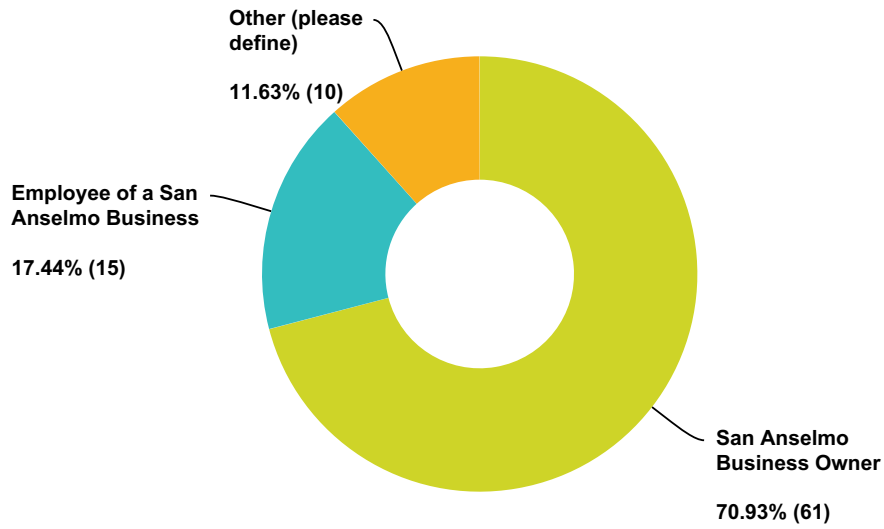


Q1 Please select which category best describes you:

Answered: 86 Skipped: 1

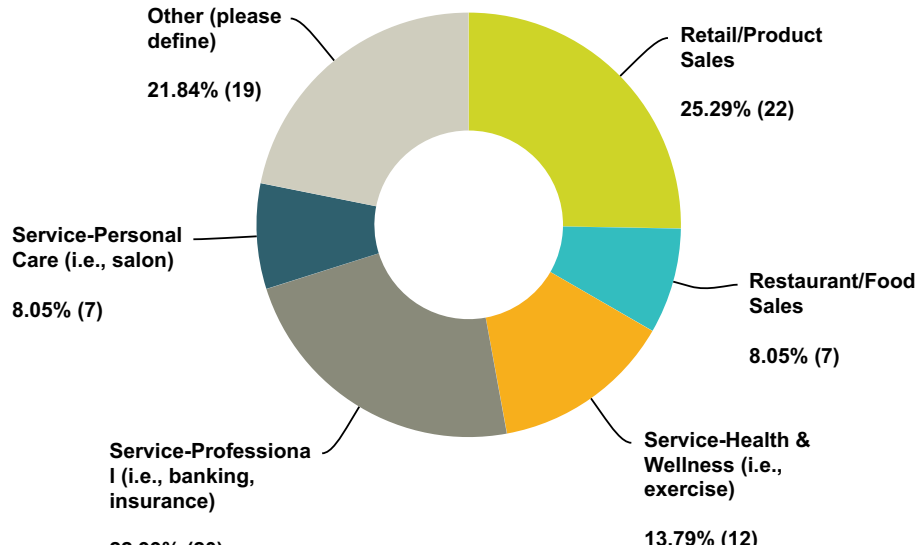


Answer Choices	Responses
San Anselmo Business Owner (1)	70.93% 61
Employee of a San Anselmo Business (2)	17.44% 15
Other (please define) (3)	11.63% 10
Total	86

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	3.00	1.00	1.41	0.69

Q2 Please select which category best describes your business:

Answered: 87 Skipped: 0

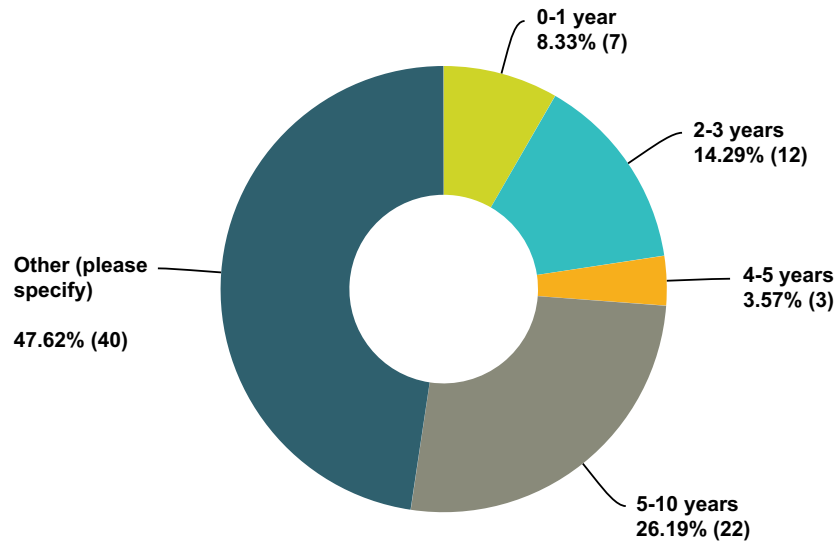


Answer Choices	Responses	
Retail/Product Sales (1)	25.29%	22
Restaurant/Food Sales (2)	8.05%	7
Service-Health & Wellness (i.e., exercise) (3)	13.79%	12
Service-Professional (i.e., banking, insurance) (4)	22.99%	20
Service-Personal Care (i.e., salon) (5)	8.05%	7
Other (please define) (6)	21.84%	19
Total		87

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	6.00	4.00	3.46	1.84

Q3 How long has your business operated in San Anselmo?

Answered: 84 Skipped: 3



Answer Choices	Responses	
0-1 year (1)	8.33%	7
2-3 years (2)	14.29%	12
4-5 years (3)	3.57%	3
5-10 years (4)	26.19%	22
Other (please specify) (5)	47.62%	40
Total		84

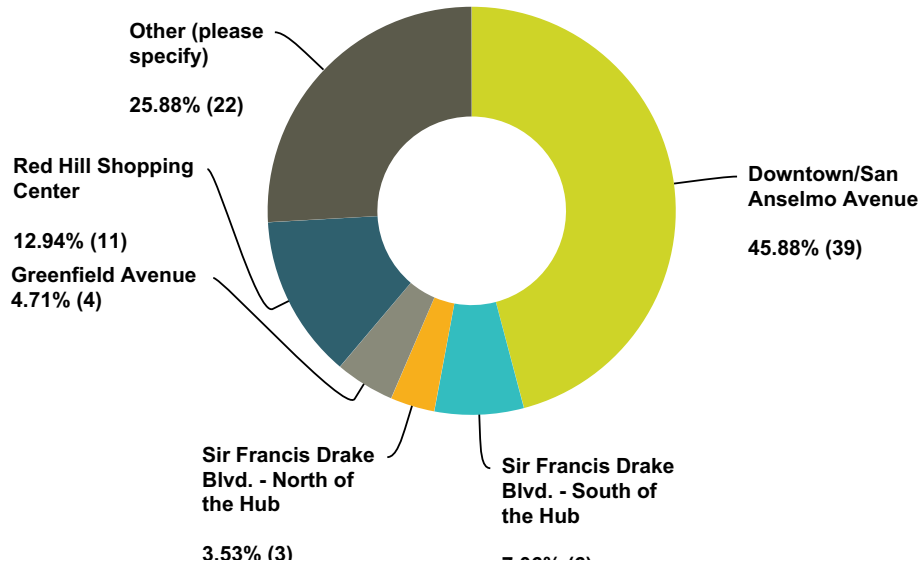
Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	5.00	4.00	3.90	1.35

Q4 How many employees work at your business?

