

## Highlands Commercial Property Survey - Final Report

May 15, 2018

### Background and Objectives

The survey questions were approved by Mayor and Council at the 4/4/18 meeting in order to gauge the attitude, usage and satisfaction of HBP as a resource and partner to business and commercial property owners.

### Data Collection Methodology

All respondents were commercial property and/or business owners of Highlands. The survey consisted of 14 questions. Logistically, a survey was created for interviewing online as well as a data entry module for paper surveys. Validation of IP to ensure the survey was only taken once per IP address. The survey's length of interview was approximately 9 minutes.

Using the Borough's list of Class 4 properties as well as email addresses of businesses and owners, the Clerk sent the survey invitation and hard mailed 5 surveys. Study period was April 13<sup>th</sup> through May 13<sup>th</sup>, 2018.

### Action Standard

This research will be used to provide the governing body with an understanding of the temperament of the Borough commercial property and business owners regarding the Highlands Business Partnership [HBP]. These results will also be shared with Borough residents, commercial property and business owners and HBP.

### Conclusions and Recommendations

1. Q5 Most respondents, 60.02% have been members of HBP for 11+ years [18 respondents].
2. Q 4 Slightly more than half, 51.72% do not remember how much their business assessment is [15 respondents].
3. Q11 Majority of businesses responded HBP events have positive or no impact on their businesses. Of those that responded a negative impact of any event the highest was 6.9 or 2 respondents.
4. Q 12 68.97% rated Clam Fest the best event while only 10.34 rated the Zombie Parade the best.
5. Q8 The majority of respondents have a significant positive satisfaction with HBP. The total sample size was 29, of those, 58.62% responded very satisfied [17 respondents], 6.9% chose very dissatisfied [2 respondents]. Using top 2 box, **72.41% positive satisfaction [21 respondents]**, bottom 2 box, **10.35% negative satisfaction [3 respondents]** and 17.25% neither satisfied nor dissatisfied [5 respondents].

Using a 95% confidence level, the corresponding margin of error would be  $\pm 15.71\%$ . That is to say that you can be **95% certain that the true population proportion falls within the range of positive satisfaction 56.7% to 88.12%**. The margin of error is high due to the small sample size.

It is recommended that HBP remain in close contact with **all** business members in the district to satisfy commercial concerns.