

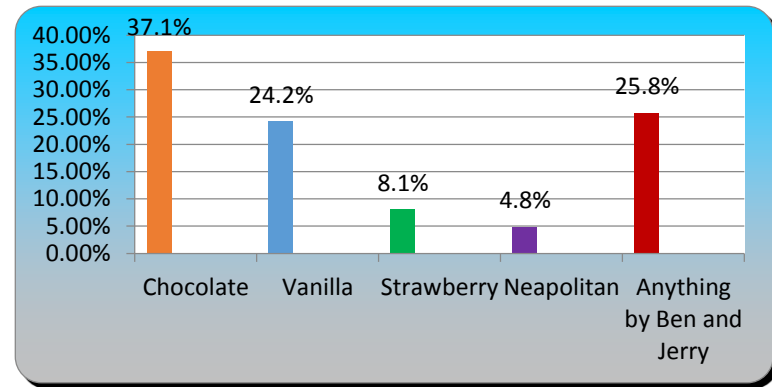
## Turning Graphical Results by Question

Session Name: New Session 5-29-2014 6-49 PM

Created: 5/30/2014 8:41 AM

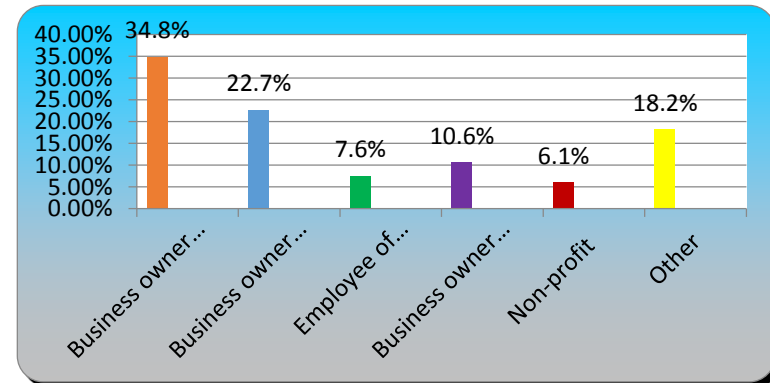
### 1.) Practice Run...know your clicker! What is your favorite ice cream flavor? (multiple choice)

	Responses	
Chocolate	23	37.10%
Vanilla	15	24.19%
Strawberry	5	8.06%
Neapolitan	3	4.84%
Anything by Ben and Jerry	16	25.81%
<b>Totals</b>	<b>62</b>	<b>100%</b>



### 2.) Who is Here Tonight? (multiple choice)

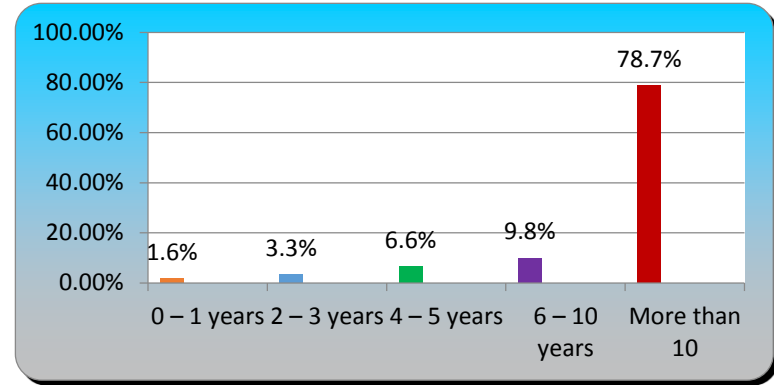
	Responses	
Business owner in Ketchum – live in Ketchum	23	34.85%
Business owner Ketchum – live someplace else	15	22.73%
Employee of Ketchum business	5	7.58%
Business owner elsewhere in valley	7	10.61%
Non-profit	4	6.06%
Other	12	18.18%
<b>Totals</b>	<b>66</b>	<b>100%</b>