Answered: 76 Skipped: 11

Q5 Where is your business located in San Anselmo?

Answered: 85 Skipped: 2

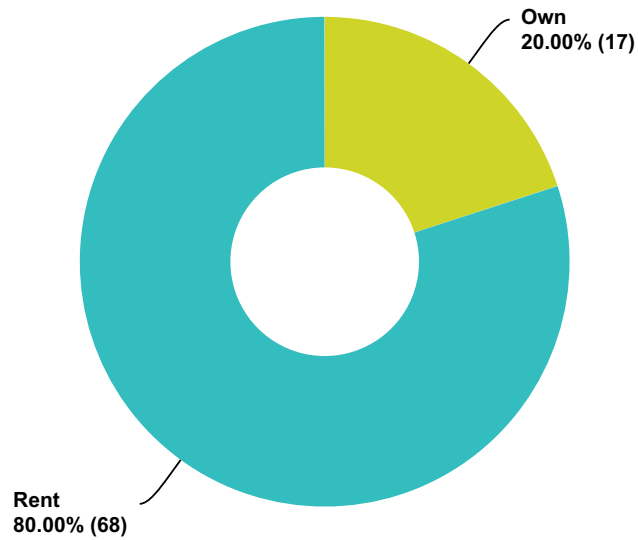


Answer Choices	Responses
Downtown/San Anselmo Avenue (1)	45.88% 39
Sir Francis Drake Blvd. - South of the Hub (2)	7.06% 6
Sir Francis Drake Blvd. - North of the Hub (3)	3.53% 3
Greenfield Avenue (4)	4.71% 4
Red Hill Shopping Center (5)	12.94% 11
Red Hill Avenue (6)	0.00% 0
Other (please specify) (7)	25.88% 22
Total	85

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	7.00	2.00	3.35	2.55

Q6 Do you own or rent the building/space in which your business is located?

Answered: 85 Skipped: 2

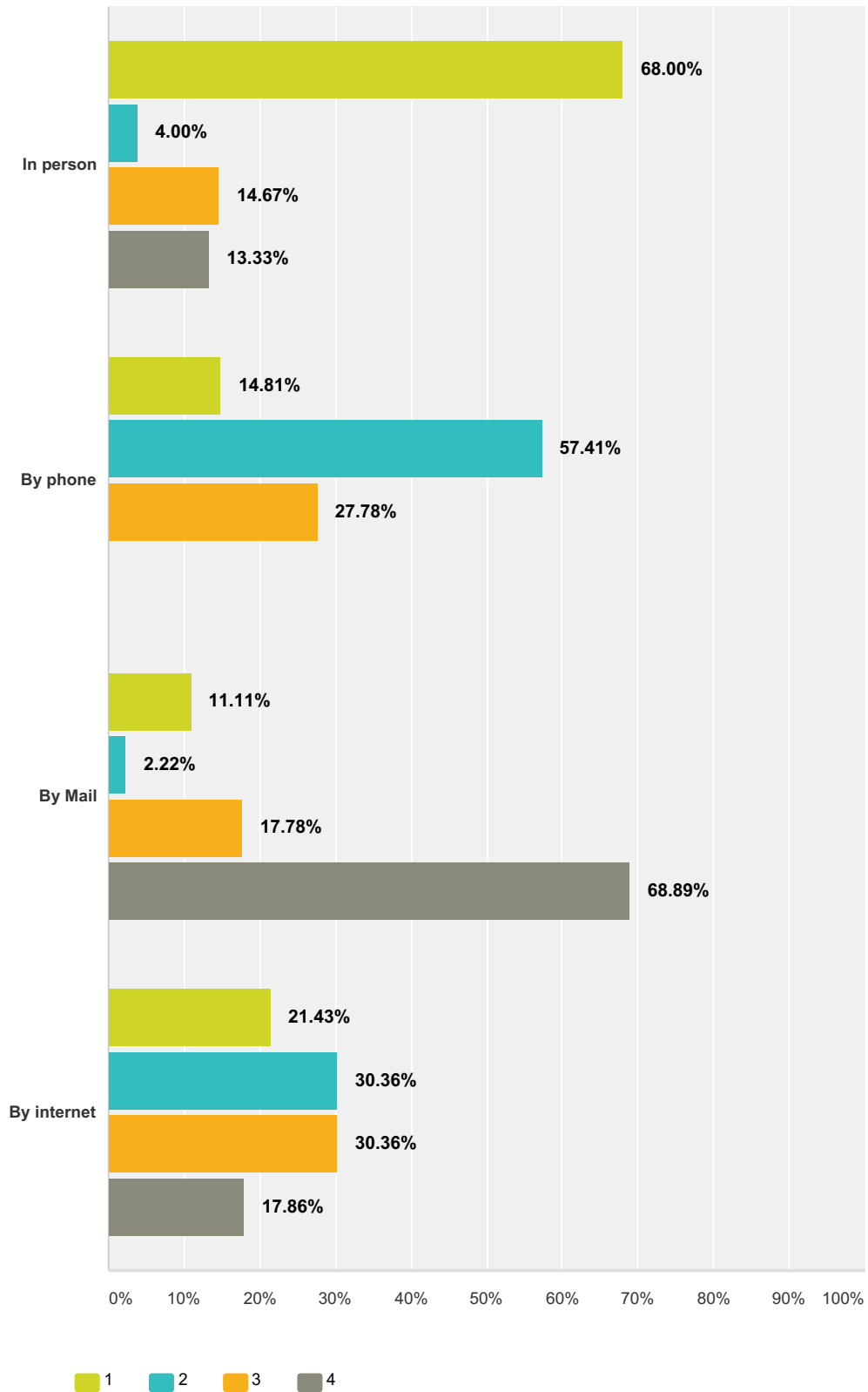


Answer Choices	Responses
Own (1)	20.00% 17
Rent (2)	80.00% 68
Total	85

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	2.00	1.80	0.40

Q7 How do most of your customer do business with you? Rank 1 - 4 with 1 being the most common.

