.3%
11-20 years	0.0%	0.0%	100.0%	0.0%	35.9%	32.9%	32.3%	32.7%	35.6%	33.1%
20+ years	0.0%	0.0%	0.0%	100.0%	29.7%	31.9%	26.9%	32.7%	44.1%	31.6%

Q20. Are you a member of the Clayton Chamber of Commerce?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	
<u>Q20 A member of Chamber of Commerce</u>										
Yes	32.6%	15.4%	25.3%	22.4%	100.0%	0.0%	12.0%	29.8%	51.7%	23.6%
No	67.4%	84.6%	74.7%	77.6%	0.0%	100.0%	88.0%	70.2%	48.3%	76.4%

Q21. Approximately how many employees does your organization employ at the location where you received this survey? [Do not include employees who work at other locations that are owned/operated by your organization.]

N=275

Years your business has been in Clayton				Q20 A member of Chamber of Commerce		Number of employees at this location			Total
Less than 5 year	5-10 years	11-20 years	20+ years	Yes	No	Less than 10	10-24	25+	

Q21 How many employees at location

Less than 10	75.0%	66.0%	59.3%	51.7%	31.3%	70.5%	100.0%	0.0%	0.0%	60.7%
10-24	18.2%	17.0%	17.6%	18.4%	21.9%	15.9%	0.0%	100.0%	0.0%	17.8%
25-49	6.8%	7.5%	15.4%	5.7%	20.3%	6.3%	0.0%	0.0%	44.1%	9.5%
50-99	0.0%	9.4%	5.5%	16.1%	18.8%	5.8%	0.0%	0.0%	40.7%	8.7%
100-249	0.0%	0.0%	1.1%	5.7%	6.3%	1.0%	0.0%	0.0%	10.2%	2.2%
250-499	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%	0.0%	0.0%	1.7%	0.4%
500+	0.0%	0.0%	1.1%	1.1%	1.6%	0.0%	0.0%	0.0%	3.4%	0.7%

Q22. Does your business own or rent/lease the facility where your business is located?

N=275

	<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
	<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	

Q22 Do you own or rent/lease facility

Own	11.4%	5.7%	12.1%	18.4%	14.1%	11.6%	13.8%	8.2%	13.6%	12.7%
Rent/Lease	84.1%	92.5%	85.7%	80.5%	85.9%	85.5%	84.4%	87.8%	84.7%	85.1%
DK/Unsure	4.5%	1.9%	2.2%	1.1%	0.0%	2.9%	1.8%	4.1%	1.7%	2.2%

Q23. Is your personal residence in Clayton?

N=275

<u>Years your business has been in Clayton</u>				<u>Q20 A member of Chamber of Commerce</u>		<u>Number of employees at this location</u>			<u>Total</u>
<u>Less than 5 year</u>	<u>5-10 years</u>	<u>11-20 years</u>	<u>20+ years</u>	<u>Yes</u>	<u>No</u>	<u>Less than 10</u>	<u>10-24</u>	<u>25+</u>	

Q23 Is personal residence in Clayton

Yes	13.6%	15.1%	13.2%	20.7%	10.9%	17.4%	18.6%	14.3%	10.2%	16.0%
No	86.4%	84.9%	85.7%	79.3%	89.1%	82.1%	80.8%	85.7%	89.8%	83.6%
Not provided	0.0%	0.0%	1.1%	0.0%	0.0%	0.5%	0.6%	0.0%	0.0%	0.4%

Section 4:
Tabular Data

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below.

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a Quality of public safety services	68.7%	24.0%	2.9%	1.8%	0.4%	2.2%
Q1b City parks & recreation	58.2%	24.4%	2.9%	0.0%	0.4%	14.2%
Q1c Overall maintenance of City streets	34.2%	33.8%	15.6%	11.3%	4.0%	1.1%
Q1d Enforcement of codes & ordinances	33.9%	29.2%	12.4%	3.3%	1.8%	19.3%
Q1e Customer service received from City	40.0%	26.2%	12.0%	2.2%	1.5%	18.2%
Q1f City communication with businesses	35.6%	32.0%	16.4%	4.0%	2.9%	9.1%
Q1g Flow of traffic & congestion manage	16.7%	41.1%	21.1%	12.4%	7.3%	1.5%

WITHOUT DON'T KNOW

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with each of the services listed below. (Without "Don't Know")

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a Quality of public safety services	70.3%	24.5%	3.0%	1.9%	0.4%
Q1b City parks & recreation	67.8%	28.4%	3.4%	0.0%	0.4%
Q1c Overall maintenance of City streets	34.6%	34.2%	15.8%	11.4%	4.0%
Q1d Enforcement of codes & ordinances	42.1%	36.2%	15.4%	4.1%	2.3%
Q1e Customer service received from City	48.9%	32.0%	14.7%	2.7%	1.8%
Q1f City communication with businesses	39.2%	35.2%	18.0%	4.4%	3.2%
Q1g Flow of traffic & congestion manage	17.0%	41.7%	21.4%	12.5%	7.4%

