



# 2024 City of Dallas Business Survey Findings Report

Presented to the City of Dallas,  
TX

August 2024



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# Executive Summary

# 2024 City of Dallas Business Survey

## Executive Summary



### Purpose

ETC Institute conducted a survey of businesses for the City of Dallas during the summer of 2024. The purpose of the survey was to identify the importance of various issues to businesses and to identify expansion/retention plans of businesses in the future. This is the first business survey ETC Institute has conducted for the City of Dallas.

### Methodology

The survey was administered by mail and online to a random sample of businesses in the City. A total of 430 businesses responded to the survey.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts depicting the overall results of the survey,
- Importance-Satisfaction analysis used to determine priority actions for the City,
- tables that show the results of the survey,
- a copy of the survey instrument.

### Major Findings

**Usage of and Satisfaction With City Services, Departments, and Programs:** Business were asked to indicate if they had used 15 City services during the past two years. The services with the top usage included: Water Services (41%), Fire Inspection (40%), Building Inspections (39%), Water and Sewer Billing (38%), and Building Permits (38%). *Multiple selections could be made for this question.*

Among the businesses that had used services during the past two years, 86% *who had an opinion* were “very satisfied” or “satisfied” with Fire Inspection services. Other services that businesses were “very satisfied” or “satisfied” with include: Water Services (81%), Small Business Services (81%), Building Inspections (80%), City Hall (General) (75%), and Economic Development (75%).

**Most Important Services, Departments, and Programs:** Based on the sum of their top three choices, the City services, departments, or programs that are most important to businesses are: 1) Small Business Services, 2) Police Department, and 3) Building Permits.

**Rating Customer Service:** Twenty-six percent (26%) of businesses that have used City of Dallas customer service gave a rating of “very good;” 38% rated customer service as “good;” 29% think it is “average;” and 8% feel it is “poor” or “very poor.”

# 2024 City of Dallas Business Survey

## Executive Summary



**Quality of Service Provided by the City:** More than two-thirds (69%) of businesses surveyed who have used City services are “very satisfied” (22%) or “satisfied” (47%) with the overall quality of the services provided; 23% are “neutral” and 8% are “dissatisfied” or “very dissatisfied.”

**Satisfaction With Various Aspects Doing Business in the City:** Sixty-eight percent (68%) of businesses *who had an opinion* were “very satisfied” or “satisfied” with the way the City is working to attract new businesses to Dallas. Other areas that businesses were satisfied with include: supporting business growth and development (65%), working to retain existing businesses in Dallas (65%), creating attractions events to bring residents from surrounding towns to Dallas (64%), physical appearance of the area where business is located (60%), and overall public safety and emergency response times (57%).

**Business Climate:** Sixty-four percent (64%) of businesses surveyed who have used City services are “very satisfied” (15%) or “satisfied” (49%) with the currently overall business climate in the City of Dallas; 27% are “neutral,” and 9% are “dissatisfied” or “very dissatisfied.” When asked how they believe the business climate will be in Dallas two years from now, 20% indicated it would be “much better,” 41% said it would be “somewhat better,” 28% felt it would be “the same,” and 11% thought the business climate would be “somewhat worse” or “much worse” in the City two years from now.

**Importance of Reasons to Locate Business in Dallas:** Eighty-four percent (84%) of businesses surveyed, *who had an opinion*, indicated wireless connectivity/broadband availability was “extremely important” or “very important” in their decision to locate their business in Dallas. Other reasons that businesses indicated were “extremely important” or “very important” included: low crime rate (81%), cost of real estate (80%), quality of life (79%), level of taxation (78%), attitude of local government toward business (77%), and access to major highway system (77%).

**Reasons That Businesses Will Stay in Dallas:** Based on the sum of their top three choices, the reasons that will have the most impact on business’ decision to stay in the City of Dallas for the next ten years are: 1) low crime rate, 2) level of taxation, and 3) quality of life.

**Ratings of the Labor Pool in the Dallas Area:** Sixty-one percent (61%) of the businesses surveyed, *who had an opinion*, rated the quality of workers in the Dallas area as “very good” or “good.” Other qualities of the labor pool that businesses rated as “very good” or “good” include: productivity of the workforce (58%), education and technical skills of the workforce (56%), and availability of workers (56%).

**Usage and Ratings of the City Website:** Seventy-one percent (71%) of the businesses surveyed, *who had an opinion*, indicated they had used the City of Dallas website to get information on City services. Of those, 69% rated the usefulness of the website as “very good” or “good,” and 68% rated the City’s website as “very good” or “good” with regard to informative content.

**City Communication With Business Owners/Manager:** Forty-three percent (43%) of businesses, *who had an opinion*, rated the City’s job in communicating with business owners and managers as “very good” (11%) or “good” (32%); 38% gave an “average” rating, and 19% rated it as “poor” or “very poor.”

# 2024 City of Dallas Business Survey

## Executive Summary



**Satisfaction With City Codes and Regulations:** Fifty-nine percent (59%) of businesses *who had an opinion* were “very satisfied” or “satisfied” with building codes in the City. Other aspects of codes and regulations that businesses were satisfied with include: stormwater and environmental regulations (59%), landscaping requirements (58%), and zoning codes (57%).

### Additional Findings

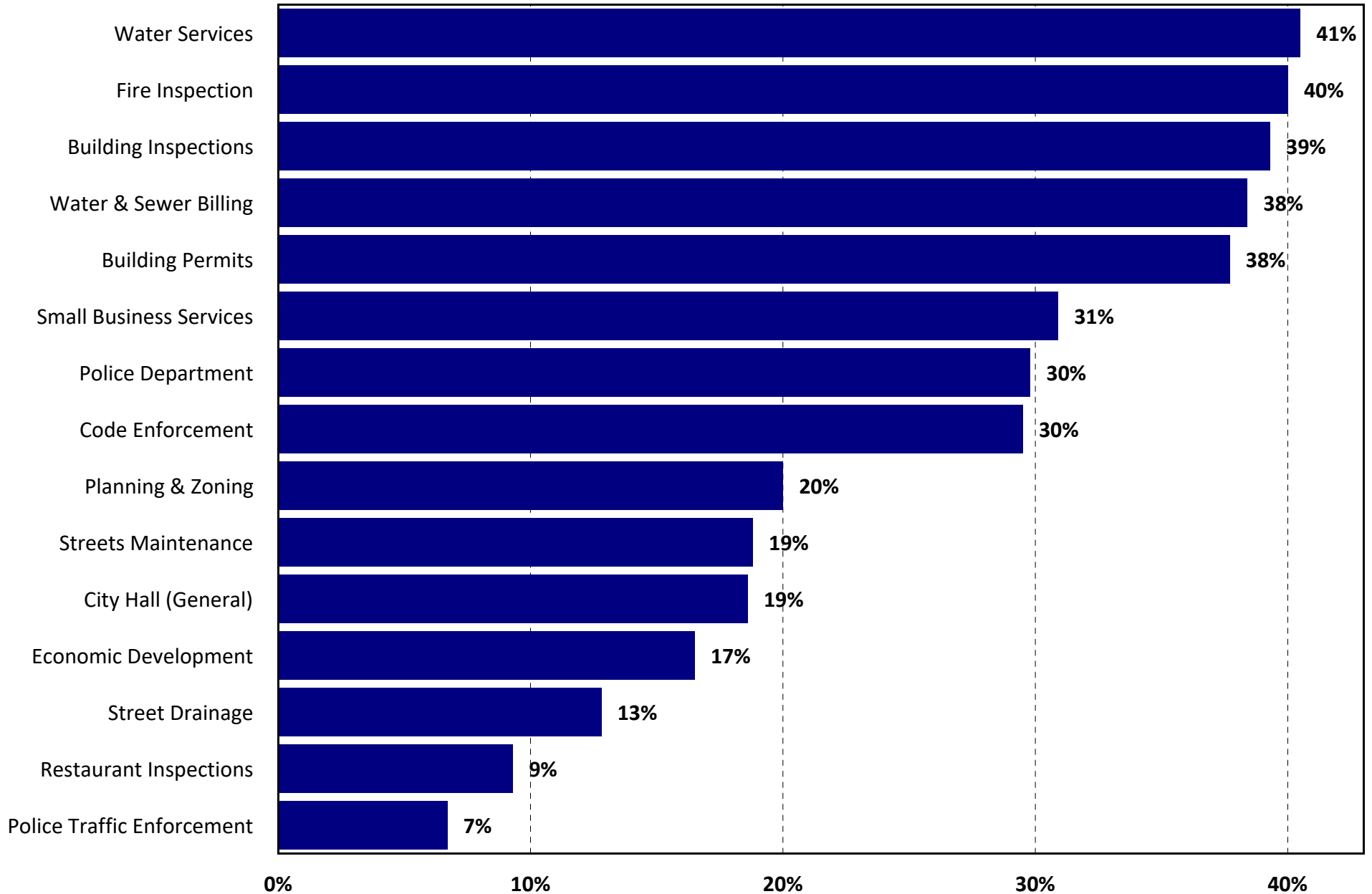
- When businesses were asked if they were aware of business assistance programs in the City, 39% indicated they were aware of the Small Business Incentive Program and 37% were aware of Economic Development Incentive Programs. Of the businesses that have used these programs, 92% *who had an opinion* were “very satisfied” or “satisfied” with Economic Development Incentive Programs, and 90% were “very satisfied” or “satisfied” with the Small Business Incentive Program.
- Seventy-one percent (71%) of businesses surveyed, *who had an opinion*, indicated they would know who to call or where to go if they had a complaint or comment to make about City services.



# Charts and Graphs

# Q1. Please indicate if your business has used the services listed below in the past 2 years.

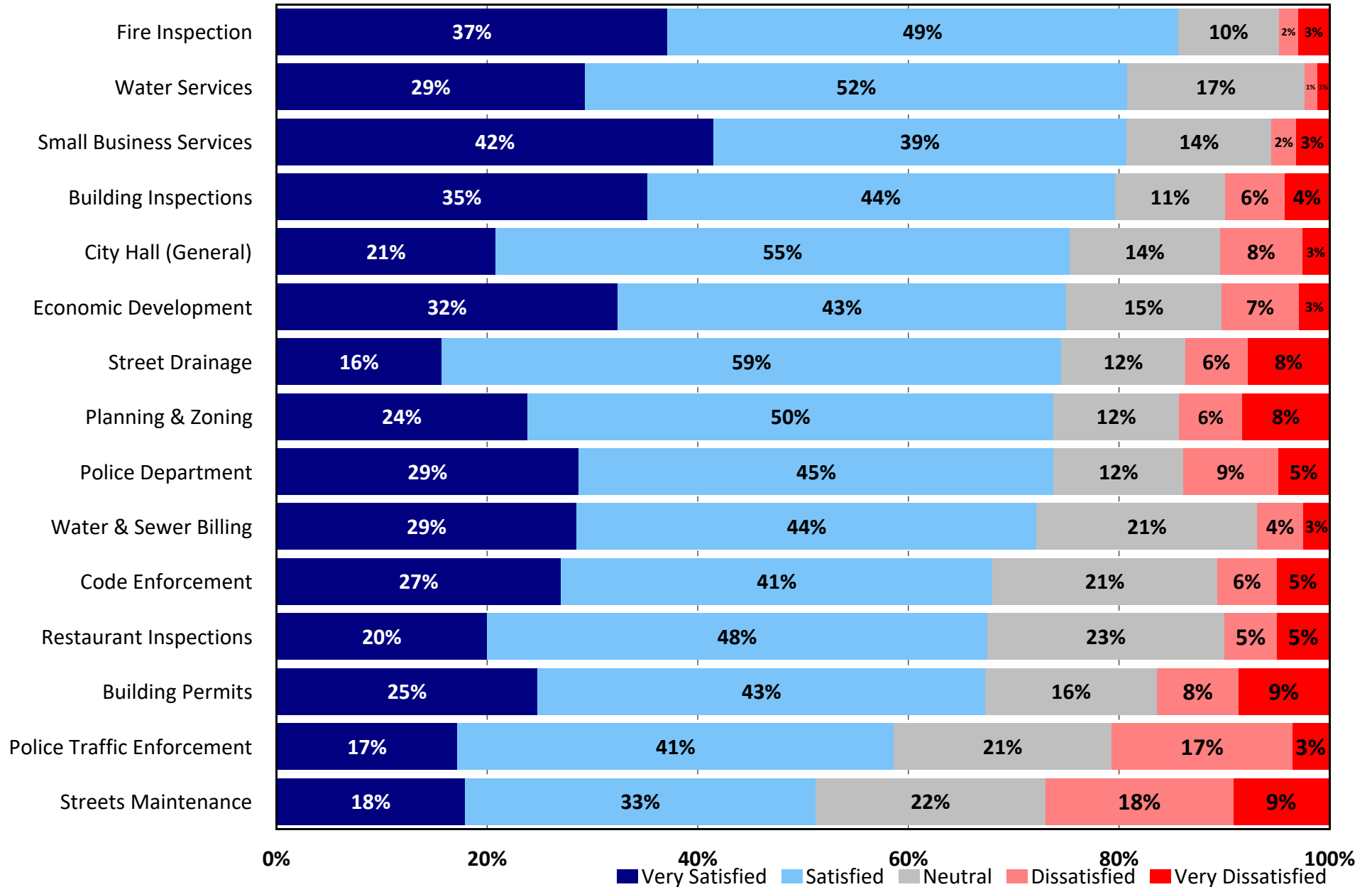
by percentage of respondents who responded "YES" (multiple selections could be made)





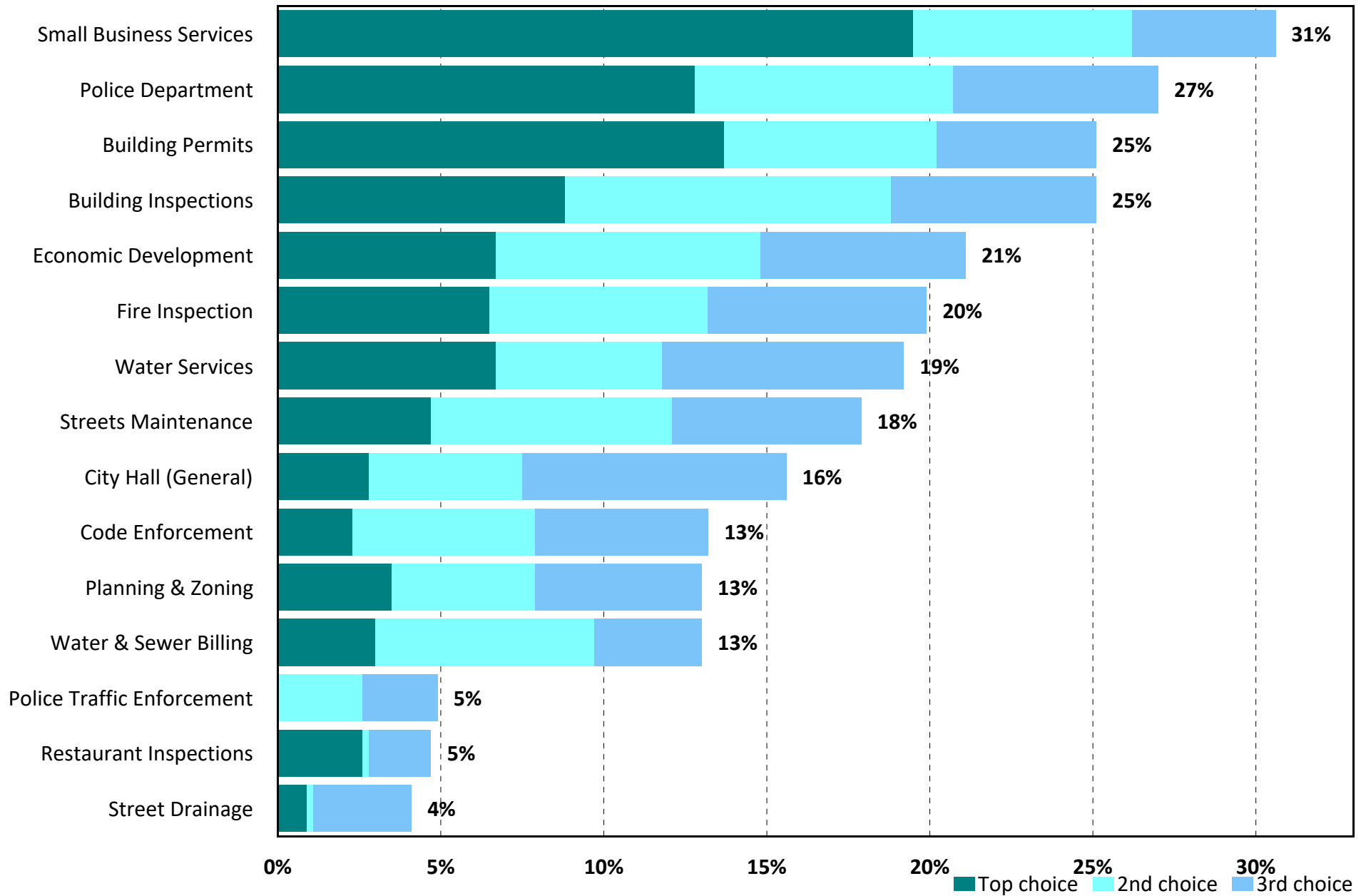
# Q1. If your business has used the service, please rate your overall satisfaction with each service.

by percentage of respondents (excluding "don't know")