Answered: 80 Skipped: 7



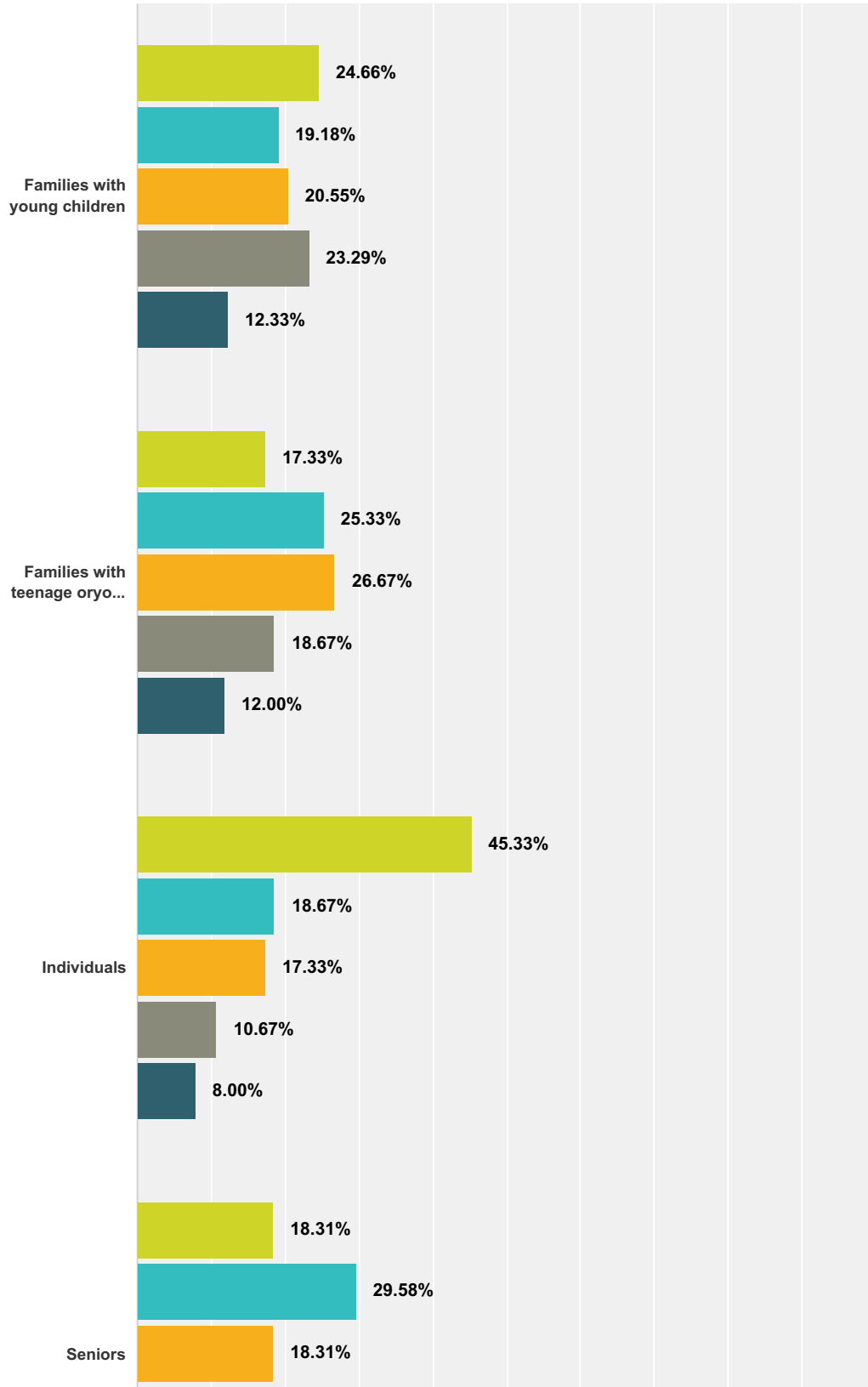
2016 San Anselmo Business Outlook Survey

	1	2	3	4	Total	Score
In person	68.00% 51	4.00% 3	14.67% 11	13.33% 10	75	3.27
By phone	14.81% 8	57.41% 31	27.78% 15	0.00% 0	54	2.87
By Mail	11.11% 5	2.22% 1	17.78% 8	68.89% 31	45	1.56
By internet	21.43% 12	30.36% 17	30.36% 17	17.86% 10	56	2.55

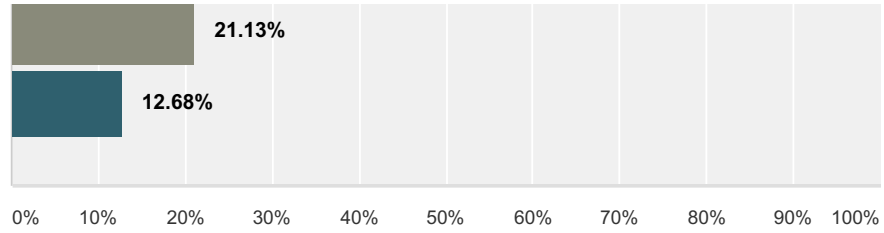
Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
In person	1.00	4.00	1.00	1.73	1.14
By phone	1.00	3.00	2.00	2.13	0.64
By Mail	1.00	4.00	4.00	3.44	0.98
By internet	1.00	4.00	2.00	2.45	1.02

Q8 Which category best describes the majority of your customers? Rank 1 - 4 with 1 being the most common.