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 Most Emphasis</u>	<u>Number</u>	<u>Percent</u>
Public safety	43	15.6 %
P&R programs	5	1.8 %
City streets	55	20.0 %
Codes/ordinances	10	3.6 %
Customer service	8	2.9 %
Communication	12	4.4 %
Flow of traffic	85	30.9 %
None chosen	57	20.7 %
Total	275	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 2nd</u>	<u>Number</u>	<u>Percent</u>
Public safety	7	2.5 %
P&R programs	12	4.4 %
City streets	46	16.7 %
Codes/ordinances	14	5.1 %
Customer service	13	4.7 %
Communication	21	7.6 %
Flow of traffic	43	15.6 %
None chosen	119	43.3 %
Total	275	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 3rd</u>	<u>Number</u>	<u>Percent</u>
Public safety	9	3.3 %
P&R programs	8	2.9 %
City streets	20	7.3 %
Codes/ordinances	15	5.5 %
Customer service	15	5.5 %
Communication	13	4.7 %
Flow of traffic	15	5.5 %
None chosen	180	65.5 %
Total	275	100.0 %

Q2. The sum of the THREE items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Flow of traffic	143	52.0 %
City streets	121	44.0 %
Public safety	59	21.5 %
Communication	46	16.7 %
Codes/ordinances	39	14.2 %
Customer service	36	13.1 %
P&R programs	25	9.1 %
None chosen	57	20.7 %
Total	526	

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor."

(N=275)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q3a Quality of services provided	40.0%	45.8%	10.2%	0.4%	1.1%	2.5%
Q3b Value received for City tax & fees	22.9%	37.1%	22.2%	3.3%	2.2%	12.4%
Q3c Overall image of City	63.6%	27.3%	6.2%	0.0%	1.1%	1.8%
Q3d Planning/managing redevelopment	19.6%	32.0%	20.0%	5.1%	3.3%	20.0%
Q3e Overall feeling of safety in City	62.2%	30.5%	5.1%	1.8%	0.0%	0.4%
Q3f New commercial development in City	30.9%	39.6%	15.3%	2.5%	1.8%	9.8%
Q3g Overall appearance of the City	48.5%	40.9%	9.1%	0.7%	0.4%	0.4%

WITHOUT DON'T KNOW

Q3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor." (Without "Don't Know")

(N=275)

	Excellent	Good	Neutral	Below Average	Poor
Q3a Quality of services provided	41.0%	47.0%	10.4%	0.4%	1.1%
Q3b Value received for City tax & fees	26.1%	42.3%	25.3%	3.7%	2.5%
Q3c Overall image of City	64.8%	27.8%	6.3%	0.0%	1.1%
Q3d Planning/managing redevelopment	24.5%	40.0%	25.0%	6.4%	4.1%
Q3e Overall feeling of safety in City	62.4%	30.7%	5.1%	1.8%	0.0%
Q3f New commercial development in City	34.3%	44.0%	16.9%	2.8%	2.0%
Q3g Overall appearance of the City	48.7%	41.0%	9.2%	0.7%	0.4%

Q4. How satisfied are you with culture, dining and shopping in Clayton?

<u>Q4 How satisfied with culture/dining</u>	<u>Number</u>	<u>Percent</u>
Very Satisfied	139	50.5 %
Satisfied	98	35.6 %
Neutral	27	9.8 %
Dissatisfied	5	1.8 %
Very Dissatisfied	2	0.7 %
Don't Know	4	1.5 %
Total	275	100.0 %

Q5. For which of the following areas do you support the City's use of financial incentives to attract and expand? (Check all that apply.)

<u>Q5 What areas do you support City use</u>	<u>Number</u>	<u>Percent</u>
Offices/corporate	140	50.9 %
Retail	142	51.6 %
Downtown High	93	33.8 %
Total	375	

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a City efforts to prevent crime	55.3%	31.3%	6.2%	0.7%	0.4%	6.2%
Q6b Police respond to emergency	51.6%	24.0%	1.5%	0.7%	0.0%	22.2%
Q6c Overall competency of Clayton Police	55.6%	28.0%	2.2%	0.4%	1.1%	12.7%
Q6d Quality of Clayton Fire Dept	55.5%	23.7%	2.2%	0.0%	0.0%	18.6%
Q6e Overall quality of Clayton EMS	46.0%	22.3%	1.8%	0.0%	0.0%	29.9%
Q6f How quickly Fire Dept responds	50.4%	16.4%	2.2%	0.4%	0.0%	30.7%
Q6g How quickly ambulance/EMS responds	44.5%	19.0%	2.2%	0.0%	0.0%	34.3%
Q6h Overall competency of Clayton Fire	52.2%	20.4%	1.8%	0.0%	0.0%	25.5%

