

## Business Survey Results

Note: Respondent numbers may vary due to multiple answers to some categories by single respondents. Total numbers in each category are shown.

### • Number of years in business:

|        |            |
|--------|------------|
| 0-5    | <u>31</u>  |
| 6-10   | <u>25</u>  |
| 11-15  | <u>25</u>  |
| 16-20  | <u>18</u>  |
| 21-30  | <u>44</u>  |
| 31-50  | <u>33</u>  |
| 51 +   | <u>15</u>  |
| Total: | <u>191</u> |

### • Years in business Downtown:

|        |            |
|--------|------------|
| 0 -5   | <u>39</u>  |
| 6-10   | <u>34</u>  |
| 11-15  | <u>24</u>  |
| 16-20  | <u>14</u>  |
| 21-30  | <u>33</u>  |
| 31-50  | <u>21</u>  |
| 51 +   | <u>11</u>  |
| Total: | <u>176</u> |

### • Number of full-time employees:

|        |            |
|--------|------------|
| 0      | <u>16</u>  |
| 1 -5   | <u>86</u>  |
| 6-10   | <u>18</u>  |
| 11-15  | <u>12</u>  |
| 16-20  | <u>10</u>  |
| 21-30  | <u>13</u>  |
| 31-50  | <u>7</u>   |
| 51 +   | <u>11</u>  |
| Total: | <u>173</u> |

### • Number of Part-time employees:

|        |            |
|--------|------------|
| 0      | <u>32</u>  |
| 1 -5   | <u>83</u>  |
| 6-10   | <u>16</u>  |
| 11-15  | <u>8</u>   |
| 16-20  | <u>4</u>   |
| 21-30  | <u>3</u>   |
| 31-50  | <u>2</u>   |
| 51 +   | <u>1</u>   |
| Total: | <u>149</u> |

### • List Days/Hours of Operation:

|                    |            |
|--------------------|------------|
| Days: 5 days/ week | <u>85</u>  |
| 6 days/ week       | <u>45</u>  |
| 7 days/ week       | <u>49</u>  |
| Total:             | <u>179</u> |

|                |            |
|----------------|------------|
| Hours: Daytime | <u>116</u> |
| Evenings       | <u>4</u>   |
| Both           | <u>42</u>  |
| Total:         | <u>162</u> |

### • Best sales volume time(s) of day:

|              |           |
|--------------|-----------|
| 8 am -11 am  | <u>9</u>  |
| 11 am - 3 pm | <u>48</u> |
| 4 pm - later | <u>30</u> |
| Total:       | <u>87</u> |

### • Best sales day(s) of week

|        |           |
|--------|-----------|
| Mon.   | <u>4</u>  |
| Tue.   | <u>2</u>  |
| Wed.   | <u>2</u>  |
| Thur.  | <u>1</u>  |
| Fri.   | <u>11</u> |
| Sat.   | <u>7</u>  |
| Sun.   | <u>1</u>  |
| Mult.  | <u>41</u> |
| Total: | <u>69</u> |

\* Most often included Mon, Fri and Sat.

### • Best sales month of year

|        |           |
|--------|-----------|
| Jan.   | <u>0</u>  |
| Feb.   | <u>1</u>  |
| Mar.   | <u>0</u>  |
| Apr.   | <u>3</u>  |
| May    | <u>2</u>  |
| Jun.   | <u>5</u>  |
| Jul.   | <u>7</u>  |
| Aug.   | <u>9</u>  |
| Sept.  | <u>3</u>  |
| Oct.   | <u>4</u>  |
| Nov.   | <u>4</u>  |
| Dec.   | <u>19</u> |
| Mult.  | <u>18</u> |
| Total: | <u>75</u> |

\* Most often included Dec. and Summer months

• Best sales quarter of the year:

|        |           |
|--------|-----------|
| Spring | <u>11</u> |
| Summer | <u>27</u> |
| Fall   | <u>31</u> |
| Winter | <u>24</u> |
| Total: | <u>93</u> |

• What are your current business trends?