Answered: 78 Skipped: 9



2016 San Anselmo Business Outlook Survey



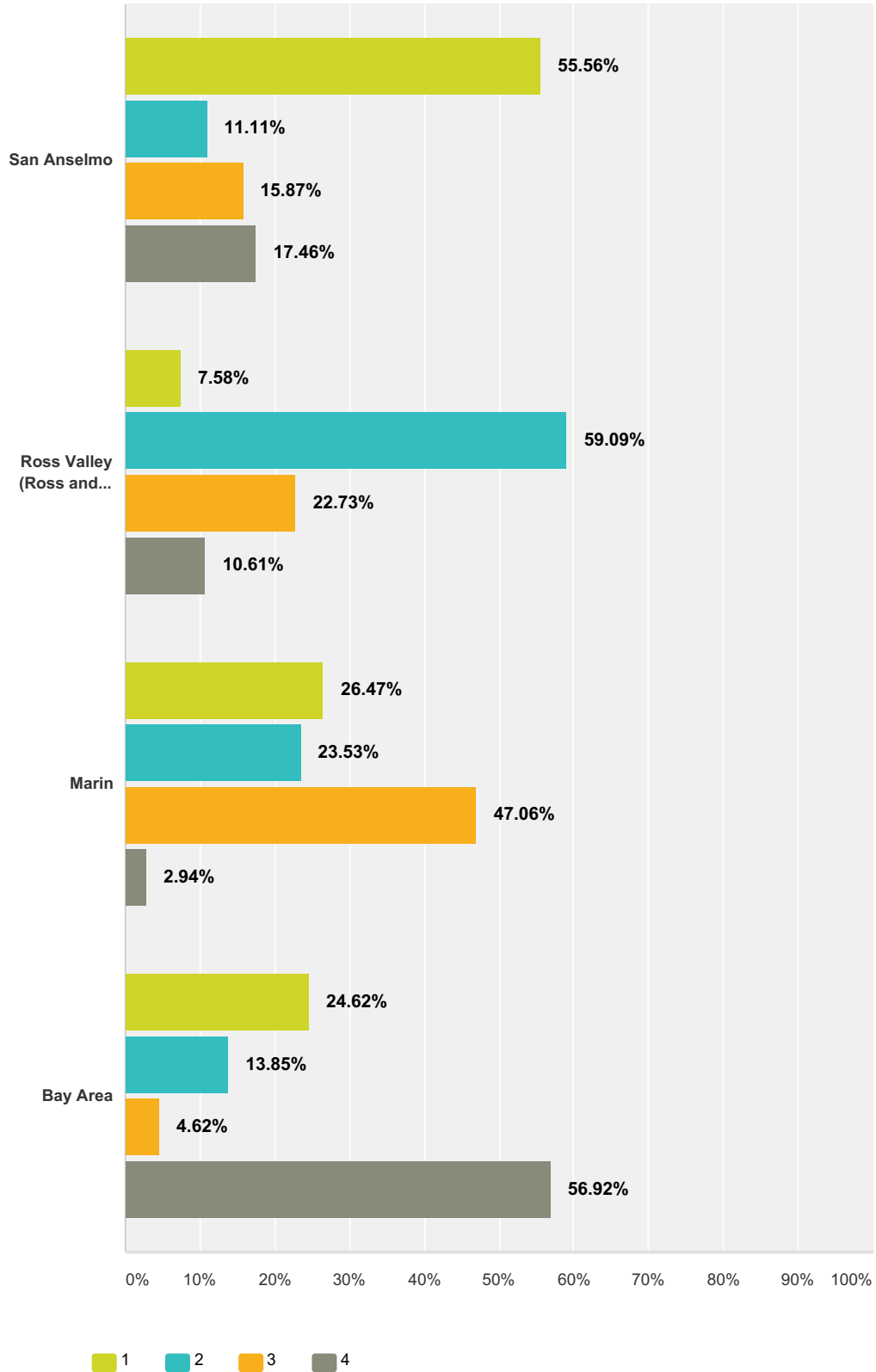
■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ N/A

	1 (1)	2 (2)	3 (3)	4 (4)	N/A	Total	Weighted Average
Families with young children	24.66% 18	19.18% 14	20.55% 15	23.29% 17	12.33% 9	73	2.48
Families with teenage or young adults	17.33% 13	25.33% 19	26.67% 20	18.67% 14	12.00% 9	75	2.53
Individuals	45.33% 34	18.67% 14	17.33% 13	10.67% 8	8.00% 6	75	1.93
Seniors	18.31% 13	29.58% 21	18.31% 13	21.13% 15	12.68% 9	71	2.48

Basic Statistics						
	Minimum	Maximum	Median	Mean	Standard Deviation	
Families with young children	1.00	4.00	2.50	2.48	1.16	
Families with teenage or young adults	1.00	4.00	3.00	2.53	1.03	
Individuals	1.00	4.00	2.00	1.93	1.07	
Seniors	1.00	4.00	2.00	2.48	1.07	

Q9 Where are the majority of your customer coming from? Rank 1 - 4 with 1 being the most common.

Answered: 78 Skipped: 9



2016 San Anselmo Business Outlook Survey

	1	2	3	4	Total	Score
San Anselmo	55.56% 35	11.11% 7	15.87% 10	17.46% 11	63	3.05
Ross Valley (Ross and Fairfax)	7.58% 5	59.09% 39	22.73% 15	10.61% 7	66	2.64
Marin	26.47% 18	23.53% 16	47.06% 32	2.94% 2	68	2.74
Bay Area	24.62% 16	13.85% 9	4.62% 3	56.92% 37	65	2.06

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
San Anselmo	1.00	4.00	1.00	1.95	1.19
Ross Valley (Ross and Fairfax)	1.00	4.00	2.00	2.36	0.77
Marin	1.00	4.00	2.50	2.26	0.88
Bay Area	1.00	4.00	4.00	2.94	1.30

**Q10 Ideally, where would you like to draw
more customers from? (area)**

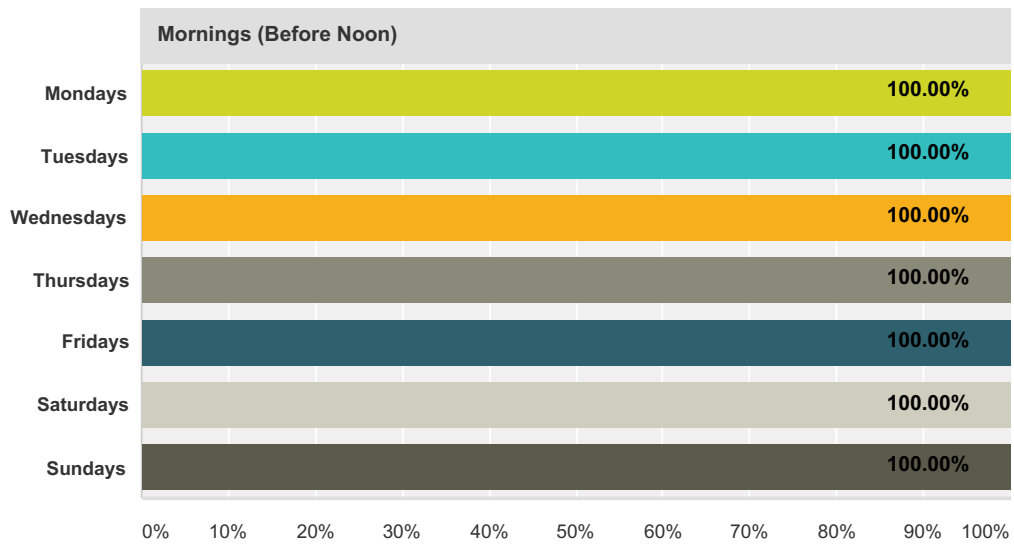
Answered: 68 Skipped: 19

Q11 What is the average number of people who visit your business on a daily basis?

