

Chamber of Commerce Business Fair 2013, Survey Results

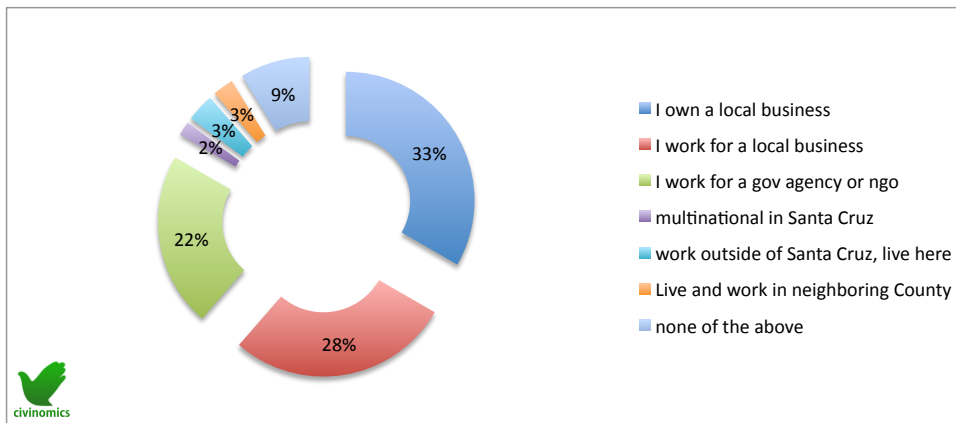
This data was collected and compiled by Civinomics. It has not been double verified and should not be used for scientific purposes.

Date 3.14.13



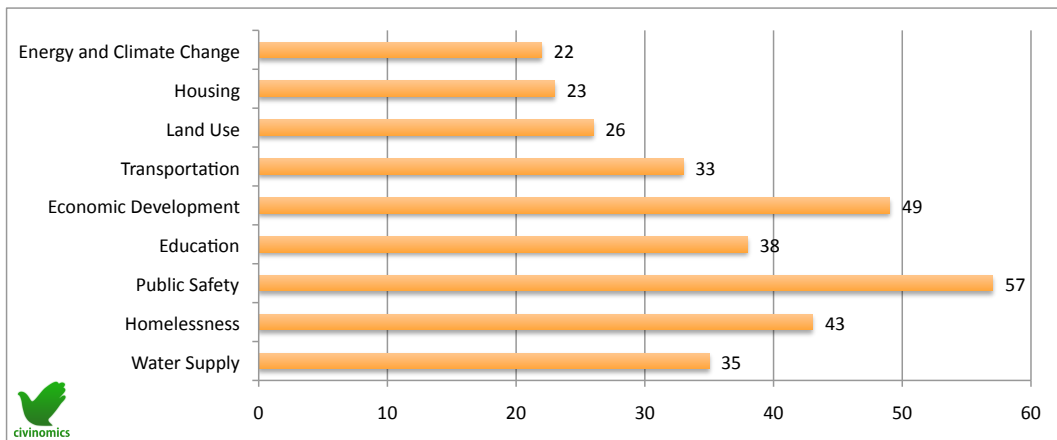
What is your connection to the local (Santa Cruz County) economy?

I own a local business	I work for a local business	I work for a gov agency or ngo	multinational in Santa Cruz	work outside of Santa Cruz, live here	Live and work in neighboring County	none of the above	Total
38	32	25	2	4	3	10	114



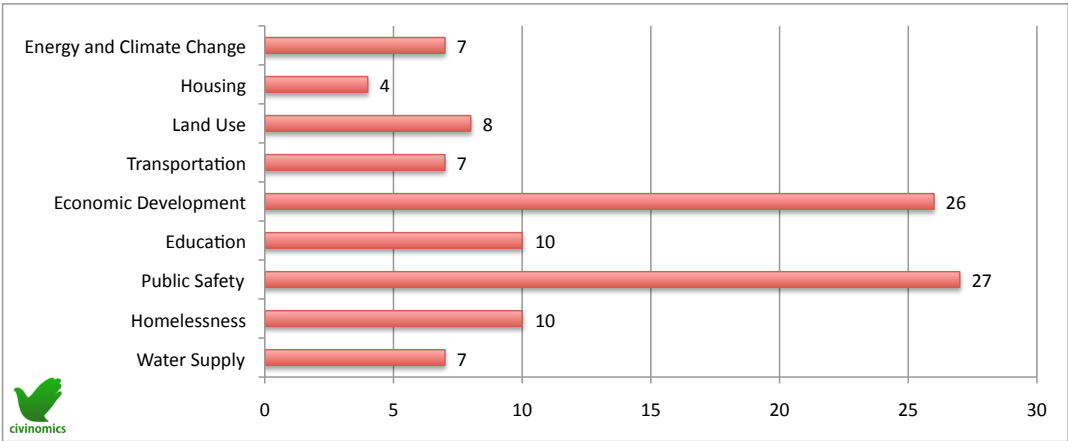
What 3 issues concern you the most?