WITHOUT DON'T KNOW

Q6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a City efforts to prevent crime	58.9%	33.3%	6.6%	0.8%	0.4%
Q6b Police respond to emergency	66.4%	30.8%	1.9%	0.9%	0.0%
Q6c Overall competency of Clayton Police	63.8%	32.1%	2.5%	0.4%	1.3%
Q6d Quality of Clayton Fire Dept	68.2%	29.1%	2.7%	0.0%	0.0%
Q6e Overall quality of Clayton EMS	65.6%	31.8%	2.6%	0.0%	0.0%
Q6f How quickly Fire Dept responds	72.6%	23.7%	3.2%	0.5%	0.0%
Q6g How quickly ambulance/EMS responds	67.8%	28.9%	3.3%	0.0%	0.0%
Q6h Overall competency of Clayton Fire	70.1%	27.5%	2.5%	0.0%	0.0%

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a Maintenance street signs/traffic	40.4%	45.1%	8.7%	3.3%	0.4%	2.2%
Q7b Snow removal on major City streets	39.3%	42.5%	8.4%	5.5%	0.7%	3.6%
Q7c Adequacy of City street lighting	48.0%	40.4%	9.1%	1.1%	0.0%	1.5%
Q7d Condition of City sidewalks	30.5%	40.4%	18.2%	6.2%	1.5%	3.3%
Q7e Landscape/appearance of public areas	46.9%	38.2%	10.9%	2.5%	0.7%	0.7%
Q7f Quality of street repair services	21.5%	35.3%	19.6%	13.1%	5.5%	5.1%
Q7g Quality of street cleaning services	31.6%	44.7%	13.8%	2.5%	1.5%	5.8%
Q7h Quality of snow removal services	34.5%	43.6%	10.2%	5.8%	1.5%	4.4%

WITHOUT DON'T KNOW

Q7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.(Without "Don't Know")

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a Maintenance street signs/traffic	41.3%	46.1%	8.9%	3.3%	0.4%
Q7b Snow removal on major City streets	40.8%	44.2%	8.7%	5.7%	0.8%
Q7c Adequacy of City street lighting	48.7%	41.0%	9.2%	1.1%	0.0%
Q7d Condition of City sidewalks	31.6%	41.7%	18.8%	6.4%	1.5%
Q7e Landscape/appearance of public areas	47.3%	38.5%	11.0%	2.6%	0.7%
Q7f Quality of street repair services	22.6%	37.2%	20.7%	13.8%	5.7%
Q7g Quality of street cleaning services	33.6%	47.5%	14.7%	2.7%	1.5%
Q7h Quality of snow removal services	36.1%	45.6%	10.6%	6.1%	1.5%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:

(N=275)

	Often	4	3	2	Never	Don't know
Q8A Usage of City website	4.4%	9.5%	16.4%	27.6%	41.5%	0.7%
Q8B Usage of CityViews newsletter	9.5%	13.8%	16.7%	12.7%	46.9%	0.4%
Q8C Usage of E-communications	10.9%	8.8%	8.4%	9.5%	61.7%	0.7%
Q8D Usage of Facebook	1.1%	2.6%	3.3%	4.4%	88.0%	0.7%
Q8E Usage of Twitter	1.1%	1.8%	1.8%	3.6%	90.9%	0.7%
Q8F Usage of Downtown mobile app	1.5%	2.2%	1.5%	3.3%	90.9%	0.7%

WITHOUT DON'T KNOW

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

(N=275)

	Often	4	3	2	Never
Q8A Usage of City website	4.4%	9.5%	16.5%	27.8%	41.8%
Q8B Usage of CityViews newsletter	9.5%	13.9%	16.8%	12.8%	47.1%
Q8C Usage of E-communications	11.0%	8.8%	8.5%	9.6%	62.1%
Q8D Usage of Facebook	1.1%	2.6%	3.3%	4.4%	88.6%
Q8E Usage of Twitter	1.1%	1.8%	1.8%	3.7%	91.5%
Q8F Usage of Downtown mobile app	1.5%	2.2%	1.5%	3.3%	91.5%

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:

(N=275)

	Effective	4	3	2	Ineffective	Don't know
Q8a Effectiveness of City website	17.1%	21.7%	23.0%	3.7%	6.9%	27.6%
Q8b Effectiveness of CityViews	12.5%	28.1%	22.4%	3.6%	5.7%	27.6%
Q8c Effectiveness of E-communications	17.9%	11.7%	19.0%	2.2%	6.7%	42.5%
Q8d Effectiveness of Facebook	1.9%	4.5%	10.4%	3.2%	16.9%	63.0%
Q8e Effectiveness of Twitter	1.3%	3.9%	7.9%	3.9%	19.1%	63.8%
Q8f Effectiveness of Downtown mobile app	2.6%	4.6%	7.3%	2.6%	19.2%	63.6%

WITHOUT DON'T KNOW

Q8. City Communication: Please rate each for your usage and it's effectiveness in keeping you informed about City services, programs, and projects:(Without "Don't Know")

(N=275)

	Effective	4	3	2	Ineffective
Q8a Effectiveness of City website	23.6%	29.9%	31.8%	5.1%	9.6%
Q8b Effectiveness of CityViews	17.3%	38.8%	30.9%	5.0%	7.9%
Q8c Effectiveness of E-communications	31.1%	20.4%	33.0%	3.9%	11.7%
Q8d Effectiveness of Facebook	5.3%	12.3%	28.1%	8.8%	45.6%
Q8e Effectiveness of Twitter	3.6%	10.9%	21.8%	10.9%	52.7%
Q8f Effectiveness of Downtown mobile app	7.3%	12.7%	20.0%	7.3%	52.7%