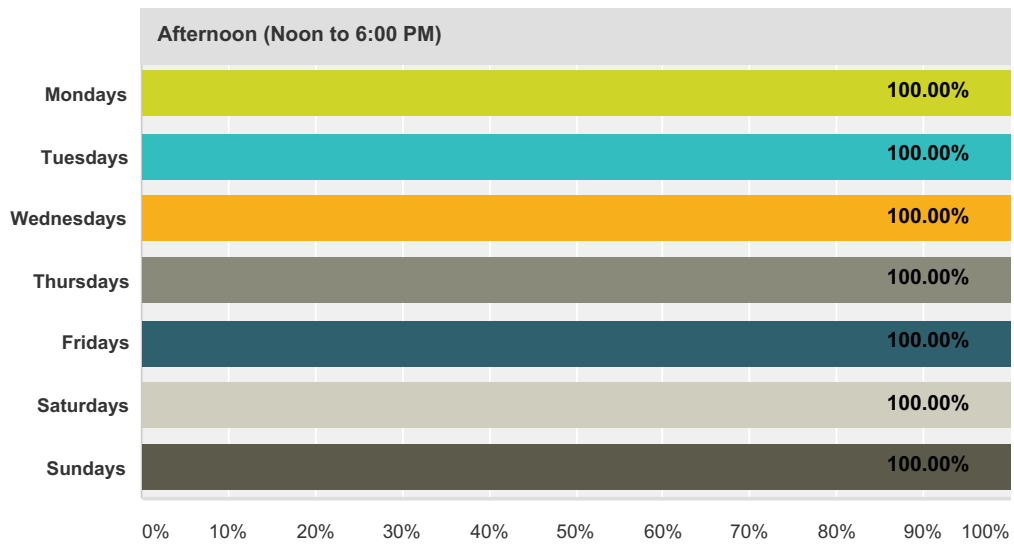
Answered: 69 Skipped: 18

Q12 When are you typically open to the public? (check all that apply)

Answered: 70 Skipped: 17

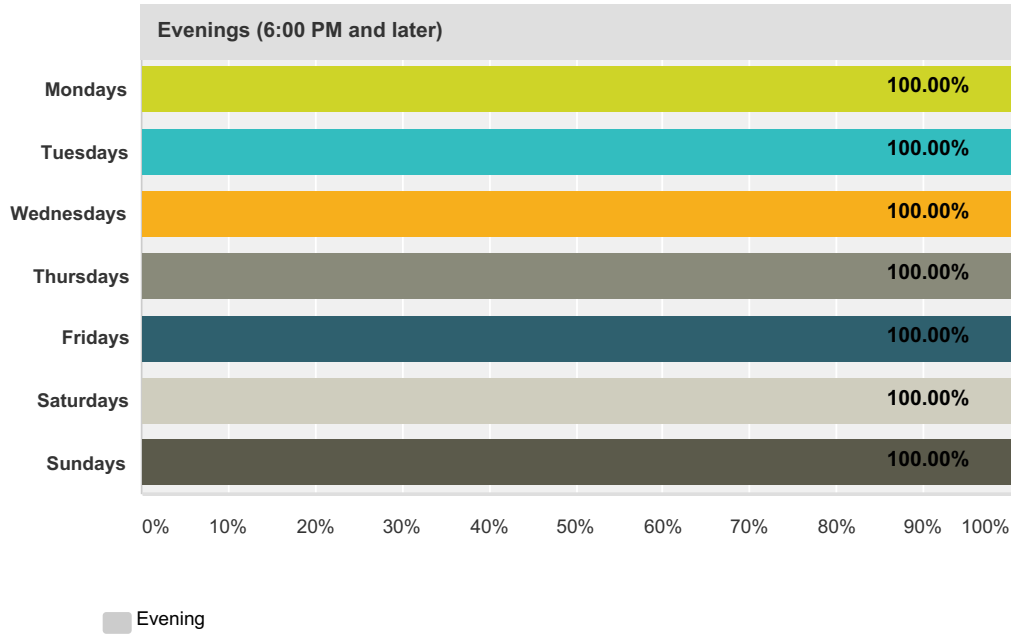


Morning



Afternoon

2016 San Anselmo Business Outlook Survey



Mornings (Before Noon)		
	Morning (1)	Total
Mondays	100.00% 47	47
Tuesdays	100.00% 57	57
Wednesdays	100.00% 58	58
Thursdays	100.00% 56	56
Fridays	100.00% 56	56
Saturdays	100.00% 39	39
Sundays	100.00% 19	19

Basic Statistics	Minimum	Maximum	Median	Mean	Standard Deviation
Mondays	1.00	1.00	1.00	1.00	0.00
Tuesdays	1.00	1.00	1.00	1.00	0.00
Wednesdays	1.00	1.00	1.00	1.00	0.00
Thursdays	1.00	1.00	1.00	1.00	0.00
Fridays	1.00	1.00	1.00	1.00	0.00
Saturdays	1.00	1.00	1.00	1.00	0.00

2016 San Anselmo Business Outlook Survey

Sundays	1.00	1.00	1.00	1.00	0.00
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Afternoon (Noon to 6:00 PM)

	Afternoon (1)	Total
Mondays	100.00% 51	51
Tuesdays	100.00% 61	61
Wednesdays	100.00% 61	61
Thursdays	100.00% 59	59
Fridays	100.00% 58	58
Saturdays	100.00% 43	43
Sundays	100.00% 28	28

Basic Statistics	Minimum	Maximum	Median	Mean	Standard Deviation
Mondays	1.00	1.00	1.00	1.00	0.00
Tuesdays	1.00	1.00	1.00	1.00	0.00
Wednesdays	1.00	1.00	1.00	1.00	0.00
Thursdays	1.00	1.00	1.00	1.00	0.00
Fridays	1.00	1.00	1.00	1.00	0.00
Saturdays	1.00	1.00	1.00	1.00	0.00
Sundays	1.00	1.00	1.00	1.00	0.00

Evenings (6:00 PM and later)

	Evening (1)	Total
Mondays	100.00% 16	16
Tuesdays	100.00% 20	20
Wednesdays	100.00% 20	20
Thursdays	100.00% 20	20
Fridays	100.00% 19	19

2016 San Anselmo Business Outlook Survey

Saturdays	100.00% 16	16
Sundays	100.00% 12	12

Basic Statistics	Minimum	Maximum	Median	Mean	Standard Deviation
Mondays	1.00	1.00	1.00	1.00	0.00
Tuesdays	1.00	1.00	1.00	1.00	0.00
Wednesdays	1.00	1.00	1.00	1.00	0.00
Thursdays	1.00	1.00	1.00	1.00	0.00
Fridays	1.00	1.00	1.00	1.00	0.00
Saturdays	1.00	1.00	1.00	1.00	0.00
Sundays	1.00	1.00	1.00	1.00	0.00

Q13 What factors would make you consider expanding your hours of operation?