Water Supply	Homelessness	Public Safety	Education	Economic Development	Transportation	Land Use	Housing	Energy and Climate Change	Total
35	43	57	38	49	33	26	23	22	326



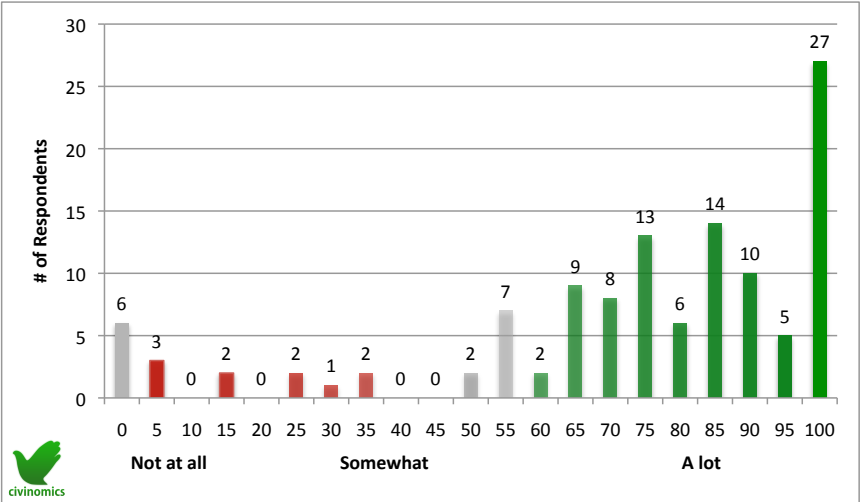
What is your #1 issue

Water Supply	Homelessnes	Public Safety	Education	Economic Development	Transportatio	Land Use	Housing	Energy and Climate Change	Total
7	10	27	10	26	7	8	4	7	106



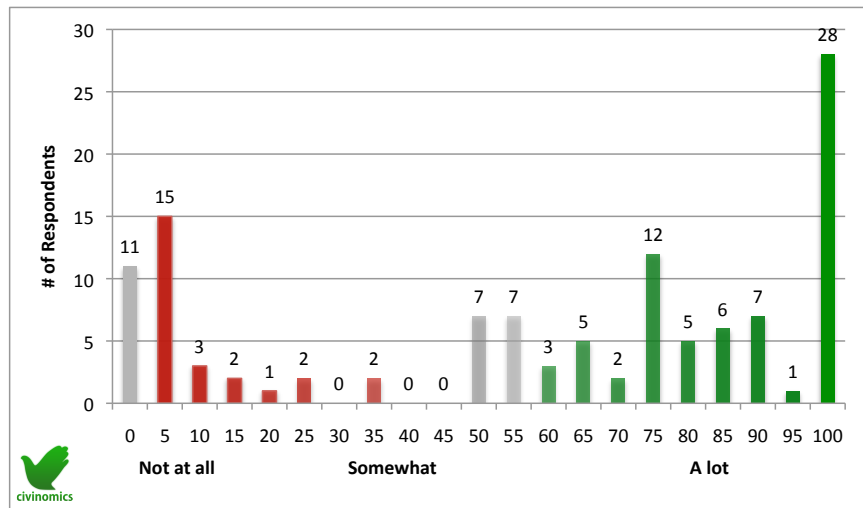
How much does your #1 issue affect your life?