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a Available info about City programs	23.6%	36.7%	18.5%	2.9%	4.4%	13.8%
Q9b City efforts to keep you informed	25.9%	33.6%	20.8%	6.2%	5.5%	8.0%
Q9c How open City to public involvement	16.4%	21.5%	26.2%	4.0%	4.4%	27.6%
Q9d Quality of City website	16.4%	22.5%	20.7%	2.9%	0.7%	36.7%
Q9e How well City communications meet	23.6%	32.7%	23.6%	6.2%	3.3%	10.5%

WITHOUT DON'T KNOW

Q9. City Communications: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a Available info about City programs	27.4%	42.6%	21.5%	3.4%	5.1%
Q9b City efforts to keep you informed	28.2%	36.5%	22.6%	6.7%	6.0%
Q9c How open City to public involvement	22.6%	29.6%	36.2%	5.5%	6.0%
Q9d Quality of City website	25.9%	35.6%	32.8%	4.6%	1.1%
Q9e How well City communications meet	26.4%	36.6%	26.4%	6.9%	3.7%

Q10. Customer Service: Have you contacted the City with a question, problem, or complaint during the past year?

<u>Q10 Have you contacted City past year</u>	<u>Number</u>	<u>Percent</u>
Yes	85	31.6 %
No	184	68.4 %
Total	269	100.0 %

Q11. Which City department did you contact most recently?

<u>Q11 Which City Department</u>	<u>Number</u>
ALDERMAN	1
BUILDING CODES	2
BUSINESS LICENSING	11
CITY HALL	1
CITY MANAGER'S OFFICE	2
CITY PLANNING	2
CITY PLANNING REGARDING FORESTRY	1
CITY TAXES AND LISCENCING	1
CODE ENFORCEMENT	1
COUNTY ASSESSOR	1
DEPT. FOR PATIO SEATING	1
DEPT. FOR PERMITS	1
DEVELOPMENT	1
EVENTS COORDINATOR	1
FINANCE DEPT	1
FIRE DEPT., SIGNAGE	1
LICENSING	2
MAYOR/ALDERMAN & STREET DEPARTMENT	1
MAYOR'S OFFICE	2
OCCUPANCY TAX	1
PARKS AND WORKS	1
PARKING	4
PARKS AND MAYOR	1
PARKS AND RECREATION	4
PARKING & METER DEPARTMENT	1
PERMIT/LICENSE	2
PERMITS	1
PERSONANEL PROP TAX	1
PLANNING AND ZONING	2
POLICE, FIRE, PUBLIC WORKS	1
POLICE, MAINTENANCE	1
POLICE DEPARTMENT	7
PUBLIC SAFETY	1
PUBLIC WORKS	3
RESTAURANT LICENSE	1
STREET/DEVELOPMENT	1
STREETS	3
TRAFFIC	1
TREE PROBLEM	1
VARIOUS DEPARATMENTS	1
ZONING	2

Q12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11

(N=85)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a How easy dept was to contact	37.6%	30.6%	17.6%	4.7%	7.1%	2.4%
Q12b How courteously you were treated	47.1%	27.1%	11.8%	4.7%	7.1%	2.4%
Q12c Technical competence & knowledge	42.4%	21.2%	21.2%	4.7%	5.9%	4.7%
Q12d Overall responsiveness of City	41.2%	21.2%	16.5%	7.1%	10.6%	3.5%

WITHOUT DON'T KNOW

Q12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11 (Without "Don't Know")

(N=85)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a How easy dept was to contact	38.6%	31.3%	18.1%	4.8%	7.2%
Q12b How courteously you were treated	48.2%	27.7%	12.0%	4.8%	7.2%
Q12c Technical competence & knowledge	44.4%	22.2%	22.2%	4.9%	6.2%
Q12d Overall responsiveness of City	42.7%	22.0%	17.1%	7.3%	11.0%

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a Shaw Park	50.2%	30.5%	6.2%	0.4%	0.7%	12.0%
Q13b Center of Clayton	40.4%	28.4%	7.6%	0.4%	0.7%	22.5%
Q13c Number of walking/biking trails	19.7%	24.5%	16.1%	2.9%	1.5%	35.4%
Q13d Number of City parks	32.0%	34.9%	11.6%	0.7%	0.4%	20.4%
Q13e Number of outdoor athletic facilities	25.1%	27.6%	13.1%	1.1%	0.4%	32.7%

WITHOUT DON'T KNOW

Q13. Parks and Recreation: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a Shaw Park	57.0%	34.7%	7.0%	0.4%	0.8%
Q13b Center of Clayton	52.1%	36.6%	9.9%	0.5%	0.9%
Q13c Number of walking/biking trails	30.5%	37.9%	24.9%	4.5%	2.3%
Q13d Number of City parks	40.2%	43.8%	14.6%	0.9%	0.5%
Q13e Number of outdoor athletic facilities	37.3%	41.1%	19.5%	1.6%	0.5%

Q14. Please indicate whether you think City sponsored street events have a positive, negative or no impact on the City.