**3.) How long have you been in business in Ketchum?**

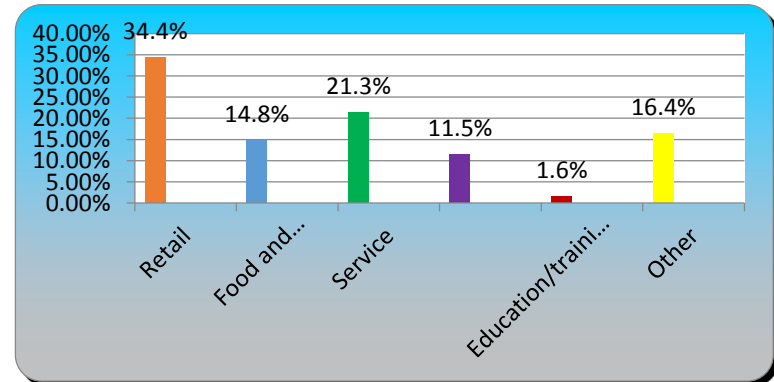
**(multiple choice)**

	Responses	
0 – 1 years	1	1.64%
2 – 3 years	2	3.28%
4 – 5 years	4	6.56%
6 – 10 years	6	9.84%
More than 10	48	78.69%
<b>Totals</b>	<b>61</b>	<b>100%</b>



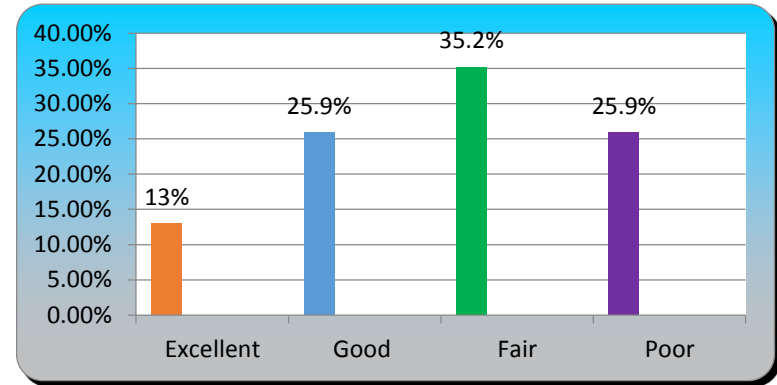
**4.) What kind of business? (multiple choice)**

	Responses	
Retail	21	34.43%
Food and beverage	9	14.75%
Service	13	21.31%
Recreational service or rental	7	11.48%
Education/training	1	1.64%
Other	10	16.39%
<b>Totals</b>	<b>61</b>	<b>100%</b>



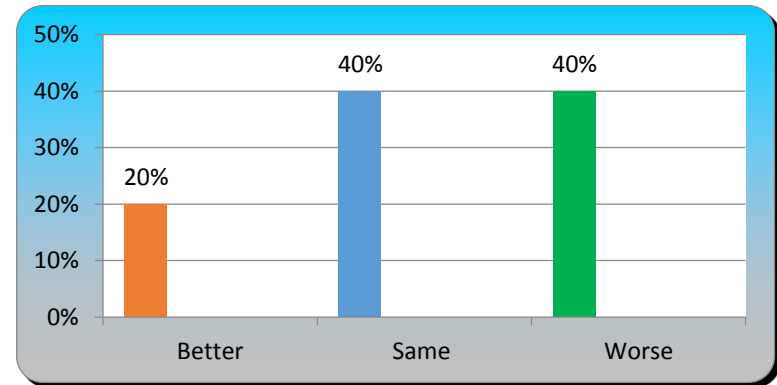
**5.) City – Business How would you rate City communication with you? (multiple choice)**

	Responses	
Excellent	7	12.96%
Good	14	25.93%
Fair	19	35.19%
Poor	14	25.93%
<b>Totals</b>	<b>54</b>	<b>100%</b>



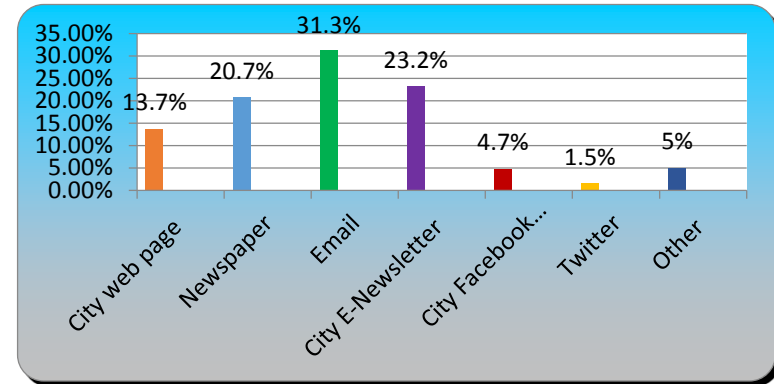
**6.) City – Business Compared to a year ago, how would you rate City communication with you? (multiple choice)**