Blank	0	6
1	5	3
6	10	0
11	15	2
16	20	0
21	25	2
26	30	1
31	35	2
36	40	0
41	45	0
46	50	2
51	55	7
56	60	2
61	65	9
66	70	8
71	75	13
76	80	6
81	85	14
86	90	10
91	95	5
96	100	27
Total		119



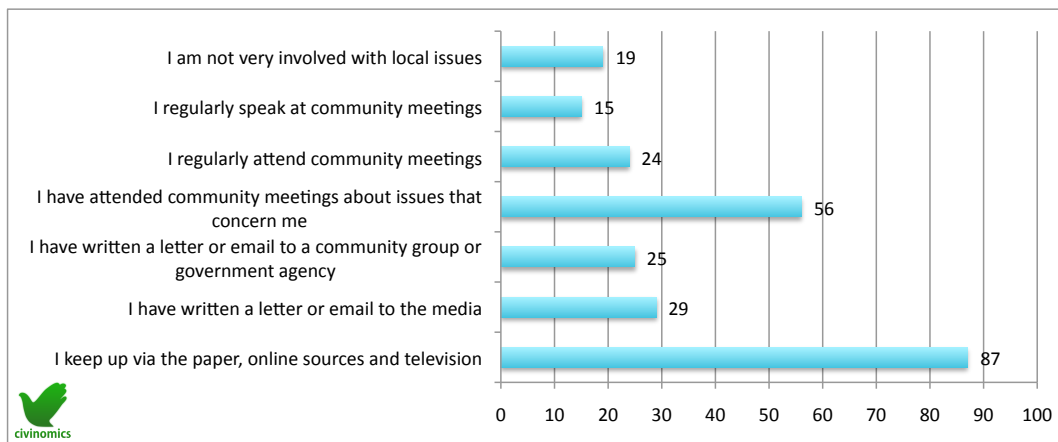
How much does your #1 issue affect your business or

Blank	0	11
1	5	15
6	10	3
11	15	2
16	20	1
21	25	2
26	30	0
31	35	2
36	40	0
41	45	0
46	50	7
51	55	7
56	60	3
61	65	5
66	70	2
71	75	12
76	80	5
81	85	6
86	90	7
91	95	1
96	100	28
Total		119



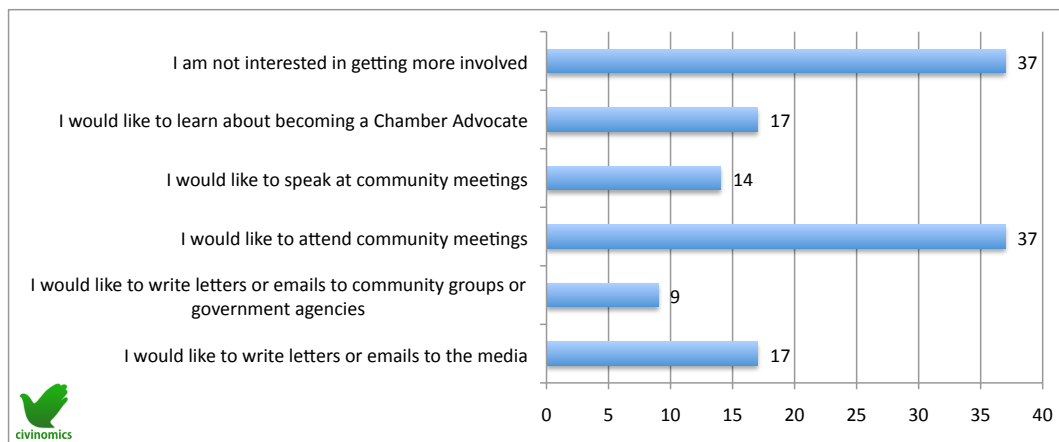
How involved are you in local issues? (Check all that apply).

I keep up via the paper, online sources and television	I have written a letter or email to the media	I have written a letter or email to a community group or government agency	I have attended community meetings about issues that concern me	I regularly attend community meetings	I regularly speak at community meetings	I am not very involved with local issues	Total
87	29	25	56	24	15	19	255



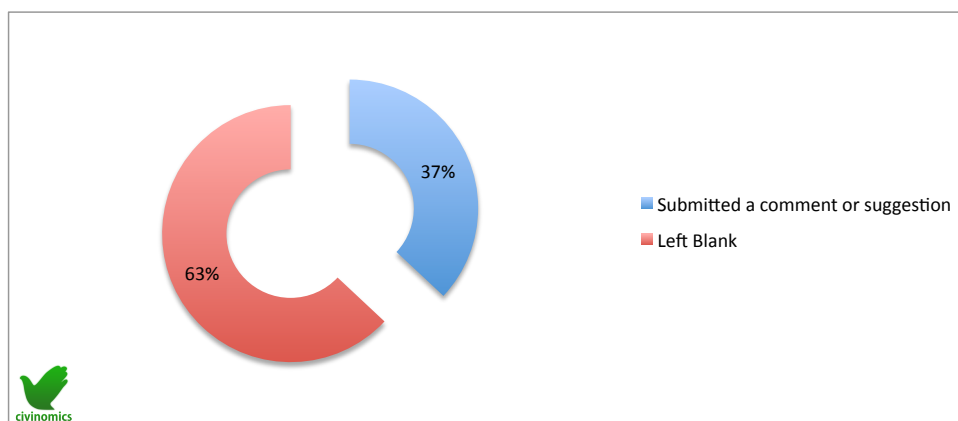
Would you like to get more involved with issues in the community? If so, how? (Check all that apply).