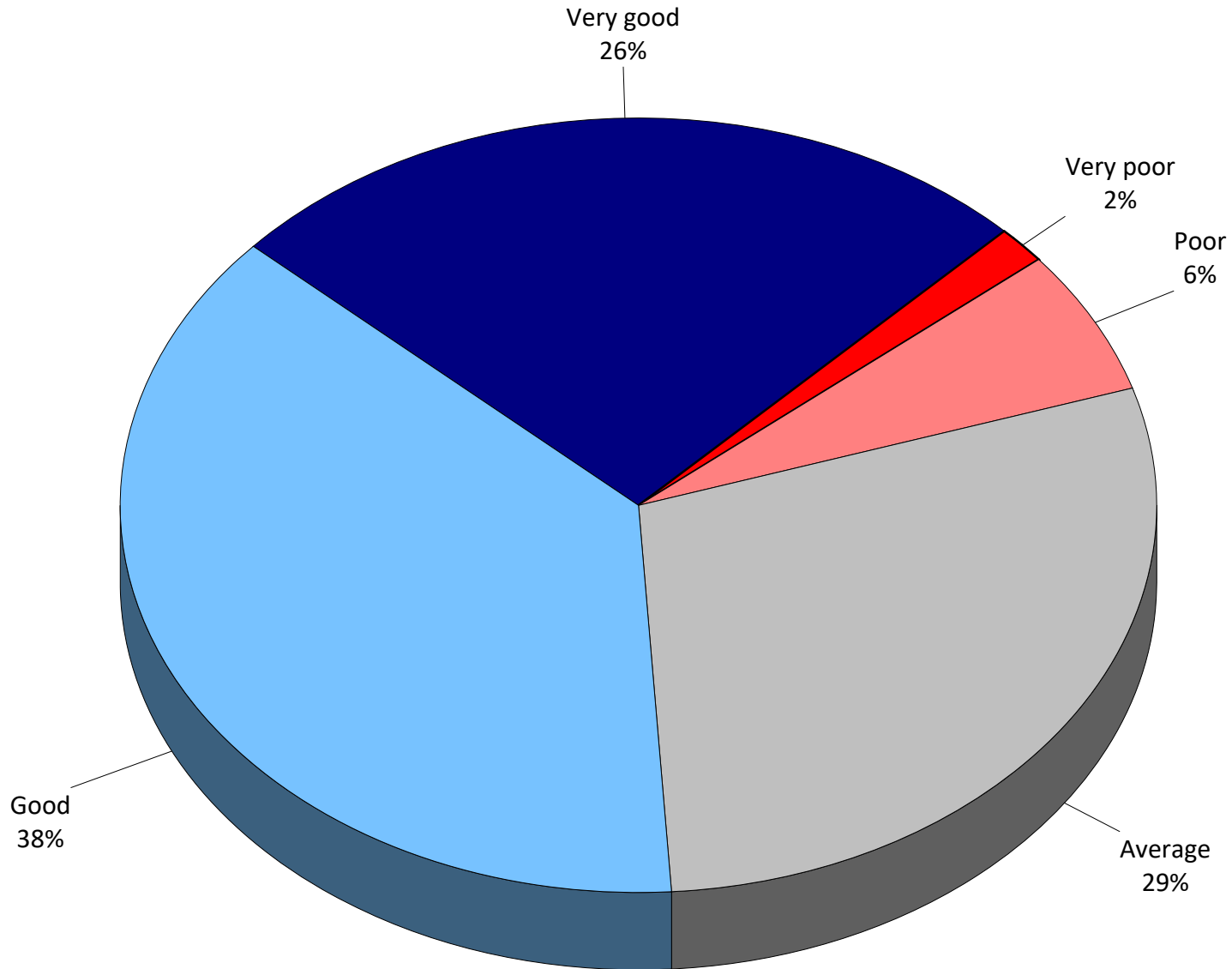


## Q2. Which three of the services, City departments, or programs are most important to your business?

by percentage of respondents who selected the items as one of their top three choices

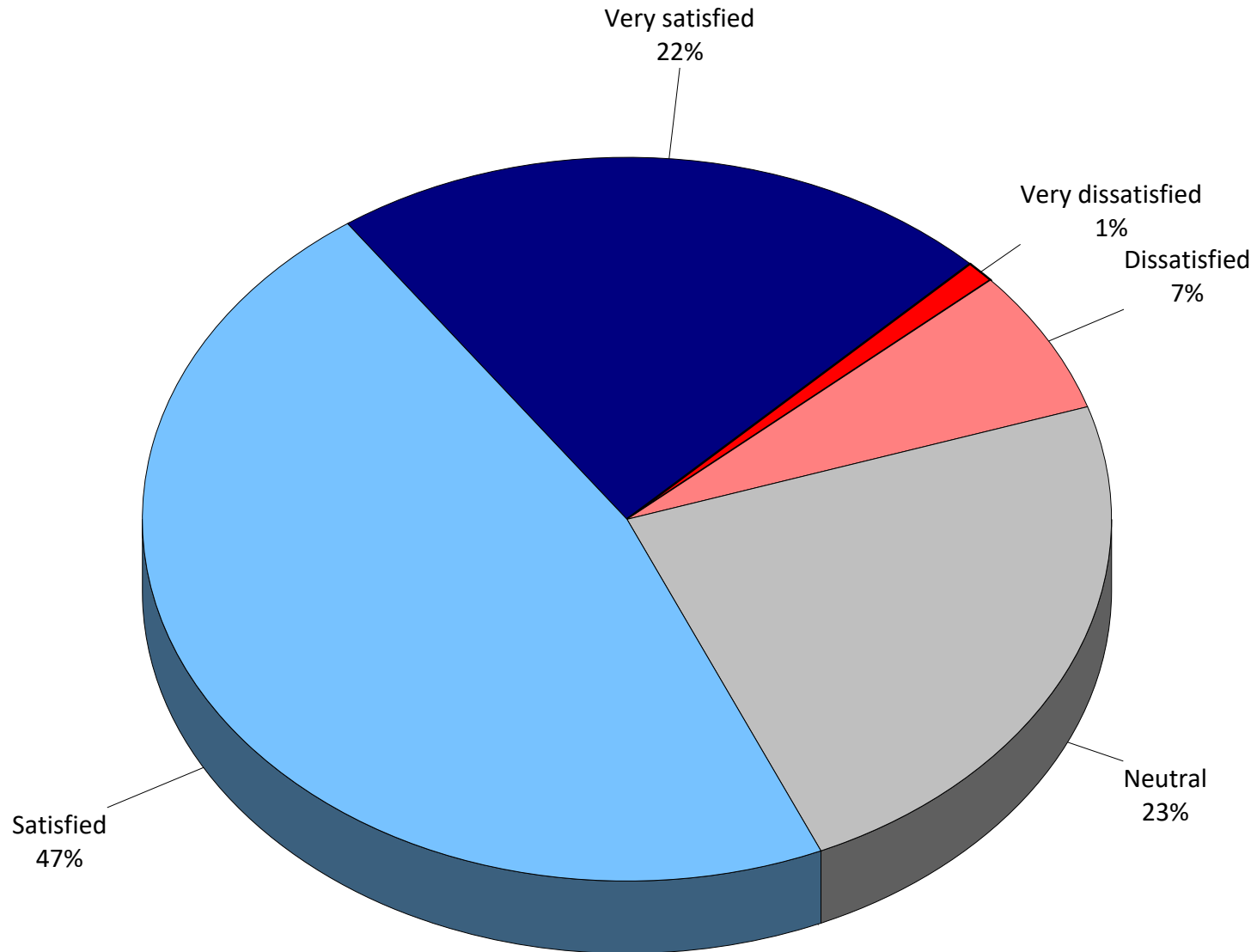


### Q3. Overall, how would you rate the City of Dallas' customer service? by percentage of respondents (excluding "haven't used Dallas customer service")



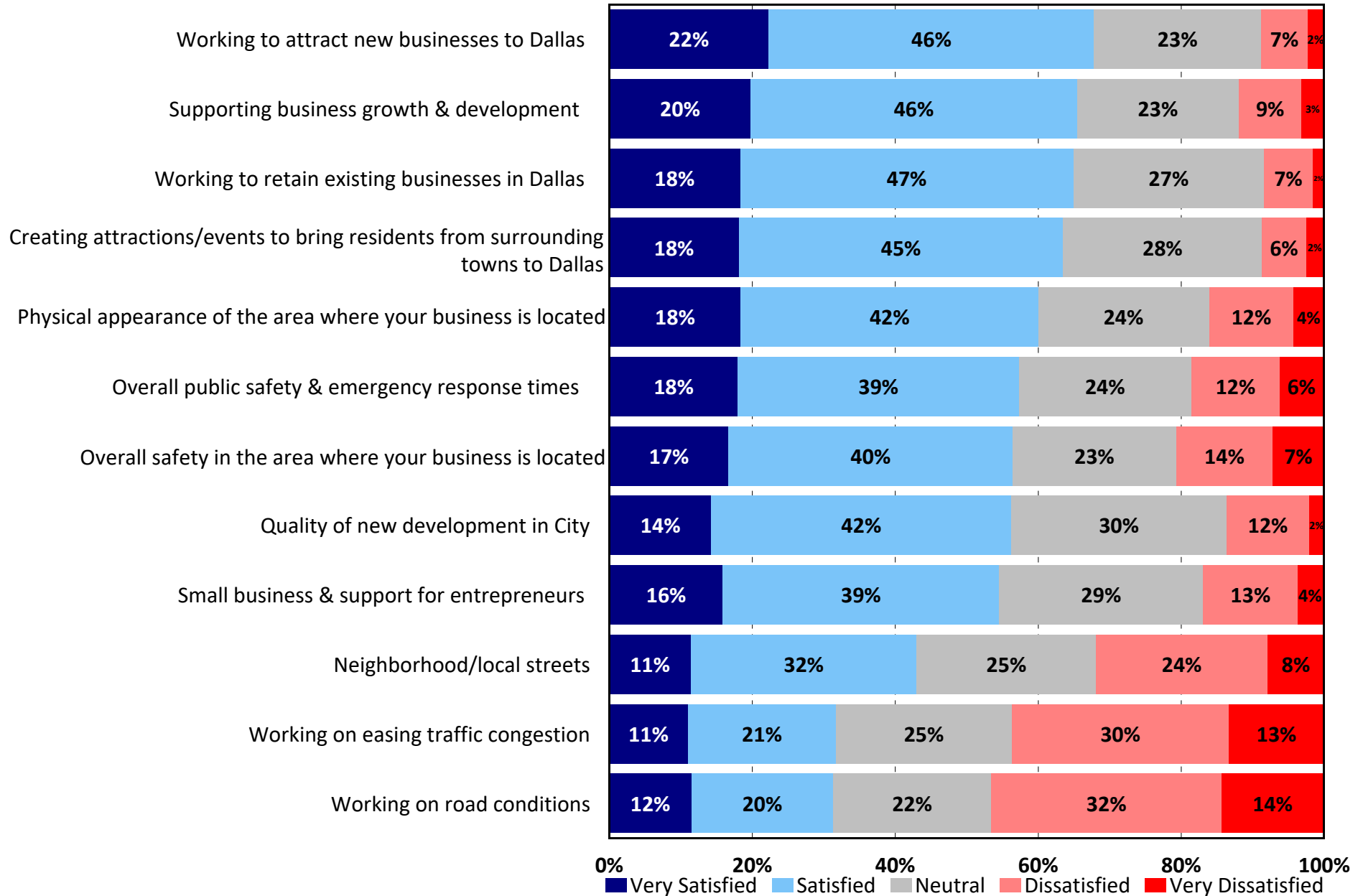
# Q4. In general, how satisfied are you with the overall quality of services provided by the City of Dallas?

by percentage of respondents (excluding "haven't used City services")



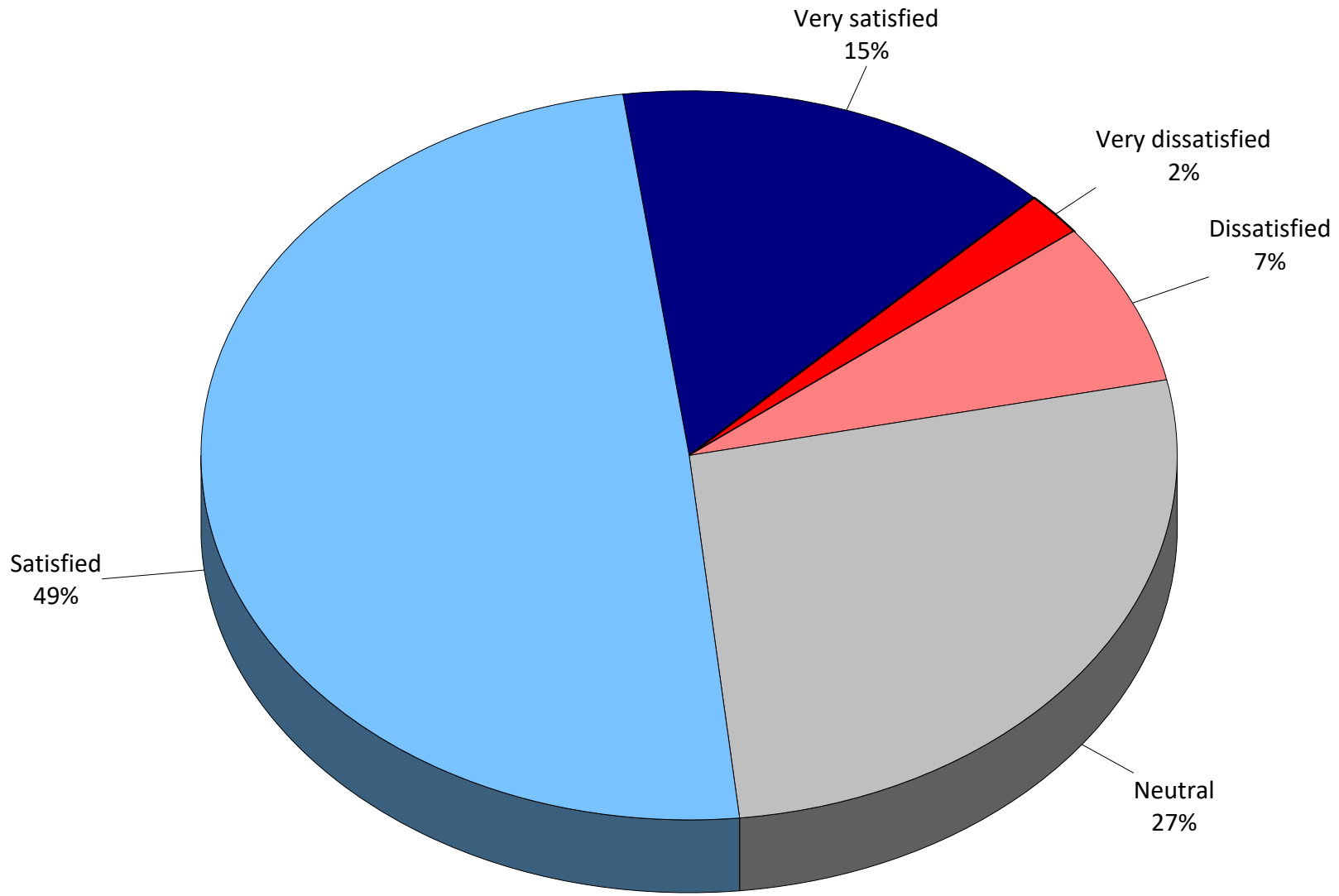
# Q5. Please indicate how satisfied your business is with the City of Dallas in the following areas.

by percentage of respondents (excluding "don't know")



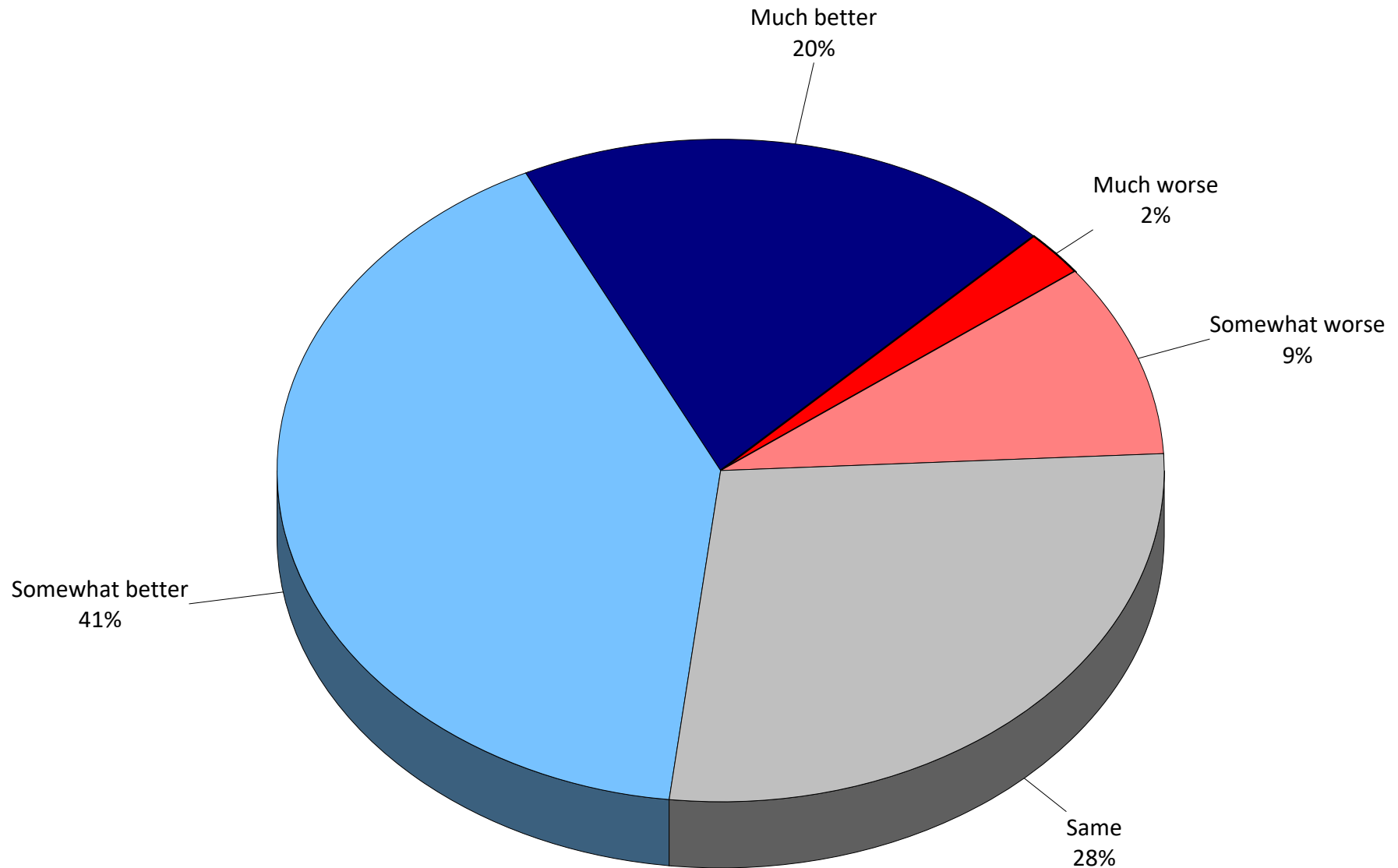
## Q6. How satisfied are you with the current overall business climate in the City of Dallas?