Answered: 62 Skipped: 25

Q14 In your opinion, what are the three biggest advantages for doing business in San Anselmo?

Answered: 66 Skipped: 21

Answer Choices	Responses	
1.	100.00%	66
2.	89.39%	59
3.	74.24%	49

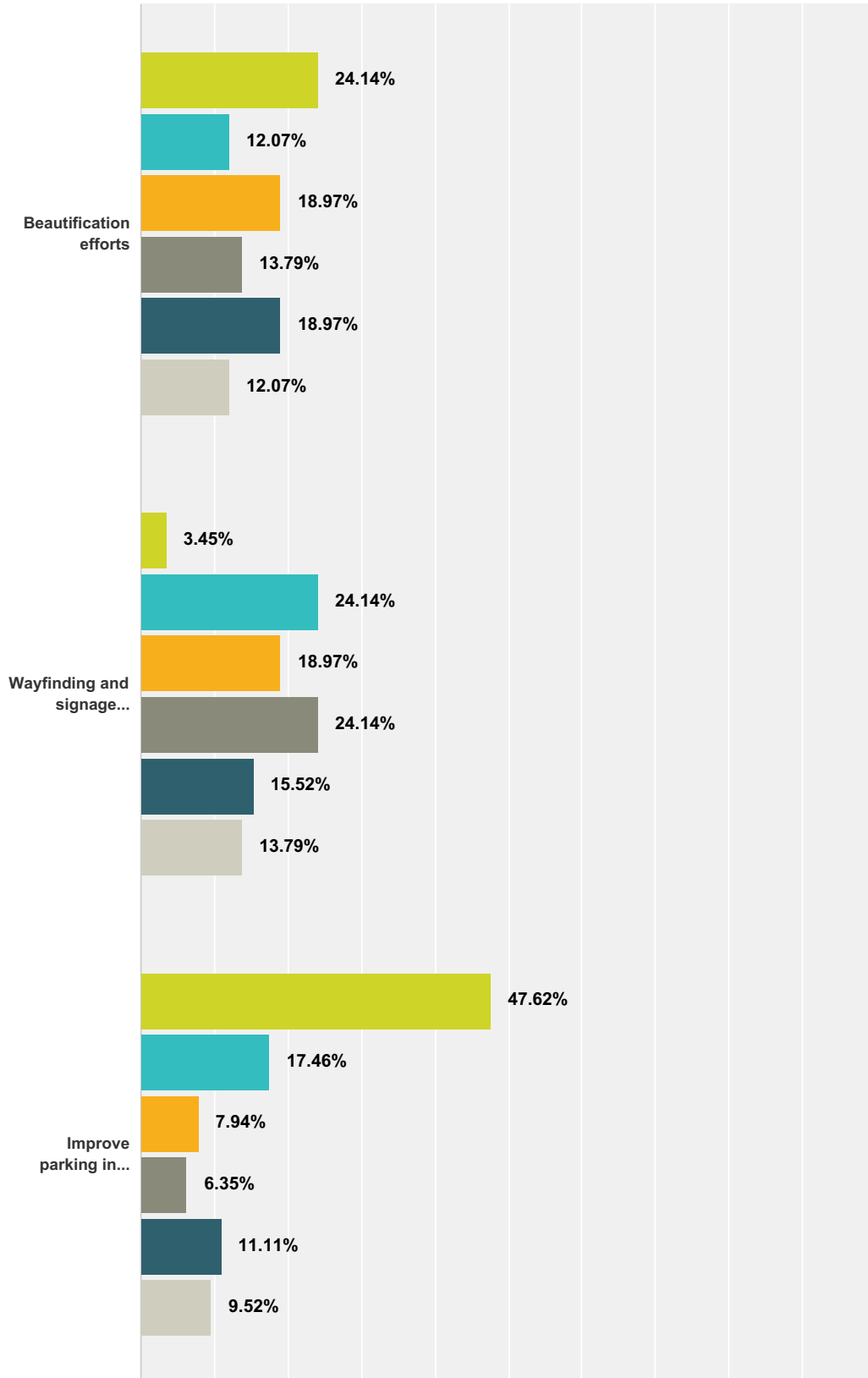
Q15 In your opinion, what are the three biggest challenges for doing business in San Anselmo?

Answered: 71 Skipped: 16

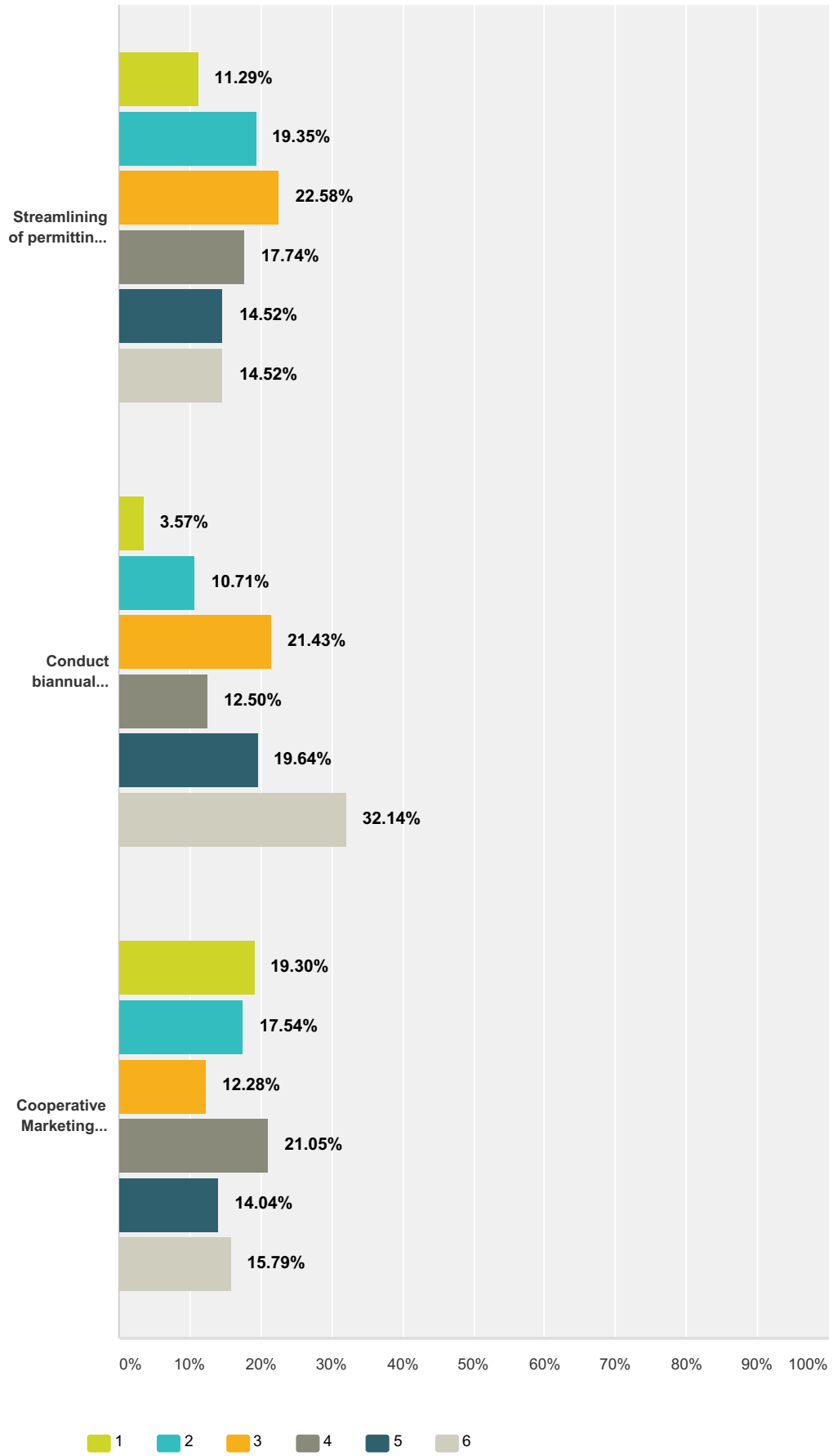
Answer Choices	Responses	
1.	100.00%	71
2.	87.32%	62
3.	77.46%	55