|          |            |
|----------|------------|
| Increase | <u>80</u>  |
| Decrease | <u>13</u>  |
| Steady   | <u>24</u>  |
| Total:   | <u>117</u> |

**Type of Business/Activity**

• Retail Business

|                                |           |
|--------------------------------|-----------|
| Antiques / Collectibles / Pawn | <u>2</u>  |
| Automotive                     | <u>3</u>  |
| Bank / Credit Unions           | <u>7</u>  |
| Bar / Restaurants              | <u>19</u> |
| Clothing/Accessories           | <u>6</u>  |
| Gallery / Frame                | <u>5</u>  |
| Grocery / Drug store           | <u>2</u>  |
| Housewares                     | <u>1</u>  |
| Hotel / Motel                  | <u>3</u>  |
| Office Supplies/ Services      | <u>0</u>  |
| Printing                       | <u>4</u>  |
| Outdoor / Sporting goods       | <u>4</u>  |
| Specialty                      | <u>16</u> |
| Other                          | <u>42</u> |

• Wholesale Business

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• Professional Business/Service

|                                 |           |
|---------------------------------|-----------|
| Architect / engineering         | <u>9</u>  |
| Accounting                      | <u>2</u>  |
| Brokerage firm/ financial mgmt. | <u>7</u>  |
| Insurance                       | <u>2</u>  |
| Legal offices                   | <u>11</u> |
| Marketing                       | <u>3</u>  |
| Medical                         | <u>4</u>  |
| Real estate                     | <u>19</u> |
| Research                        | <u>0</u>  |
| Technical                       | <u>3</u>  |
| Other                           | <u>33</u> |

• Type of Business/Activity Continued

|                             |           |
|-----------------------------|-----------|
| • Non-Profit Group/Business | <u>28</u> |
| • City/County Government    | <u>2</u>  |

• Describe your customer base.

|                           |            |
|---------------------------|------------|
| Seasonal/Local            | <u>41</u>  |
| Seasonal/Tourist          | <u>39</u>  |
| Steady / Year- round      | <u>125</u> |
| Students                  | <u>55</u>  |
| Downtown Employees        | <u>39</u>  |
| Downtown Residents        | <u>31</u>  |
| Special Events/Promotions | <u>30</u>  |
| Other                     | <u>32</u>  |
| Number of Respondents     | <u>174</u> |

• Are your customers mostly:

|                               |            |
|-------------------------------|------------|
| Male                          | <u>22</u>  |
| Female                        | <u>25</u>  |
| Mix:                          | <u>87</u>  |
| Under 18                      | <u>20</u>  |
| 18 - 25                       | <u>38</u>  |
| 25 - 34                       | <u>58</u>  |
| 35 - 49                       | <u>77</u>  |
| 50 - 55                       | <u>57</u>  |
| 55 +                          | <u>49</u>  |
| Students                      | <u>48</u>  |
| Professional                  | <u>80</u>  |
| Downtown Residents            | <u>30</u>  |
| Missoula or Western MT resid. | <u>84</u>  |
| Tourists                      | <u>38</u>  |
| Other                         | <u>32</u>  |
| Number of Respondents         | <u>156</u> |

• Are they repeat customers?

|     |            |
|-----|------------|
| Yes | <u>147</u> |
| No  | <u>10</u>  |

• Do you regularly advertise?

|                         |           |
|-------------------------|-----------|
| Yes                     | <u>89</u> |
| No                      | <u>51</u> |
| Ocasionally/ Seasonally | <u>41</u> |

• What frequency?

|         |           |
|---------|-----------|
| Daily   | <u>31</u> |
| Weekly  | <u>33</u> |
| Monthly | <u>44</u> |

• What channels of advertising do you use to reach customers?

|                                     |            |
|-------------------------------------|------------|
| TV                                  | <u>48</u>  |
| Radio                               | <u>66</u>  |
| Newspaper                           | <u>90</u>  |
| Internet                            | <u>63</u>  |
| Direct Mail                         | <u>61</u>  |
| Billboard                           | <u>21</u>  |
| Direct Sales                        | <u>24</u>  |
| Local Magazines<br>& Publications   | <u>47</u>  |
| Tourism Magazines<br>& Publications | <u>39</u>  |
| Other                               | <u>32</u>  |
| Number of Respondents               | <u>136</u> |

• How do you feel about shared or pooled marketing efforts to leverage resources?

|              |           |
|--------------|-----------|
| Like idea    | <u>80</u> |
| Dislike idea | <u>29</u> |



**• Describe your customer base.**

If more than one, rank in priority.