by percentage of respondents (excluding "haven't used City services")



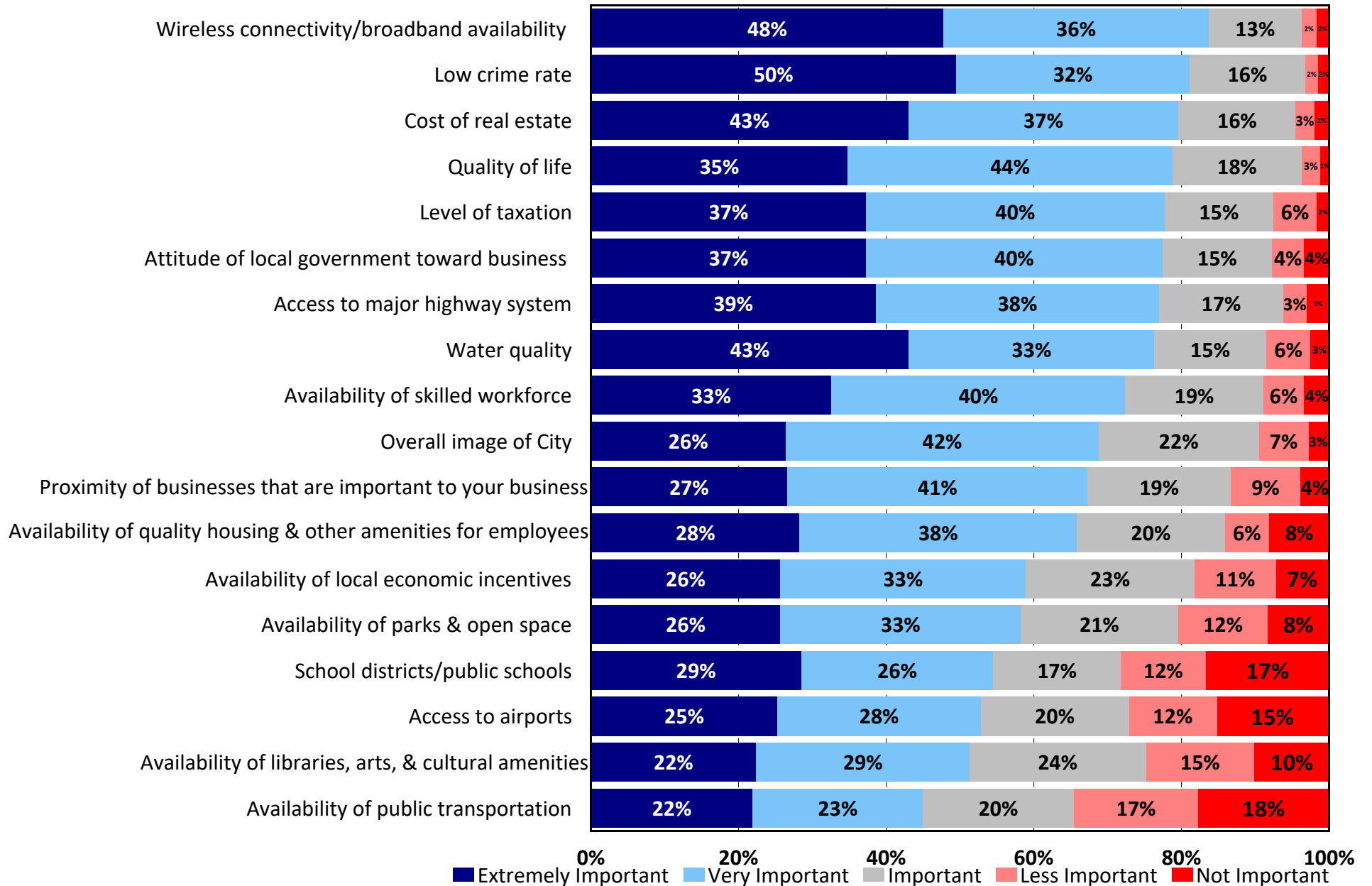
# Q7. Which best describes what you believe the business climate will be like in Dallas two years from now?

by percentage of respondents (excluding "haven't used City services")



# Q9. Please indicate how important each of the following reasons were in your decision to locate your business in Dallas.

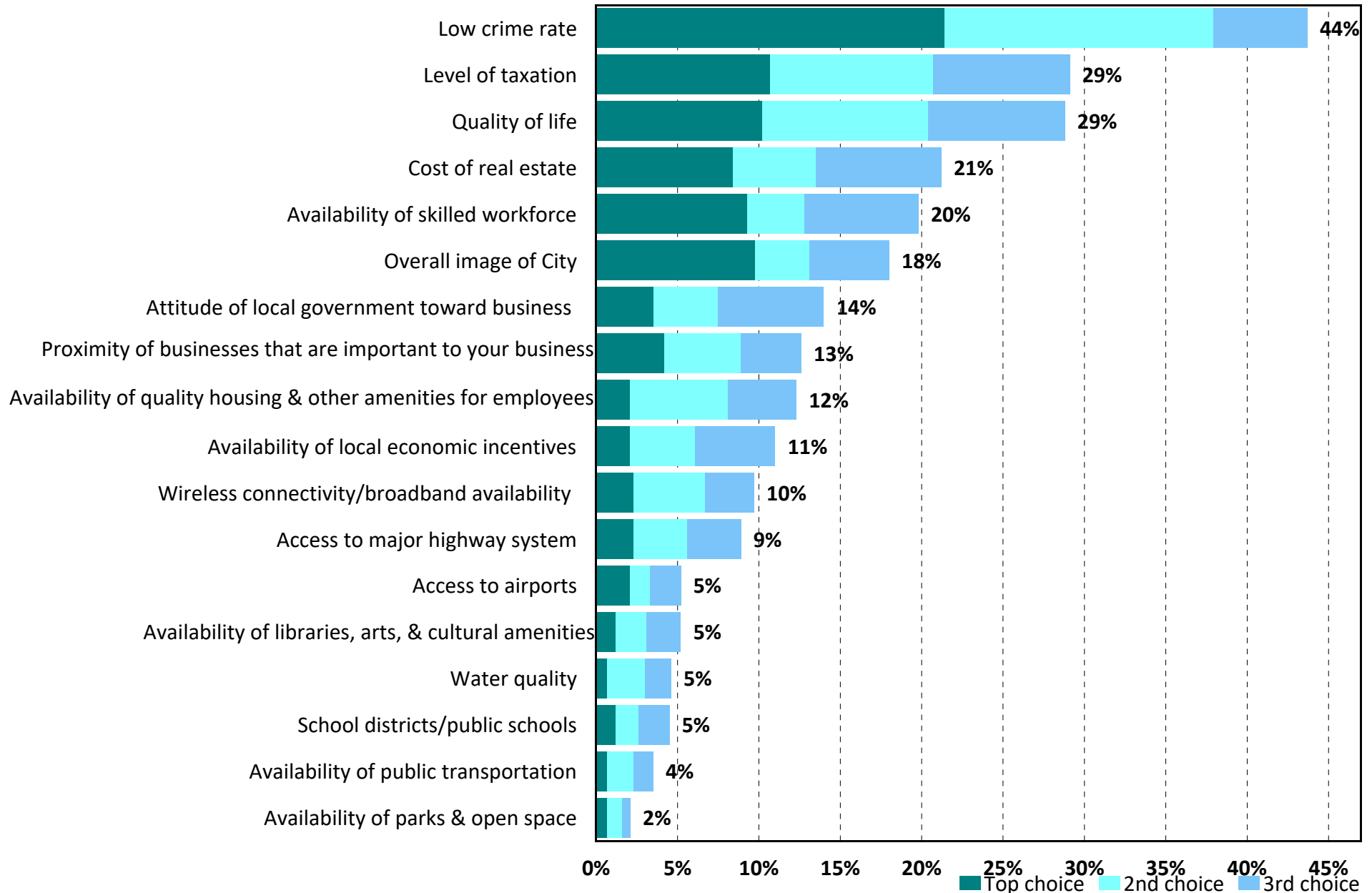
by percentage of respondents (excluding "not provided")





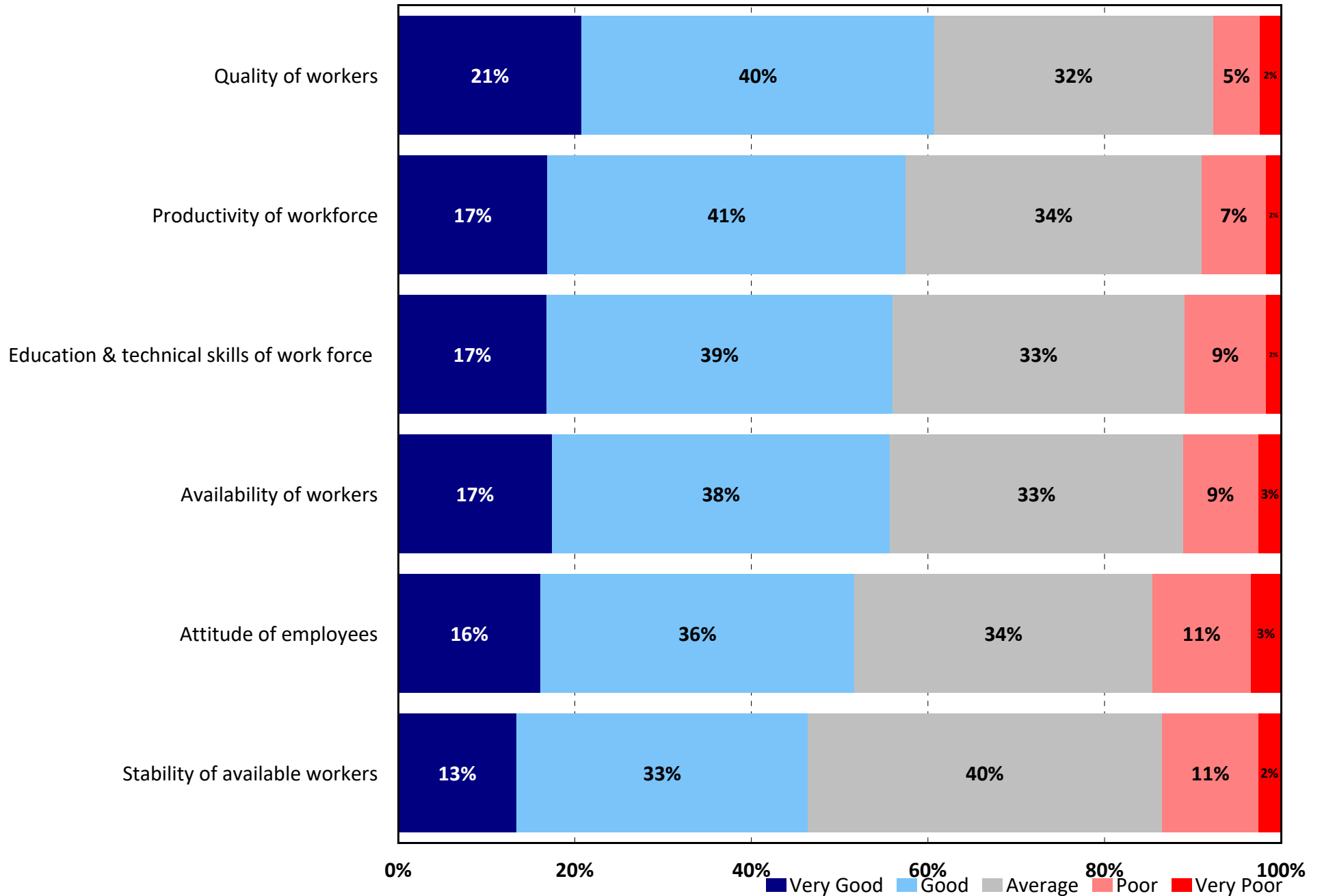
# Q10. Which three of the reasons will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years?

by percentage of respondents who selected the items as one of their top three choices



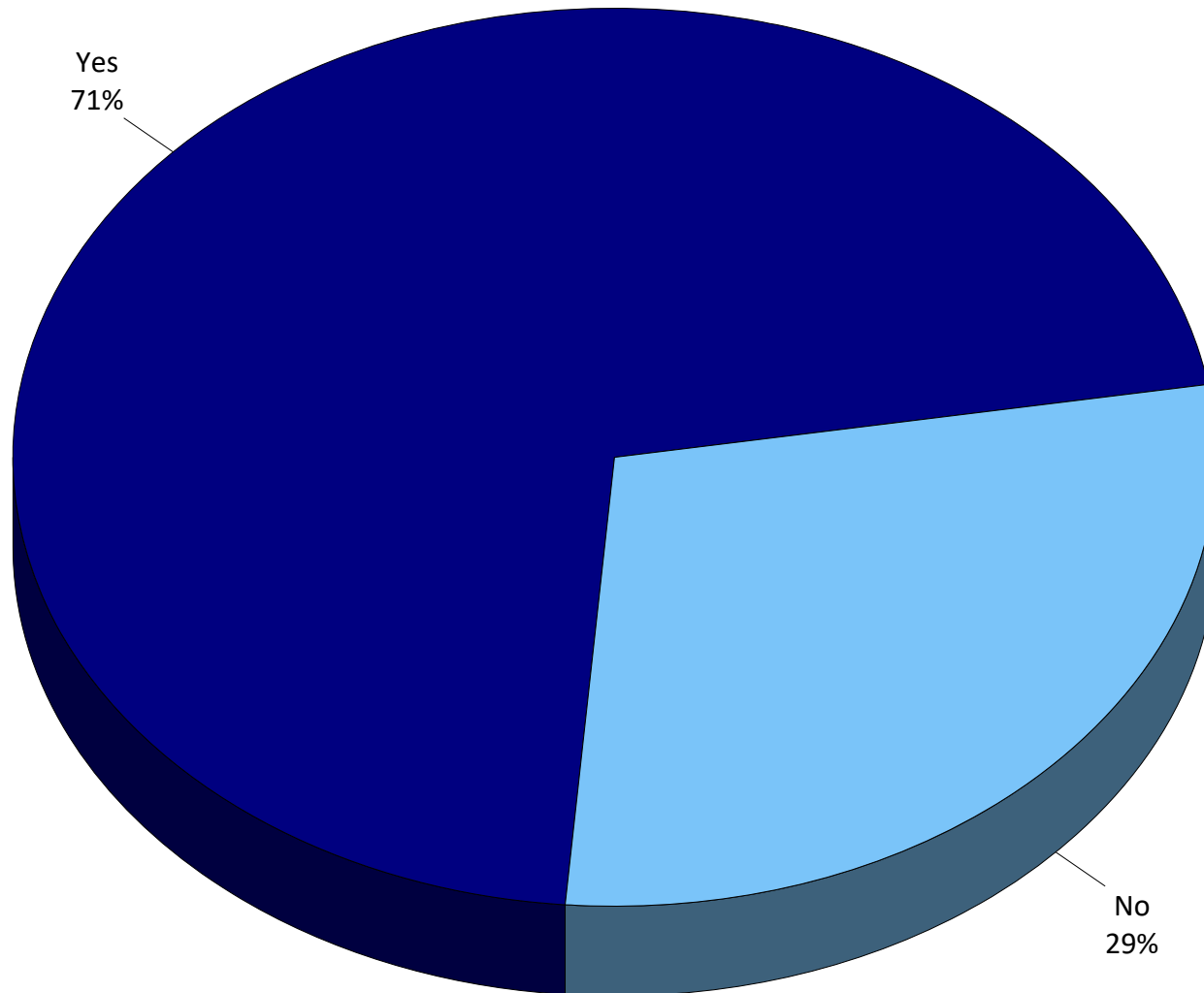
# Q11. Please rate the labor pool in the Dallas area on the following characteristics.

by percentage of respondents (excluding "don't know")



