

Historic Valley Junction Business Survey Market Study & Strategies Project

44 Total Responses

June 2023

Q1: Which of the following best describes your primary business type?


Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|----|
| Retail | 55.81% | 24 |
| Service | 11.63% | 5 |
| Professional/Office | 4.65% | 2 |
| Financial/Banking | 6.98% | 3 |
| Eating and Drinking Places | 13.95% | 6 |
| Entertainment | 4.65% | 2 |
| Manufacturing | 0% | 0 |
| Non-profit | 0% | 0 |
| Other (please specify) | 2.33% | 1 |
| TOTAL | | 43 |

Q2: Do you own or rent your business location?

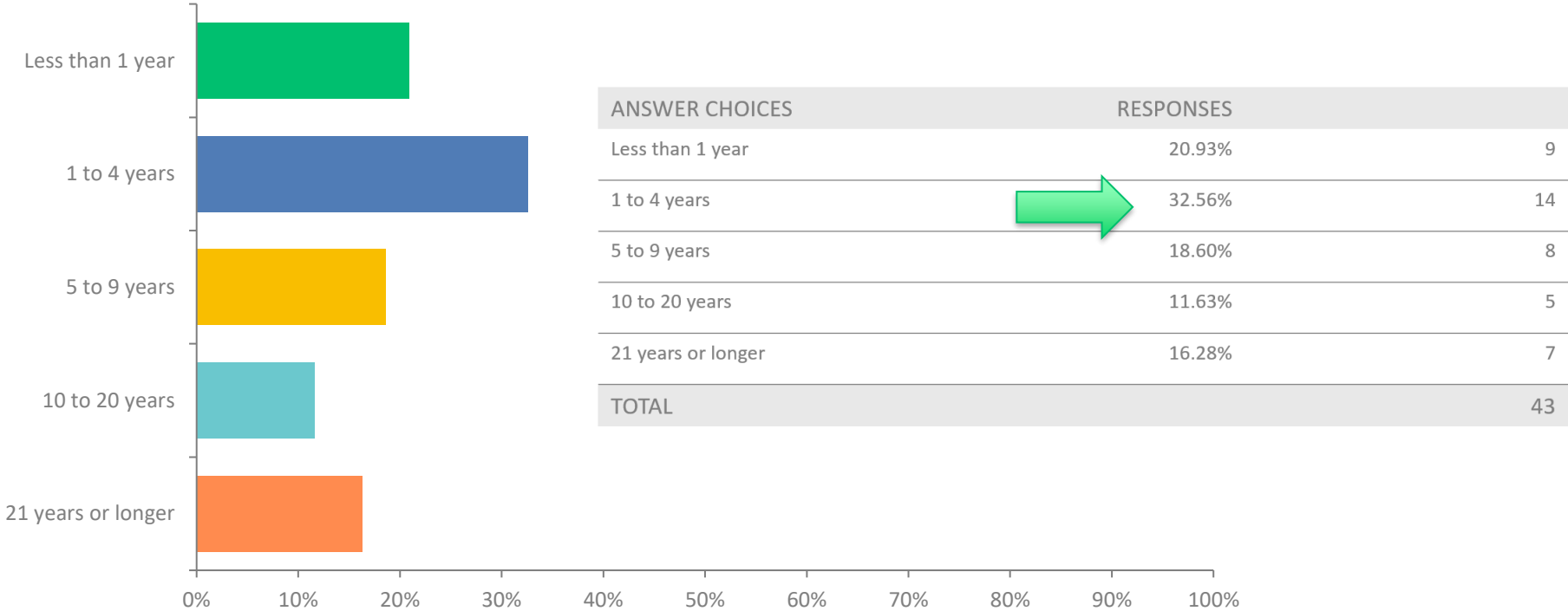
Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Own | 25.58% | 11 |
| Rent | 74.42% | 32 |
| TOTAL | | 43 |



Q3: How long has your business been located in Historic Valley Junction?

Answered: 43 Skipped: 1



Q4: Which one of the following best describes your primary customer base? (select one answer)

Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|---------------------------------|-----------|-----------|
| West Des Moines Residents | 11.63% | 5 |
| Valley Junction Area Employees | 0% | 0 |
| Visitors and Tourists | 2.33% | 1 |
| Des Moines Area Metro Residents | 69.77% | 30 |
| Other (please specify) | 16.28% | 7 |
| TOTAL | | 43 |

Other responses:

Q5: Which one of the following best describes the main reason for customers to do business with you? (select one answer)

Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|----|
| Selection and variety | 32.56% | 14 |
| Customer service | 16.28% | 7 |
| Convenience | 2.33% | 1 |
| Price of goods and services | 6.98% | 3 |
| Reputation | 34.88% | 15 |
| Other (please specify) | 6.98% | 3 |
| TOTAL | | 43 |