	Responses	
Better	1	20%
Same	2	40%
Worse	2	40%
<b>Totals</b>	<b>5</b>	<b>100%</b>



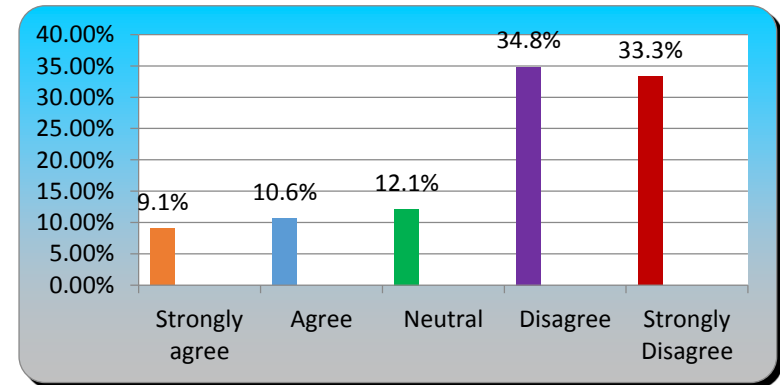
**7.) City – Business What is the best way for the City to communicate with you? Select 3 (priority ranking)**

	Responses	
City web page	152	13.67%
Newspaper	230	20.68%
Email	348	31.29%
City E-Newsletter	258	23.20%
City Facebook Page	52	4.68%
Twitter	17	1.53%
Other	55	4.95%
<b>Totals</b>	<b>1112</b>	<b>100%</b>



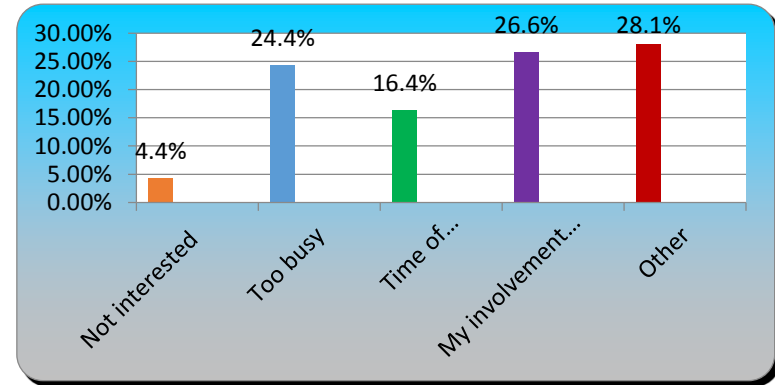
**8.) City – Business I understand the roles of WREP, KIC, SVED, KCDC and KURA. (multiple choice)**

	Responses	
Strongly agree	6	9.09%
Agree	7	10.61%
Neutral	8	12.12%
Disagree	23	34.85%
Strongly Disagree	22	33.33%
<b>Totals</b>	<b>66</b>	<b>100%</b>



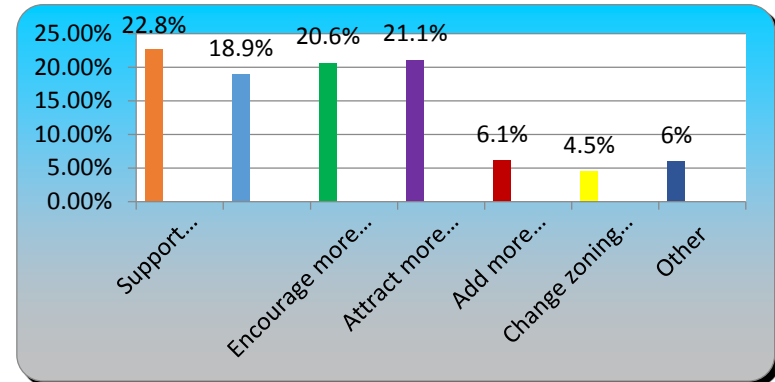
**9.) City – Business What keeps you from attending local government meetings or getting involved? Select 2 (priority ranking)**