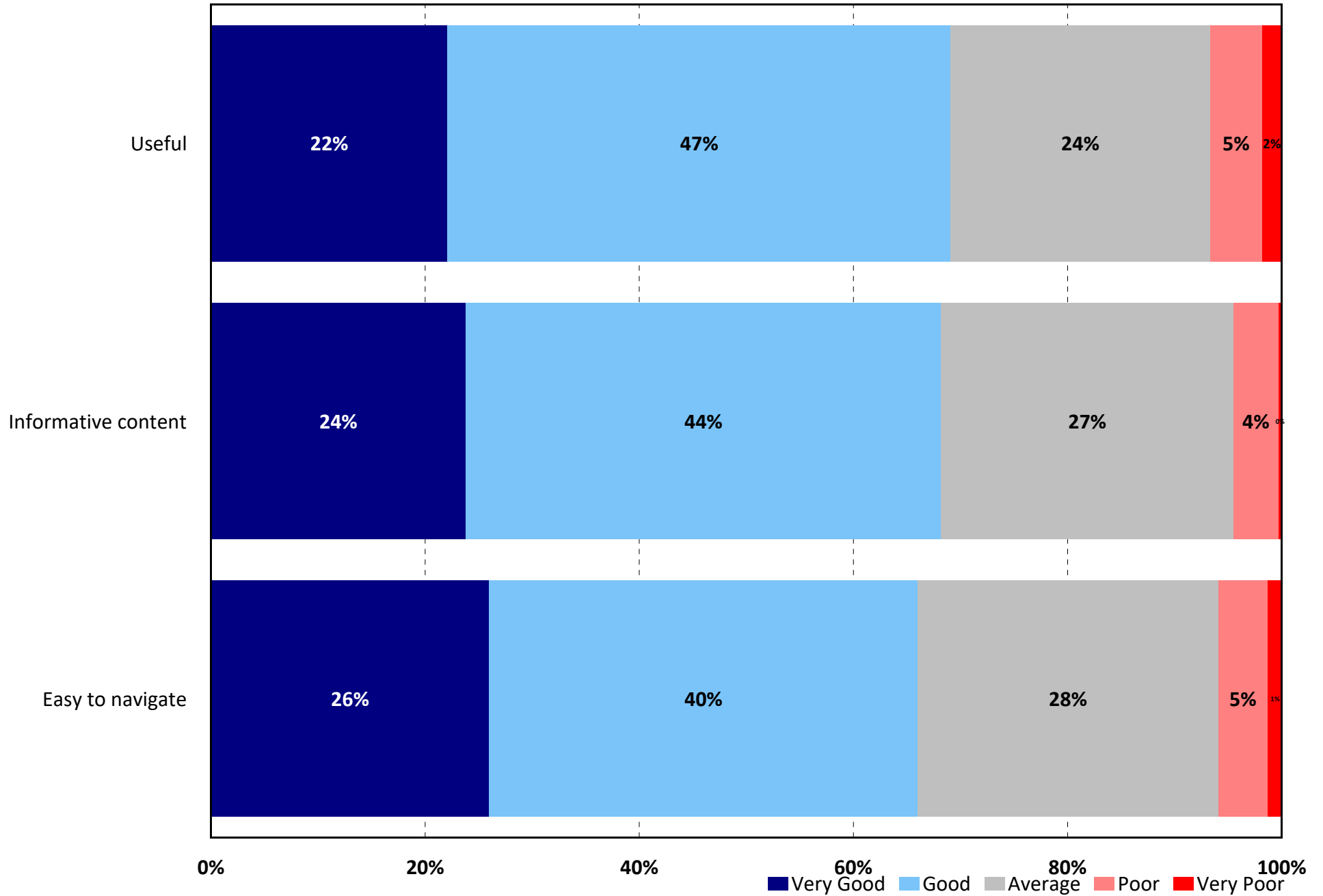
## Q12. Has your business used the City of Dallas website to get information on City services?

by percentage of respondents (excluding "don't know/unsure")



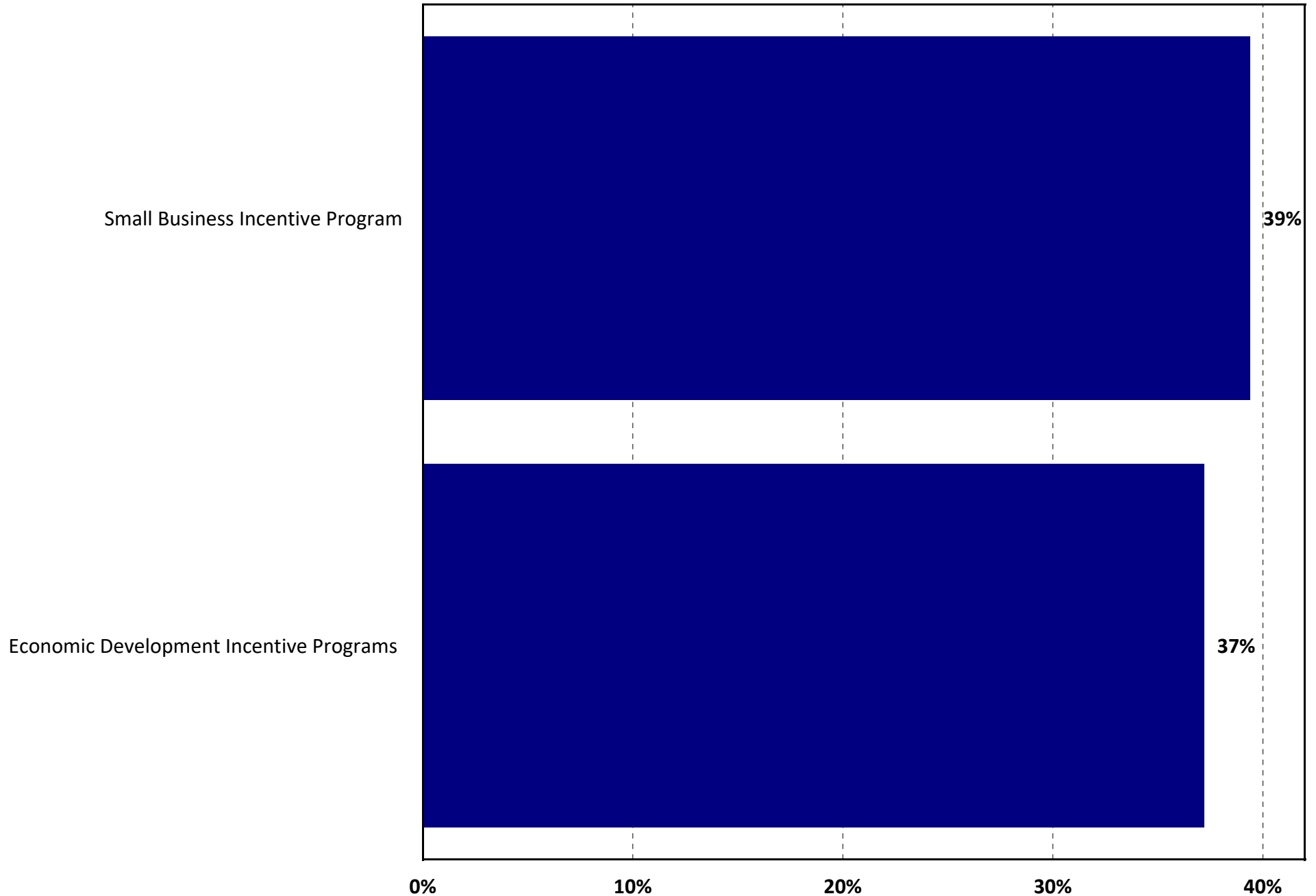
### Q13. Please rate the website on the following characteristics.

by percentage of respondents (excluding "don't know")



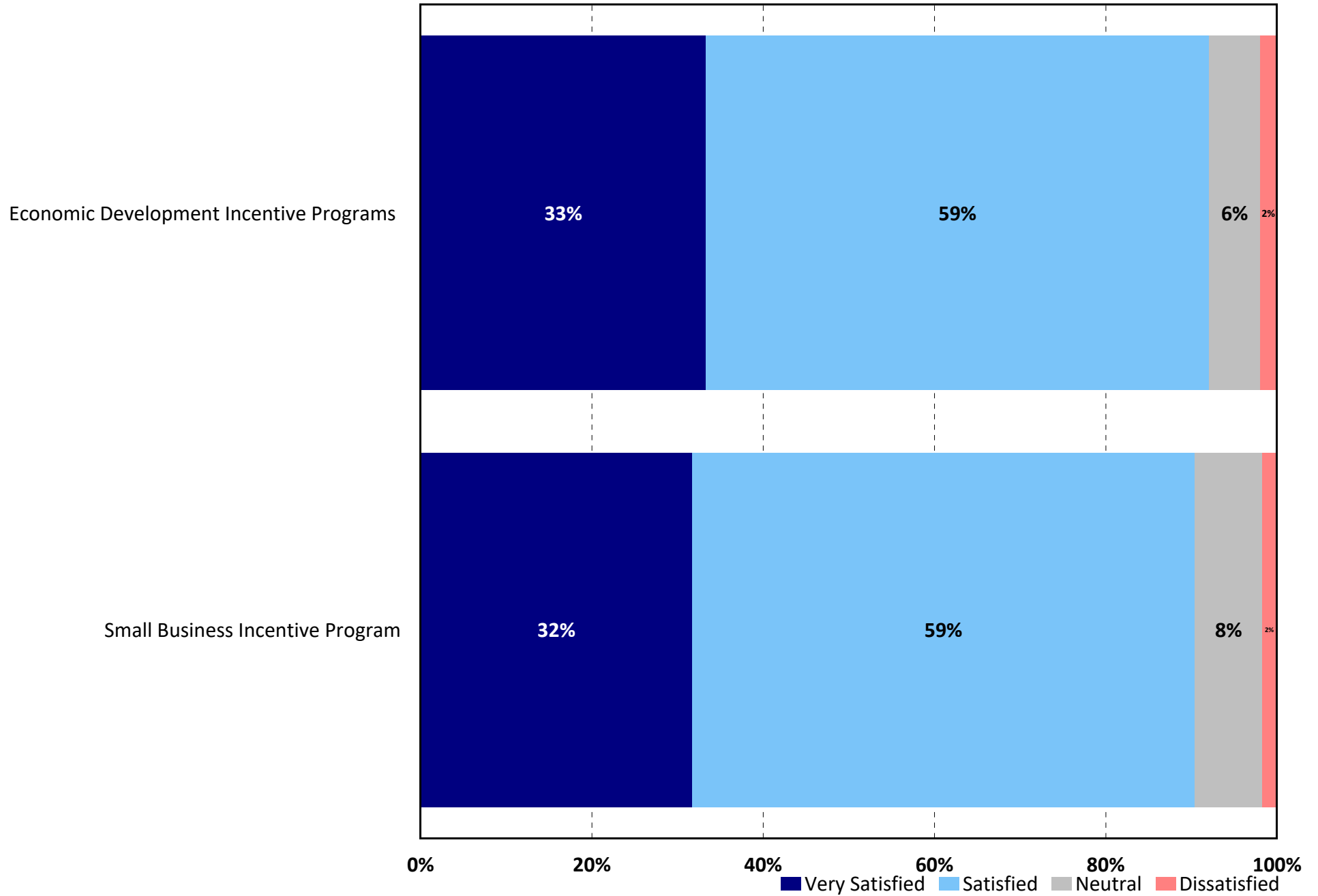
# Q14. Please indicate if you are aware of the following business assistance programs.

by percentage of respondents who responded "YES" (multiple selections could be made; excluding "not provided")



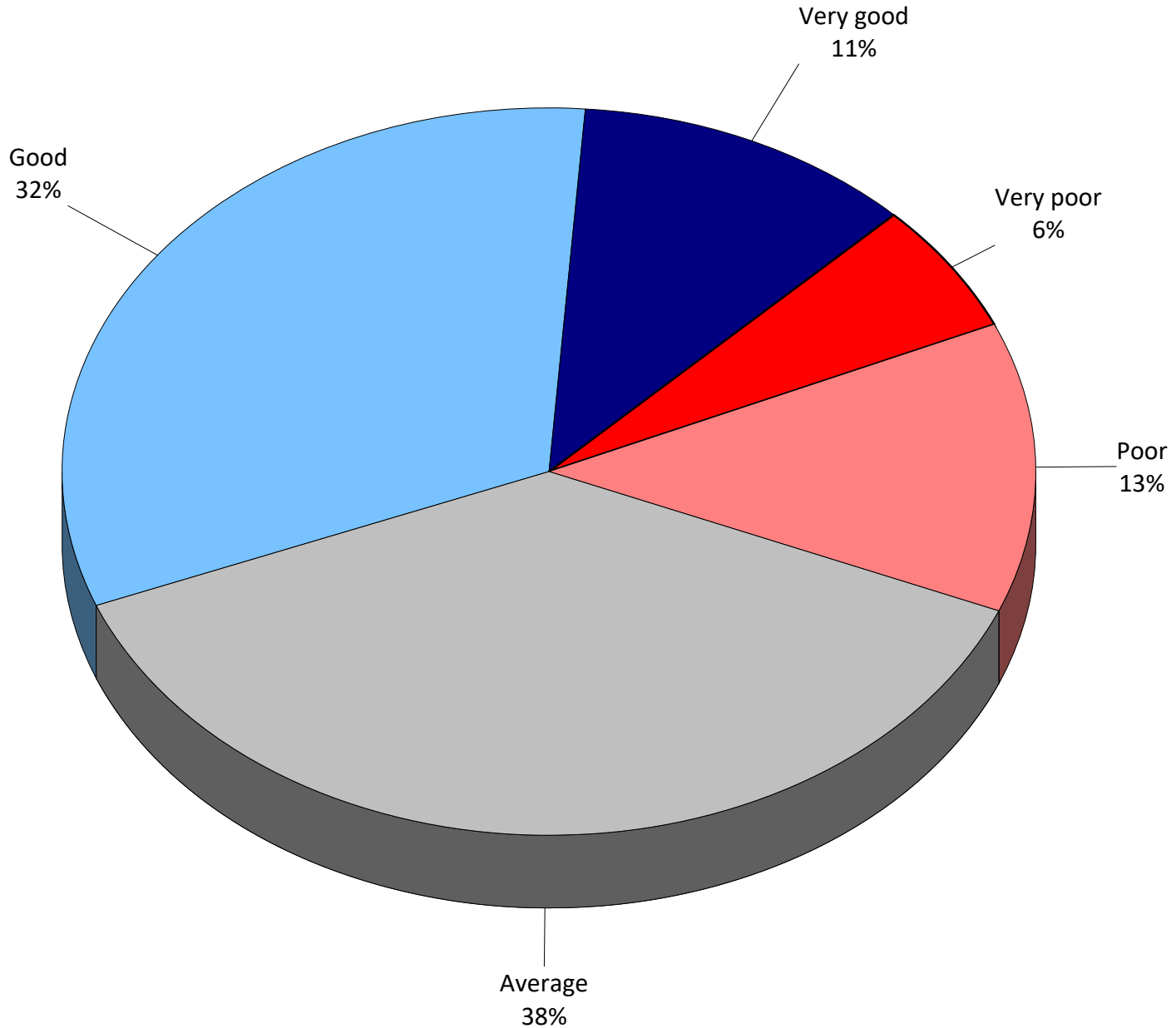
# Q14. If you have used the program, please rate your satisfaction.

by percentage of respondents



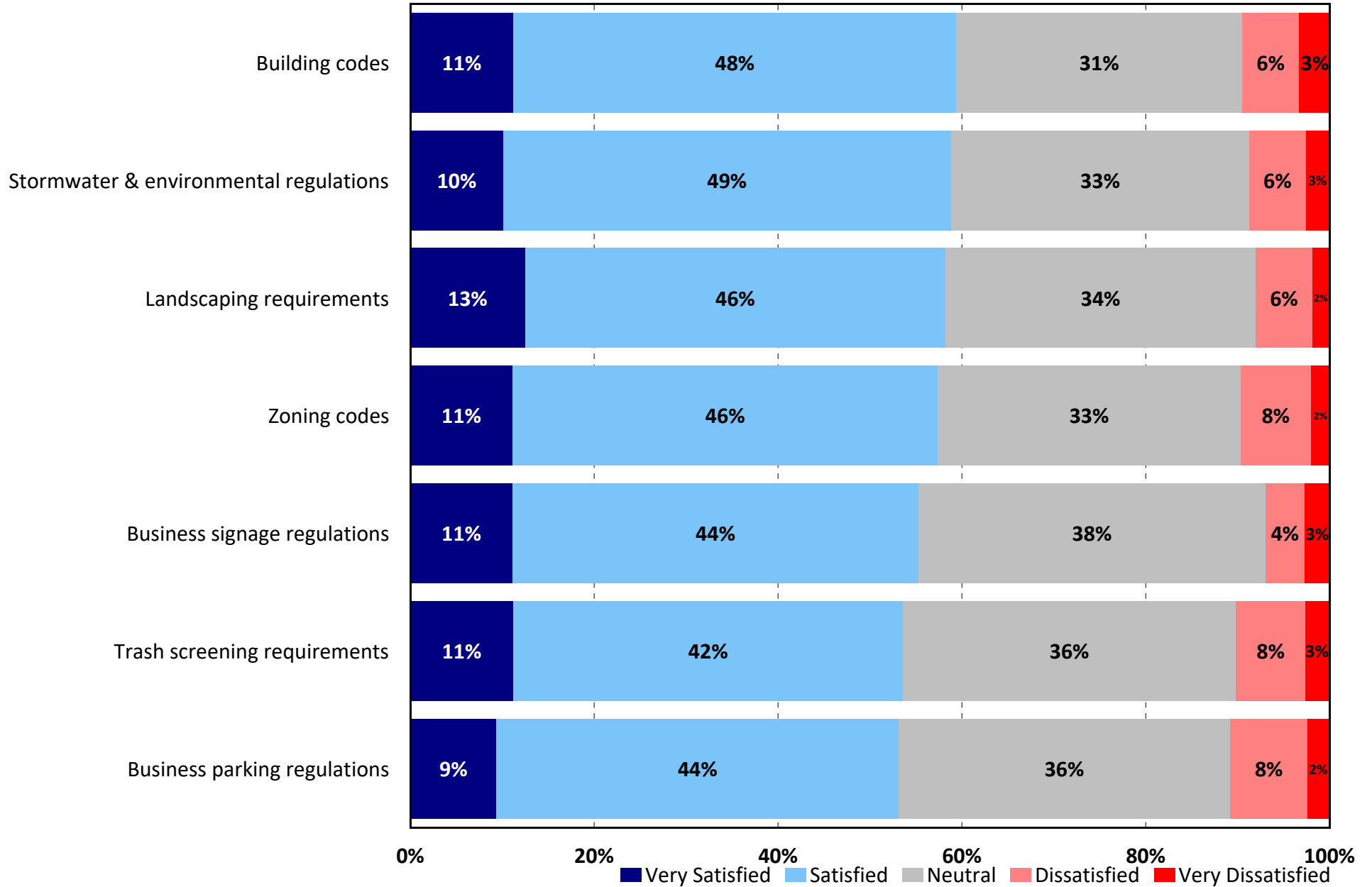
# Q15. Overall, how would you rate the job the City of Dallas does in communicating with business owners and managers?