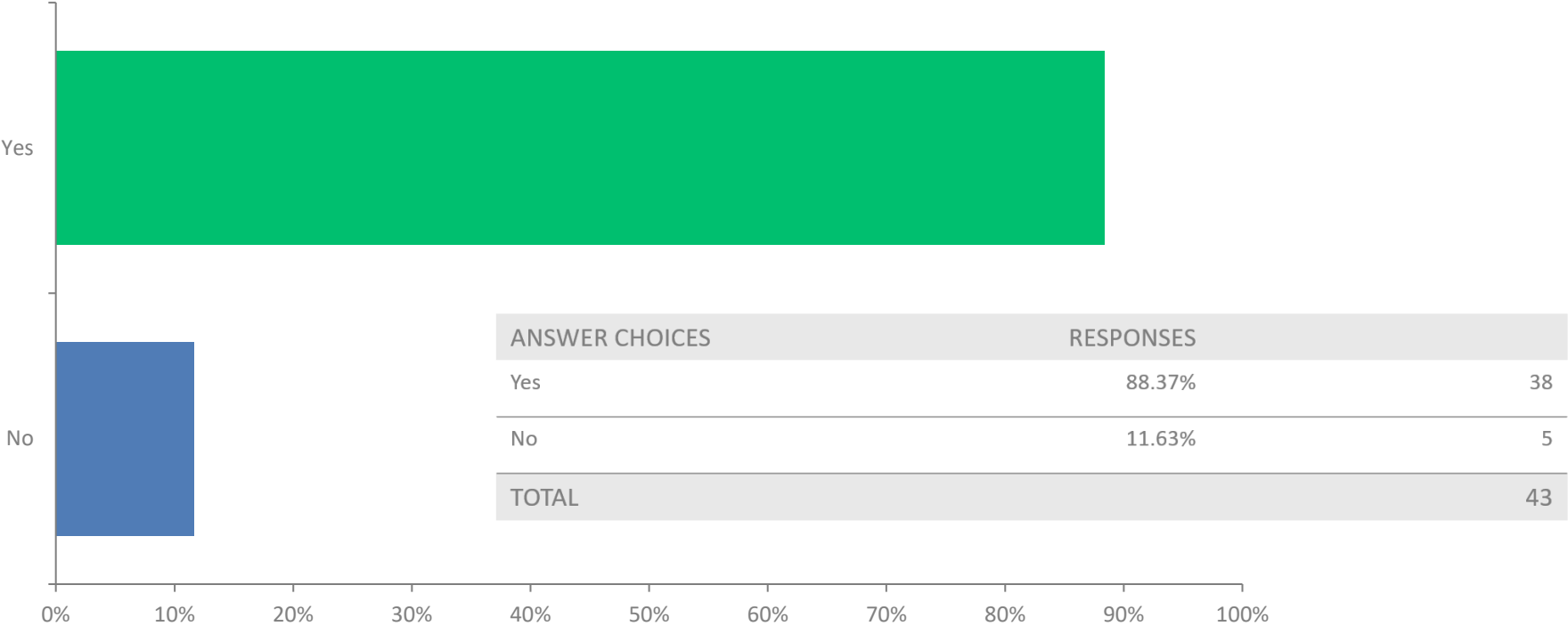
Q6: Of the following media, direct marketing and advertising resources, which two (2) are most effective for your business?

Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----------|
| Newspaper | 4.65% | 2 |
| City View Magazine | 4.65% | 2 |
| Television | 6.98% | 3 |
| Radio | 4.65% | 2 |
| Internet Website(s) | 48.84% | 21 |
| Email Marketing and/or News Feeds | 20.93% | 9 |
| Social Media (Facebook, Twitter, etc.) | 76.74% | 33 |
| Valley Junction Map | 2.33% | 1 |
| None | 0% | 0 |
| Other (please specify) | 25.58% | 11 |
| TOTAL | | 84 |

