

2007 BUSINESS SURVEY – Methodology

This is the fifth business satisfaction survey conducted by the Office of the City Auditor. Its purpose is to help evaluate the performance of City government from the perspective of businesses, and to supplement the annual resident satisfaction survey also conducted by this office. The questions were patterned after those in the Resident Survey, with changes to reflect City services most relevant to businesses.

The survey was mailed to 5,014 businesses, drawn randomly from the Revenue Bureau’s business license database. Some businesses may be located outside of the City limits, but have licenses for business conducted inside the City.

The survey was mailed in early August 2007, with a follow-up reminder mailed a few weeks later. A total of 1,428 surveys were returned. Thirteen of these were removed from the calculations due to businesses closing, bad addresses, etc., for a response rate of 28 percent. At the conventional 95 percent confidence level, the margin of error is ± 3 percent.

Description of respondents

The types of businesses that responded to the survey are generally similar to the overall business community in the Portland area.

“Professional and scientific services” was the most common type of business in the sample. Examples of these businesses include engineers, bookkeepers, and advertising agencies. “Other service industries” includes businesses like barber shops, dry cleaners and appliance repair.

TYPE OF BUSINESSES, 2007

Professional & scientific services	339	25%
Retail trade	182	14%
Educ., health care, social services	167	12%
Leisure & hospitality	156	12%
Other service industries	141	10%
Finance, insurance, real estate	121	9%
Construction	111	8%
Wholesale trade	52	4%
Manufacturing	49	4%
Transportation	25	2%
Unknown	72	not incl.
TOTAL	1,415	100%

TOTAL EMPLOYEES

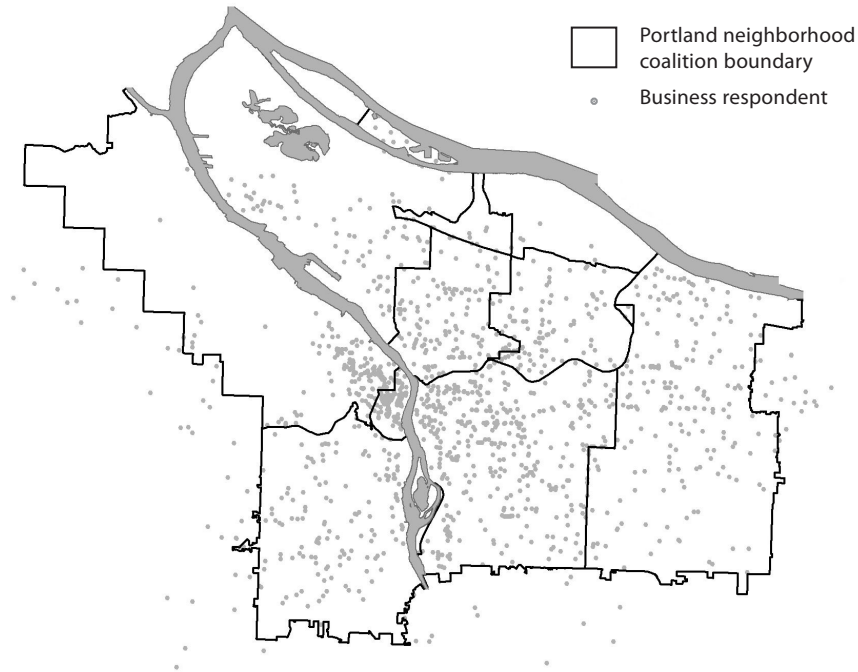
0 or 1	584	42%
2 to 4	336	24%
5 to 9	205	15%
10 to 19	122	9%
20 to 49	79	6%
50 to 99	31	2%
100 to 249	14	1%
250 to 500	5	0%
More than 500	10	1%
Unknown	29	not incl.
TOTAL	1,415	100%

In terms of business size, very small businesses (less than five employees) comprise the largest share of survey respondents and small businesses (5 to 49 employees) make up the next largest share. This is similar to businesses in the Portland area, although survey respondents are under-represented in the smallest group and somewhat over-represented in the larger groups.

Confidentiality

The survey was confidential, but the location of each business was geo-coded so survey results could be displayed in maps. Information on the type of business was retained from the original Revenue Bureau data, but no other identifying information was kept.

LOCATION OF BUSINESS SURVEY RESPONDENTS: CITY OF PORTLAND, 2007



SOURCE: Audit Services survey results and City of Portland Corporate GIS