Q14 City sponsored street events	Number	Percent
Positive Impact	218	79.9 %
No Impact	17	6.2 %
Negative Impact	12	4.4 %
<u>Don't Know</u>	26	9.5 %
Total	273	100.0 %

Missing Cases = 2
 Response Percent = 99.3 %

Q15. Parking: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15a Parking in business district	5.5%	29.5%	28.4%	22.5%	12.0%	2.2%
Q15b Parking for restaurant & retail	4.7%	23.0%	26.3%	30.7%	13.5%	1.8%

WITHOUT DON'T KNOW

Q15. Parking: For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=275)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15a Parking in business district	5.6%	30.1%	29.0%	23.0%	12.3%
Q15b Parking for restaurant & retail	4.8%	23.4%	26.8%	31.2%	13.8%

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your

(N=275)

	Extremely Import	Very Important	Important	Less Important	Not Important	Don't Know
Q16a Overall image of City	57.2%	32.3%	8.2%	0.4%	1.2%	0.8%
Q16b Low crime rate	61.7%	28.1%	7.4%	1.6%	0.4%	0.8%
Q16c Quality of local schools	30.9%	17.1%	14.2%	9.3%	26.8%	1.6%
Q16d Available trained employees	29.3%	26.0%	22.8%	6.9%	12.6%	2.4%
Q16e Level of taxation	25.5%	26.7%	28.4%	7.8%	9.1%	2.5%
Q16f Access to airports	24.2%	24.2%	25.4%	11.7%	13.3%	1.2%
Q16g Quality housing & other amenities	21.3%	21.3%	19.7%	13.0%	22.6%	2.1%
Q16h Proximity of businesses	43.5%	26.7%	17.6%	5.9%	5.1%	1.2%
Q16i Available public transportation	24.2%	20.2%	28.2%	12.1%	13.7%	1.6%
Q16j Available libraries/arts/cultural	23.4%	24.2%	22.5%	15.2%	13.5%	1.2%
Q16k Attitude of govt toward business	42.1%	35.6%	13.0%	4.5%	3.6%	1.2%
Q16l Available telecommunications	47.8%	30.2%	12.2%	5.3%	3.3%	1.2%
Q16m Available parks & open space	26.5%	24.5%	23.7%	14.7%	9.4%	1.2%

WITHOUT DON'T KNOW

Q16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your (Without "Don't Know")

(N=275)

	Extremely Import	Very Important	Important	Less Important	Not Important
Q16a Overall image of City	57.6%	32.5%	8.2%	0.4%	1.2%
Q16b Low crime rate	62.2%	28.3%	7.5%	1.6%	0.4%
Q16c Quality of local schools	31.4%	17.4%	14.5%	9.5%	27.3%
Q16d Available trained employees	30.0%	26.7%	23.3%	7.1%	12.9%
Q16e Level of taxation	26.2%	27.4%	29.1%	8.0%	9.3%
Q16f Access to airports	24.5%	24.5%	25.7%	11.8%	13.5%
Q16g Quality housing & other amenities	21.8%	21.8%	20.1%	13.2%	23.1%
Q16h Proximity of businesses	44.0%	27.0%	17.9%	6.0%	5.2%
Q16i Available public transportation	24.6%	20.5%	28.7%	12.3%	13.9%
Q16j Available libraries/arts/cultural	23.7%	24.5%	22.8%	15.4%	13.7%
Q16k Attitude of govt toward business	42.6%	36.1%	13.1%	4.5%	3.7%
Q16l Available telecommunications	48.3%	30.6%	12.4%	5.4%	3.3%
Q16m Available parks & open space	26.9%	24.8%	24.0%	14.9%	9.5%

Q17. Which THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

Q17 Most Impact	Number	Percent
Overall image of City	66	24.0 %
Low crime rate	45	16.4 %
Quality of local schools	4	1.5 %
Availability of trained employees	3	1.1 %
Level of taxation	19	6.9 %
Access to airport	6	2.2 %
Quality housing & other amenities	3	1.1 %
Proximity of businesses	50	18.2 %
Availability of public transportation	6	2.2 %
Attitude of local government toward businesses	13	4.7 %
Available telecommunications	10	3.6 %
Available parks & open space	3	1.1 %
None chosen	47	17.1 %
Total	275	100.0 %

Q17. Which THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

Q17 2nd	Number	Percent
Overall image of City	36	13.1 %
Low crime rate	62	22.5 %
Quality of local schools	5	1.8 %
Availability of trained employees	4	1.5 %
Level of taxation	20	7.3 %
Access to airport	7	2.5 %
Quality housing & other amenities	6	2.2 %
Proximity of businesses	25	9.1 %
Availability of public transportation	6	2.2 %
Availability of libraries/arts/cultural amenities	4	1.5 %
Attitude of local government toward businesses	16	5.8 %
Available telecommunications	16	5.8 %
Available parks & open space	4	1.5 %
None chosen	64	23.3 %
Total	275	100.0 %