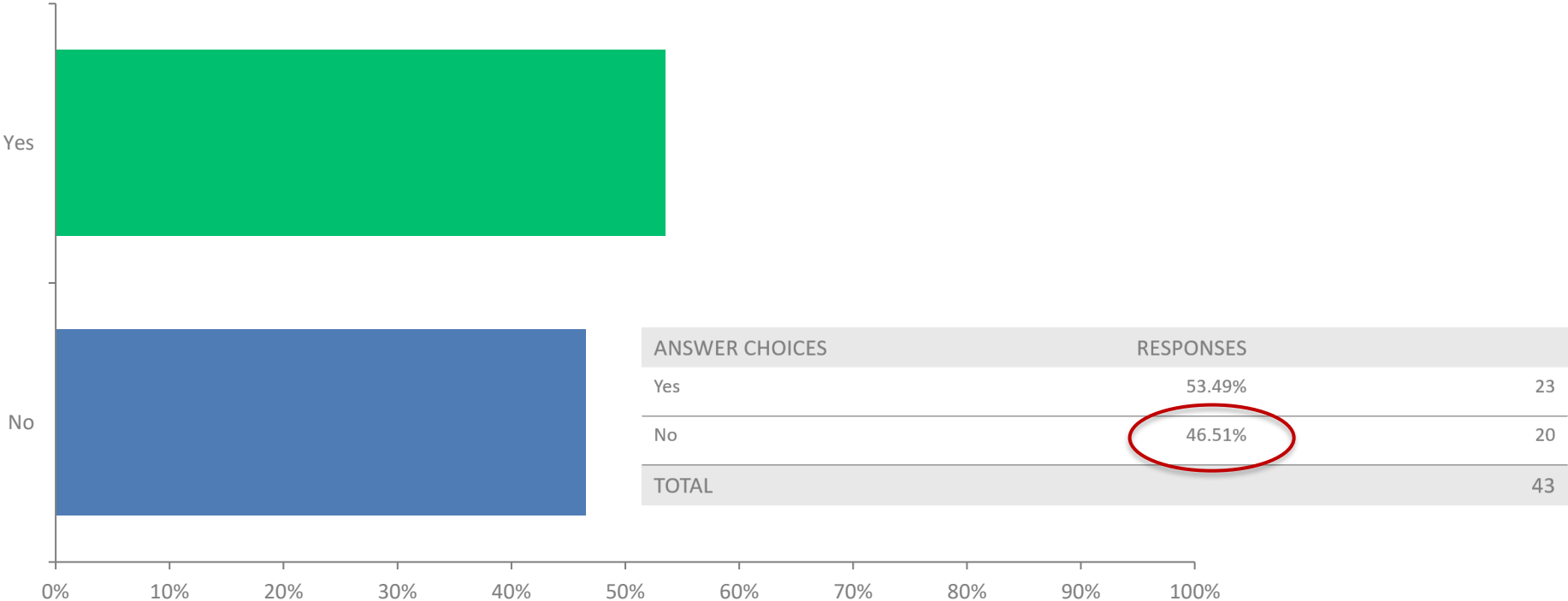
Q7: Does your business have an Internet website?

Answered: 43 Skipped: 1






Q8: Do you transact sales on your website or through another website (i.e., Shop Iowa, Shopify, Etsy, etc.)?

Answered: 43 Skipped: 1



Q9: Which of the following social media networks or online applications does your business use? (select all that apply)

Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES |
|---|-----------|
| Facebook  | 90.70% 39 |
| Etsy | 2.33% 1 |
| Snapchat | 2.33% 1 |
| TikTok  | 23.26% 10 |
| Instagram  | 81.40% 35 |
| LinkedIn | 20.93% 9 |
| Pinterest | 11.63% 5 |
| Twitter | 6.98% 3 |
| Yelp | 11.63% 5 |
| YouTube | 9.30% 4 |
| None | 6.98% 3 |
| Other (please specify) | 4.65% 2 |

| | |
|-------|-----|
| TOTAL | 117 |
|-------|-----|

Q10: Would you consider participating in a paid collaborative marketing campaign for Valley Junction?

Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 81.40% | 35 |
| No | 18.60% | 8 |
| TOTAL | | 43 |

Q11: What type of new business or attractions, located in Valley Junction, would help your business and/or have the best chance to succeed? (list up to three)

Answered: 32 Skipped: 12

| | | |
|-------------------------|----|----------------|
| More restaurants | 14 | (Deli, ethnic) |
| Unique retail/Boutiques | 22 | |
| Nail Salon/Spa | 6 | |
| Coffee Shop | 6 | |
| Live music venue | 5 | |
| Ice Cream shop | 4 | |
| Wine Bar | 3 | |
| Bakery | 3 | |

Most common answers listed

Q12: Which category describes the likelihood for your business to expand within the next 1 or 2 years?

Answered: 43 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|----|
| None or Very Low | 16.28% | 7 |
| Low | 23.26% | 10 |
| Moderate | 32.56% | 14 |
| High | 11.63% | 5 |
| Very High | 16.28% | 7 |
| TOTAL | | 43 |

28%

Q13: In the next year or two, do you plan to change or modify your business in any of the following ways? (check all that apply)

Answered: 39 Skipped: 5

| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| Expand hours of operation | 25.64% | 10 |
| Increase marketing | 74.36% | 29 |
| Expand services or product lines | 56.41% | 22 |
| Increase number of employees | 53.85% | 21 |
| Start and/or complete building improvements | 33.33% | 13 |
| Relocate your business within the downtown Valley Junction | 2.56% | 1 |
| Move your business out of Valley Junction | 7.69% | 3 |
| Sell your business | 2.56% | 1 |
| Close your business | 2.56% | 1 |
| Other (please specify) | 5.13% | 2 |
| TOTAL | | 100 |

Q14: Of the following business seminar topics, which two (2) would be of most interest and/or most useful to you?

