



Report for:  
CITY OF VANCOUVER

## City of Vancouver Metropolitan Core Business Survey – Phase Two, Downtown Eastside

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## EXECUTIVE SUMMARY

A mail survey was conducted of 1,334 selected businesses in the Downtown Eastside. The response rate was 19%, for a total of 254 completed surveys.

### *Profile of Businesses*

- ◆ The three most common activities of businesses in the survey are retail trade (20%), wholesale trade (11%), and design, scientific, technical services (11%).
- ◆ Three-quarters (74%) of businesses were established from 1980 onwards.
- ◆ On average, businesses have been at their current location for a total of 11.7 years.
- ◆ Businesses are much more likely to rent (79%) rather than own (20%) their current business location.
- ◆ On average, businesses occupy 3,853 square feet, and range from less than 500 square feet to over 20,000 square feet. Half of the businesses occupy more than 1,696 square feet, and half occupy less than 1,696 square feet.
- ◆ The majority (70%) of businesses only occupy one floor. The average number of occupied floors is 1.4.
- ◆ Office space is the most common use of floor space (comprises an average of 35% of businesses' floor space). More than a quarter (27%) of floor space is used for retail or showroom purposes.
- ◆ Seventeen percent of businesses conduct activities that involve noise, dust, odours, bright outdoor lights, heavy truck deliveries, or late night operations.

### *Business Location Factors*

- ◆ A “sense of safety and security” is the most important factor taken into consideration when deciding on a business location (79% of businesses rate this as “essential” or “important”).
- ◆ Other factors deemed important by the majority of businesses include “ground floor occupancy” (57%), “face to face contact” (56%), “close to customers” (56%), “customer parking” (52%), and “entire business on one floor” (50%).
- ◆ The least important location factor is “close to the Airport (YVR)” (3%).
- ◆ Businesses indicate they are highly satisfied with many aspects of their location. The most satisfactory components are “entire business on one floor” (93% satisfied), “close to Downtown Vancouver” (92%), “ground floor occupancy” (91%), and “face-to-face contact” (90%).
- ◆ The least satisfactory component is “sense of safety/security” (21%).



- ◆ In total, just less than half (45%) of businesses say they are in need of transportation improvements such as roads, parking, or transit at their location. Parking is identified as the area most in need of improvement (mentioned by 74% of these businesses).
- ◆ Companies are slightly more inclined to prefer business only buildings (41%) rather than mixed use buildings (32%). However, companies are almost three times as likely to prefer mixed use districts (61%) as they are business only districts (23%).
- ◆ Four-in-ten (39%) businesses moved to their current location from somewhere else. Of these businesses, 89% moved to their current address from another location in Vancouver. The primary reason for moving is size/space requirements (23%).
- ◆ Six-in-ten (61%) businesses do not believe there is another location in the city or region that would meet their needs. Meanwhile, 36% of businesses are aware of such a location. Of these businesses, 84% say that this other location is within the City of Vancouver.

### ***Business Plans***

- ◆ In the past five years, 54% of companies report no change in their business, while 26% downsized. Another 19% say they expanded or invested during this time.
- ◆ Looking into the future, the majority (59%) of businesses have no plans to downsize, expand, or close their current location. One-quarter (24%) anticipate downsizing, while 10% plan on closing and 6% plan on expanding or investing.
- ◆ Of those 10% that plan on closing, the majority (73%) indicate that they are closing to move to another location. Forty-seven percent of these businesses plan on moving to a different city, while 42% plan on moving elsewhere in Vancouver. Location is the number one reason behind anticipated moving plans (42%).

### ***Customer Information***

- ◆ The majority (60%) of businesses' goods and services go to customers within the City of Vancouver. More specifically, an average of 35% of goods and services are provided to customers in the Metropolitan Core and 25% go to those elsewhere in the City of Vancouver. Another 18% of goods and services are provided to customers elsewhere in the Lower Mainland, while 22% go outside the Lower Mainland.

### ***Supplier Information***

- ◆ Similarly, the majority (56%) of businesses' goods and services are purchased from other companies located within the City of Vancouver. Thirty-one percent of purchased goods and services are from the Metropolitan Core area and 25% are from companies elsewhere in the City of Vancouver. Another 20% of purchased goods and services are from those elsewhere in the Lower Mainland, while 24% are purchased outside the Lower Mainland.



### ***Transportation Needs***

- ◆ The majority of companies do not use goods movement vehicles at their location on a regular basis. In total, 47% of businesses say vans and pick-up trucks access their location on a weekly basis, 35% are accessed by light trucks, and 19% are accessed by heavy trucks. The average number of vehicles accessing businesses in a typical week stands at 8.2 vans or pick-up trucks, 3.9 light trucks, and 1.4 heavy trucks.

### ***Journey to Work***

- ◆ On average, 43% of businesses' employees drive to work alone. Another 36% use public transit (bus, SkyTrain), 15% walk or bike, and 6% carpool.

### ***Employee Information***

- ◆ On average, businesses employ a total of 9.8 employees (7.6 full-time employees and 2.3 part-time employees). Total employees range from 1 to over 100.
- ◆ The average number of employees that work during a regular shift stands at 6.9.
- ◆ On average, businesses are open for 9.6 hours a day.
- ◆ On average, 75% of businesses' employees live in the City of Vancouver.

### ***Businesses' Final Suggestions/Concerns***

- ◆ When asked to provide any final suggestions or concerns, a total of 139 of the 254 businesses surveyed provided a response.
- ◆ Of these 139 businesses, 58% mention issues related to safety and security. Other areas of concern include parking (17%), cleaning/cleanliness (15%), and beautification (12%).



## INTRODUCTION

### *Objectives*

The City of Vancouver recently embarked on an economy-related land use planning process for the Metropolitan Core, and understanding the area's current economic situation is an important component of this process. To this end, the City commissioned Ipsos Reid to conduct a survey, in two phases, of selected businesses located within the Metropolitan Core. This is the second phase of the survey - businesses in the Downtown Eastside area of the Metropolitan Core. Ultimately, this information will provide key information for the preparation of the City of Vancouver's *Metropolitan Core Jobs and Economy Land Use Plan*.

Specifically, the main objectives of this research project were to:

- ◆ Develop a profile of businesses (business activity, years of operation, floor space, etc.);
- ◆ Identify key location factors when deciding on a businesses location;
- ◆ Determine businesses' satisfaction with specific aspects of their current location;
- ◆ Identify any perceived transportation improvements that are required;
- ◆ Gauge businesses' preference for mix use buildings/districts versus business only buildings/districts;
- ◆ Understand businesses' past and future plans at their current location;
- ◆ Collect customer and supplier geographic information;
- ◆ Determine the number of goods movement vehicles accessing businesses in a typical week;
- ◆ Identify employees' transportation methods for getting to work; and,
- ◆ Collect information on businesses' employees, including the number of employees, hours of operation, and percentage of Vancouver-based employees,

The information from this survey, together with information from the phase one survey and information from a similar survey of the False Creek Flats area, will provide a better understanding of the various areas and the Metropolitan Core as a whole.



## *Methodology*

To accomplish the research objectives, Ipsos Reid conducted a mail-survey of businesses in the Downtown Eastside. The City of Vancouver provided the sample (names and mailing information), generated from the City's Business License System. A total of 1,334 businesses were contacted to participate in the survey.

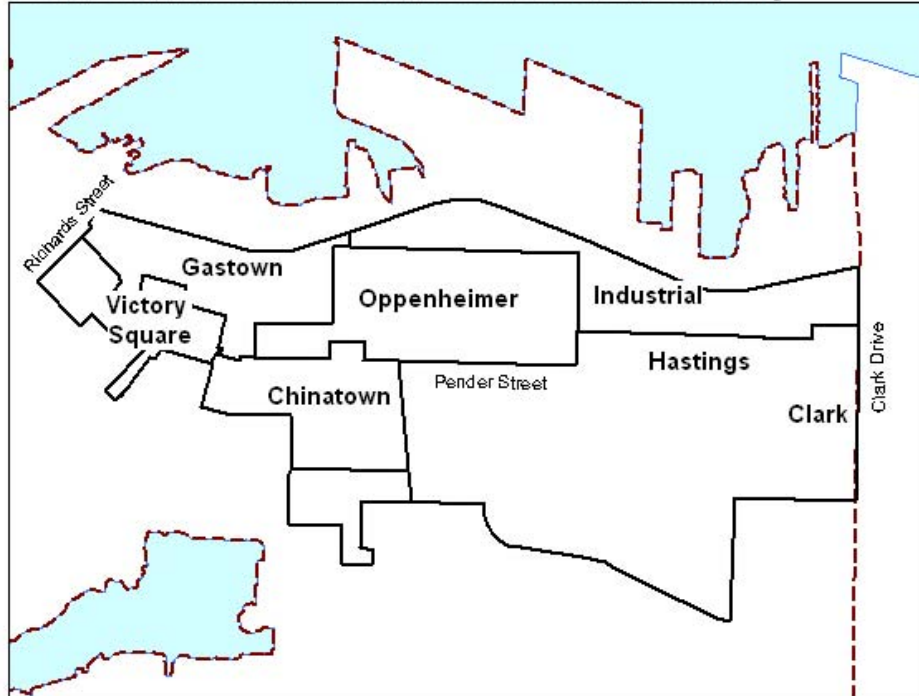
Overall, 254 completed surveys were returned, for a response rate of 19%. In order to encourage participation, businesses were sent follow-up reminder postcards after the initial survey mail out. All questionnaires were completed between the dates of June 23 and July 29, 2005.

Overall results are accurate to  $\pm 6.1$  percentage points, nineteen times out of twenty. Due to the nature of mail-back surveys, businesses responding to this survey are not randomly selected; however, the high response rate (19%) does make the response likely to be valid as to overall results.