by percentage of respondents (excluding "don't know/unsure/not needed")



# Q16. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations.

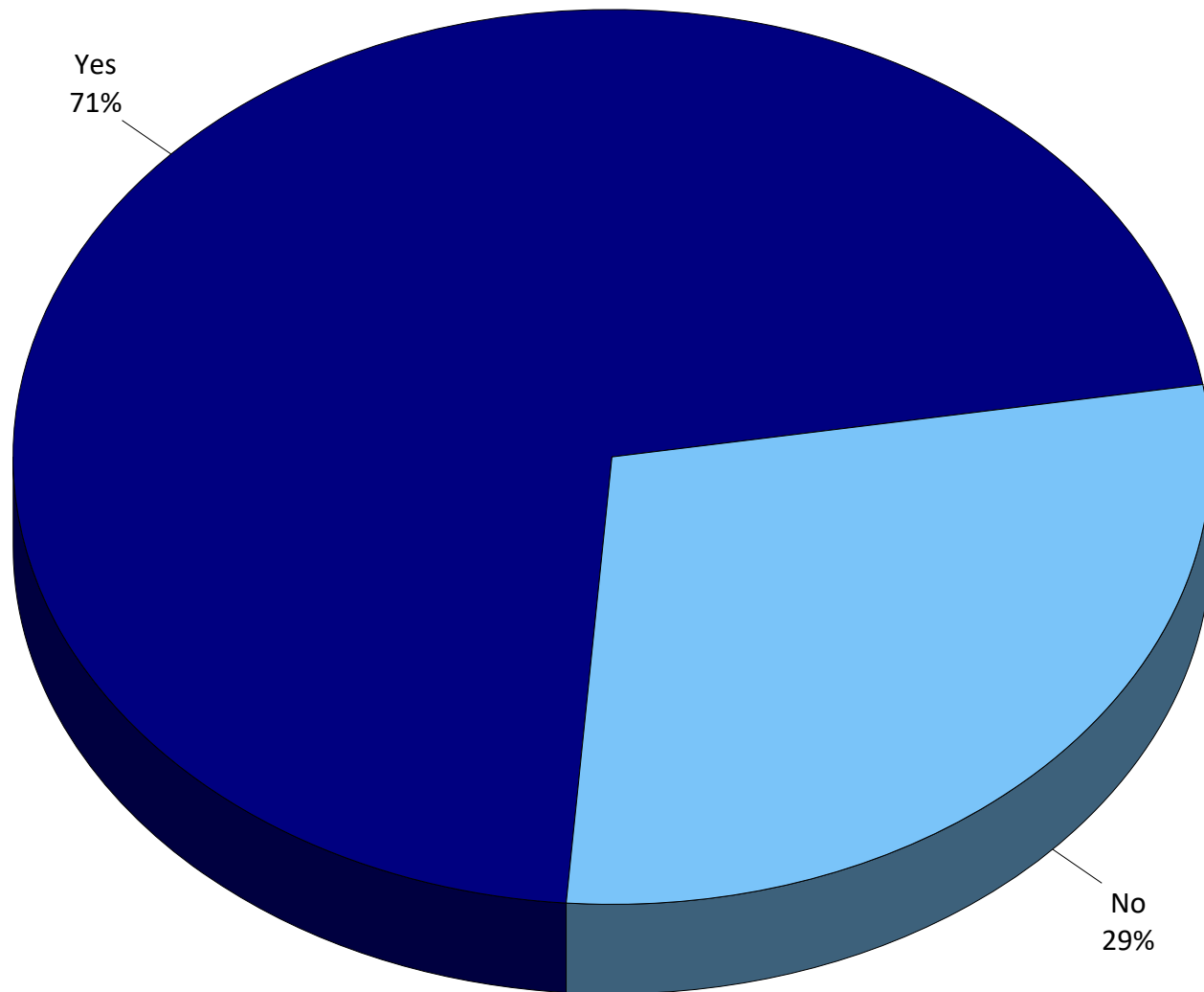
by percentage of respondents (excluding "don't know")





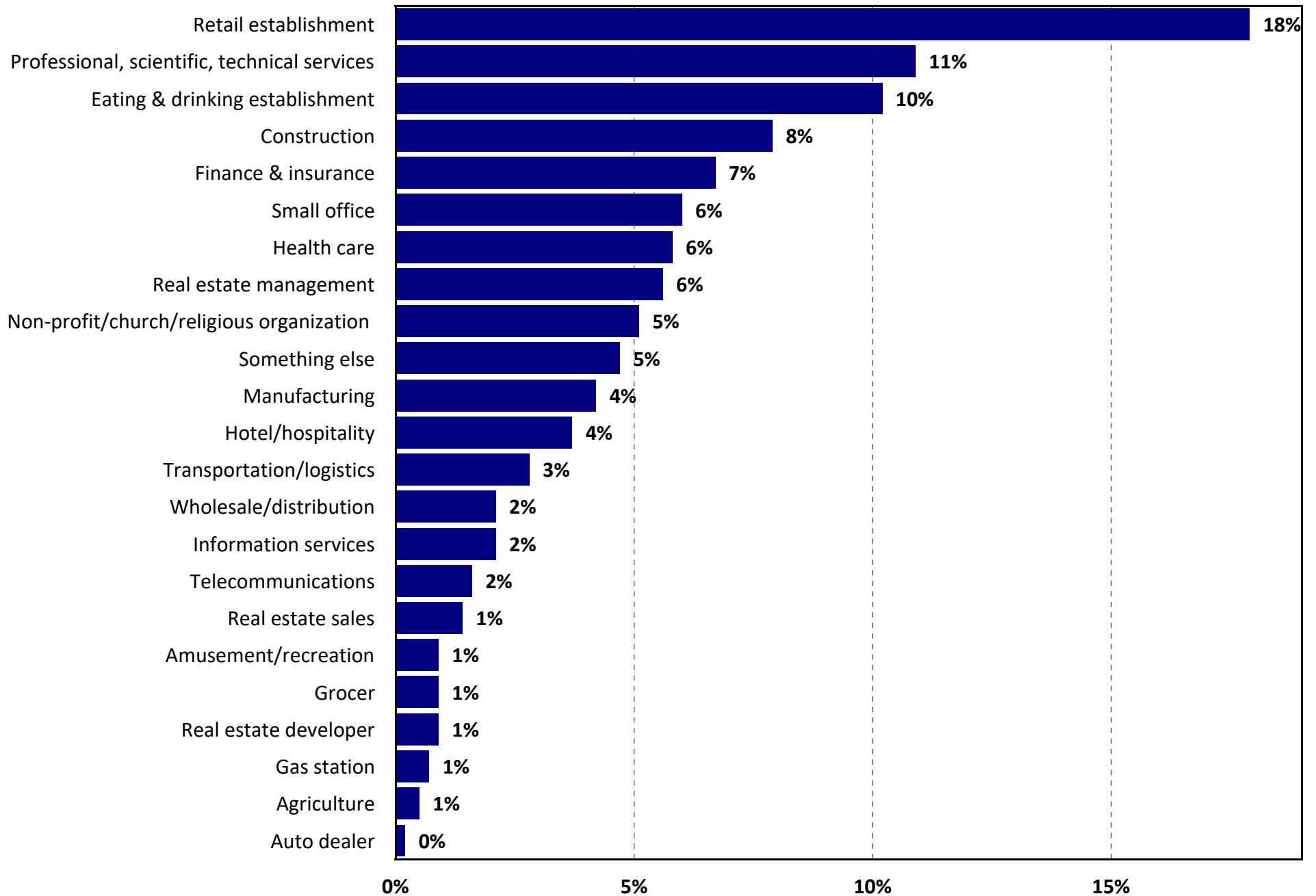
# Q17. If you had a complaint or comment to make about City services received by your business, would you know who to call or where to go?

by percentage of respondents (excluding "don't know/unsure")



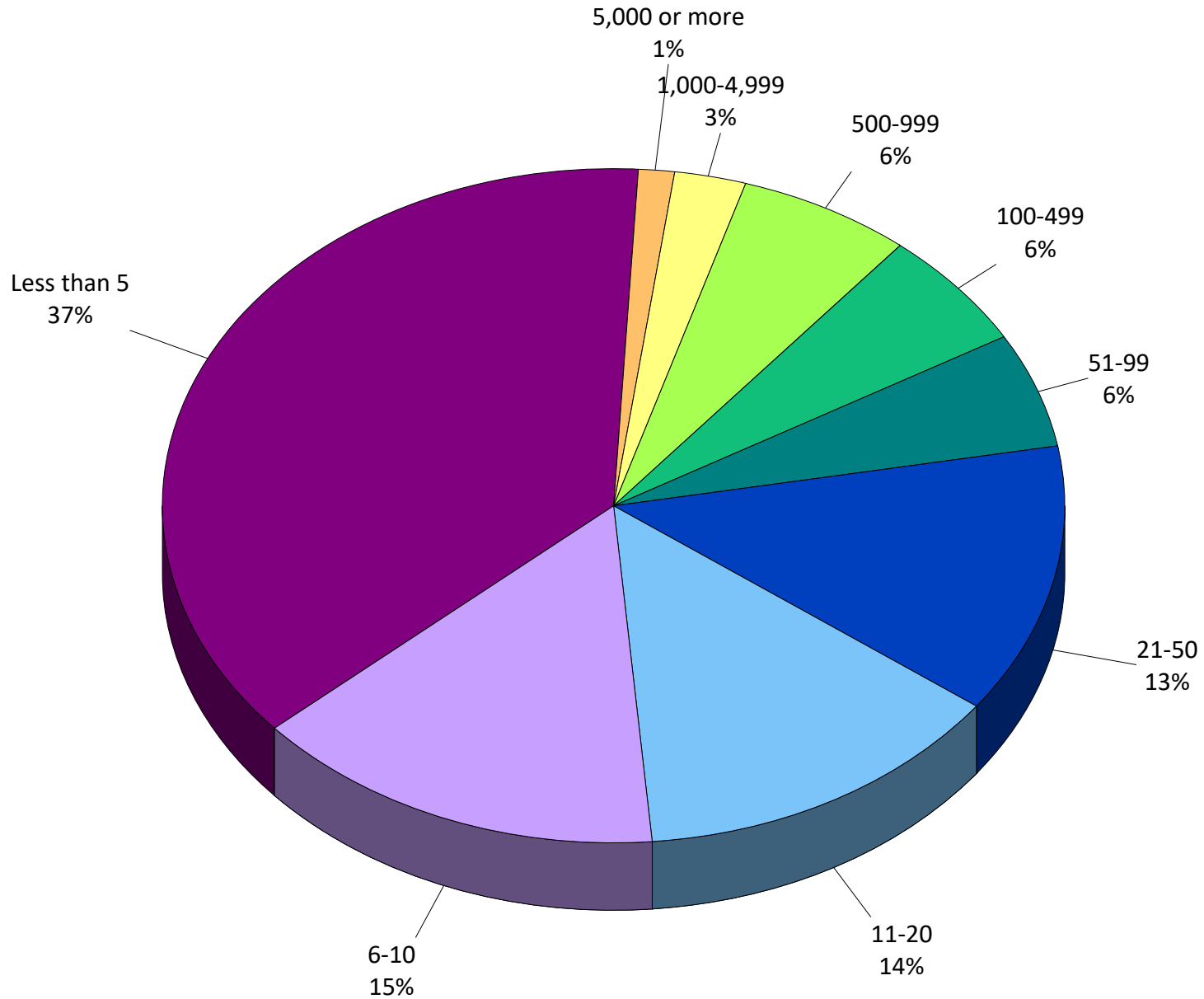
## Q18. What type of business is your establishment?

by percentage of respondents (multiple selections could be made)



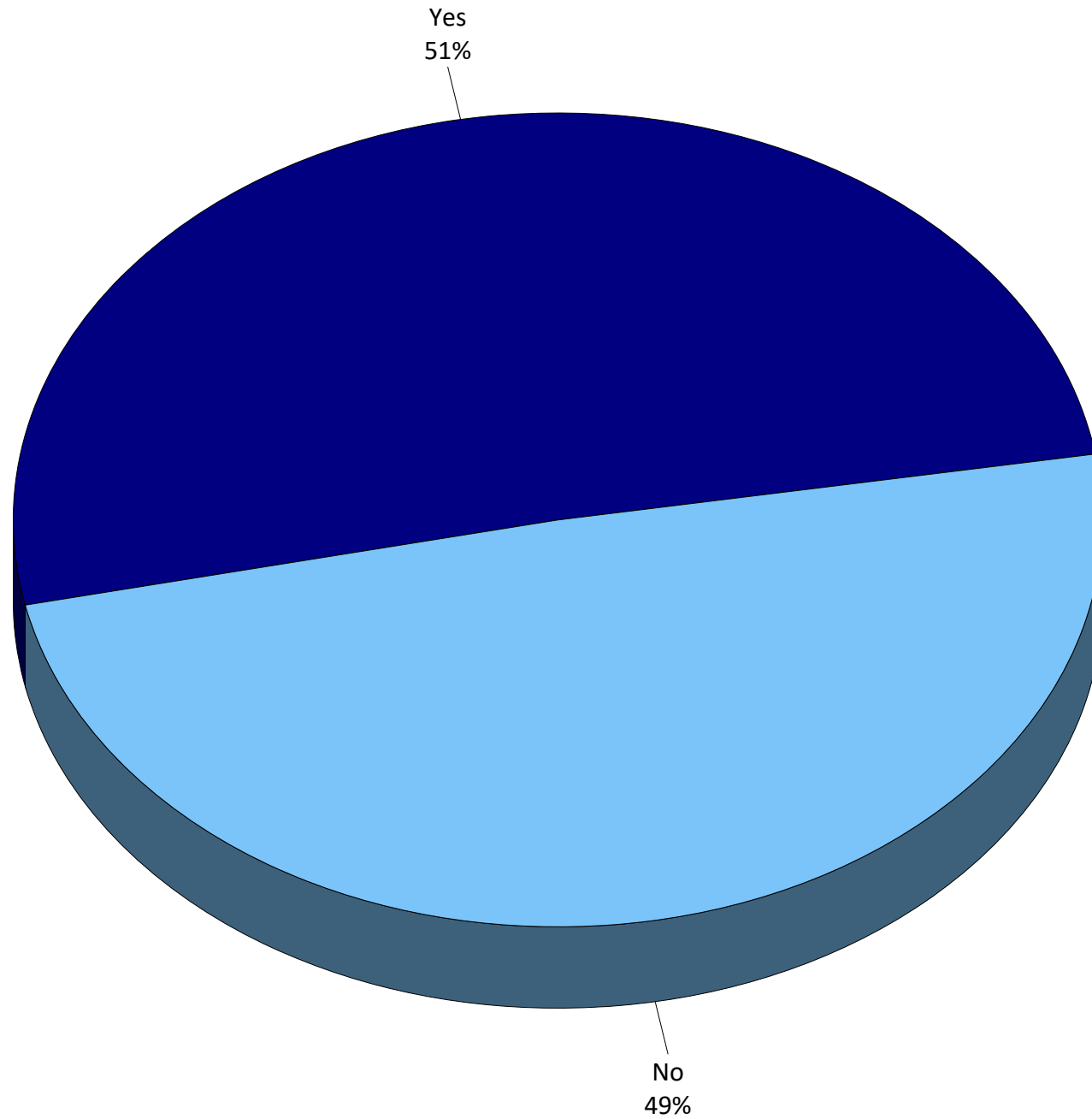
# Q19. How many full and part time employees does your business currently employ at the location where you received this survey?

by percentage of respondents (excluding "not provided")



