South Valley Business Survey Results:

Where do the majority of your customers come from?
- 15% Immediate neighborhood area
- 37% Larger South Valley area
- 35% Larger ABQ area
- 8% Other
- 2% No Answer

What online tools do you use to promote your business?
- 27% Facebook
- 27% Website
- 11% Email List
- 9% Twitter
- 7% Instagram

What forms of advertising do you utilize?
- 0.36% Newspaper
- 0.27% TV
- 0.19% Online
- 0.14% Radio
- 0.11% Mailers
- 0.09% Billboards
- 0.08% Direct Mail
- 0.06% Other
- 0.05% No Answer

How does your company mostly give back to the local community?
- 31% Donation
- 10% Volunteer Time
- 22% Provides a source of local jobs
- 22% Doesn’t give back but would like to
- 10% No Answer

Do you feel as though your company is struggling?
- 27% Yes
- 61% No
- 2% No Answer

Do you own or rent your place of business?
- 56% Rent
- 10% Rent to own
- 31% Own
- 3% No Answer

What needs to be done with small business in the South Valley to increase business success? (7 through 9)

Sign and Storefront Design
- 11% Not a Priority issue
- 3% Low Priority issue
- 11% Moderate Priority
- 23% A Serious issue
- 36% Critical issue
- 10% No Answer

Landscaping and Beautification
- 16% Not a Priority issue
- 3% Low Priority issue
- 24% Moderate Priority
- 10% A Serious issue
- 10% Critical issue
- 6% No Answer

Methods for communicating among neighboring business and property owners
- 11% Not a Priority issue
- 8% Low Priority issue
- 26% Moderate Priority
- 5% A Serious Issue
- 8% Critical issue
- 5% No Answer

Do you outsource aspects of your business to other service providers?
- 66% Yes
- 29% No
- 5% No Answer

If available at little or no cost - would you be interested in your business participating in a value or discount program?
- 42% Yes
- 20% No
- 28% No Answer

If you do NOT utilize the support of a business association or chamber of commerce, what’s your primary reason for not doing so?
- 5% Cannot afford one
- 7% Other
- 35% No Answer
- 5% See it as a waste of money
- 11% Feel that an association or chamber is unneeded

The broader theme of the small business survey indicates that there is a desire to build connections between business owners and supportive institutions to further their contributions. It is the recommendation of Partnership for Community Action that we look for ways to build a supportive environment that helps small businesses build upon existing strengths. With the help of the South Valley community, we can ensure that small businesses continue to serve as the bedrock for the local economy.

IF YOUR BUSINESS NEEDED A LOAN WOULD YOU PREFER GOING TO:

- A Commercial Bank: 19
- A Credit Union: 9
- A family Member of Friend: 5
- Another Business: 0
- I haven’t gotten a business loan and I don’t plan to do so: 19
- Other: 1
- No Answer: 9

IF YOU DO OUTSOURCE ASPECTS OF YOUR BUSINESS, WHICH OF THE FOLLOWING SERVICE PROViders DO YOU UTILIZE?

- Accommodation & Food Services
- Retail Trade
- Other Services
- Finance & Insurance
- Health care & Social Assistance

- Bookkeeper
- Tax Preparer
- Website Development
- Marketing and/or print
- Image development and design
- No Answer

- Computer Maintenance
- Business Writing/Copywriting
Small businesses are the engines that drive our economic growth. This past August and September, the Partnership for Community Action (PCA) student interns hit the streets to survey sixty-two small businesses in our South Valley community. The students asked business owners a total of fifteen multiple-choice questions and requested they answer according to what best represented their small businesses.

Join the El Puente Business Network on Facebook and access essential small business resources and opportunities. http://tinyurl.com/elpuentebusinessnetwork

South Valley Small Business Survey
Open for our survey findings:

South Valley businesses are a crucial part of the general economy of Bernalillo County and the Albuquerque Metropolitan area. A majority of small business owners are concerned about crime issues in the South Valley area. Ownership of place of business is important as we consider how to support the capital and infrastructure needs of businesses in the South Valley area.

Enclosed are some of the results