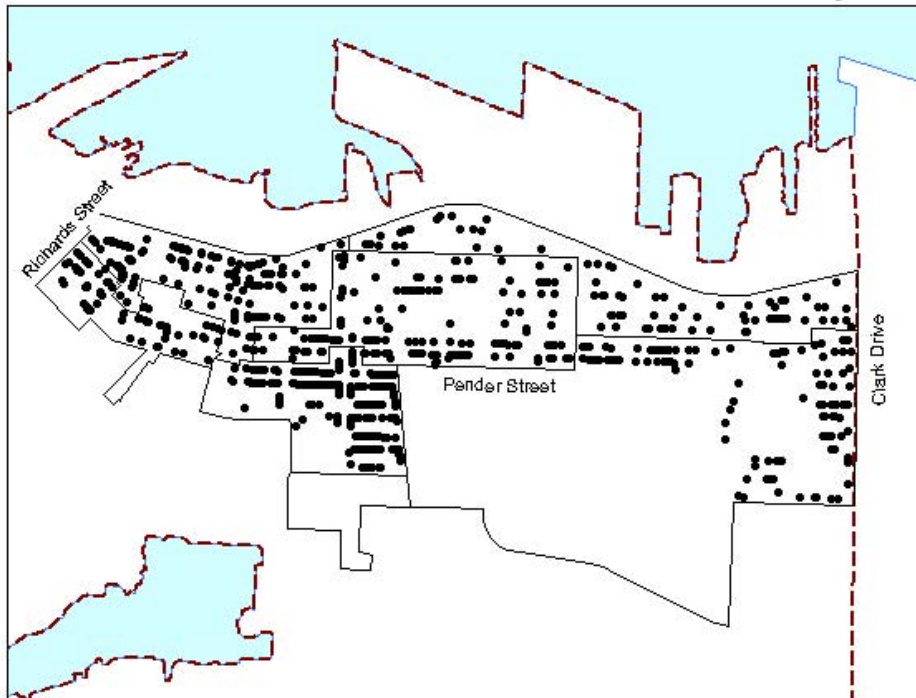
There are two maps and a chart below. The first map below shows the names and boundaries of the various geographic areas within the Downtown Eastside that were included in the survey. The second map shows the actual locations in these areas of the surveyed businesses. The accompanying chart indicates the number of completed surveys for each of the geographic areas.



### Downtown Eastside - Business Areas in the Survey



### Downtown Eastside - Business Locations in the Survey



### Number of completed surveys by geographic location

Location	Number of Completed Surveys
Gastown	71
Chinatown	70
Oppenheimer	36
Victory Square	28
Industrial	25
Clark Drive	13
Hastings Street	11



## DETAILED FINDINGS

### *Profile of Businesses*

#### *Business Activity*

Companies in the survey represent a wide variety of businesses. Using the North American Industry Classification System (NAICS; see Appendix A), the three most common business activities include retail trade (20%), wholesale trade (11%), and design, scientific, technical services (11%).

#### Business activities vary – retail trade tops the list

Please describe your main business activity, including what goods you produce or sell, and what services you provide, at the business address indicated at the top.

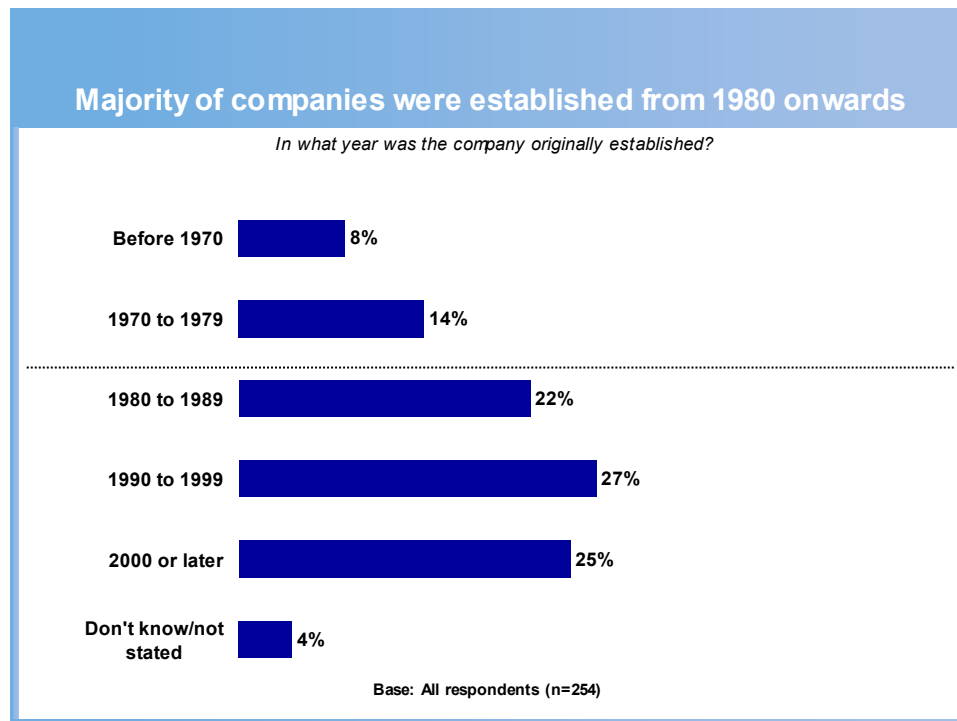
	All Respondents (n=254) %
Retail trade	20
Wholesale trade	11
Design, scientific, technical services	11
Health care and social assistance	7
Repair and personal services	7
Food services and drinking places	7
Manufacturing	7
Legal, accounting, consulting Services	5
Administrative and support, waste management and remediation services	4
Educational services	3

	All Respondents (n=254) %
Information and cultural industries	3
Arts, entertainment and recreation	3
Finance and insurance	3
Religious, social, business organizations	2
Real estate and rental and leasing	2
Accommodation services	2
Construction	1
Primary & utilities	<1
Transportation and warehousing	<1
Don't know/not stated	1%



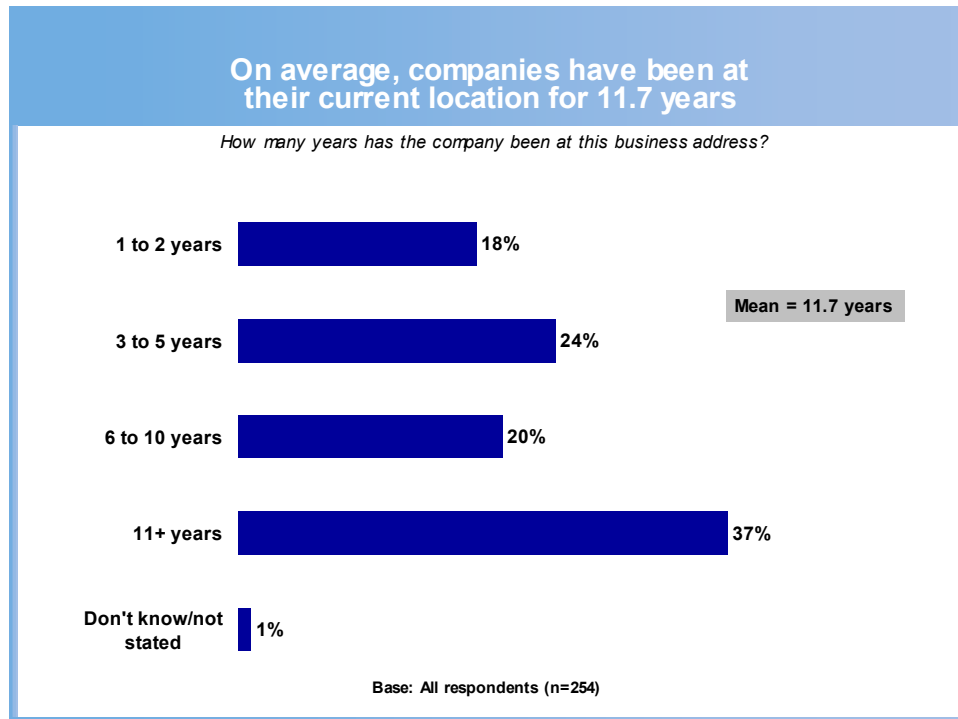
### *Year Established*

Roughly three-quarters (74%) of businesses in the survey were established from 1980 onwards. More specifically, 22% were established between 1980 and 1989, 27% were established between 1990 and 1999, and 25% have been established since 2000. Meanwhile, 22% of businesses were established before 1980 (14% between 1970 and 1979 and 8% prior to 1970).



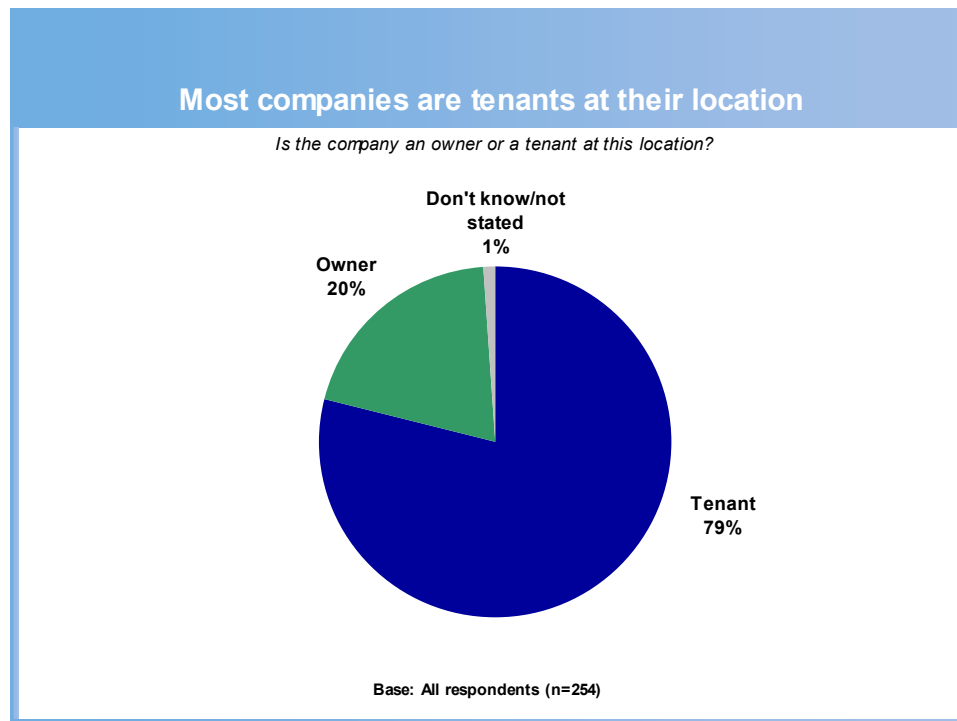
### *Number of Years at Current Location*

Companies have been at their current business address for varying amounts of time. On average, companies have been at their current location for a total of 11.7 years.