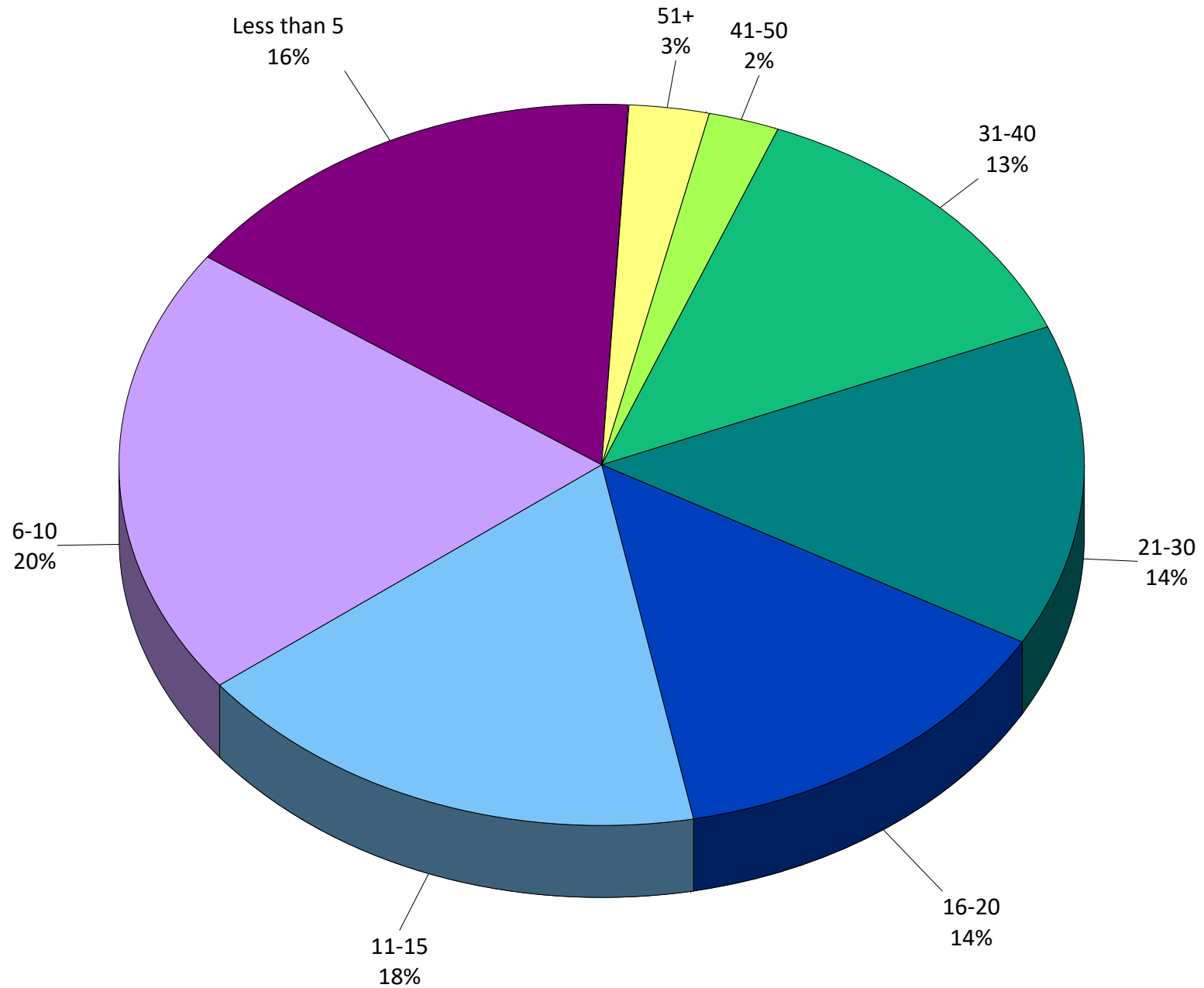
## Q20. Is your personal residence in the City of Dallas?

by percentage of respondents (excluding "not provided")



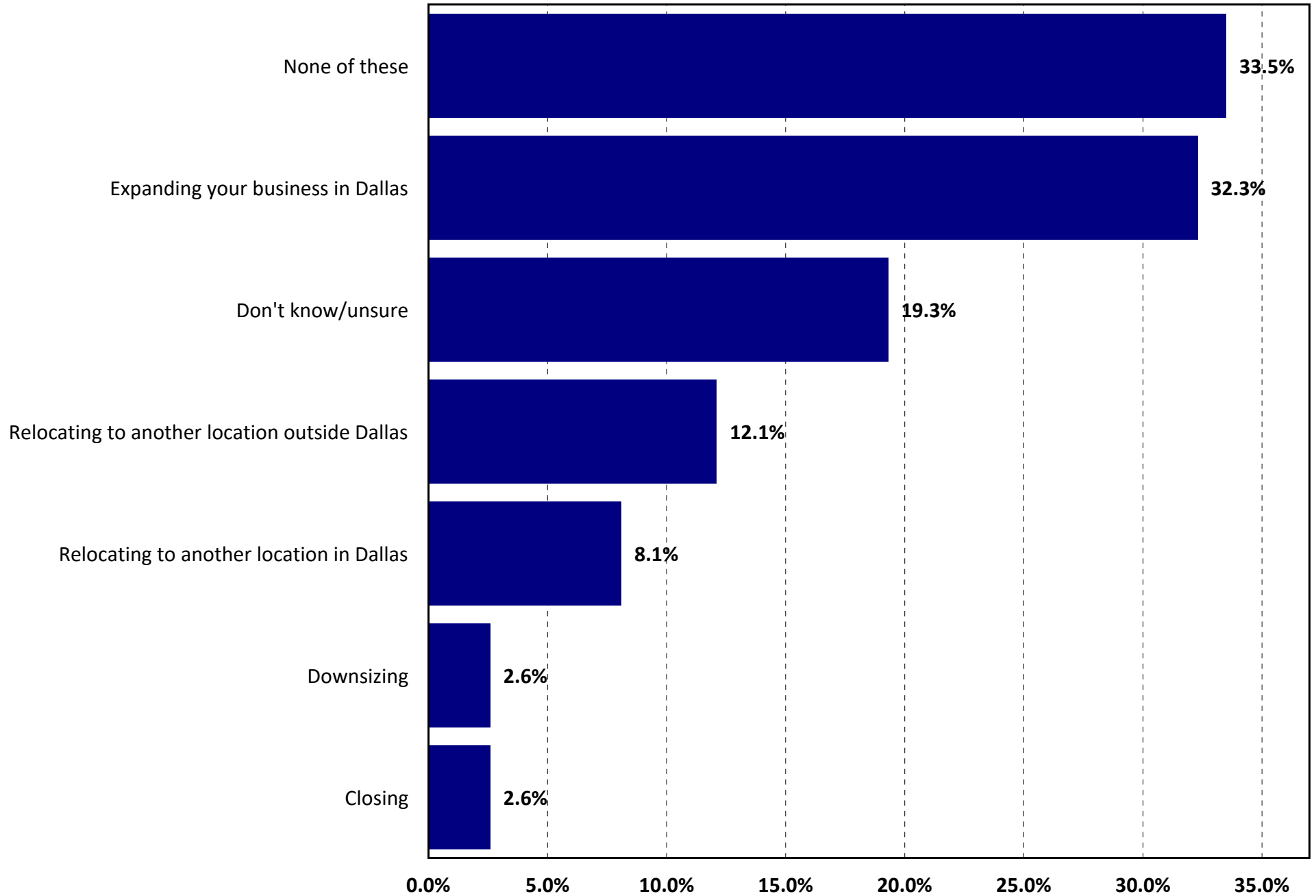
## Q21. How many years has your business been in Dallas?

by percentage of respondents (excluding "not provided")



## Q22. In the next 12 months, is your business considering any of the following?

by percentage of respondents





# 2 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important City departments or programs to businesses. The sum is then multiplied by 1 minus the percentage of businesses that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "N/A" responses). "N/A" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Businesses were asked to identify the City services and programs that were most important. One-fourth percent (25.1%) of the businesses surveyed selected "*Building Permits*" as one of the most important services.

With regard to satisfaction, 67.3% of businesses surveyed rated "*Building Permits*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 25.1% was multiplied by 32.7% (1-0.673). This calculation yielded an I-S rating of 0.0821, which ranked second out of fifteen City services and programs analyzed.



# Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the businesses select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the businesses were positively satisfied with the delivery of the service
- If none (0%) of the businesses selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of Dallas Business Survey is provided on the following page.

# Importance-Satisfaction Rating

## 2024 City of Dallas Business Survey

### City Services/Programs

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt; .10)</b>						
Streets Maintenance	18%	8	51%	15	0.0874	1
Building Permits	25%	3	67%	13	0.0821	2
Police Department	27%	2	74%	9	0.0707	3
Small Business Services	31%	1	81%	3	0.0591	4
Economic Development	21%	5	75%	6	0.0528	5
Building Inspections	25%	4	80%	4	0.0512	6
Code Enforcement	13%	10	68%	11	0.0422	7
City Hall (General)	16%	9	75%	5	0.0385	8
Water Services	19%	7	81%	2	0.0369	9
Water & Sewer Billing	13%	12	72%	10	0.0361	10
Planning & Zoning	13%	11	74%	8	0.0341	11
Fire Inspection	20%	6	86%	1	0.0287	12
Police Traffic Enforcement	5%	13	59%	14	0.0203	13
Restaurant Inspections	5%	14	68%	12	0.0153	14
Street Drainage	4%	15	75%	7	0.0105	15

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the City departments or programs that are most important to their business.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding "don't knows." Respondents ranked their level of satisfaction with each of the departments or programs on a scale of 5 to 1, with "5" being "very satisfied" and "1" being "very dissatisfied."

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**3**

# Tabular Data

**Q1. Please indicate if your business has used the services listed below in the past 2 years.**

(N=430)

	Yes	No
Q1-1. Building Permits	37.7%	62.3%
Q1-2. Building Inspections	39.3%	60.7%
Q1-3. Fire Inspection	40.0%	60.0%
Q1-4. Planning & Zoning	20.0%	80.0%
Q1-5. Code Enforcement	29.5%	70.5%
Q1-6. Economic Development	16.5%	83.5%
Q1-7. Small Business Services	30.9%	69.1%
Q1-8. Police Department	29.8%	70.2%
Q1-9. Police Traffic Enforcement	6.7%	93.3%
Q1-10. City Hall (General)	18.6%	81.4%
Q1-11. Streets Maintenance	18.8%	81.2%
Q1-12. Street Drainage	12.8%	87.2%
Q1-13. Restaurant Inspections	9.3%	90.7%
Q1-14. Water & Sewer Billing	38.4%	61.6%
Q1-15. Water Services	40.5%	59.5%

**Q1. If your business has used the service, please rate your overall satisfaction with each service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=396)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Building Permits	23.5%	40.1%	15.4%	7.4%	8.0%	5.6%
Q1-2. Building Inspections	33.7%	42.6%	10.1%	5.3%	4.1%	4.1%
Q1-3. Fire Inspection	36.0%	47.1%	9.3%	1.7%	2.9%	2.9%
Q1-4. Planning & Zoning	23.3%	48.8%	11.6%	5.8%	8.1%	2.3%
Q1-5. Code Enforcement	26.0%	39.4%	20.5%	5.5%	4.7%	3.9%
Q1-6. Economic Development	31.0%	40.8%	14.1%	7.0%	2.8%	4.2%
Q1-7. Small Business Services	40.6%	38.3%	13.5%	2.3%	3.0%	2.3%
Q1-8. Police Department	27.3%	43.0%	11.7%	8.6%	4.7%	4.7%
Q1-9. Police Traffic Enforcement	17.2%	41.4%	20.7%	17.2%	3.4%	0.0%
Q1-10. City Hall (General)	20.0%	52.5%	13.8%	7.5%	2.5%	3.8%
Q1-11. Streets Maintenance	17.3%	32.1%	21.0%	17.3%	8.6%	3.7%
Q1-12. Street Drainage	14.5%	54.5%	10.9%	5.5%	7.3%	7.3%
Q1-13. Restaurant Inspections	20.0%	47.5%	22.5%	5.0%	5.0%	0.0%
Q1-14. Water & Sewer Billing	27.3%	41.8%	20.0%	4.2%	2.4%	4.2%
Q1-15. Water Services	28.2%	49.4%	16.1%	1.1%	1.1%	4.0%

**WITHOUT DON'T KNOW**

**Q1. If your business has used the service, please rate your overall satisfaction with each service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=396)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Building Permits	24.8%	42.5%	16.3%	7.8%	8.5%
Q1-2. Building Inspections	35.2%	44.4%	10.5%	5.6%	4.3%
Q1-3. Fire Inspection	37.1%	48.5%	9.6%	1.8%	3.0%
Q1-4. Planning & Zoning	23.8%	50.0%	11.9%	6.0%	8.3%
Q1-5. Code Enforcement	27.0%	41.0%	21.3%	5.7%	4.9%
Q1-6. Economic Development	32.4%	42.6%	14.7%	7.4%	2.9%
Q1-7. Small Business Services	41.5%	39.2%	13.8%	2.3%	3.1%
Q1-8. Police Department	28.7%	45.1%	12.3%	9.0%	4.9%
Q1-9. Police Traffic Enforcement	17.2%	41.4%	20.7%	17.2%	3.4%
Q1-10. City Hall (General)	20.8%	54.5%	14.3%	7.8%	2.6%
Q1-11. Streets Maintenance	17.9%	33.3%	21.8%	17.9%	9.0%
Q1-12. Street Drainage	15.7%	58.8%	11.8%	5.9%	7.8%
Q1-13. Restaurant Inspections	20.0%	47.5%	22.5%	5.0%	5.0%
Q1-14. Water & Sewer Billing	28.5%	43.7%	20.9%	4.4%	2.5%
Q1-15. Water Services	29.3%	51.5%	16.8%	1.2%	1.2%

**Q2. Which THREE of the services, City departments or programs listed in Question 1, are most important to your business?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Building Permits	59	13.7 %
Building Inspections	38	8.8 %
Fire Inspection	28	6.5 %
Planning & Zoning	15	3.5 %
Code Enforcement	10	2.3 %
Economic Development	29	6.7 %
Small Business Services	84	19.5 %
Police Department	55	12.8 %
City Hall (General)	12	2.8 %
Streets Maintenance	20	4.7 %
Street Drainage	4	0.9 %
Restaurant Inspections	11	2.6 %
Water & Sewer Billing	13	3.0 %
Water Services	29	6.7 %
None chosen	23	5.3 %
Total	430	100.0 %

**Q2. Which THREE of the services, City departments or programs listed in Question 1, are most important to your business?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Building Permits	28	6.5 %
Building Inspections	43	10.0 %
Fire Inspection	29	6.7 %
Planning & Zoning	19	4.4 %
Code Enforcement	24	5.6 %
Economic Development	35	8.1 %
Small Business Services	29	6.7 %
Police Department	34	7.9 %
Police Traffic Enforcement	11	2.6 %
City Hall (General)	20	4.7 %
Streets Maintenance	32	7.4 %
Street Drainage	1	0.2 %
Restaurant Inspections	1	0.2 %
Water & Sewer Billing	29	6.7 %
Water Services	22	5.1 %
None chosen	73	17.0 %
Total	430	100.0 %

**Q2. Which THREE of the services, City departments or programs listed in Question 1, are most important to your business?**

Q2. 3rd choice	Number	Percent
Building Permits	21	4.9 %
Building Inspections	27	6.3 %
Fire Inspection	29	6.7 %
Planning & Zoning	22	5.1 %
Code Enforcement	23	5.3 %
Economic Development	27	6.3 %
Small Business Services	19	4.4 %
Police Department	27	6.3 %
Police Traffic Enforcement	10	2.3 %
City Hall (General)	35	8.1 %
Streets Maintenance	25	5.8 %
Street Drainage	13	3.0 %
Restaurant Inspections	8	1.9 %
Water & Sewer Billing	14	3.3 %
Water Services	32	7.4 %
None chosen	98	22.8 %
Total	430	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the services, City departments or programs listed in Question 1, are most important to your business? (top 3)**

Q2. Sum of Top 3 Choices	Number	Percent
Building Permits	108	25.1 %
Building Inspections	108	25.1 %
Fire Inspection	86	20.0 %
Planning & Zoning	56	13.0 %
Code Enforcement	57	13.3 %
Economic Development	91	21.2 %
Small Business Services	132	30.7 %
Police Department	116	27.0 %
Police Traffic Enforcement	21	4.9 %
City Hall (General)	67	15.6 %
Streets Maintenance	77	17.9 %
Street Drainage	18	4.2 %
Restaurant Inspections	20	4.7 %
Water & Sewer Billing	56	13.0 %
Water Services	83	19.3 %
None chosen	23	5.3 %
Total	1119	



**Q3. Overall, how would you rate the City of Dallas' customer service?**

<u>Q3. How would you rate overall City's customer service</u>	<u>Number</u>	<u>Percent</u>
Very good	97	22.6 %
Good	141	32.8 %
Average	108	25.1 %
Poor	23	5.3 %
Very poor	6	1.4 %
Haven't used Dallas customer service	55	12.8 %
Total	430	100.0 %

**ONLY HOUSEHOLDS THAT HAVE USED CUSTOMER SERVICE****Q3. Overall, how would you rate the City of Dallas' customer service? (without "haven't used Dallas customer service")**

<u>Q3. How would you rate overall City's customer service</u>	<u>Number</u>	<u>Percent</u>
Very good	97	25.9 %
Good	141	37.6 %
Average	108	28.8 %
Poor	23	6.1 %
Very poor	6	1.6 %
Total	375	100.0 %

**Q4. In general, how satisfied are you with the overall quality of services provided by the City of Dallas?**

Q4. How satisfied are you with overall quality of services provided by City	Number	Percent
Very satisfied	88	20.5 %
Satisfied	185	43.0 %
Neutral	93	21.6 %
Dissatisfied	26	6.0 %
Very dissatisfied	4	0.9 %
Haven't used City services	34	7.9 %
Total	430	100.0 %

**ONLY HOUSEHOLDS THAT HAVEN'T USED CITY SERVICES****Q4. In general, how satisfied are you with the overall quality of services provided by the City of Dallas? (without "haven't used City services")**

Q4. How satisfied are you with overall quality of services provided by City	Number	Percent
Very satisfied	88	22.2 %
Satisfied	185	46.7 %
Neutral	93	23.5 %
Dissatisfied	26	6.6 %
Very dissatisfied	4	1.0 %
Total	396	100.0 %