Q17. Which THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

Q17 3rd	Number	Percent
Overall image of City	18	6.5 %
Low crime rate	32	11.6 %
Quality of local schools	2	0.7 %
Availability of trained employees	6	2.2 %
Level of taxation	12	4.4 %
Access to airport	14	5.1 %
Quality housing & other amenities	9	3.3 %
Proximity of businesses	22	8.0 %
Availability of public transportation	6	2.2 %
Availability of libraries/arts/cultural amenities	5	1.8 %
Attitude of local government toward businesses	23	8.4 %
Available telecommunications	18	6.5 %
Available parks & open space	6	2.2 %
None chosen	102	37.1 %
Total	275	100.0 %

Q17. The sum of the THREE of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years?

Q17 Sum of Top 3 Choices	Number	Percent
Availability of libraries/arts/cultural amenities	9	3.3 %
Quality of local schools	11	4.0 %
Availability of trained employees	13	4.7 %
Available parks & open space	13	4.7 %
Availability of public transportation	18	6.5 %
Quality housing & other amenities	18	6.5 %
Access to airport	27	9.8 %
Available telecommunications	44	16.0 %
None chosen	47	17.1 %
Level of taxation	51	18.5 %
Attitude of local government toward businesses	52	18.9 %
Proximity of businesses	97	35.3 %
Overall image of City	120	43.6 %
Low crime rate	139	50.5 %
Total	659	

Q18. Please indicate the primary business category for your business:

<u>Q18 Primary business category</u>	<u>Number</u>	<u>Percent</u>
Retail	31	11.3 %
Hotel	2	0.7 %
Financial and Insurance	60	21.8 %
Health Care and Social Assistance	17	6.2 %
Arts, Entertainment and Recreation	3	1.1 %
Restaurants and Food Service	27	9.8 %
Professional, Scientific, and Technical Services	52	18.9 %
Real Estate and Rental Leasing	21	7.6 %
Other	58	21.1 %
<u>None chosen</u>	<u>4</u>	<u>1.5 %</u>
Total	275	100.0 %

Q18. Other

<u>Q18 Other</u>	<u>Number</u>
ADVERTISING AGENCY	3
ALTERATIONS	1
ARCHITECTURE	2
AUTO REPAIR	1
AUTOMOBILE RENTAL	1
BANK	3
BUSINESS SERVICES-STAFFING FIRM	1
COIN MACHINE MANUFACTURER	1
COMMERCIAL PROPERTY MGMT	1
CONSULTING FIRM	1
CPA FIRM	1
DISTRIBUTOR OF OFFICE SUPPLIES	1
DRY CLEANER/SERVICE CORP	1
ECONOMIC CONSULTING	1
EDUCATIONAL SUPPORT	1
ENGINEERING FIRM	1
FINANCIAL AND REAL ESTATE	1
GRAPHICS DESIGN FIRM	1
HOTEL RESTAURANT	1
IN-HOME CARE	1
INTERIOR DESIGN	1
INVESTMENT CONSULTING FIRM	1
IT SERVICE	1
IT STAFFING	1
LAW OFFICE	1
LEGAL COMPLIANCE	1
LEVERAGE BUYOUTS	1
MANUFACTURING/DISTRIBUTING	1
MARKETING	2
MANUFACTURER	1
PHARMACY	1
PRIVATE INVESTIGATIONS	1
PUBLIC RELATIONS	1
SALON	1
TELECOMMUNICATIONS & CONSTRUCTION	1
TRUST COMPANY	1
WHOLESALE DESIGN/MARKETING	1
WHOLESALE JEWELER	1

Q19. Approximately, how many years has your business been in the City of Clayton?

Q19 Years your business in Clayton	Number	Percent
Less than 5 year	44	16.0 %
5-10 years	53	19.3 %
11-20 years	91	33.1 %
20+ years	87	31.6 %
Total	275	100.0 %

Q20. Are you a member of the Clayton Chamber of Commerce?

Q20 A member of Chamber of Commerce	Number	Percent
Yes	64	23.4 %
No	207	75.5 %
Not provided	3	1.1 %
Total	274	100.0 %

Q21. Approximately how many employees does your organization employ at the location where you received this survey? [Do not include employees who work at other locations that are owned/operated by your organization.]

Q21 How many employees at location	Number	Percent
Less than 10	167	60.7 %
10-24	49	17.8 %
25-49	26	9.5 %
50-99	24	8.7 %
100-249	6	2.2 %
250-499	1	0.4 %
500+	2	0.7 %
Total	275	100.0 %

Q22. Does your business own or rent/lease the facility where your business is located?

<u>Q22 Do you own or rent/lease facility</u>	<u>Number</u>	<u>Percent</u>
Own	35	12.7 %
Rent/Lease	234	85.1 %
DK/Unsure	6	2.2 %
Total	275	

Q23. Is your personal residence in Clayton?