Q16 Please rank these efforts in order of importance to you and your business. Rank 1 through 6 with 1 being the highest.

Answered: 68 Skipped: 19



2016 San Anselmo Business Outlook Survey



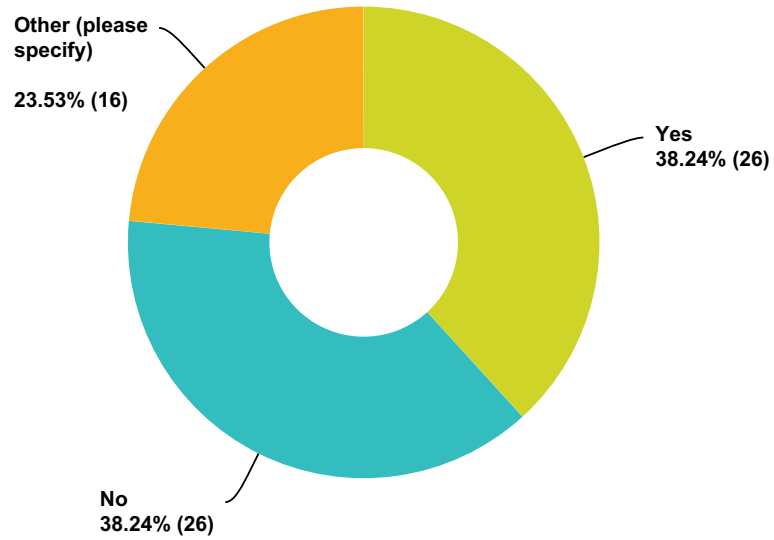
2016 San Anselmo Business Outlook Survey

	1	2	3	4	5	6	Total	Score
Beautification efforts	24.14% 14	12.07% 7	18.97% 11	13.79% 8	18.97% 11	12.07% 7	58	3.72
Wayfinding and signage improvements	3.45% 2	24.14% 14	18.97% 11	24.14% 14	15.52% 9	13.79% 8	58	3.34
Improve parking in commercial areas	47.62% 30	17.46% 11	7.94% 5	6.35% 4	11.11% 7	9.52% 6	63	4.56
Streamlining of permitting and other processes	11.29% 7	19.35% 12	22.58% 14	17.74% 11	14.52% 9	14.52% 9	62	3.52
Conduct biannual merchant and consumer surveys to track trends and exchange information	3.57% 2	10.71% 6	21.43% 12	12.50% 7	19.64% 11	32.14% 18	56	2.70
Cooperative Marketing Efforts	19.30% 11	17.54% 10	12.28% 7	21.05% 12	14.04% 8	15.79% 9	57	3.60

Basic Statistics					
	Minimum	Maximum	Median	Mean	Standard Deviation
Beautification efforts	1.00	6.00	3.00	3.28	1.73
Wayfinding and signage improvements	1.00	6.00	4.00	3.66	1.43
Improve parking in commercial areas	1.00	6.00	2.00	2.44	1.77
Streamlining of permitting and other processes	1.00	6.00	3.00	3.48	1.57
Conduct biannual merchant and consumer surveys to track trends and exchange information	1.00	6.00	5.00	4.30	1.53
Cooperative Marketing Efforts	1.00	6.00	4.00	3.40	1.73

Q17 As a business owner or employee in San Anselmo, are you satisfied with the level of involvement of local government in the business community?

Answered: 68 Skipped: 19

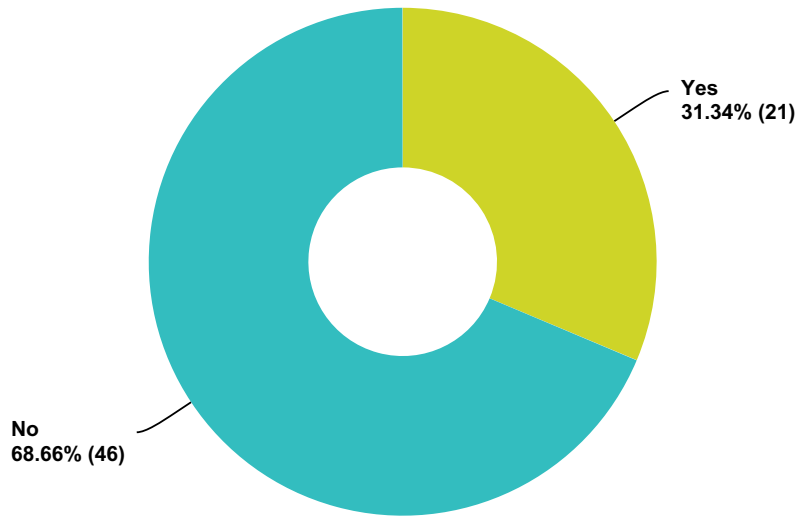


Answer Choices	Responses	
Yes (1)	38.24%	26
No (2)	38.24%	26
Other (please specify) (3)	23.53%	16
Total		68

Basic Statistics				
Minimum 1.00	Maximum 3.00	Median 2.00	Mean 1.85	Standard Deviation 0.77

Q18 Are you a member of the San Anselmo Chamber of Commerce?

