

Foothills County Business Satisfaction Survey

INTRODUCTION:

Thank you for taking the time to participate in our Business Satisfaction Survey. Your feedback is incredibly important to us as we strive to grow Foothills County and understand what is important to businesses located in the County. This survey is designed to gather your information about your business and how the County can assist you with your future success.

The survey should only take about 10 minutes to complete, and all responses will be kept confidential. We greatly appreciate your time and insights, as they play a vital role in shaping the future of Foothills County and ensuring we meet your expectations.

At the end of the survey you can submit your contact information to be submitted into a draw for a gift card to

DEFINING THE BUSINESS

1. What was the primary factor that made you choose Foothills County when selecting a location for your business? [OPEN END]
2. Do you consider your business to be a Commercial Enterprise (with a physical location) or a Home-Based Business?
 - Commercial
 - Home-Based Business
3. How would you define the sector of the economy that your business operates in?
 - Retail Trade Other Services (except Public Administration)
 - Construction
 - Accommodation and Food Services
 - Health Care and Social Assistance
 - Professional, Scientific and Technical Services
 - Education Services
 - Arts
 - Entertainment and Recreation
 - Manufacturing
 - Finance and Insurance
 - Transportation and Warehousing

- Wholesale Trade
 - Real Estate and Rental and Leasing
 - Mining and Oil and Gas Extraction
 - Management of Companies and Enterprises
 - Agriculture, Forestry, Fishing, Hunting
 - Other (Specify)
4. Is your business location in Foothills County a.....
- Head Office
 - Branch Office
 - Franchise
5. How many years has your business been operating in Foothills County?
- Less than 1
 - 1 to 5
 - 6 to 10
 - 11 to 20
 - 20+

EMPLOYMENT:

6. Over the past 12 months did the total number of employees in your company...?
- Increased
 - Decreased
 - Stayed the same
 - Don't Know
7. Thinking about the next 12 months, do you expect the total number of employees in your company to...?
- Increase
 - Decrease
 - Stay the same
 - DK

REVENUES:

8. Over the past 12 months have your revenues at your business...
- Increased
 - Decreased

- Stayed the same
- DK

9. And what are your expectations for the next 12 months in total revenues compared to last 12 months?

- Increase
- Decrease
- Stay the same
- DK

SATISFACTION

10. Overall, how satisfied are you with Foothills County as a place to own and operate a business?

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied

[ASK 10B if Q10 = somewhat dissatisfied or very dissatisfied]

10b. Why are you unsatisfied with Foothills County as a place to own and operate a business?

OPEN END

THE FUTURE

11. In the next 24 months, which of the following do you plan to do. [Choose one only]

- Expand
- Downsize
- Relocate
- Close
- Sell
- None of the above.

[ask if "expand" in Q11]

12. How do you intend to expand

- Increase staffing'

- Introduce new products and services
- Increase production/distribution in existing market
- Increase physical space footprint
- Move into new markets
- Expand eCommerce capabilities
- Acquire another business
- Expand/increase exporting
- Other (please describe)

13. Do you own or rent your business property?

Own
Rent

[IF q13 = RENT, else go to Q14]

14. When does your business lease expire?

Month to month
In a few years [insert number of years]

15. What one improvement would you make to create a better business environment in Foothills County? [OPEN END]

Home Based Businesses Only Section: [ELSE GO TO Q19]

16. Is the income from your Home-Based Business your.....

Primary source of income
Secondary source of income

17. Do you have Interest in moving to a physical location?

Within the next year.
1-2 years
3-5 years.
No interest.

[If within next year/under 2 years, else go to Q19]

18. Do you envision your physical location to be in....

Foothills County
Okotoks

High River
Calgary
Elsewhere
Don't Know

ALL BUSINESSES

19. Overall, I feel confident in my business' level of resiliency to operate and survive through any short-term crises or economic downturns that may arise over the next 2-5 years.

Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree

STAFFING

20. Are you having any difficulty finding or retaining Staff?

Yes
No

21. What Types of Hires are Needed?

Skilled trades
Customer Service
General Labourers
Sales
Administrative/Clerical Management
Machinery operators
Technical/IT
Finance
Plant operators
Drivers
Other (Please describe)*

PLANNING

22. Have you worked with Foothills County planning department in the last 2 years?

Yes
No

[Ask Q23 if Q22 = Yes, else go to Q24]

23. Overall, how satisfied are you with Foothills County planning department in relation to your most recent enquiry?

- Very Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Dissatisfied

Q24. Would you like someone from Foothills County Economic Development to follow up with you regarding anything to do with your business?

- Yes
- No

END

ENTER FOR DRAW