<u>Q23 Is personal residence in Clayton</u>	<u>Number</u>	<u>Percent</u>
Yes	44	16.0 %
No	230	83.6 %
Not provided	1	0.4 %
Total	275	100.0 %

Section 5:
Survey Instrument



City of Clayton

10 N. Bemiston Avenue • Clayton, Missouri 63105-3397 • (314) 727-8100 • FAX: (314) 863-0295 • TDD: (314) 290-8435

June 2015

Dear Clayton Business,

The City of Clayton is requesting your help and a few minutes of your time. You have been chosen to participate in a survey designed to gather business opinions and input on City programs and services. To ensure that the City's priorities continue to match the needs and desires of our business community, we need to know what you think.

We greatly appreciate your participation. We realize that completing this survey will take time, but we have included only questions that are vital to an effective evaluation. The time you invest in this survey will influence decisions made about the City's future.

Please return your completed survey as soon as possible using the postage-paid envelope provided. You have the option of completing the survey online at www.2015claytonbusinesssurvey.com Individual responses to the survey will remain confidential.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representative will present survey results to the City this summer.

Please contact Gary Carter with the City of Clayton at (314) 290-8467 if you have any questions.

Thank you in advance for your participation and help in shaping Clayton's future.

Sincerely,

Craig S. Owens

City Manager



2015 City of Clayton Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to business priorities. If you have questions, please call Gary Carter at (314) 290-8467.

1. **OVERALL SATISFACTION WITH CITY SERVICES:** Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please indicate how satisfied your business is with each of the services listed below.

City Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of public safety services - police, fire and ambulance/emergency medical (EMS)	5	4	3	2	1	9
B.	Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C.	Overall maintenance of City streets	5	4	3	2	1	9
D.	Overall enforcement of City codes and ordinances for buildings and housing	5	4	3	2	1	9
E.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
F.	Overall effectiveness of City communication with businesses	5	4	3	2	1	9
G.	Overall flow of traffic and congestion management in the City	5	4	3	2	1	9

2. Which **THREE** of the items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 1 above.]

1st. _____ 2nd. _____ 3rd. _____

3. Several items that may influence your business's perception of the City of Clayton are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

City Services		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C.	Overall image of the City	5	4	3	2	1	9
D.	How well the City is planning and managing redevelopment	5	4	3	2	1	9
E.	Overall feeling of safety in the City	5	4	3	2	1	9
F.	Quality of new commercial development in the City	5	4	3	2	1	9
G.	Overall appearance of the City	5	4	3	2	1	9

4. How satisfied are you with culture, dining and shopping in Clayton?

_____ (1) Very Satisfied	_____ (4) Dissatisfied
_____ (2) Satisfied	_____ (5) Very Dissatisfied
_____ (3) Neutral	_____ (6) Don't Know

5. For which of the following areas do you support the City's use of financial incentives to attract and expand? (check all that apply)

- (1) Offices/corporations
 (2) Retail
 (3) Downtown High Density/Market Rate Residential

6. Public Safety: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The City's efforts to prevent crime	5	4	3	2	1	9
B.	How quickly police respond to emergencies	5	4	3	2	1	9
C.	Overall competency of Clayton Police Dept.	5	4	3	2	1	9
D.	Overall quality of Clayton Fire Department	5	4	3	2	1	9
E.	Overall quality of Clayton EMS	5	4	3	2	1	9
F.	How quickly Fire Department responds	5	4	3	2	1	9
G.	How quickly ambulance/EMS responds	5	4	3	2	1	9
H.	Overall competency of Clayton Fire Dept., including ambulance service	5	4	3	2	1	9

7. City Maintenance/Public Works: For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." Please note: Big Bend, Hanley and Clayton Roads, Shaw Park Drive and Forest Park Parkway are maintained by St. Louis County and should not be considered in your evaluation.

<i>City Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
B.	Snow removal on major City streets	5	4	3	2	1	9
C.	Adequacy of City street lighting	5	4	3	2	1	9
D.	Condition of City sidewalks	5	4	3	2	1	9
E.	Landscaping/appearance of public areas along City streets	5	4	3	2	1	9
F.	The quality of street repair services	5	4	3	2	1	9
G.	The quality of street cleaning services	5	4	3	2	1	9
H.	The quality of snow removal services	5	4	3	2	1	9

8. City Communication: Please rate each for your usage and its effectiveness in keeping you informed about City services, programs, and projects:

<i>City Communication</i>		<i>My Usage</i>					<i>Effectiveness</i>				
		<i>Often</i>			<i>Never</i>	<i>Effective</i>			<i>Ineffective</i>		
A.	The City website, www.claytonmo.gov	5	4	3	2	1	5	4	3	2	1
B.	CityViews newsletter	5	4	3	2	1	5	4	3	2	1
C.	E-communications (Clayton Connection, Centerline, etc.)	5	4	3	2	1	5	4	3	2	1
D.	Facebook (City of Clayton, MO)	5	4	3	2	1	5	4	3	2	1
E.	Twitter (@CityofClayton and @DowntownClayton)	5	4	3	2	1	5	4	3	2	1
G.	Downtown Clayton mobile app	5	4	3	2	1	5	4	3	2	1

9. **City Communications:** For each of the items listed below, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Communication</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City's efforts to keep you informed about local issues	5	4	3	2	1	9
C.	How open the City is to public involvement and input from businesses	5	4	3	2	1	9
D.	The quality of the City's website	5	4	3	2	1	9
E.	How well the City's communications meet your needs	5	4	3	2	1	9

10. **Customer Service:** Have you contacted the City with a question, problem, or complaint during the past year?