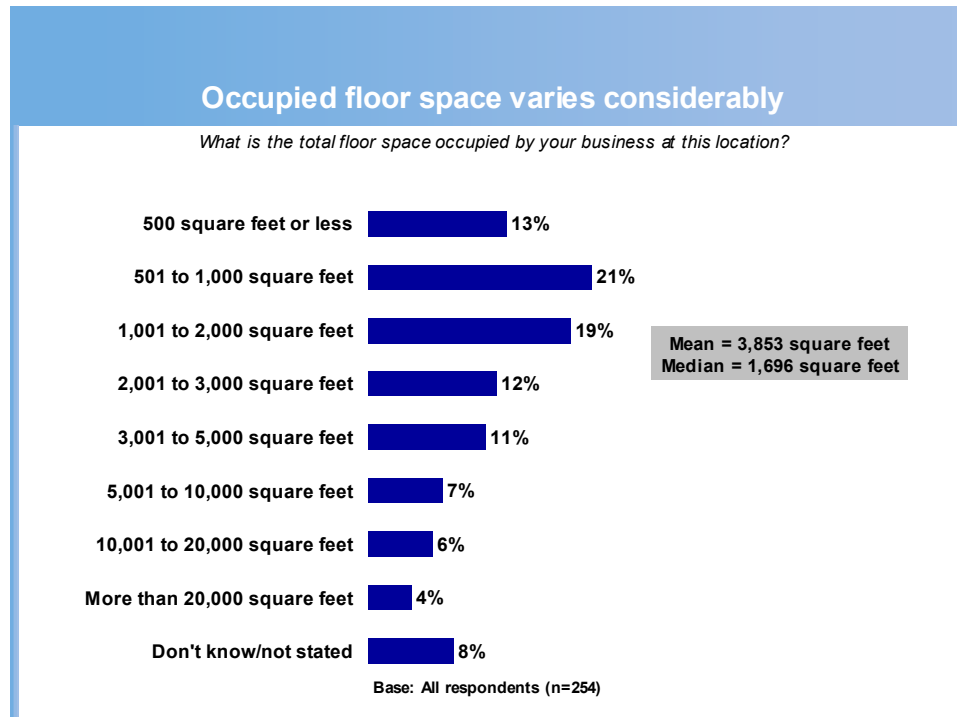
### *Tenure*

Companies are much more likely to rent rather than own their current business location. In total, 79% of businesses say they are tenants at this location, while just 20% are owners.



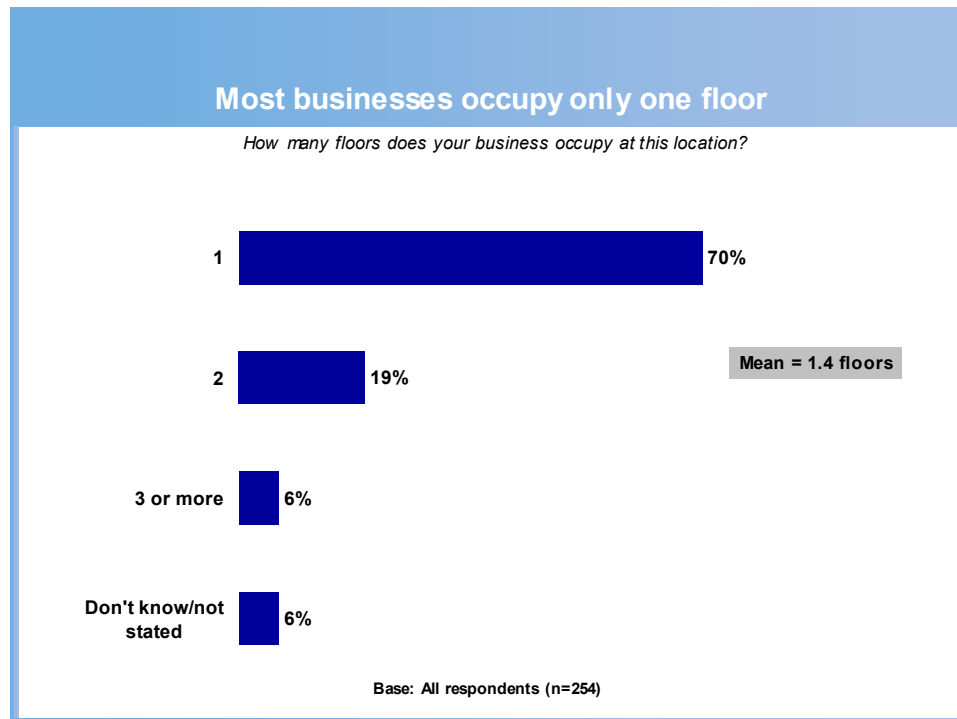
### *Total Floor Space*

The amount of occupied floor space varies considerably from business to business. Sizes range from less than 500 square feet to over 20,000 square feet. On average, businesses occupy 3,853 square feet. Half of businesses occupy less than 1,696 square feet and half occupy more than 1,696 square feet.



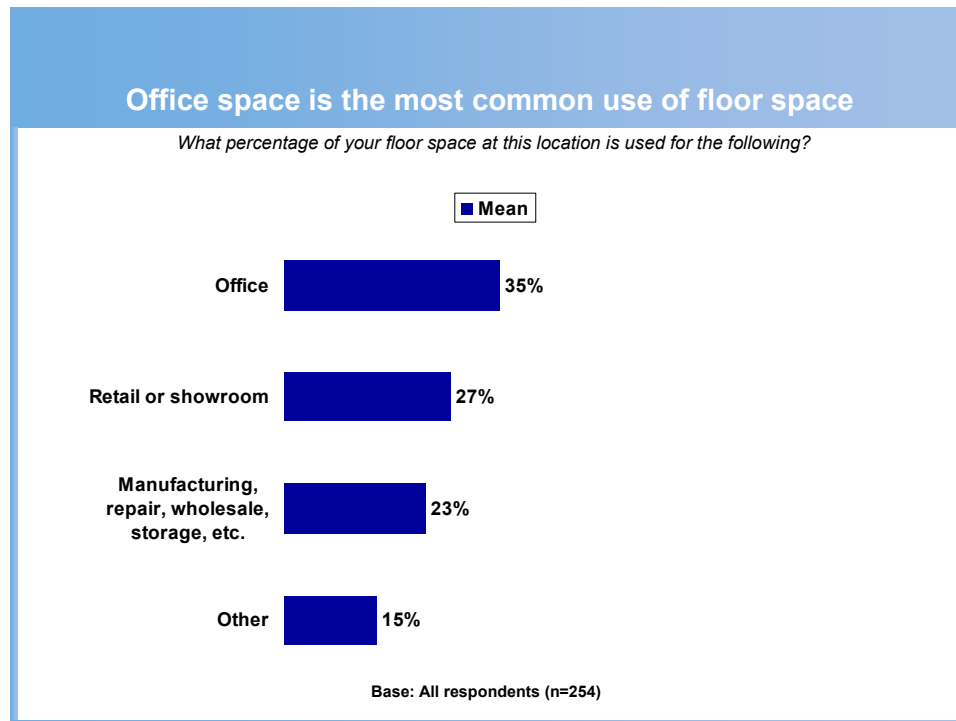
### *Number of Occupied Floors*

The majority (70%) of businesses only occupy one floor. The average number of occupied floors is only slightly higher, standing at 1.4 floors.



### *Floor Space Uses*

Office space is the most common use of floor space among businesses in the survey. On average, one-third (35%) of businesses' floor space is used as office space. A smaller percentage is used for retail or showroom (average of 27%) or manufacturing, repair, wholesale, storage, etc (average of 23%). Meanwhile, an average of 15% of floor space is used for some reason other than those purposes already listed<sup>1</sup>.

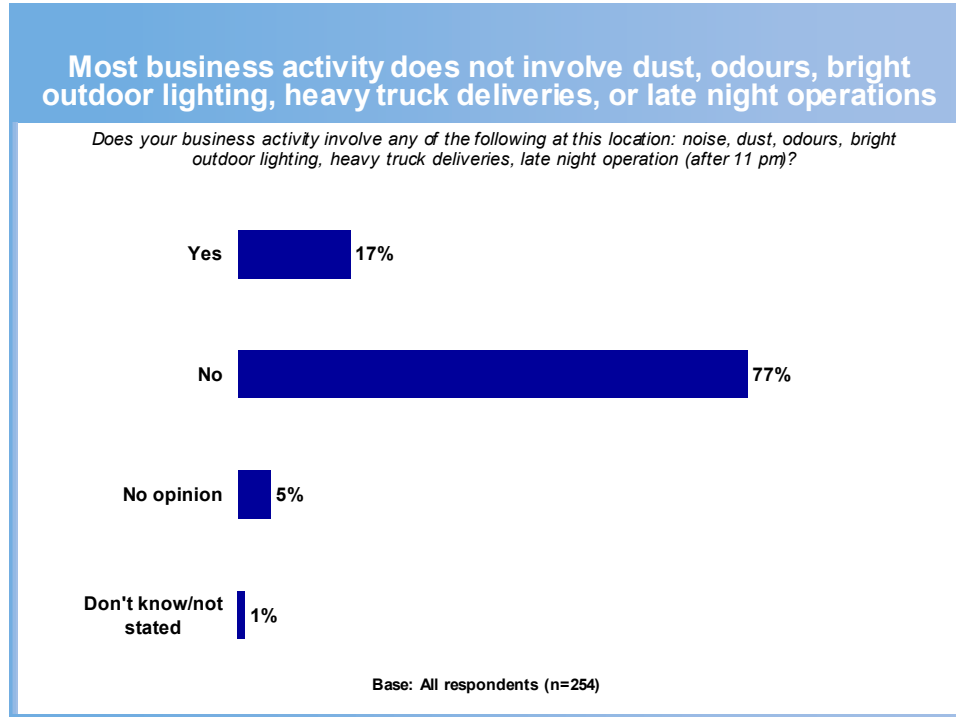


<sup>1</sup> Due to the self-report nature of mail surveys, percentages do not add to 100%.