**Q5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the City of Dallas in the following areas.**

(N=430)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Working to retain existing businesses in Dallas	15.6%	39.8%	22.8%	5.8%	1.4%	14.7%
Q5-2. Working to attract new businesses to Dallas	19.1%	38.8%	20.0%	5.6%	1.9%	14.7%
Q5-3. Supporting business growth & development	17.4%	40.2%	20.0%	7.7%	2.8%	11.9%
Q5-4. Small business & support for entrepreneurs	13.7%	33.3%	24.7%	11.4%	3.0%	14.0%
Q5-5. Working on easing traffic congestion	10.0%	18.8%	22.3%	27.7%	12.1%	9.1%
Q5-6. Working on road conditions	10.5%	18.1%	20.2%	29.5%	13.0%	8.6%
Q5-7. Creating attractions/events to bring residents from surrounding towns to Dallas	15.6%	39.1%	24.0%	5.3%	2.1%	14.0%
Q5-8. Neighborhood/local streets	9.8%	27.0%	21.4%	20.5%	6.7%	14.7%
Q5-9. Quality of new development in City	12.8%	37.4%	27.0%	10.2%	1.9%	10.7%
Q5-10. Physical appearance of the area where your business is located	17.0%	38.4%	22.1%	10.9%	4.0%	7.7%
Q5-11. Overall safety in the area where your business is located	15.6%	37.0%	21.4%	12.6%	6.7%	6.7%
Q5-12. Overall public safety & emergency response times	16.5%	36.0%	22.1%	11.4%	5.6%	8.4%

**WITHOUT DON'T KNOW**

**Q5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the City of Dallas in the following areas. (without "don't know")**

(N=430)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Working to retain existing businesses in Dallas	18.3%	46.6%	26.7%	6.8%	1.6%
Q5-2. Working to attract new businesses to Dallas	22.3%	45.5%	23.4%	6.5%	2.2%
Q5-3. Supporting business growth & development	19.8%	45.6%	22.7%	8.7%	3.2%
Q5-4. Small business & support for entrepreneurs	15.9%	38.6%	28.6%	13.2%	3.5%
Q5-5. Working on easing traffic congestion	11.0%	20.7%	24.6%	30.4%	13.3%
Q5-6. Working on road conditions	11.5%	19.8%	22.1%	32.3%	14.2%
Q5-7. Creating attractions/events to bring residents from surrounding towns to Dallas	18.1%	45.4%	27.8%	6.2%	2.4%
Q5-8. Neighborhood/local streets	11.4%	31.6%	25.1%	24.0%	7.9%
Q5-9. Quality of new development in City	14.3%	41.9%	30.2%	11.5%	2.1%
Q5-10. Physical appearance of the area where your business is located	18.4%	41.6%	23.9%	11.8%	4.3%
Q5-11. Overall safety in the area where your business is located	16.7%	39.7%	22.9%	13.5%	7.2%
Q5-12. Overall public safety & emergency response times	18.0%	39.3%	24.1%	12.4%	6.1%

**Q6. How satisfied are you with the current overall business climate in the City of Dallas?**

Q6. How satisfied are you with current overall business climate in City	Number	Percent
Very satisfied	58	13.5 %
Satisfied	197	45.8 %
Neutral	106	24.7 %
Dissatisfied	29	6.7 %
Very dissatisfied	8	1.9 %
Haven't used City services	32	7.4 %
Total	430	100.0 %

**ONLY HOUSEHOLDS THAT HAVEN'T USED CITY SERVICES****Q6. How satisfied are you with the current overall business climate in the City of Dallas? (without "haven't used City services")**

Q6. How satisfied are you with current overall business climate in City	Number	Percent
Very satisfied	58	14.6 %
Satisfied	197	49.5 %
Neutral	106	26.6 %
Dissatisfied	29	7.3 %
Very dissatisfied	8	2.0 %
Total	398	100.0 %

**Q7. Which of the following best describes what you believe the business climate will be like in Dallas two years from now?**

Q7. What will business climate be like in Dallas two years from now	Number	Percent
Much better	77	17.9 %
Somewhat better	161	37.4 %
Same	108	25.1 %
Somewhat worse	37	8.6 %
Much worse	9	2.1 %
Haven't used City services	38	8.8 %
Total	430	100.0 %

**ONLY HOUSEHOLDS THAT HAVEN'T USED CITY SERVICES**

**Q7. Which of the following best describes what you believe the business climate will be like in Dallas two years from now? (without "haven't used City services")**

Q7. What will business climate be like in Dallas two years from now	Number	Percent
Much better	77	19.6 %
Somewhat better	161	41.1 %
Same	108	27.6 %
Somewhat worse	37	9.4 %
Much worse	9	2.3 %
Total	392	100.0 %

**Q9. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Dallas. (without "not provided")**

(N=430)

	Extremely important	Very important	Important	Less important	Not important
Q9-1. Overall image of City	26.4%	42.4%	21.7%	6.7%	2.7%
Q9-2. Quality of life	34.8%	44.0%	17.5%	2.5%	1.3%
Q9-3. Low crime rate	49.5%	31.6%	15.7%	1.7%	1.5%
Q9-4. Availability of skilled workforce	32.6%	39.8%	18.7%	5.5%	3.5%
Q9-5. Level of taxation	37.3%	40.4%	14.8%	5.8%	1.8%
Q9-6. Access to airports	25.3%	27.5%	20.1%	11.9%	15.1%
Q9-7. Availability of quality housing & other amenities for employees	28.3%	37.5%	20.1%	6.0%	8.2%
Q9-8. Proximity of businesses that are important to your business	26.6%	40.7%	19.4%	9.4%	4.0%
Q9-9. Availability of local economic incentives	25.7%	33.2%	22.9%	11.0%	7.2%
Q9-10. Availability of public transportation	21.9%	23.1%	20.4%	16.9%	17.7%
Q9-11. Availability of libraries, arts, & cultural amenities	22.4%	28.9%	23.9%	14.7%	10.2%
Q9-12. Attitude of local government toward business	37.3%	40.1%	14.9%	4.3%	3.5%
Q9-13. Availability of parks & open space	25.7%	32.5%	21.4%	12.1%	8.3%
Q9-14. Access to major highway system	38.6%	38.4%	16.8%	3.2%	3.0%
Q9-15. Water quality	43.1%	33.2%	15.2%	6.0%	2.5%
Q9-16. Wireless connectivity/broadband availability	47.8%	35.9%	12.6%	2.0%	1.7%
Q9-17. School districts/public schools	28.5%	26.0%	17.3%	11.5%	16.8%
Q9-18. Cost of real estate	43.0%	36.6%	15.9%	2.5%	2.0%

**Q10. Which THREE of the reasons listed in Question 9 will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years?**

Q10. Top choice	Number	Percent
Overall image of City	42	9.8 %
Quality of life	44	10.2 %
Low crime rate	92	21.4 %
Availability of skilled workforce	40	9.3 %
Level of taxation	46	10.7 %
Access to airports	9	2.1 %
Availability of quality housing & other amenities for employees	9	2.1 %
Proximity of businesses that are important to your business	18	4.2 %
Availability of local economic incentives	9	2.1 %
Availability of public transportation	3	0.7 %
Availability of libraries, arts, & cultural amenities	5	1.2 %
Attitude of local government toward business	15	3.5 %
Availability of parks & open space	3	0.7 %
Access to major highway system	10	2.3 %
Water quality	3	0.7 %
Wireless connectivity/broadband availability	10	2.3 %
School districts/public schools	5	1.2 %
Cost of real estate	36	8.4 %
None chosen	31	7.2 %
Total	430	100.0 %



**Q10. Which THREE of the reasons listed in Question 9 will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years?**

Q10. 2nd choice	Number	Percent
Overall image of City	14	3.3 %
Quality of life	44	10.2 %
Low crime rate	71	16.5 %
Availability of skilled workforce	15	3.5 %
Level of taxation	43	10.0 %
Access to airports	5	1.2 %
Availability of quality housing & other amenities for employees	26	6.0 %
Proximity of businesses that are important to your business	20	4.7 %
Availability of local economic incentives	17	4.0 %
Availability of public transportation	7	1.6 %
Availability of libraries, arts, & cultural amenities	8	1.9 %
Attitude of local government toward business	17	4.0 %
Availability of parks & open space	4	0.9 %
Access to major highway system	14	3.3 %
Water quality	10	2.3 %
Wireless connectivity/broadband availability	19	4.4 %
School districts/public schools	6	1.4 %
Cost of real estate	22	5.1 %
None chosen	68	15.8 %
Total	430	100.0 %

**Q10. Which THREE of the reasons listed in Question 9 will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years?**

Q10. 3rd choice	Number	Percent
Overall image of City	21	4.9 %
Quality of life	36	8.4 %
Low crime rate	25	5.8 %
Availability of skilled workforce	30	7.0 %
Level of taxation	36	8.4 %
Access to airports	8	1.9 %
Availability of quality housing & other amenities for employees	18	4.2 %
Proximity of businesses that are important to your business	16	3.7 %
Availability of local economic incentives	21	4.9 %
Availability of public transportation	5	1.2 %
Availability of libraries, arts, & cultural amenities	9	2.1 %
Attitude of local government toward business	28	6.5 %
Availability of parks & open space	2	0.5 %
Access to major highway system	14	3.3 %
Water quality	7	1.6 %
Wireless connectivity/broadband availability	13	3.0 %
School districts/public schools	8	1.9 %
Cost of real estate	33	7.7 %
None chosen	100	23.3 %
Total	430	100.0 %

**SUM OF TOP 3 CHOICES****Q10. Which THREE of the reasons listed in Question 9 will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years? (top 3)**

Q10. Sum of Top 3 Choices	Number	Percent
Overall image of City	77	17.9 %
Quality of life	124	28.8 %
Low crime rate	188	43.7 %
Availability of skilled workforce	85	19.8 %
Level of taxation	125	29.1 %
Access to airports	22	5.1 %
Availability of quality housing & other amenities for employees	53	12.3 %
Proximity of businesses that are important to your business	54	12.6 %
Availability of local economic incentives	47	10.9 %
Availability of public transportation	15	3.5 %
Availability of libraries, arts, & cultural amenities	22	5.1 %
Attitude of local government toward business	60	14.0 %
Availability of parks & open space	9	2.1 %
Access to major highway system	38	8.8 %
Water quality	20	4.7 %
Wireless connectivity/broadband availability	42	9.8 %
School districts/public schools	19	4.4 %
Cost of real estate	91	21.2 %
None chosen	31	7.2 %
Total	1122	

**Q11. Please rate the labor pool in the Dallas area on the following characteristics using a scale of 5 to 1, where 5 means "Very Good" and 1 means "Very Poor."**

(N=430)

	Very good	Good	Average	Poor	Very poor	Don't know
Q11-1. Quality of workers	20.0%	38.4%	30.5%	5.1%	2.3%	3.7%
Q11-2. Availability of workers	16.7%	36.7%	31.9%	8.1%	2.6%	4.0%
Q11-3. Stability of available workers	12.8%	31.4%	38.1%	10.5%	2.3%	4.9%
Q11-4. Education & technical skills of work force	16.0%	37.4%	31.6%	8.8%	1.6%	4.4%
Q11-5. Attitude of employees	15.3%	34.0%	32.1%	10.7%	3.3%	4.7%
Q11-6. Productivity of workforce	16.0%	38.6%	31.9%	7.0%	1.6%	4.9%

**WITHOUT DON'T KNOW**

**Q11. Please rate the labor pool in the Dallas area on the following characteristics using a scale of 5 to 1, where 5 means "Very Good" and 1 means "Very Poor." (without "don't know")**

(N=430)

	Very good	Good	Average	Poor	Very poor
Q11-1. Quality of workers	20.8%	39.9%	31.6%	5.3%	2.4%
Q11-2. Availability of workers	17.4%	38.3%	33.2%	8.5%	2.7%
Q11-3. Stability of available workers	13.4%	33.0%	40.1%	11.0%	2.4%
Q11-4. Education & technical skills of work force	16.8%	39.2%	33.1%	9.2%	1.7%
Q11-5. Attitude of employees	16.1%	35.6%	33.7%	11.2%	3.4%
Q11-6. Productivity of workforce	16.9%	40.6%	33.5%	7.3%	1.7%

**Q12. Has your business used the City of Dallas website to get information on City services?**

Q12. Has your business used City website to get information on City services	Number	Percent
Yes	295	68.6 %
No	119	27.7 %
Don't know/unsure	16	3.7 %
Total	430	100.0 %

**WITHOUT DON'T KNOW****Q12. Has your business used the City of Dallas website to get information on City services? (without "don't know/unsure")**

Q12. Has your business used City website to get information on City services	Number	Percent
Yes	295	71.3 %
No	119	28.7 %
Total	414	100.0 %

**Q13. Please rate the website on the following characteristics using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor."**

(N=430)

	Very good	Good	Average	Poor	Very poor	Don't know
Q13-1. Easy to navigate	25.1%	38.6%	27.1%	4.4%	1.4%	3.4%
Q13-2. Informative content	23.1%	43.1%	26.4%	4.1%	0.3%	3.1%
Q13-3. Useful	21.4%	45.4%	23.4%	4.7%	1.7%	3.4%

**WITHOUT DON'T KNOW**

**Q13. Please rate the website on the following characteristics using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor." (without "don't know")**

(N=430)

	Very good	Good	Average	Poor	Very poor
Q13-1. Easy to navigate	26.0%	40.0%	28.1%	4.6%	1.4%
Q13-2. Informative content	23.8%	44.4%	27.3%	4.2%	0.3%
Q13-3. Useful	22.1%	47.0%	24.2%	4.9%	1.8%

**Q14. Please indicate if you are *aware* of the following business assistance programs. (without "not provided")**

(N=430)

	Yes	No
Q14-1. Small Business Incentive Program	41.0%	59.0%
Q14-2. Economic Development Incentive Programs	35.4%	64.6%

**Q14. If you are aware of the program, please indicate if you have *used* the program. (without "not provided")**

(N=186)

	Yes	No
Q14-1. Small Business Incentive Program	39.4%	60.6%
Q14-2. Economic Development Incentive Programs	37.2%	62.8%

**Q14. If you have used the program, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=73)

	Very satisfied	Satisfied	Neutral	Dissatisfied
Q14-1. Small Business Incentive Program	31.7%	58.7%	7.9%	1.6%
Q14-2. Economic Development Incentive Programs	33.3%	58.8%	5.9%	2.0%

**Q15. Overall, how would you rate the job the City of Dallas does in communicating with business owners and managers?**

Q15. How would you rate the job City does in communicating with business owners & managers	Number	Percent
Very good	44	10.2 %
Good	124	28.8 %
Average	147	34.2 %
Poor	49	11.4 %
Very poor	23	5.3 %
Don't know/unsure/not needed	43	10.0 %
Total	430	100.0 %

**WITHOUT DON'T KNOW**

**Q15. Overall, how would you rate the job the City of Dallas does in communicating with business owners and managers? (without "don't know/unsure/not needed")**

Q15. How would you rate the job City does in communicating with business owners & managers	Number	Percent
Very good	44	11.4 %
Good	124	32.0 %
Average	147	38.0 %
Poor	49	12.7 %
Very poor	23	5.9 %
Total	387	100.0 %



**Q16. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

(N=430)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Zoning codes	9.1%	37.7%	26.7%	6.3%	1.6%	18.6%
Q16-2. Landscaping requirements	10.5%	38.4%	28.4%	5.1%	1.6%	16.0%
Q16-3. Business signage regulations	9.5%	37.9%	32.3%	3.7%	2.3%	14.2%
Q16-4. Business parking regulations	8.1%	37.7%	31.2%	7.2%	2.1%	13.7%
Q16-5. Building codes	9.3%	40.0%	25.8%	5.1%	2.8%	17.0%
Q16-6. Trash screening requirements	9.3%	35.1%	30.0%	6.3%	2.1%	17.2%
Q16-7. Stormwater & environmental regulations	8.1%	39.1%	26.0%	4.9%	2.1%	19.8%

**WITHOUT DON'T KNOW**

**Q16. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=430)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Zoning codes	11.1%	46.3%	32.9%	7.7%	2.0%
Q16-2. Landscaping requirements	12.5%	45.7%	33.8%	6.1%	1.9%
Q16-3. Business signage regulations	11.1%	44.2%	37.7%	4.3%	2.7%
Q16-4. Business parking regulations	9.4%	43.7%	36.1%	8.4%	2.4%
Q16-5. Building codes	11.2%	48.2%	31.1%	6.2%	3.4%
Q16-6. Trash screening requirements	11.2%	42.4%	36.2%	7.6%	2.5%
Q16-7. Stormwater & environmental regulations	10.1%	48.7%	32.5%	6.1%	2.6%

**Q17. If you had a complaint or comment to make about City services received by your business, would you know who to call or where to go?**

Q17. Would you know who to call or where to go if you had a complaint or comment to make about City services received by your business

	Number	Percent
Yes	234	54.4 %
No	94	21.9 %
Don't know/unsure	102	23.7 %
Total	430	100.0 %

**WITHOUT DON'T KNOW**

**Q17. If you had a complaint or comment to make about City services received by your business, would you know who to call or where to go? (without "don't know/unsure")**

Q17. Would you know who to call or where to go if you had a complaint or comment to make about City services received by your business

	Number	Percent
Yes	234	71.3 %
No	94	28.7 %
Total	328	100.0 %

**Q18. What type of business is your establishment?**

<u>Q18. What type of business is your establishment</u>	<u>Number</u>	<u>Percent</u>
Eating & drinking establishment	44	10.2 %
Retail establishment	77	17.9 %
Small office	26	6.0 %
Real estate management	24	5.6 %
Real estate sales	6	1.4 %
Construction	34	7.9 %
Health care	25	5.8 %
Hotel/hospitality	16	3.7 %
Auto dealer	1	0.2 %
Gas station	3	0.7 %
Amusement/recreation	4	0.9 %
Grocer	4	0.9 %
Non-profit/church/religious organization	22	5.1 %
Agriculture	2	0.5 %
Manufacturing	18	4.2 %
Wholesale/distribution	9	2.1 %
Information services	9	2.1 %
Professional, scientific, technical services	47	10.9 %
Telecommunications	7	1.6 %
Finance & insurance	29	6.7 %
Real estate developer	4	0.9 %
Transportation/logistics	12	2.8 %
Something else	20	4.7 %
Not provided	11	2.6 %
Total	454	

