

2008 BUSINESS SURVEY – Methodology

This is the sixth 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 5,247 businesses, drawn randomly from the City’s Revenue Bureau business license database.

The survey was mailed in late July 2008, with a follow-up reminder mailed a few weeks later. A total of 1,876 surveys were returned for a response rate of 36 percent. At the conventional 95 percent confidence level, the margin of error is ± 2 percent.

Description of respondents

The types of businesses that responded to the survey are similar to the overall business community in Multnomah County.

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

TYPE OF BUSINESSES, 2008

Professional & scientific services	393	22%
Retail trade	214	12%
Leisure & hospitality	210	12%
Educ., health care, social services	202	11%
Finance, insurance, real estate	195	11%
Other service industries	193	11%
Construction	142	8%
Wholesale trade	77	4%
Transportation	69	4%
Manufacturing	67	4%
Unknown	114	not incl.
TOTAL	1,876	100%

TOTAL EMPLOYEES

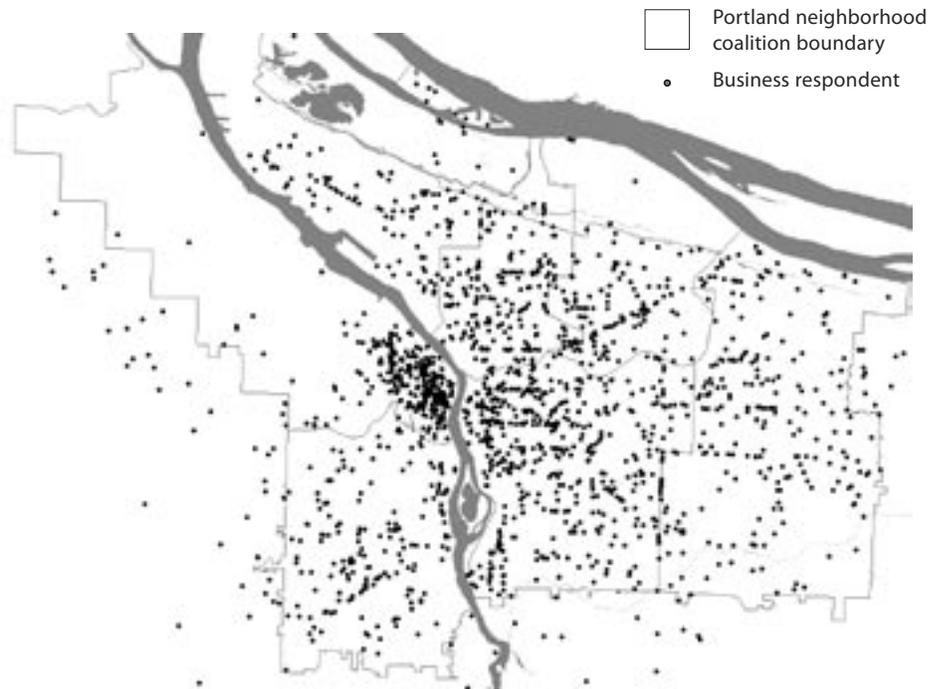
0 or 1	802	44%
2 to 4	431	24%
5 to 9	235	13%
10 to 19	152	8%
20 to 49	111	6%
50 to 99	33	2%
100 to 249	24	1%
250 to 500	11	1%
More than 500	6	0%
Unknown	68	not incl.
TOTAL	1,415	100%

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 Multnomah County.

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, 2008



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

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