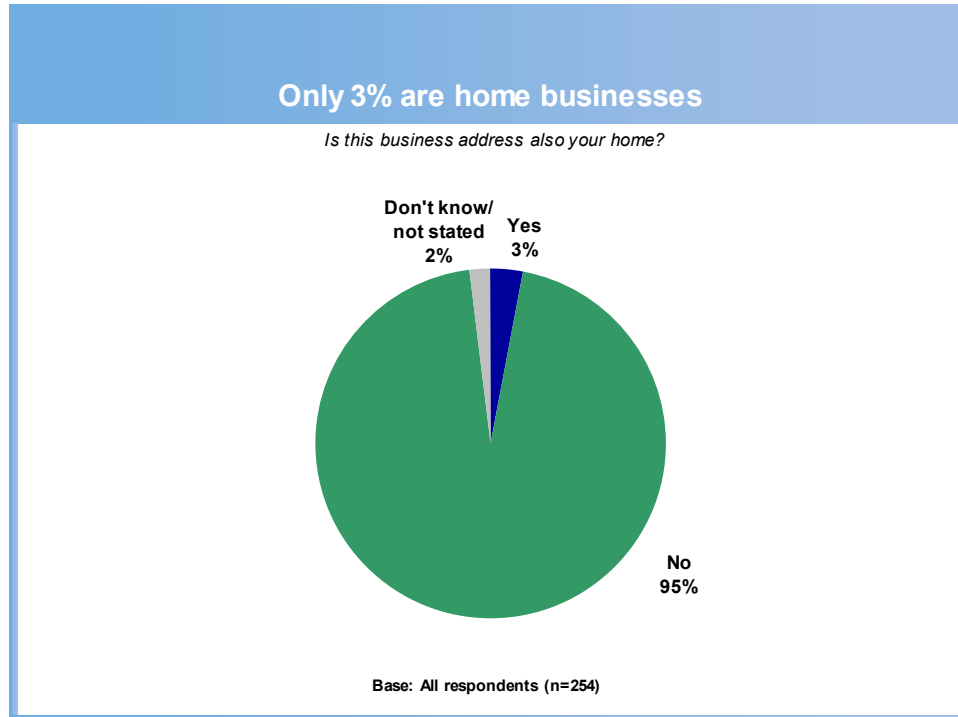
### *Other Aspects of Business Activity*

Few businesses conduct activities that involve noise, dust, odours, bright outdoor lighting, heavy truck deliveries, or late night operations. In total, only 17% of companies say their business activity involves the above components.



### *Home Businesses*

The intention of the survey was to find out about businesses located in commercial and industrial buildings, and to exclude residential areas. Nevertheless, a small portion of home businesses were picked up by the survey. In total, 3% of companies indicate that their business address is also their home address.



## ***Business Location Factors***

### ***Importance of Location Factors***

Some factors are deemed much more important than others when deciding on a business location. Overall, businesses say that a “sense of safety and security” is the most important factor taken into consideration, with 79% saying this is either “essential” (49%) or “important” (30%). The high proportion of “essential” responses highlights the level of importance attached to working in a safe and secure environment.

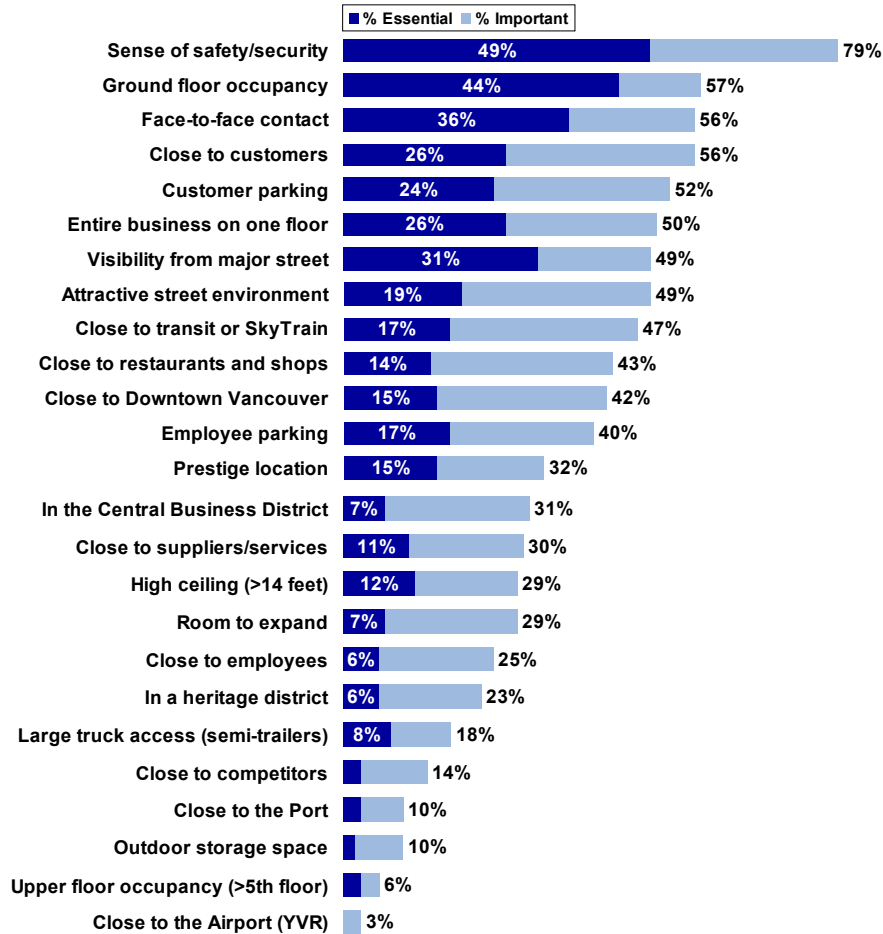
In comparison to safety, all other location factors are rated lower in importance. Nonetheless, a number of factors are still perceived as “essential” or “important” by the majority of businesses, with the highest of these being “ground floor occupancy” (57% overall, 44% “essential”).

The least important location factor is “close to the Airport (YVR)” (3% overall, 0% “essential”).



### Safety is the most important location factor

Please indicate how important each factor is to you in deciding on a location for your business.



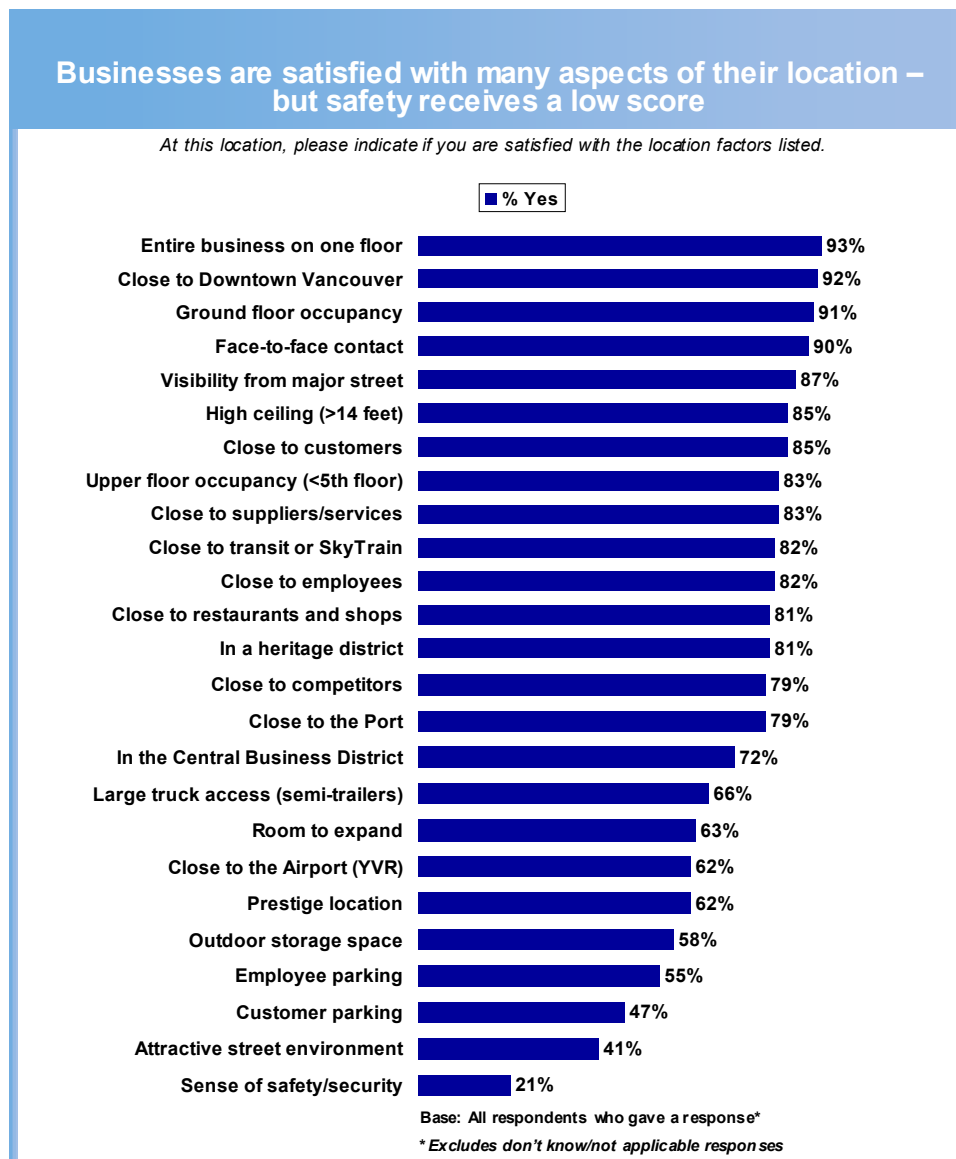
Base: All respondents (n=254)



### Satisfaction with Location Factors

For the most part, businesses appear highly satisfied with their location<sup>2</sup>. Nonetheless, it is apparent that some location factors achieve higher satisfaction scores than others. The level of satisfaction ranges from 93% for “entire business on one floor” to 21% for “sense of safety and security”.