I would like to write letters or emails to the media	I would like to write letters or emails to community groups or government agencies	I would like to attend community meetings	I would like to speak at community meetings	I would like to learn about becoming a Chamber Advocate	I am not interested in getting more involved	Total
17	9	37	14	17	37	131



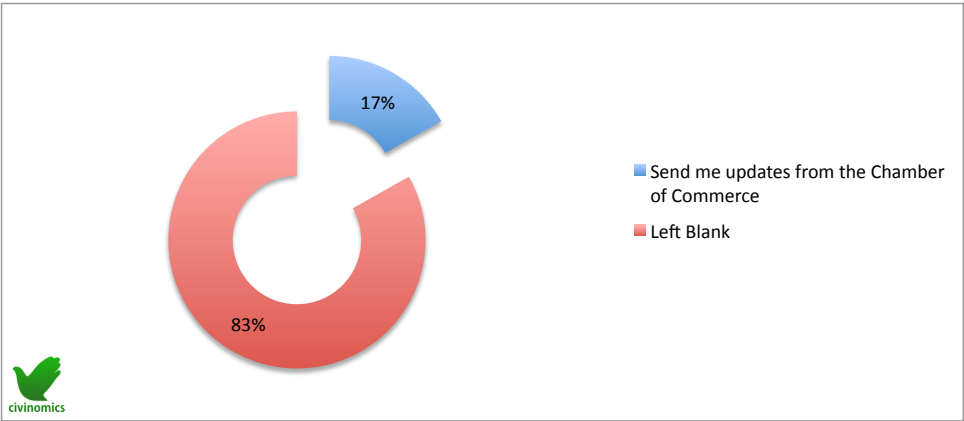
Submitted a comment or

Submitted a comment or suggestion	Left Blank	Total
44	75	119



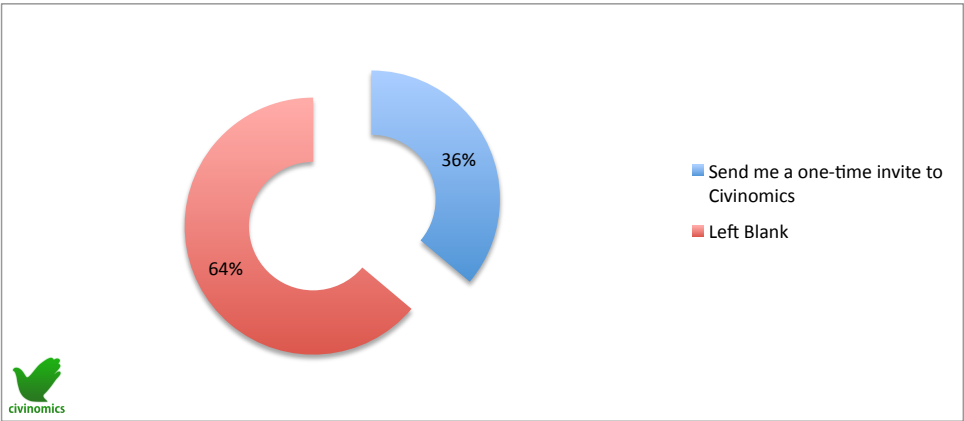
Send me updates from the Chamber of Commerce