Answered: 67 Skipped: 20



Answer Choices	Responses	
Yes (1)	31.34%	21
No (2)	68.66%	46
Total		67

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	2.00	1.69	0.46

Q19 What types of training opportunities would benefit you and/or your business?

Answered: 38 Skipped: 49

**Q20 In what ways would you like to see the
Town and the EDC support your business
or the business community as a whole?**

Answered: 51 Skipped: 36

Q21 The EDC intends on conducting a survey of local consumers. What questions would you like to see included in the consumer survey?

Answered: 41 Skipped: 46

Q22 What features of San Anselmo are most effective in attracting customers to your business?

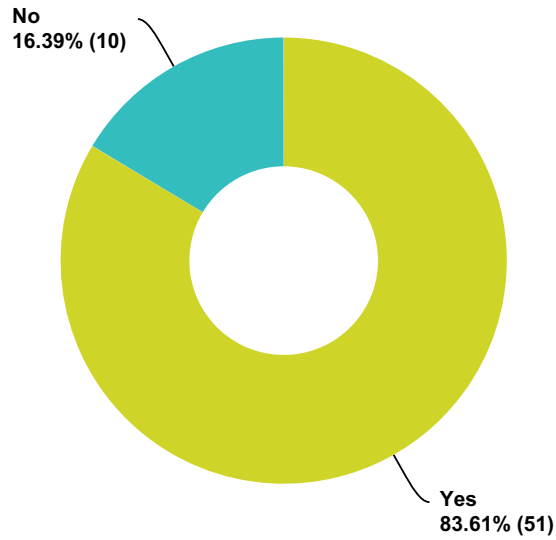
Answered: 53 Skipped: 34

Q23 What current marketing/promotional strategies are you using to attract customers to your business?

Answered: 53 Skipped: 34

Q24 Does your business have any social media presence (Twitter, Facebook, Instagram, etc)?

Answered: 61 Skipped: 26



Answer Choices	Responses
Yes (1)	83.61% 51
No (2)	16.39% 10
Total	61

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	1.00	1.16	0.37

Q25 In your opinion, what types of cooperative marketing/promotional efforts could help support the business community?

Answered: 42 Skipped: 45

Q26 What community assets would improve San Anselmo business? (i.e., physical improvements, special events)

Answered: 45 Skipped: 42

Q27 What types of businesses would you like to see in the existing vacant retail spaces?

Answered: 51 Skipped: 36

Q28 How do the existing community events affect your business? (i.e., foot traffic, sales volume)

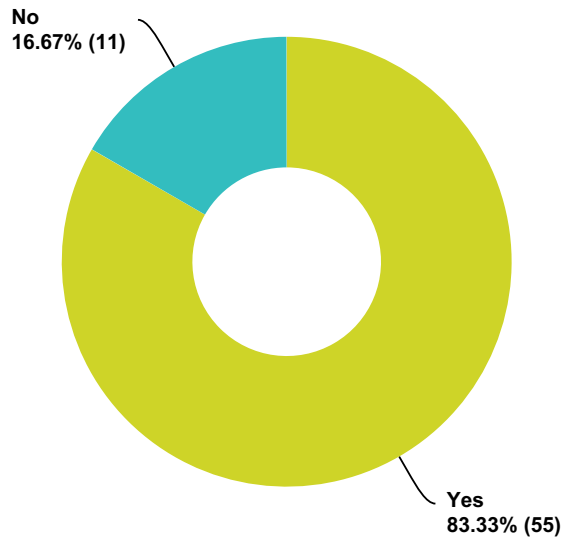
Answered: 50 Skipped: 37

Q29 Do you have additional questions, comments or suggestions for the Economic Development Committee?

Answered: 35 Skipped: 52

Q30 Would you like to receive the results of this survey once it's completed?

Answered: 66 Skipped: 21

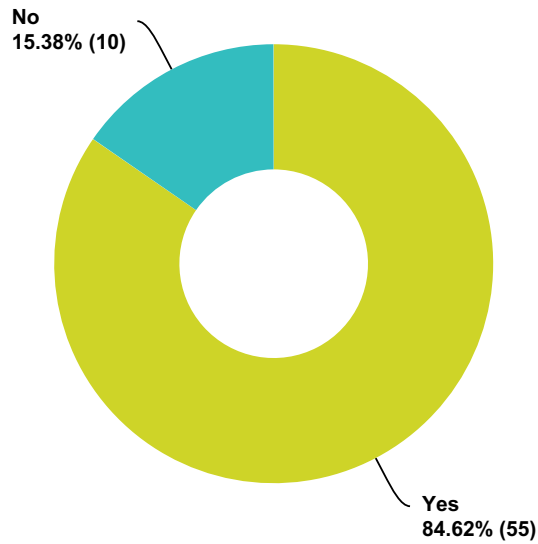


Answer Choices	Responses	
Yes (1)	83.33%	55
No (2)	16.67%	11
Total		66

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	1.00	1.17	0.37

Q31 Would you like to receive the results of the consumer survey once it's completed?

Answered: 65 Skipped: 22

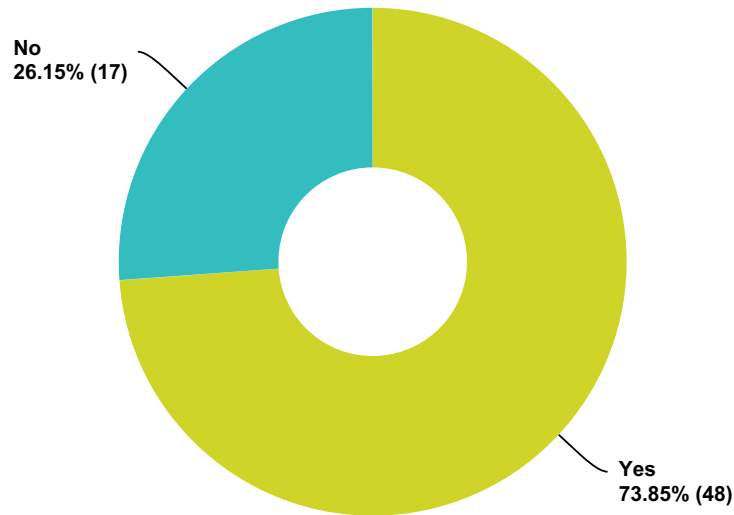


Answer Choices	Responses	
Yes (1)	84.62%	55
No (2)	15.38%	10
Total		65

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	1.00	1.15	0.36

Q32 Would you like to receive periodic updates from the EDC? (1 or 2x per month)

Answered: 65 Skipped: 22



Answer Choices	Responses	
Yes (1)	73.85%	48
No (2)	26.15%	17
Total		65

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	1.00	1.26	0.44

Q33 Please provide us with the email address where you would like this information sent:

Answered: 55 Skipped: 32