- Seasonal/Local \_\_\_\_\_
- Seasonal/Tourist \_\_\_\_\_
- Steady / Year- round \_\_\_\_\_
- Students \_\_\_\_\_
- Downtown Employees \_\_\_\_\_
- Downtown Residents \_\_\_\_\_
- Special Events/Promotions \_\_\_\_\_
- Other \_\_\_\_\_

**• Are your customers mostly:**

- Male
- Female
- Mix: \_\_\_\_ / \_\_\_\_ (%M/F)
- Under 18
- 18 - 25
- 25 - 34
- 35 - 49
- 50 - 55
- 55 +
- Students
- Professional
- Downtown Residents
- Missoula / western Montana Residents
- Tourists
- Other \_\_\_\_\_

**• Are they repeat customers?**

- Yes  No

If so, estimated frequency?  
 \_\_\_\_\_ visits per \_\_\_\_\_

**• Can you describe why you think your customers shop Downtown?**

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**• Do you regularly advertise?**

- Yes  No  Occasionally / Seasonally

**• What frequency? (Daily, weekly, monthly)**

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**• What channels of advertising do you use to reach customers?**

|   | Excellent | Good | Neutral | Fair | Poor |
|---|-----------|------|---------|------|------|
| <input type="checkbox"/> TV                               |           |      |         |      |      |
| <input type="checkbox"/> Radio                            |           |      |         |      |      |
| <input type="checkbox"/> Newspaper                        |           |      |         |      |      |
| <input type="checkbox"/> Internet                         |           |      |         |      |      |
| <input type="checkbox"/> Direct Mail                      |           |      |         |      |      |
| <input type="checkbox"/> Billboard                        |           |      |         |      |      |
| <input type="checkbox"/> Direct Sales                     |           |      |         |      |      |
| <input type="checkbox"/> Local Magazines & Publications   |           |      |         |      |      |
| <input type="checkbox"/> Tourism Magazines & Publications |           |      |         |      |      |
| <input type="checkbox"/> Other _____                      |           |      |         |      |      |

**• What additional businesses or activities would you like to see happen in Downtown?**

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**• How do you feel about shared or pooled marketing efforts to leverage resources?**

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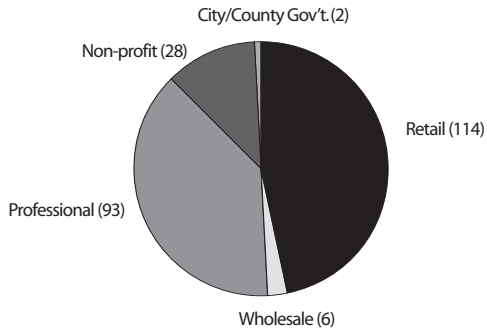
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Respondents to the Downtown Business Survey provided some interesting and useful information about Downtown trends and also how Downtown businesses perceive themselves. Many Respondents opted to choose more than one category when answering questions about their businesses. Notably, was the fact that the majority of retail businesses see themselves as “specialty” or “other”, with the exception of bars and restaurants, and financial institutions, even thought when we examine the data, many could have clearly fit into the categories provided. This is consistent with what we saw in the Stakeholder survey, where many listed their reasons for locating and working downtown as being tied to aesthetic values such as the river/trail system, proximity to Mount Jumbo and Mount Sentinel, the Rattlesnake, University of Montana, etc.