It is noteworthy that while “sense of safety and security” is deemed the most important location factor overall, it is the least satisfactory aspect of businesses’ location.



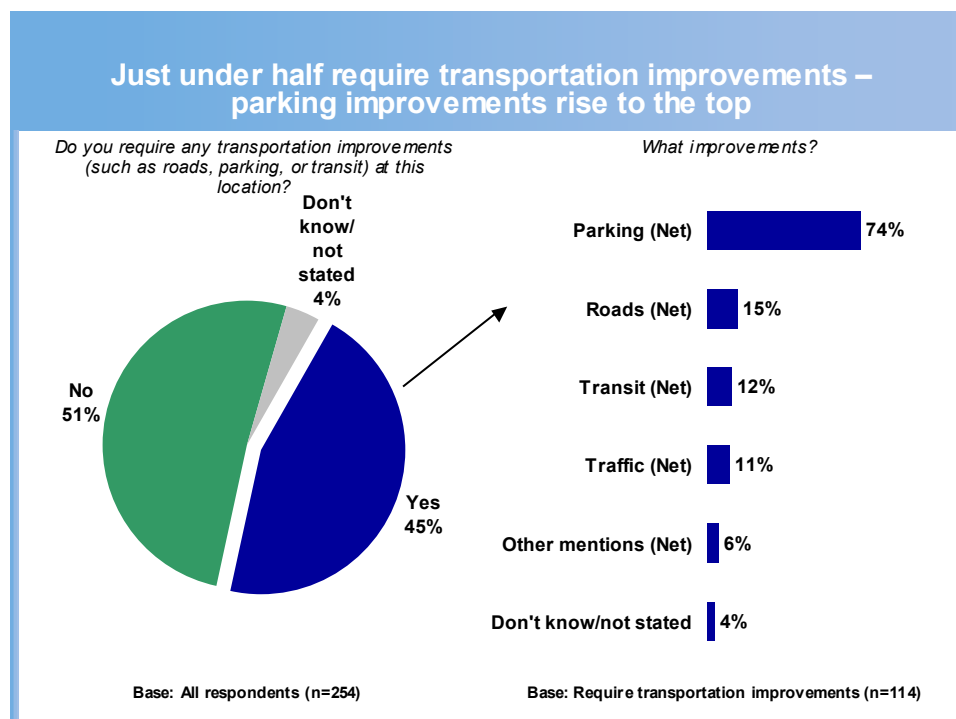
<sup>2</sup> Satisfaction scores exclude don't know/ not applicable responses.

### Transportation Improvements

Just less than half (45%) of businesses say they are in need of transportation improvements (such as road, parking, or transit) at their location. Fifty-one percent say they do not need such improvements.

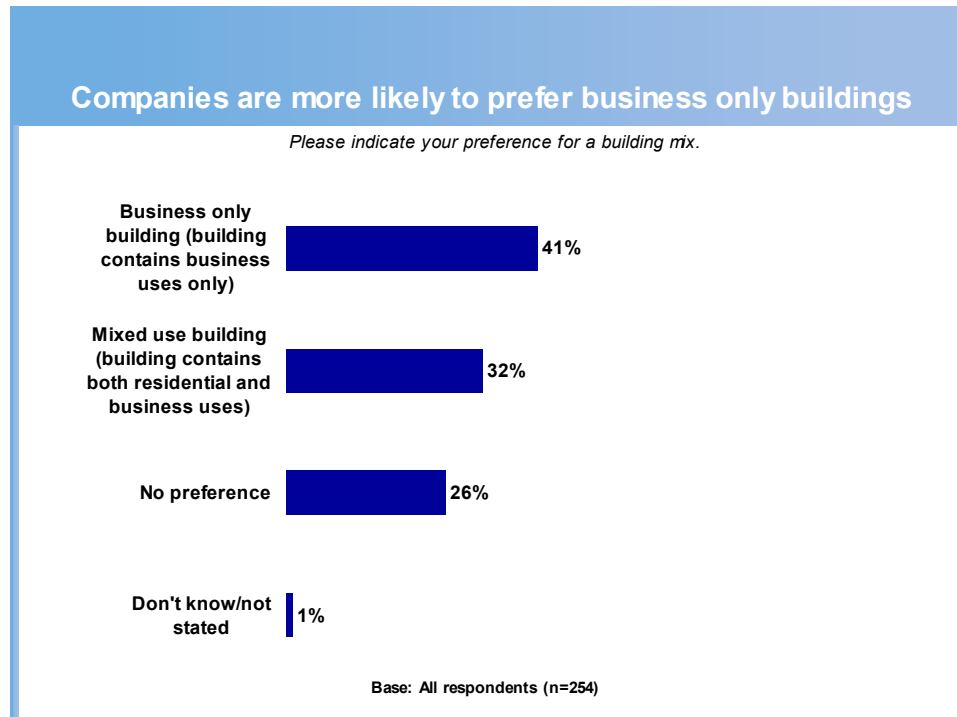
Overall, parking appears to be the area most in need of improvement, mentioned by 74% of those businesses that say they require transportation improvements. More specifically, many of these businesses point to a need for a greater level of parking – related mentions include “more parking” (25%), “street/meter parking” (11%), “more customer parking” (7%), “more employee/staff parking” (2%), “parking for tour buses/big trucks” (1%), and “more all day parking” (1%). Another issue related to parking is affordability – 5% mention “free parking/free parking spaces”, while another 4% mention “cheaper/more affordable parking”. Meanwhile, two-in-ten (20%) simply make unspecified “parking” mentions.

Other transportation improvements that are required by businesses relate to roads (15%), transit (12%), and traffic (11%). Roads mentions primarily focus on “fix/repair the roads, streets, pot holes” (8%) and “cleaner roads/streets” (5%), while transit improvements focus on a need for “improved/better bus/transit service” (7%). Meanwhile, the most common mention related to traffic is “improve traffic flow” (4%).



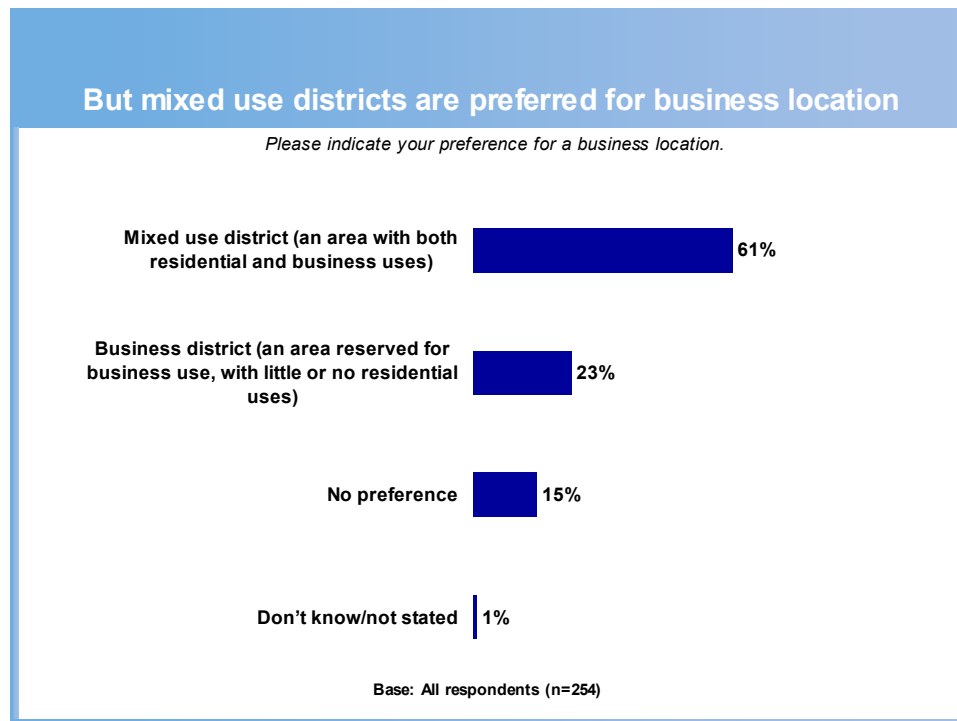
### ***Building Composition***

Businesses in the survey demonstrate a slight preference for business only buildings (those that contain business uses only). In total, 41% of companies say they prefer business only buildings, compared to 32% who prefer mixed use buildings (contain both residential and business uses). Another one-quarter (26%) have no preference one way or the other.