Send me updates from the Chamber of Commerce	Left Blank	Total
20	99	119



Send me a one-time invite to Civinomics

Send me a one-time invite to Civinomics	Left Blank	Total
43	76	119



Suggestions AND/OR Comments for the Chamber of Commerce

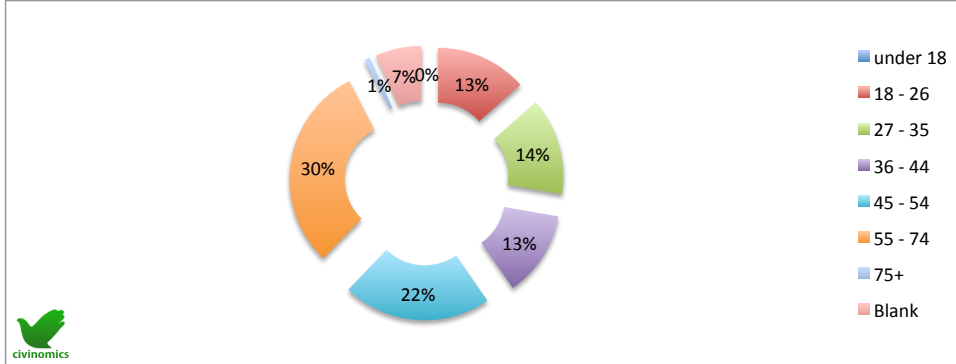
Youth community service for poor /homeless
You rock!
You guys r great! :d
What businesses are thriving & how much are they contributing back to the community?
We're doing great.
Watch out for trolling.
Tiered membership fee
Thanks
Take advantage of resources/ideas from communities and organizations outside of the region country that are innovating/ dealing w/ issues of similar or common nature. (Water, land use, etc.)
Support SMALL local business, not large corps
Slogan
Sime talk showsbare biased
No suggestions
No but i appreciated the great information i received from Todd.
More student outreach and involvement
More events
Local issues presented at beginning of survey deserve attention.
Lobby for Econ dev resources and start plan.
Keep up the good work. Id love to see more arts in the schools.
More real art in the community, galleries and at the MAH.
I would like to see a demo.
I would like to help with homelessness.
I wish there was one beach where dogs could be off leash all day.
I believe the chamber plays an influence in the business community and believe that business advavacy program would be a great addition
Hunger
Have a bigger online presence to host dialogue about local issues
Good events to promote businesses!
Get VCs together to create a culture of startup development, incubators and investors here in Santa Cruz. Have more Santa Cruz hackathons. Connect student entrepreneurs and local self-employed techies. Give tech businesses direct incentives (taxes) for moving to Santa Cruz.
Get more grassroots people involved in local issues.
Find a better way to deal with homeless and safety in santa cruz

Encourage tech businesses to locate here. They are clean, high wage jobs that will provide taxes and reduce commute traffic.
Easier public access to information
Do business fair 2 times a year
Create a comprehensive information packet for new local businesses coming to Santa Cruz.
Connect with the younger generations of entrepreneurs in Santa Cruz to find what they need to succeed. Gear events towards new startups.
Concentrate more on keeping Santa Cruz safe rather than weird
Comprehensive relational DB connecting needs and services , rethinking money as alternative currencies , develop social structures away from virtual realities
Collaborate with all chambers in the county.
Business more energy & water efficient.
All need to share the wealth
Advocate more local micro finance
-keep up the good work.

Demographics

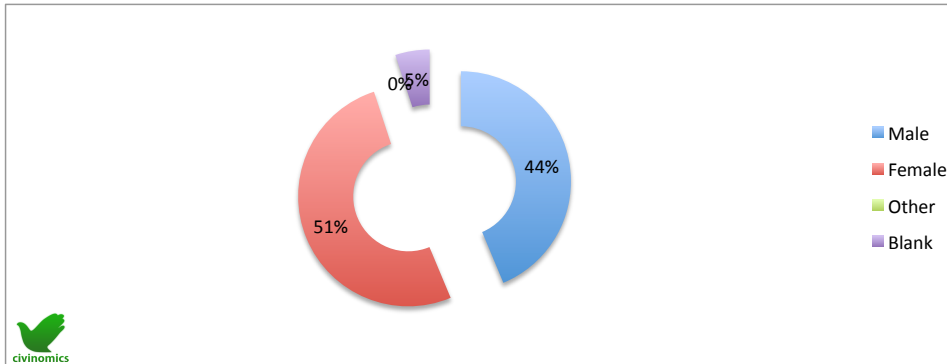
Age

under 18	18 - 26	27 - 35	36 - 44	45 - 54	55 - 74	75+	Blank	Total
0	16	17	15	26	36	1	8	119



Gender

Male	Female	Other	Blank	Total
52	61	0	6	119



Ethnicity

Asian / South Pacific Islander	African American	Caucasian	Latino	Other	Decline to state	Blank	Total
1	2	87	6	9	4	10	119

