

Consolidated Questions By Category  
Wilton Business Satisfaction Survey  
March 1, 2024

There were five major categories of questions that were identified for potential inclusion within the 2024 EDC Business Satisfaction Study. Marty A. revised and distributed Joe F's ideas and suggests limiting the study to a total of 10 questions. I've included and numbered those below.

**1. Wilton Satisfaction**

**Topics that have been suggested may include current business overall satisfaction, current business environment, infrastructure, incentives, relocation, services provided by the Town, regulations and policies, and net promoter score:**

- a. On a scale of 1 to X, how would you rate the current business environment in Wilton? (Joe F)
  - Note: Marty recommended this as question #3/10, with edits as follow:
  - *On a scale of 1 (good) to 5 (bad) , how would you rate the current business environment in Wilton?*
    - *Please explain \_\_\_\_\_*
- b. Marty question #4/10 suggested adding an open-end response.
  - *On a scale of 1 to X, how would you rate the **current infrastructure** (transportation, utilities, communication networks, etc.) in Wilton? (JF)*
    - *Note: Marty recommended this as question 4, adding:*
      - a. *Please explain: \_\_\_\_\_*
- c. On a scale of 1 to X, how satisfied are you with the existing business incentives provided by the Town of Wilton? (JF)
- d. Why did you choose to locate your business in Wilton? (Alison S)
- e. Marty recommended question #5/10. *On a scale of 1(good) to 5 (bad), how satisfied are you with the services provided by the town of Wilton (Marty A.)*
  - *Please explain \_\_\_\_\_*

**Contemplating Relocation**

- f. If given the opportunity, would you contemplate relocating your business to a neighboring town or locality for better business prospects? (Yes/No/Undecided) (JF)
  - Which of the following factors would most significantly influence your decision to relocate your business:
    - Tax incentives
    - access to skilled labor,
    - infrastructure quality,

- more foot traffic,
- proximity to markets
- Other: please specify

g. Note: Marty recommended as question 7/10, replacing question on relocating. If agreed, this may want to move to the Net Promoter Score section.

- *Would you recommend locating in Wilton to another business*  
 \_Yes, Please explain: \_\_\_\_\_
- *No, Please explain:* \_\_\_\_\_

**2. Potential Areas of Dissatisfaction**

**Topics may include all areas of potential dissatisfaction in terms of Town requirements and business needs.**

***BUSINESS CHALLENGES***

- a. What are the main challenges or disadvantages you encounter while conducting business in Wilton: Select up to x options (or can be select all that apply) (JF)
  - High operating costs
  - Limited access to transportation networks
  - Regulation hurdles
  - Lack of available commercial real estate
  - Competition from other businesses
  - Lack of foot traffic
  - Insufficient infrastructure (e.g., utilities, internet connectivity)
  - Taxes
  - Other: please specify
- b. Marty recommended editing above and as question #6/10
  - *What are the main challenges or disadvantages you encounter while conducting business in Wilton: Select up to x options (or can be select all that apply)*
    - *High lease operating costs*
    - *Difficulty locating or hiring talent*
    - *Limited access to transportation networks*
    - *Regulation hurdles/burdens*
    - *Lack of available commercial real estate*
    - *Competition from other businesses*
    - *Lack of foot or cart traffic*
    - *Poor signage options*
    - *Insufficient infrastructure (e.g., utilities, internet connectivity)*
    - *High Taxes*
    - *Other: please specify* \_\_\_\_\_
- c.

- d. Which of the following factors would most significantly influence your decision to relocate your business: (JF)
- Tax incentives
  - access to skilled labor,
  - infrastructure quality,
  - more foot traffic,
  - proximity to markets
  - Other: please specify
- e. To what extent do Town policies and regulations impact your business operations and growth potential:
- (Negatively/Positively/No Significant Impact).
  - Note: Marty recommended as question 8/10, replacing this question with:
  - *To what extent do Town policies and regulations impact your business operations and growth potential:*
    - \_\_\_(Negatively
    - \_\_\_Positively
    - \_\_\_No Significant Impact).
    - Please explain:

---
- f. What is your biggest challenge in meeting your annual revenue/profitability goals? (Gaining more customers/advertising, high expense of operation, regulatory/compliance, staffing/workflow, other) (AS)
- g. From where are a majority of your sales? (Wilton/local community, outside local towns, online retail, wholesale/B2B) (AS)
- h. Who is your target consumer? (Retail/local, online, businesses) (AS)

### 3. Business Identification, Description & Contact

Topics may include business location, revenue, number of employees, primary business, preferred communication method, as well as a privacy question.