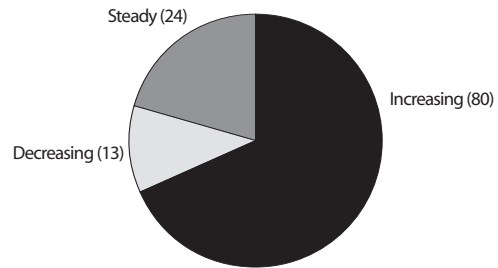
- Results indicate a trend of new business (1-5 years / 31 responses) as well as a trend of retention of established business. The majority of business who responded have been in business Downtown for over 10 years.
- The majority of businesses had between 1 - 5 full-time or 1-5 part-time employees.
- Most businesses were open five days per week, with hours of operation being during daytime hours. Best sales volume of the day was between the hours of 11am - 3pm (lunchtime hours)
- Best sales days of the week were Monday, Friday, and Saturday. When people indicated multiple days, the pattern also followed that trend.
- Best sales month(s) of the year were December (single month) then June, July and August (multiple). Lowest volumes were January and March.
- Best sales quarters of the year were Fall, followed by Summer, Winter, and lastly, Spring.
- 68% said that business is increasing, while 21% said business was steady, and 11% said they saw a decrease in business activity.
- The majority of businesses in Downtown were retail, followed by professional then non-profit.
- Customer base (we compared this with the information we asked in the section directly below this on the survey). Most indicated that steady, year-round, local customers were the norm, with a mix of students, professionals, and Downtown residents and workers.
- The majority of customers were a mix of female and male (87), with a roughly even number of either male (22) or female (25). The majority of ages of customers was 35 - 49 (77), followed by 25 - 34 (58), and 50 - 55(57). Overwhelmingly, respondents indicated that their customers were repeat, not new customers.
- Approximately 64% said they advertised regularly, while 36% indicated they do not advertise. Most advertised on a monthly basis.
- Preferred forms of advertising were predominantly newspaper, followed by radio, direct mail and the internet.
- Most were amenable to the idea of shared or pooled marketing efforts.

Further analysis of the data, may yeild specific information that may be useful. (for example, just an examination of retail responses/information)

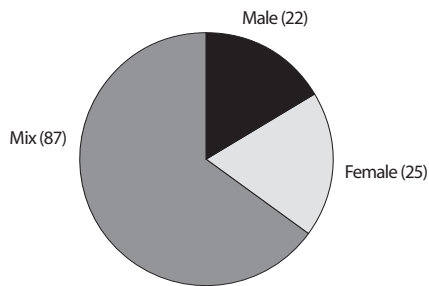
**Type of Business Activity:**



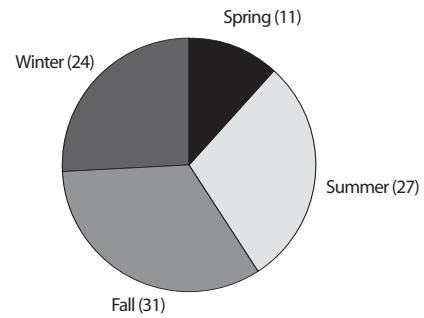
**Current Business Trends:**



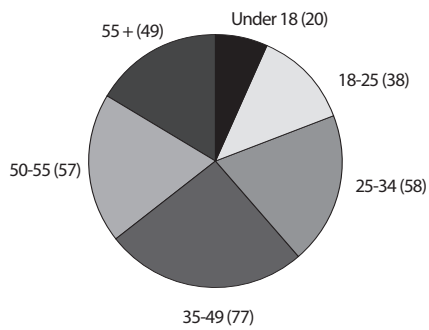
**Customer Gender:**



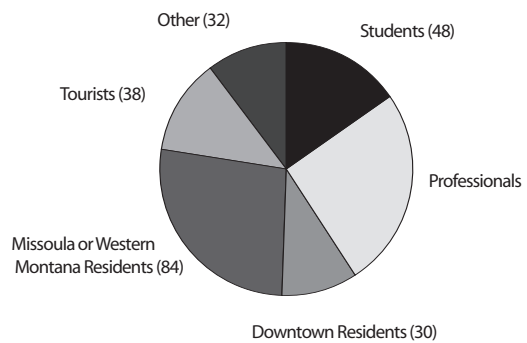
**Best Sales Quarter of the Year:**



**Customer Ages:**



**Customers Mostly:**



**Customer Base:**