### ***Business Location Composition***

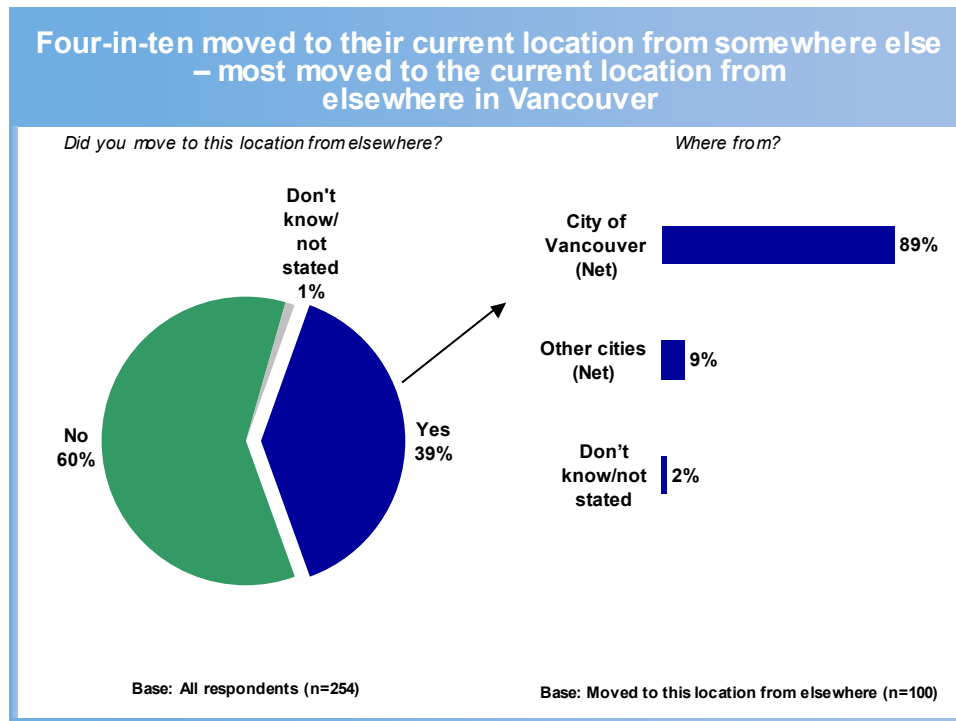
While companies demonstrate a slight preference for business only buildings, they would prefer a mixed use district for their general business location. In total, 61% of companies would prefer a mixed use district (an area with both residential and business uses), compared to just 23% that would prefer a business district (an area reserved for business use, with little or no residential uses). Fifteen percent of companies do not have a preference one way or the other.



### *Moving Locations*

In all, four-in-ten (39%) respondents indicate that they moved to their current location from elsewhere.

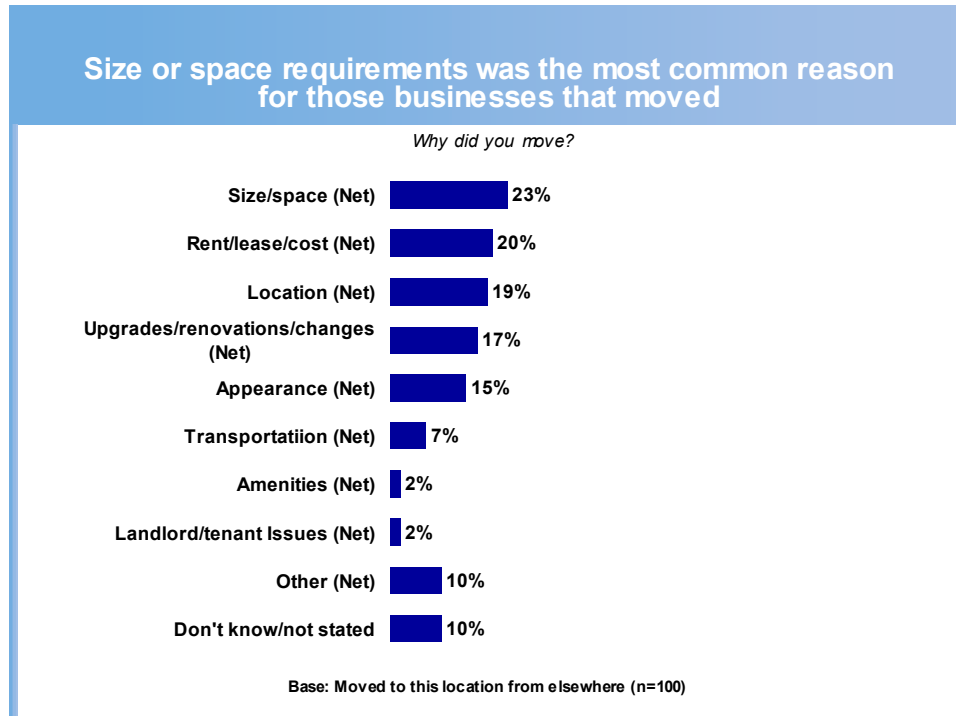
Of the 100 businesses that moved from another location, nine-in-ten (89%) indicate that they moved from elsewhere in Vancouver. Another 9% of these businesses moved from a different city.



Businesses who moved from another location offer a number of reasons as to why they decided to change locations. Overall, size/space issues top the list, mentioned by a quarter (23%) of these businesses. More specifically, many of these businesses indicate that they changed locations because their previous location was too small to accommodate their needs. For example, 20% say they moved because they “needed a bigger place or office space” and 2% moved because they “needed to hire more people because the company was expanding”.

Meanwhile, rent/lease/cost of their original building is another reason offered as to why businesses decided to change locations (20%). The main factors related to rent/lease/cost include “rent was too high/found cheaper rent elsewhere” (12%) and “lease expired” (6%).

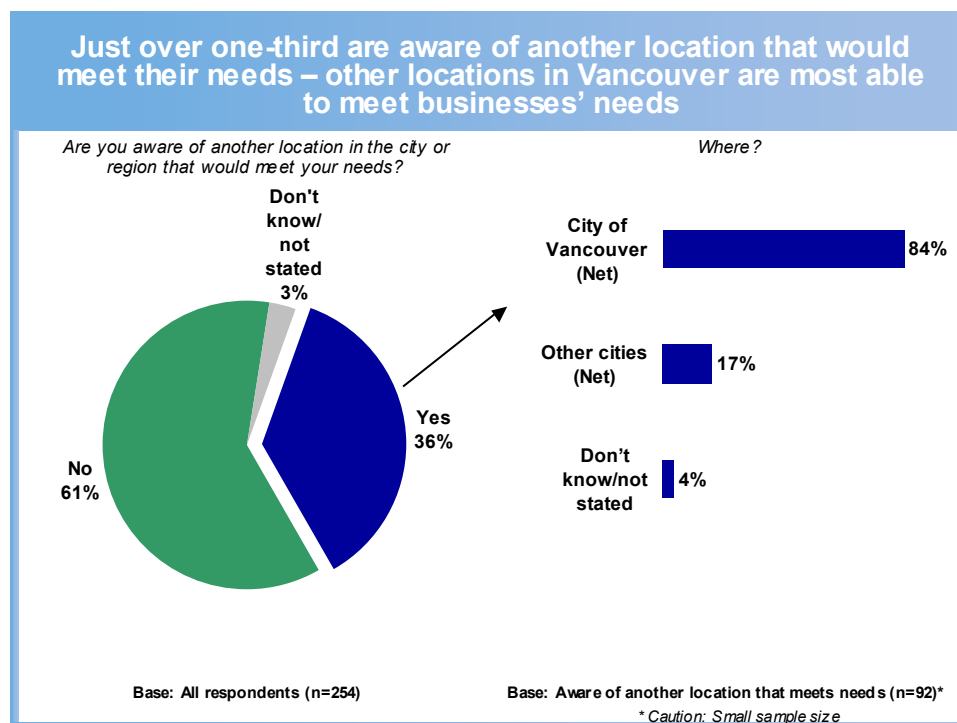
Other reasons for moving to their current location include location (19%), upgrades/renovations/changes (17%), and appearance (15%).



### Other Suitable Locations

The majority of businesses do not believe there is another location in the city or region that would meet their needs (61% feel this way). Meanwhile, 36% indicate they are aware of such a location.

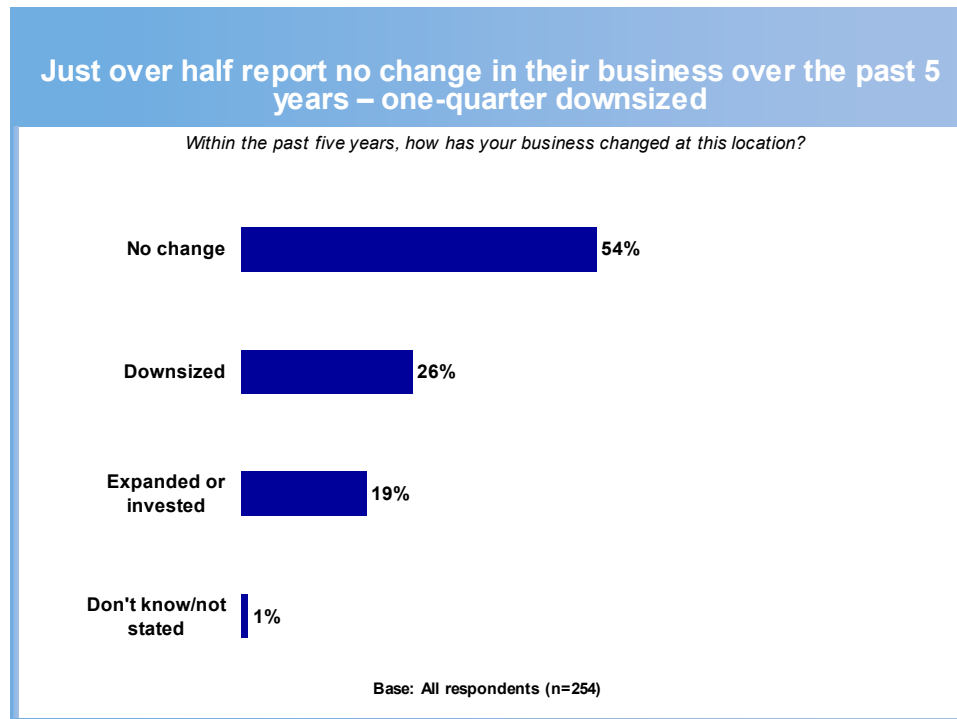
Of the 92 businesses aware of another location that would be able to meet their needs, 84% indicate that this location is elsewhere in Vancouver. Another 17% mention a location in a different city.



