

Survey Structure Recommendations  
Annual EDC Business Satisfaction Survey  
March 1, 2024

1. Length: Limit survey to 10 minutes and approximately 10 questions.
2. Questions must be clear and unambiguous.
  - a. Are we asking about their personal business issues, or are we asking about how the town currently or could support them, or both?
  - b. Questions regarding the Wilton “infrastructure”, “business environment”, “incentives”, “support” and similar areas should be clearly defined.
3. Questions should lead to a fully actionable and insightful response.
  - a. Prioritize and focus on what we are trying to learn?
  - b. Is this a “must to know”?
  - c. Why? And how might we be able to act upon likely responses to each question?
4. Responses should be easy to tabulate and relatively uniform.
  - a. Provide menu choices where possible.
  - b. Provide an open-end opportunity to select “other” response, a definition, comment, or provide additional detail.
5. Don’t try to answer every possible question on Wilton businesses in one survey
  - a. Prioritize the scope for what we want to learn now, that would also be relevant and comparable for an annual business survey.
  - b. Identify what we want to be able to identify track, improve and show progress in during each subsequent year of the survey.
  - c. Anticipate the potential value of answers to key stakeholders.
6. Make questions applicable across the entire business community
  - a. Identify business type from the survey so that we can segment responses as needed.
  - b. Do not include questions that would be “not applicable” depending upon service or business size.
  - c. Do not include questions that a private business may view as confidential (Taxes, Revenues, profits, etc.)
7. Make the survey anonymous, but provide allow businesses to provide their identification for future dialog.
  - a. Results will be anonymously aggregated for reporting purposes.
  - b. Respondents may self-identify and provide contact information for follow-up and possible future contact.