	Responses	
Not interested	39	4.44%
Too busy	214	24.37%
Time of meetings don't work for me	144	16.40%
My involvement doesn't matter	234	26.65%
Other	247	28.13%
<b>Totals</b>	<b>878</b>	<b>100%</b>



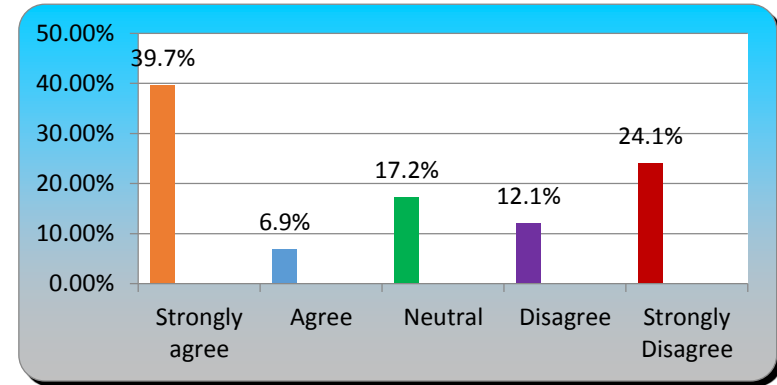
**10.) City – Business What can the City do to help you succeed? Select 3 (priority ranking)**

	Responses	
Support Ketchum-Sun Valley marketing efforts...	319	22.75%
Support expanded air service initiatives	265	18.90%
Encourage more events	289	20.61%
Attract more jobs and a year-round population	296	21.11%
Add more parking in downtown	86	6.13%
Change zoning regulations	63	4.49%
Other	84	5.99%
<b>Totals</b>	<b>1402</b>	<b>100%</b>



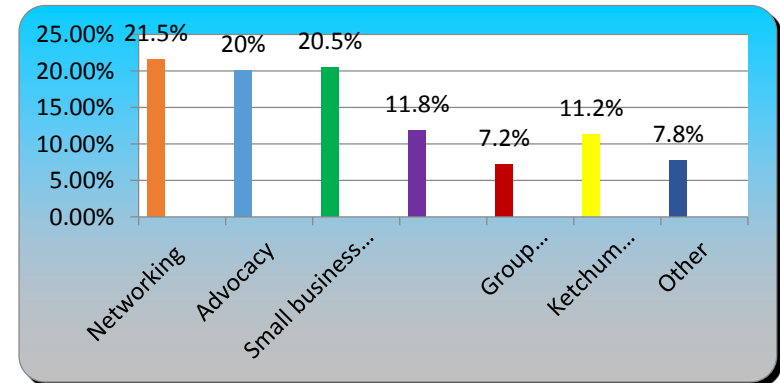
**11.) Business Support and Networking Businesses in Ketchum should have another business organization (multiple choice)**

	Responses	
Strongly agree	23	39.66%
Agree	4	6.90%
Neutral	10	17.24%
Disagree	7	12.07%
Strongly Disagree	14	24.14%
<b>Totals</b>	<b>58</b>	<b>100%</b>



**12.) Business Support and Networking What could a new business organization do for you? Select 3 (priority ranking)**

	Responses	
Networking	289	21.54%
Advocacy	269	20.04%
Small business support	275	20.49%
Education and training	158	11.77%
Group purchases and discounts – payroll servi...	96	7.15%
Ketchum volunteer “ambassador program”	151	11.25%
Other	104	7.75%
<b>Totals</b>	<b>1342</b>	<b>100%</b>



**13.) Business Support & Networking What kind of workshops would be helpful to you? Select 3 (priority ranking)**

	Responses	
Customer service	143	17.59%
Technology	180	22.14%
Personnel management	72	8.86%
Marketing (including social media, PR, advert...	211	25.95%
Business management (bookkeeping, insurance, ...	70	8.61%
Becoming a "greener" business	61	7.50%
Other	76	9.35%
<b>Totals</b>	<b>813</b>	<b>100%</b>