## *Business Plans*

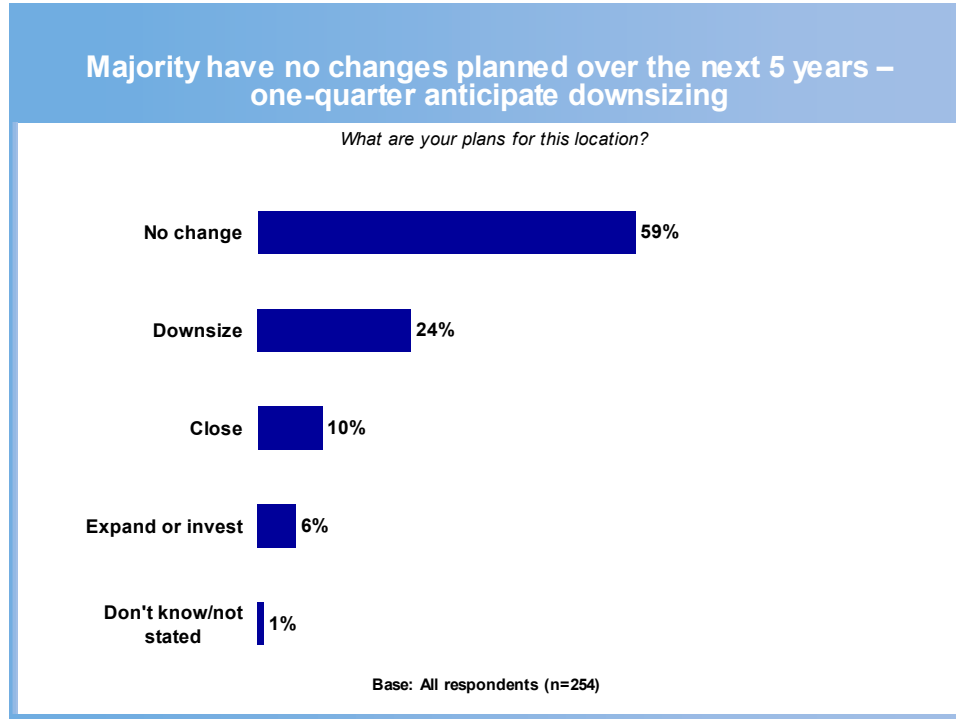
### *Past Five Years*

In total, just over half (54%) of respondents indicate that they did not change their business (in terms of expanding or downsizing) within the past five years. Another quarter (26%) say they downsized during this timeframe, while two-in-ten (19%) expanded or invested.



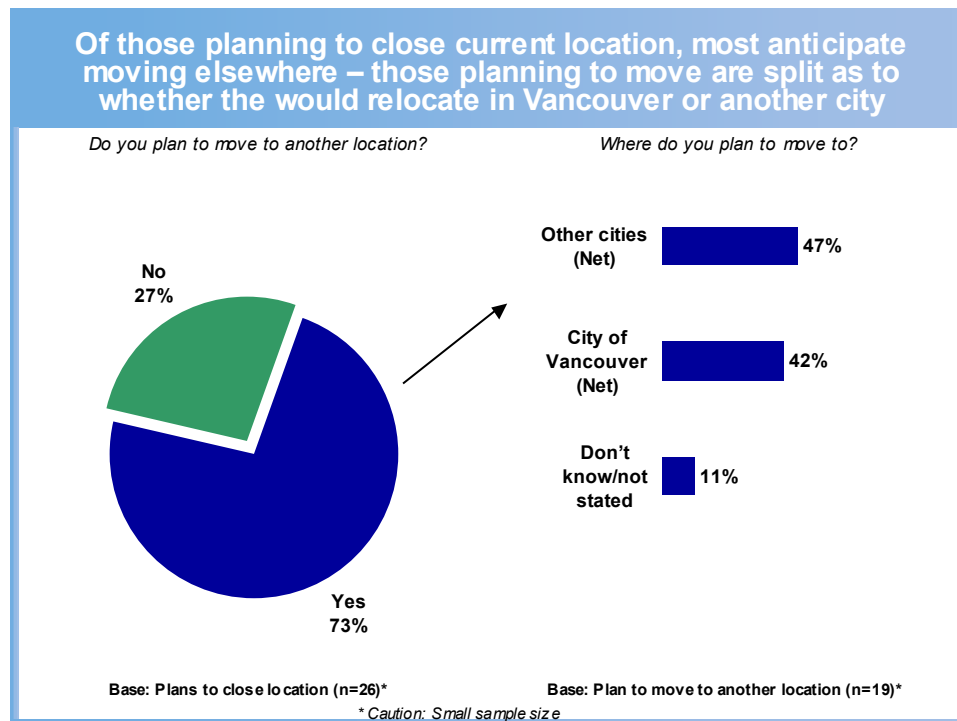
### *Future Plans*

Meanwhile, looking at businesses' future plans shows that the majority (59%) have no plans to downsize, expand, or close their current location. One-quarter (24%) anticipate downsizing, while another 10% intend to close and 6% will be expanding or investing.



Of the 10% of businesses that plan to close their current location, the majority (73%) indicate that they are closing to move to another location.

Of the 19 businesses that are planning to move to a new location, 47% anticipate moving to another city. Another 42% say they will move elsewhere in Vancouver.

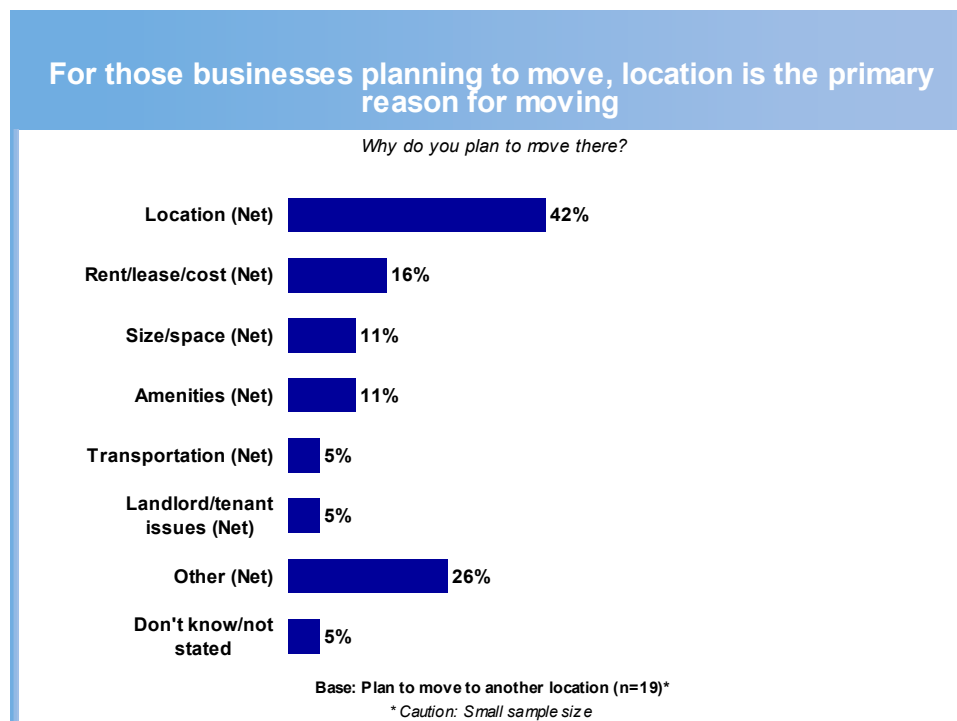


The 19 businesses that anticipate moving to a new location provide several reasons as to why they have made this decision. The most common reasons why businesses are planning to move include location, rent/lease/cost, size/space requirements, and amenities.

In total, 42% of these businesses mention issues related to location. More specifically, they point to “safety/security issues” (32%), “to be closer to customers, clients, and suppliers” (11%), and “wanted a better/nicer location” (11%).

Meanwhile, 16% mention rent/lease/cost as a reason why they plan to move to a new location – here the issue is “rent is too high/found cheaper rent elsewhere” (16%).

Other reasons for moving to a new location include size/space requirements (11%) and amenities (11%).



## Customer Information

Businesses provide goods and services to customers in a number of different geographic locations, with the bulk of customers centred in the Lower Mainland and more than half in the City of Vancouver itself. Overall, the largest proportion of businesses' goods and services are provided to customers in the Metropolitan Core (35%, on average); another 25% go to customers in the rest of the City of Vancouver. Meanwhile, an average of 18% of businesses' goods and services are provided to customers elsewhere in the Lower Mainland and 22% go to customers outside the Lower Mainland<sup>3</sup>.



<sup>3</sup> Due to the self-report nature of mail surveys, percentages do not add to 100%.



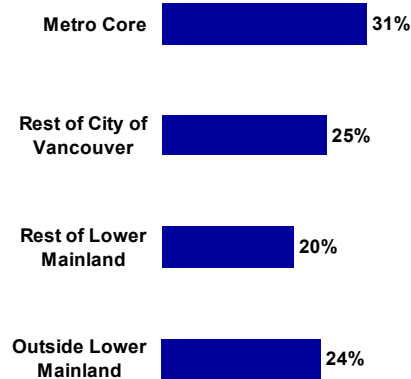
## Supplier Information

Similarly, businesses also purchase goods and services from a number of different geographic locations, with more than half of this purchasing within the City of Vancouver. Overall, an average of 31% of businesses' goods and services are purchased in the Metropolitan Core; another 25% are purchased in the rest of the City of Vancouver. An average of 20% of businesses' goods and services are purchased in the rest of the Lower Mainland and 24% are purchased outside the Lower Mainland<sup>4</sup>.

### Companies also purchase goods and services from a mix of geographic areas – again, Metro Core tops the list

Please estimate the percentage value of goods and services purchased by your company in a typical year from this location.