- a. Business location (AS) (JF) CHECK
- b. Note: Marty recommended questions #1/10. *My business is located:*
- *On Route 7 north of town center (Route 33)*
  - *On Route 7 south of town center*
  - *In Wilton town center*
  - *Other (Please specify): \_\_\_\_\_*

- c. What is the size of your business? (based on revenue) (AS)
- d. Marty recommended question #2/10.
  - *My business has:*
    - *Less than 5 employees*
    - *Between 5 and 15 employees*
    - *Greater than 15 employees*

**4. Current Town Events, Satisfaction & Recommendations**

**Topics may include foot traffic challenges and needs, business seminars, education, interest levels and priorities in town sponsored ways to help local businesses grow.**

- a. How effective are the resources that we currently have in Wilton at helping with these challenges? Some examples are Chamber-led street fairs or selling events, Chamber-led networking sessions, library-sponsored educational speakers. (AS)
  - If not effective, what is the reason they are not effective? (High cost of participation, lack of local engagement by consumers in events, lack of visibility on these resources to the business community, other) (AS)
- b. What tools would you be interested in gaining to help with these challenges? (Access to marketing support, town-sponsored events to assist with visibility or sales, education resources on business building or operation, networking opportunities with other businesses, other) (AS)
  - What method of communicating with your business is best on these resources? (Email, social media, flyer/stop in, other) (Alison S.)

**Foot Traffic Questions**

- c. Marty #9/10 Foot Traffic Edit Suggestion. Would you be interested in participating in local events or initiatives aimed at increasing foot traffic in the area?
  - Yes
  - No
  - Depends on the Initiative
  - Please explain: \_\_\_\_\_
- d. How would you rate the level of foot traffic in your current location compared to other areas you have operated in? (JF)
  - Much Lower
  - Lower
  - Similar
  - Higher
  - Much Higher

- How does the volume of foot traffic impact your business's performance and sales revenue? (JF)
  - Negatively
  - Positively
  - No Significant Impact
- Would you be interested in participating in local events or initiatives aimed at increasing foot traffic in the area? (JF)
  - Yes
  - No
  - Depends on the Initiative
- What strategies would you consider implementing to capitalize on higher foot traffic (JF)
  - Offering promotions or discounts
  - Enhancing storefront visibility and signage
  - Extending business hours
  - Hosting special events or workshops
  - Utilizing social media/online marketing
  - Others: please specify

### **Business Topics Most of Interest For Forums**

- e. Marty question 10/10 edit: What types of topics or themes would you find most valuable for discussion at local business forums or training events (including virtual events)? (Select all that apply)
- No interest
  - Marketing strategies
  - E-commerce and digital transformation strategies
  - Access to funding and financing options
  - Regulation, legal, compliance updates
  - Business networking
  - Entrepreneurship and startup success stories
  - Crisis management and risk mitigation strategies
  - Industry-specific workshops and seminars
  - Other: please specify
- f. What types of topics or themes would you find most valuable for discussion at local business forums or events (including virtual events)? (Select all that apply) (JF)
- Marketing strategies
  - E-commerce and digital transformation strategies
  - Access to funding and financing options
  - Regulation, legal, compliance updates
  - Business networking
  - Entrepreneurship and startup success stories

- Crisis management and risk mitigation strategies
- Industry-specific workshops and seminars
- Other: please specify

**5. Role of the EDC**

**The topic of asking about their perception of the EDC role was mentioned.**

- a. What role do you feel the Economic Development Commission could or should play in supporting your business in-town? (Marketing support through social media, educational resources on business operations, business forums with local leaders to provide voice to concerns, other) (AS)