

## Coventry Business Climate Survey

### Draft Sample Questions

#### Section 1: Business Profile (Context Only)

1. **Which category best describes your business?**
  - Retail
  - Restaurant / Food Service
  - Professional / Office-Based
  - Trades / Contractor
  - Home-Based Business
  - Nonprofit
  - Other
  
2. **How long has your business been operating in Coventry?**
  - Less than 1 year
  - 1–3 years
  - 4–10 years
  - More than 10 years
  
3. **Do you lease or own your primary business location in Coventry?**
  - Lease
  - Own
  - Home-based / Not applicable

#### Section 2: Overall Business Climate

(1 = Strongly Disagree | 5 = Strongly Agree)

4. Coventry is generally a good place to operate a business.
5. The Town's rules and requirements are generally clear and understandable.
6. Town processes affecting businesses are generally predictable.
7. I would recommend Coventry to another business owner as a place to locate a business.

#### Section 3: Town Processes & Communication

(1 = Very Difficult | 5 = Very Easy)

8. Ease of understanding what permits or approvals are required.
9. Ease of navigating the permitting and approval process.
10. Timeliness of Town reviews and approvals.

(1 = Strongly Disagree | 5 = Strongly Agree)

11. Town staff are responsive when questions arise.

12. Communication from the Town to businesses is clear and timely.
13. I know where to go or who to contact when I have a business-related question.

(Optional)

14. Are there specific Town processes that you find confusing or time-consuming?

#### **Section 4: Awareness & Use of Town and Regional Resources**

15. **Before today, were you aware of CTCountryside.org?**

- Yes  
 No

16. **Have you ever posted an event or listing on CTCountryside.org?**

- Yes, regularly  
 Yes, once or twice  
 No, but I plan to  
 No, I was not aware of it  
 No, not applicable to my business

(1 = Not at All Useful | 5 = Extremely Useful)

17. **How useful are Town-sponsored events for promoting your business?**

18. H?

19. **If you have not used Town or regional event-promotion tools, what are the main reasons?**

(Select all that apply)

- Not aware of the tools  
 Not sure how to participate  
 Time constraints  
 Don't believe they drive customers  
 My business does not host events  
 Other (optional comment)

#### **Section 5: Business Growth & Retention**

(1 = Strongly Disagree | 5 = Strongly Agree)

20. Coventry supports the long-term success of existing businesses.
21. I can envision my business operating in Coventry five years from now.
22. Which best describes your plans over the next 3–5 years?
- Expand in Coventry  
 Maintain current operations  
 Reduce operations

- Relocate outside Coventry
- Unsure

**Optional open-ended:**

23. What factors most influence your decision to expand, remain, or relocate? (Optional)

**Section 6: Business Ecosystem & Gaps**

(1 = Not at All | 5 = Very Well)

24. Coventry offers a good mix of complementary businesses.

25. **Are there types of businesses or services you believe are missing in Coventry?**

(Optional open-ended)

**Section 7: Town Events & Participation**

26. **Do you currently participate in Town or community events (e.g., promotions, festivals, markets)?**

- Yes, regularly
- Occasionally
- No
- Not applicable

(1 = Strongly Disagree | 5 = Strongly Agree)

27. I know how to participate in Town or community events if I want to.

28. Participation in Town events benefits my business.

**Section 8: Closing & Feedback**

29. **Overall, how would you rate your experience operating a business in Coventry?**

(1 = Very Poor | 5 = Excellent)

30. **Is there one thing the Town or EDC could do to improve the business environment?**

(Optional open-ended)