Answered: 41 Skipped: 3

| ANSWER CHOICES | RESPONSES | |
|-----------------------------------|-----------|-----------|
| Social Media for Small Businesses | 48.78% | 20 |
| E-Commerce for Small Business | 24.39% | 10 |
| Marketing for Small Businesses | 41.46% | 17 |
| Finding and Keeping Customers | 21.95% | 9 |
| Finding and Keeping Employees | 12.20% | 5 |
| Employee Benefits | 29.27% | 12 |
| Business Succession Planning | 29.27% | 12 |
| Other (please specify) | 7.32% | 3 |
| TOTAL | | 88 |

Q15: Would you be inclined to use any of the following Building Assistance programs and incentives? (check all that apply)

Answered: 27 Skipped: 17

| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| City of West Des Moines building improvement loans/grants | 86.67% | 26 |
| Free/low cost building improvement design services | 43.33% | 13 |
| Assistance to sell your building and/or business | 6.67% | 2 |
| TOTAL | | 41 |

Q16: Which of the following describes the change in your business' gross sales or revenues in 2022 as compared to 2021? (If unsure, use your best estimate)

Answered: 39 Skipped: 5

| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|-----------|
| Increased by 1% to 5% | 15.38% | 6 |
| Increased by 6% to 10% | 15.38% | 6 |
| Increased 11% to 15% | 17.95% | 7 |
| Increased 16% to 20% | 7.69% | 3 |
| Increased by more than 20% | 12.82% | 5 |
| Decreased by 1% to 5% | 2.56% | 1 |
| Decreased by 6% to 10% | 0% | 0 |
| Decreased by 11% to 15% | 2.56% | 1 |
| Decreased by 16% to 20% | 0% | 0 |
| Decreased by more than 20% | 5.13% | 2 |
| Stayed about the same | 20.51% | 8 |
| TOTAL | | 39 |

69% - increases
10% - decreases

Q17: In your best estimation, how do you expect your gross sales or revenues to change in 2023 as compared to 2022

Answered: 41 Skipped: 3

| ANSWER CHOICES | RESPONSES | |
|---------------------------|-----------|-----------|
| Increase by 1% to 5% | 21.95% | 9 |
| Increase by 6% to 10% | 29.27% | 12 |
| Increase by 11% to 15% | 7.32% | 3 |
| Increase by 16% to 20% | 12.20% | 5 |
| Increase by more than 20% | 14.63% | 6 |
| Decrease by 1% to 5% | 4.88% | 2 |
| Decrease by 6% to 10% | 2.44% | 1 |
| Decrease by 11% to 15% | 0% | 0 |
| Decrease by 16% to 20% | 0% | 0 |
| Decrease by more than 20% | 2.44% | 1 |
| Stay about the same | 4.88% | 2 |
| TOTAL | | 41 |



10% - decreases

Q18: Would you place a high, moderate or low priority on possible Valley Junction enhancement efforts to:

Answered: 43 Skipped: 1

| | HIGH | MODERATE | LOW | TOTAL | WEIGHTED AVERAGE |
|---|--------------|--------------|-------------|-------|------------------|
| Restore and preserve the district's historic character | 76.74% 33 | 18.60% 8 | 4.65% 2 | 43 | 1 |
| Improve the district area's streets, sidewalks, lighting, furnishings, green spaces, trails, public art, etc. | 69.77% 30 | 25.58% 11 | 4.65% 2 | 43 | 1 |
| Stage additional festivals and special events in the district | 36.59% 15 | 46.34% 19 | 17.07% 7 | 41 | 1 |

Q18: Would you place a high, moderate or low priority on possible Valley Junction enhancement efforts to:

Answered: 43 Skipped: 1

| | | | | | |
|---|--------------|--------------|--------------|----|---|
| Create incentives for new and expanding district businesses | 46.51% 20 | 37.21% 16 | 16.28% 7 | 43 | 1 |
| Improve and/or create more housing in the business district | 20.93% 9 | 39.53% 17 | 39.53% 17 | 43 | 1 |

Q19: What is the first thing you would do to improve Valley Junction?

Answered: 36 Skipped: 8

Enforce building standards/restore or renovate buildings

Better parking/better signage

Enhance marketing as a shopping district

Less vacancies – fill vacant store fronts

Increase number of retail opportunities

Continue to work on streetscape in the area/more benches

Q20: What is the one thing you love most, or that you would never change, about Valley Junction?

Answered: 37 Skipped: 7

Small town feel and charm

Locally owned and operated non-chain businesses

The community – everyone supports everyone

Thursday Farmer's Market

Historic nature of the district – truly unique

The Foundation

Unique stores & wide variety/kind of quirky