_____ (1) Yes [go to Q11] _____ (2) No [go to Q13]

11. Which City department did you contact most recently? _____

12. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied", please rate how satisfied your business is with the customer service you received from the City department you listed in Q11.

<i>Customer Service</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	How easy the department was to contact	5	4	3	2	1	9
B.	How courteously you were treated	5	4	3	2	1	9
C.	Technical competence and knowledge of City employees who assisted you	5	4	3	2	1	9
D.	Overall responsiveness of City employees to your request or concern	5	4	3	2	1	9

13. **Parks and Recreation:** For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Parks and Recreation</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Shaw park	5	4	3	2	1	9
B.	The Center of Clayton	5	4	3	2	1	9
C.	Number of walking and biking trails	5	4	3	2	1	9
D.	Number of City parks	5	4	3	2	1	9
E.	Number of outdoor athletic facilities	5	4	3	2	1	9

14. Please indicate whether you think City sponsored street events have a positive, negative or no impact on the City.

_____ (1) Positive Impact _____ (3) Negative Impact
 _____ (2) No Impact _____ (4) Don't Know

15. **Parking:** For each of the items listed, please rate how satisfied your business is on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Parking</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Availability of parking in the business district	5	4	3	2	1	9
B.	Availability of parking for restaurant and retail customers in the business district	5	4	3	2	1	9

16. Using a scale from 1 to 5 where a 5 is "Extremely Important" and a 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Clayton.

Reason	Extremely Important	Very Important	Important	Less Important	Not Important
A. Overall image of the City	5	4	3	2	1
B. Low crime rate	5	4	3	2	1
C. Quality of local schools	5	4	3	2	1
D. Availability of trained employees	5	4	3	2	1
E. Level of taxation	5	4	3	2	1
F. Access to airports	5	4	3	2	1
G. Availability of quality housing and other amenities for senior managers	5	4	3	2	1
H. Proximity of businesses that are important to your business	5	4	3	2	1
I. Availability of public transportation	5	4	3	2	1
J. Availability of libraries, arts, and cultural amenities	5	4	3	2	1
K. Attitude of local government toward business	5	4	3	2	1
L. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
M. Availability of parks and open space	5	4	3	2	1

17. Which **THREE** of the reasons listed above will have the most impact on your business's decision to stay in the City of Clayton for the next 10 years? [Please write in the letters below using the letters from the list in Question 16 above.]

1st. _____ 2nd. _____ 3rd. _____

18. **DEMOGRAPHIC/OTHER INFORMATION.** Please indicate the primary business category for your business:

- | | |
|--|---|
| <input type="checkbox"/> (1) Retail | <input type="checkbox"/> (6) Restaurants and Food Services |
| <input type="checkbox"/> (2) Hotel | <input type="checkbox"/> (7) Professional, Scientific, and Technical Services |
| <input type="checkbox"/> (3) Financial and Insurance | <input type="checkbox"/> (8) Real Estate and Rental Leasing |
| <input type="checkbox"/> (4) Health Care and Social Assistance | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Arts, Entertainment, and Recreation | |

19. **Approximately, how many years has your business been in the City of Clayton?**

- | | |
|--|---|
| <input type="checkbox"/> (1) less than 5 years | <input type="checkbox"/> (3) 11-20 years |
| <input type="checkbox"/> (2) 5-10 years | <input type="checkbox"/> (4) more than 20 years |

20. **Are you a member of the Clayton Chamber of Commerce?**

- (1) Yes (2) No

21. **Approximately how many employees does your organization employ at the location where you received this survey? (do not include employees who work at other locations that are owned/operated by your organization)**

- | | | | |
|---|------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> (1) Less than 10 | <input type="checkbox"/> (3) 25-49 | <input type="checkbox"/> (5) 100-249 | <input type="checkbox"/> (7) 500 or more |
| <input type="checkbox"/> (2) 10-24 | <input type="checkbox"/> (4) 50-99 | <input type="checkbox"/> (6) 250-499 | |

22. **Does your business own or rent/lease the facility where your business is located?**

- (1) Own
 (2) Rent/Lease
 (3) DK/Unsure

23. **Is your personal residence in Clayton?** (1) Yes (2) No

24. If you are interested in receiving automated phone message news/emergency alerts and/or weekly e-mail news updates, please provide your phone number and e-mail address:

phone number: _____ e-mail address: _____

This concludes the survey. Thank you for your time!
Please Return Your Completed Survey in the Enclosed Postage Paid Envelope to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061