**Q18-23. Specify something else:**

<u>Q18-23. Something else</u>	<u>Number</u>	<u>Percent</u>
Childcare/education	6	30.0 %
Salvage yard	1	5.0 %
Storage facility	1	5.0 %
Medical device/tech	1	5.0 %
Funeral home	1	5.0 %
Singing Hills Funeral Home	1	5.0 %
Oil changes, mechanical work	1	5.0 %
Home warranty	1	5.0 %
Automotive mechanical	1	5.0 %
Sales	1	5.0 %
Recreational center	1	5.0 %
Distributor of building materials	1	5.0 %
Music production	1	5.0 %
Entertainment	1	5.0 %
Textiles	1	5.0 %
Total	20	100.0 %

**Q19. How many full and part time employees does your business currently employ at the location where you received this survey?**

Q19. How many full & part time employees does your business currently employ at the location where you received this survey

	Number	Percent
Less than 5	148	34.4 %
6-10	59	13.7 %
11-20	54	12.6 %
21-50	51	11.9 %
51-99	22	5.1 %
100-499	23	5.3 %
500-999	25	5.8 %
1,000-4,999	10	2.3 %
5,000 or more	5	1.2 %
Not provided	33	7.7 %
Total	430	100.0 %

**WITHOUT NOT PROVIDED**

**Q19. How many full and part time employees does your business currently employ at the location where you received this survey? (without "not provided")**

Q19. How many full & part time employees does your business currently employ at the location where you received this survey

	Number	Percent
Less than 5	148	37.3 %
6-10	59	14.9 %
11-20	54	13.6 %
21-50	51	12.8 %
51-99	22	5.5 %
100-499	23	5.8 %
500-999	25	6.3 %
1,000-4,999	10	2.5 %
5,000 or more	5	1.3 %
Total	397	100.0 %

**Q20. Is your personal residence in the City of Dallas?**

Q20. Is your personal residence in City of Dallas	Number	Percent
Yes	203	47.2 %
No	197	45.8 %
Not provided	30	7.0 %
Total	430	100.0 %

**WITHOUT NOT PROVIDED****Q20. Is your personal residence in the City of Dallas? (without "not provided")**

Q20. Is your personal residence in City of Dallas	Number	Percent
Yes	203	50.8 %
No	197	49.3 %
Total	400	100.0 %

**Q21. How many years has your business been in Dallas?**

Q21. How many years has your business been in Dallas	Number	Percent
Less than 5	68	15.8 %
6-10	85	19.8 %
11-15	74	17.2 %
16-20	59	13.7 %
21-30	60	14.0 %
31-40	55	12.8 %
41-50	10	2.3 %
51+	11	2.6 %
Not provided	8	1.9 %
Total	430	100.0 %

**WITHOUT NOT PROVIDED****Q21. How many years has your business been in Dallas? (without "not provided")**

Q21. How many years has your business been in Dallas	Number	Percent
Less than 5	68	16.1 %
6-10	85	20.1 %
11-15	74	17.5 %
16-20	59	14.0 %
21-30	60	14.2 %
31-40	55	13.0 %
41-50	10	2.4 %
51+	11	2.6 %
Total	422	100.0 %

**Q22. In the next 12 months, is your business considering any of the following?**

Q22. What following is your business considering in  
next 12 months

	Number	Percent
Expanding your business in Dallas	139	32.3 %
Relocating to another location in Dallas	35	8.1 %
Relocating to another location outside Dallas	52	12.1 %
Downsizing	11	2.6 %
Closing	11	2.6 %
Don't know/unsure	83	19.3 %
None of these	144	33.5 %
Total	475	

**District:**

District	Number	Percent
1	30	7.0 %
2	30	7.0 %
3	30	7.0 %
4	30	7.0 %
5	30	7.0 %
6	31	7.2 %
7	30	7.0 %
8	30	7.0 %
9	30	7.0 %
10	30	7.0 %
11	34	7.9 %
12	30	7.0 %
13	30	7.0 %
14	35	8.1 %
Total	430	100.0 %



# 4

# Survey Instrument





April 2024

My fellow Dallas business:

At the City of Dallas, we recognize you have a choice about where you establish a business. I am proud of Dallas' hard-working, dedicated staff, and understand the City has room for growth. We strive to improve and are not afraid to ask our businesses how we're doing.

**This is where you come in.**

The City of Dallas is asking Dallas businesses to complete the satisfaction survey and you are among a percentage of Dallas businesses randomly selected to receive this year's survey. We understand that our City has greatly changed and want to hear both what you value and where we can improve. **Your honest opinion carries a great deal of weight for future spending decisions in the City!**

To participate, here are some basic instructions:

1. Only complete one survey per business.
2. Fill out the survey completely. "Don't Know" is an acceptable response.
3. Send the completed survey back in the enclosed postage-paid envelope or complete the survey online at [dallasbizsurvey.org](http://dallasbizsurvey.org).
4. Nếu bạn không nói được tiếng Anh và muốn tham gia cuộc khảo sát này, vui lòng gọi 1-844-468-2571.
5. 영어를 못하시고 본 설문조사에 참여하고 싶으신 경우 1-844-247-8189로 전화해 주세요.

Results will be posted in June on the City's website at [www.dallascityhall.com](http://www.dallascityhall.com). You can also check out the results from prior surveys. Thank you for taking the time to help us continue a strong working relationship with businesses in Dallas.

Sincerely,

T.C. Broadnax  
City Manager



Abril de 2024

Empresas de Dallas:

En la Ciudad de Dallas, reconocemos que tienen la opción de escoger dónde poner una empresa. Estoy orgulloso del personal trabajador y dedicado de Dallas, y entiendo que la Ciudad tiene aspectos que puede mejorar. Nos esforzamos por mejorar y no nos intimida preguntarles a nuestras empresas cómo vamos haciendo las cosas.

**Aquí es donde usted participa.**

La Ciudad de Dallas está pidiendo a las empresas de Dallas que llenen la encuesta de satisfacción y usted se encuentra entre un porcentaje de empresas de Dallas seleccionadas al azar para recibir la encuesta de este año. Entendemos que nuestra ciudad ha cambiado mucho y queremos escuchar tanto lo que valora como aquello que podemos mejorar. **¡Su opinión sincera tiene mucho peso para las futuras decisiones en cuanto a gastos que tomaremos en la Ciudad!**

Para participar, estas son algunas instrucciones básicas:

1. Complete solo una encuesta por empresa.
2. Llene la encuesta por completo. Tenga en cuenta que "no sé" es una respuesta aceptable.
3. Envíe la encuesta completada en el sobre con franqueo prepago adjunto o complete la encuesta en línea en [dallasbizsurvey.org](http://dallasbizsurvey.org).
4. Nếu bạn không nói được tiếng Anh và muốn tham gia cuộc khảo sát này, vui lòng gọi 1-844-468-2571.
5. 영어를 못하시고 본 설문조사에 참여하고 싶으신 경우 1-844-247-8189로 전화해 주세요.

En el mes de junio, los resultados estarán disponibles en el sitio web de la Ciudad en [www.dallascityhall.com](http://www.dallascityhall.com). También puede consultar los resultados de encuestas previas. Gracias por tomarse el tiempo para ayudarnos a continuar una sólida relación de trabajo con las empresas de Dallas.

Atentamente

T.C. Broadnax  
Administrador Municipal

# 2024 City of Dallas Business Survey

The City of Dallas would like your input as a business leader about the importance and perceived quality of City services. Would you please take a few minutes to answer questions about how well the City is meeting your company's needs? Please return your completed survey in the postage-paid envelope provided or complete the survey online at [dallasbizsurvey.org](http://dallasbizsurvey.org).

## COMMUNITY SERVICE SATISFACTION

**1. Please indicate if your business has used the services listed below in the past 2 years. If your business has used the service, please rate your overall satisfaction with each service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Service/Program	Has your business used this service in the past 2 years?		If "Yes," please rate your satisfaction:					
		YES	NO	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Building Permits	YES	NO	5	4	3	2	1	9
02.	Building Inspections	YES	NO	5	4	3	2	1	9
03.	Fire Inspection	YES	NO	5	4	3	2	1	9
04.	Planning and Zoning	YES	NO	5	4	3	2	1	9
05.	Code Enforcement	YES	NO	5	4	3	2	1	9
06.	Economic Development	YES	NO	5	4	3	2	1	9
07.	Small Business Services	YES	NO	5	4	3	2	1	9
08.	Police Department	YES	NO	5	4	3	2	1	9
09.	Police Traffic Enforcement	YES	NO	5	4	3	2	1	9
10.	City Hall (General)	YES	NO	5	4	3	2	1	9
11.	Streets Maintenance	YES	NO	5	4	3	2	1	9
12.	Street Drainage	YES	NO	5	4	3	2	1	9
13.	Restaurant Inspections	YES	NO	5	4	3	2	1	9
14.	Water & Sewer Billing	YES	NO	5	4	3	2	1	9
15.	Water Services	YES	NO	5	4	3	2	1	9

**2. Which THREE of the services, City departments or programs listed above, are most important to your business? [Write in your answers below using the numbers from the list in Question 1.]**

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_

**3. Overall, how would you rate the City of Dallas' customer service?**

(5) Very good       (3) Average       (1) Very poor  
 (4) Good       (2) Poor       (9) Haven't used Dallas customer service

**4. In general, how satisfied are you with the overall quality of services provided by the City of Dallas?**

(5) Very satisfied       (2) Dissatisfied  
 (4) Satisfied       (1) Very dissatisfied  
 (3) Neutral       (9) Haven't used City services

**PERCEPTIONS OF DALLAS**

**5. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied your business is with the City of Dallas in the following areas.**

How Satisfied Is Your Business With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Working to retain existing businesses in Dallas	5	4	3	2	1	9
02. Working to attract new businesses to Dallas	5	4	3	2	1	9
03. Supporting business growth and development	5	4	3	2	1	9
04. Small business and support for entrepreneurs	5	4	3	2	1	9
05. Working on easing traffic congestion	5	4	3	2	1	9
06. Working on road conditions	5	4	3	2	1	9
07. Creating attractions/events to bring residents from surrounding towns to Dallas	5	4	3	2	1	9
08. Neighborhood/local streets	5	4	3	2	1	9
09. Quality of new development in the City	5	4	3	2	1	9
10. Physical appearance of the area where your business is located	5	4	3	2	1	9
11. Overall safety in the area where your business is located	5	4	3	2	1	9
12. Overall public safety and emergency response times	5	4	3	2	1	9

**6. How satisfied are you with the current overall business climate in the City of Dallas?**

- (5) Very satisfied       (3) Neutral       (1) Very Dissatisfied  
 (4) Satisfied       (2) Dissatisfied       (9) Haven't used City services

**7. Which of the following best describes what you believe the business climate will be like in Dallas two years from now?**

- (5) Much better       (3) Same       (1) Much worse  
 (4) Somewhat better       (2) Somewhat worse       (9) Haven't used City services

**8. What are two or three issues in Dallas which impact your business that you are most concerned about today?**

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**9. Using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Dallas.**

Reason	Extremely Important	Very Important	Important	Less Important	Not Important
01. Overall image of the City	5	4	3	2	1
02. Quality of life	5	4	3	2	1
03. Low crime rate	5	4	3	2	1
04. Availability of skilled workforce	5	4	3	2	1
05. Level of taxation	5	4	3	2	1
06. Access to airports	5	4	3	2	1
07. Availability of quality housing and other amenities for employees	5	4	3	2	1
08. Proximity of businesses that are important to your business	5	4	3	2	1
09. Availability of local economic incentives	5	4	3	2	1
10. Availability of public transportation	5	4	3	2	1
11. Availability of libraries, arts, and cultural amenities	5	4	3	2	1
12. Attitude of local government toward business	5	4	3	2	1
13. Availability of parks and open space	5	4	3	2	1
14. Access to the major highway system	5	4	3	2	1
15. Water quality	5	4	3	2	1
16. Wireless connectivity/broadband availability	5	4	3	2	1
17. School districts/public schools	5	4	3	2	1
18. Cost of real estate	5	4	3	2	1

10. Which **THREE** of the reasons listed in Question 9 on the previous page will have the most impact on your business's decision to stay in the City of Dallas for the next 10 years? [Please write in the numbers below using the letters from the list in Question 9 on the previous page.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

11. Please rate the labor pool in the Dallas area on the following characteristics using a scale of 5 to 1, where 5 means "Very Good" and 1 means "Very Poor."

Area Rated	Very Good	Good	Average	Poor	Very Poor	Don't Know
1. Quality of workers	5	4	3	2	1	9
2. Availability of workers	5	4	3	2	1	9
3. Stability of the available workers	5	4	3	2	1	9
4. Education and technical skills of the work force	5	4	3	2	1	9
5. Attitude of employees	5	4	3	2	1	9
6. Productivity of the workforce	5	4	3	2	1	9

**COMMUNICATIONS**

12. Has your business used the City of Dallas website to get information on City services?

\_\_\_\_(1) Yes    \_\_\_\_ (2) No    \_\_\_\_ (9) Don't know/Unsure

13. Please rate the website on the following characteristics using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor."

Area Rated	Very Good	Good	Average	Poor	Very Poor	Don't Know
1. Easy to navigate	5	4	3	2	1	9
2. Informative content	5	4	3	2	1	9
3. Useful	5	4	3	2	1	9

14. Please indicate if you are aware of the following business assistance programs. If you are aware of the program, please indicate if you have used the program, and if you have used the program, please rate your satisfaction on a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

Business Assistance Program	Are you aware of this program?		If you are aware of the program, have you used the program?		If "Yes," please rate your satisfaction:					
	Yes	No	Yes	No	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Small Business Incentive Program	Yes	No	Yes	No	5	4	3	2	1	9
2. Economic Development Incentive Programs	Yes	No	Yes	No	5	4	3	2	1	9

15. Overall, how would you rate the job the City of Dallas does in communicating with business owners and managers?

\_\_\_\_(5) Very good    \_\_\_\_ (3) Average    \_\_\_\_ (1) Very poor  
 \_\_\_\_ (4) Good    \_\_\_\_ (2) Poor    \_\_\_\_ (9) Don't know/Unsure/Not needed

**CITY CODES**

**16. Please indicate how satisfied or dissatisfied your business is with the following City codes and regulations using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

How Satisfied Is Your Business With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Zoning codes	5	4	3	2	1	9
2. Landscaping requirements	5	4	3	2	1	9
3. Business signage regulations	5	4	3	2	1	9
4. Business parking regulations	5	4	3	2	1	9
5. Building codes	5	4	3	2	1	9
6. Trash screening requirements	5	4	3	2	1	9
7. Stormwater and environmental regulations	5	4	3	2	1	9

**16a. If your business is dissatisfied with any of the items listed in Question 16, please briefly explain the reason your business is dissatisfied in the space below.**

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**COMPLAINTS/COMMENTS**

**17. If you had a complaint or comment to make about City services received by your business, would you know who to call or where to go? \***

\_\_\_(1) Yes    \_\_\_(2) No    \_\_\_(9) Don't know/Unsure

*\*Did you know? You can contact 3-1-1 if you have complaints or comments about City services.*

**DEMOGRAPHICS**

**18. What type of business is your establishment?**

- |   |  |
|---|--|
| ___(01) Eating and drinking establishment | ___(12) Grocer                                       |
| ___(02) Retail establishment              | ___(13) Church/religious organization                |
| ___(03) Small office                      | ___(14) Agriculture                                  |
| ___(04) Real estate management            | ___(15) Manufacturing                                |
| ___(05) Real estate sales                 | ___(16) Wholesale/distribution                       |
| ___(06) Construction                      | ___(17) Information Services                         |
| ___(07) Health Care                       | ___(18) Professional, Scientific, Technical Services |
| ___(08) Hotel/Hospitality                 | ___(19) Telecommunications                           |
| ___(09) Auto dealer                       | ___(20) Finance and Insurance                        |
| ___(10) Gas station                       | ___(21) Real Estate Developer                        |
| ___(11) Amusement/recreation              | ___(22) Something else (Specify: _____)              |

**19. How many full and part-time employees does your business currently employ at the location where you received this survey?**

- |                    |                |                      |
|--------------------|----------------|----------------------|
| ___(1) Less than 5 | ___(4) 21-50   | ___(7) 500-999       |
| ___(2) 6-10        | ___(5) 51-99   | ___(8) 1,000-4,999   |
| ___(3) 11-20       | ___(6) 100-499 | ___(9) 5,000 or more |

**20. Is your personal residence in the City of Dallas?** \_\_\_(1) Yes    \_\_\_(2) No

**21. How many years has your business been in Dallas?** \_\_\_\_\_ years

**22. In the next 12 months, is your business considering any of the following? [Check all that apply.]**

- |  |                          |
|--|--------------------------|
| ___(1) Expanding your business in Dallas             | ___(5) Closing           |
| ___(2) Relocating to another location in Dallas      | ___(9) Don't know/Unsure |
| ___(3) Relocating to another location outside Dallas | ___(0) None of these     |
| ___(4) Downsizing                                    |                          |

**Thank you very much for your time and participation.**  
Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential and will be used to help guide improvements in City services, allowing us to serve you better. The information to the right will ONLY be used to help identify the level of satisfaction with City services in your area.