■ Mean



Base: All respondents (n=254)

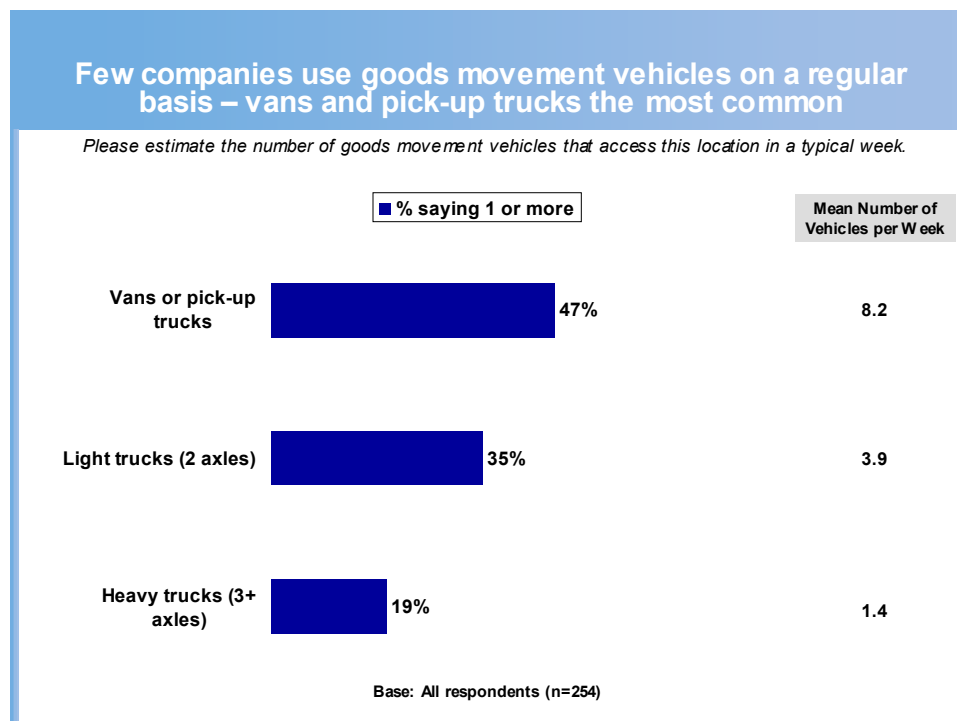


<sup>4</sup> Due to the self-report nature of mail surveys, percentages do not add to 100%.

## Transportation Needs

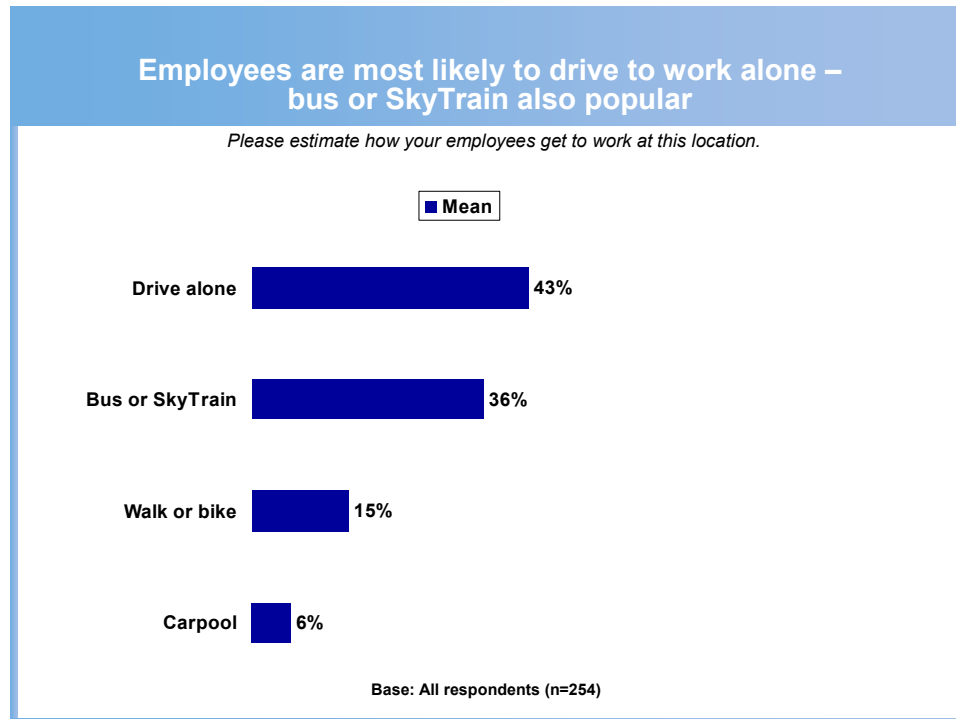
For the most part, the majority of companies do not use goods movement vehicles at their location on a regular basis. Vans and pick-up trucks are the most commonly used goods movement vehicles, with 47% of businesses indicating that these types of vehicles access their location on a weekly basis. This drops even further when considering access by light trucks (35% of businesses are accessed by light trucks on a weekly basis) and heavy trucks (19%).

Looking at the actual number of these types of vehicles accessing a location in a typical week shows that an average of 8.2 vans or pick-up trucks access businesses. This drops to an average of 3.9 light trucks and to an average of 1.4 heavy trucks.



## *Journey to Work*

Businesses estimate that, on average, 43% of their employees drive to work alone. Public transit is the next most popular transportation method, with an average of 36% of employees taking the bus or SkyTrain to work. Employees are much less likely to walk or bike to work (average of 15%) or carpool (average of 6%)<sup>5</sup>.



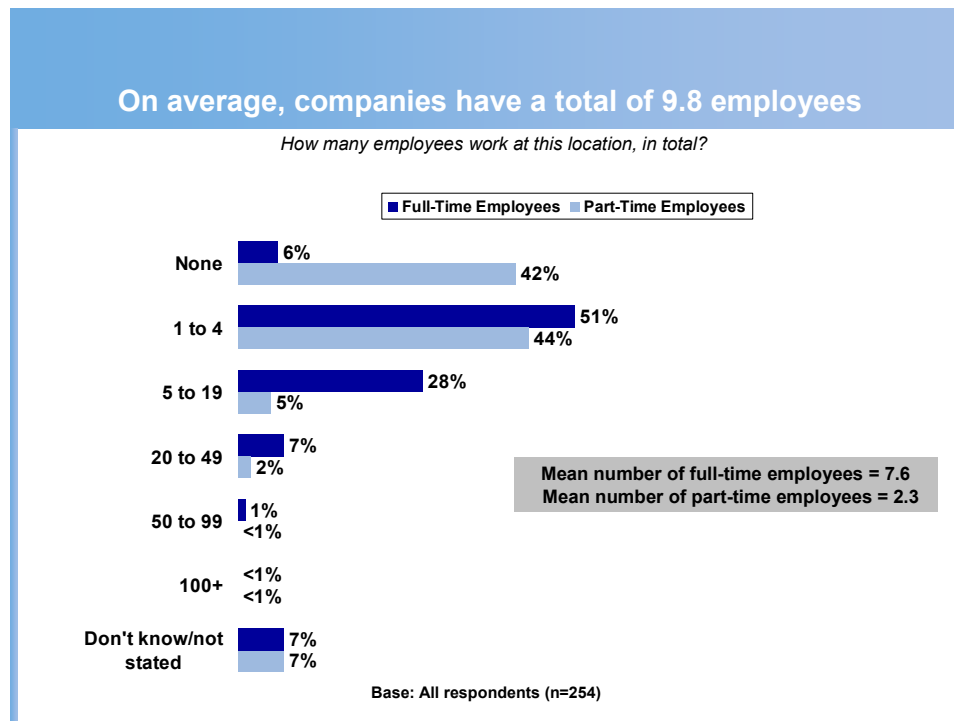
<sup>5</sup> Due to the self-report nature of mail surveys, percentages do not add to 100%.



## Employee Information

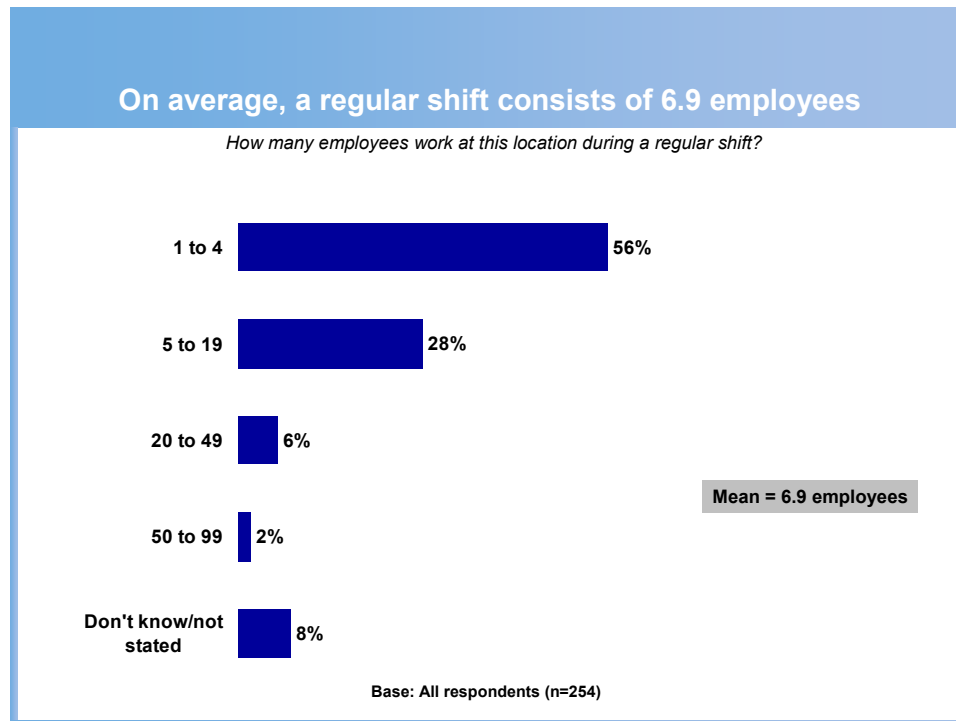
### Number of Employees

On average, businesses employ a total of 9.8 employees – 7.6 of these employees work full time, while 2.3 are employed part time.



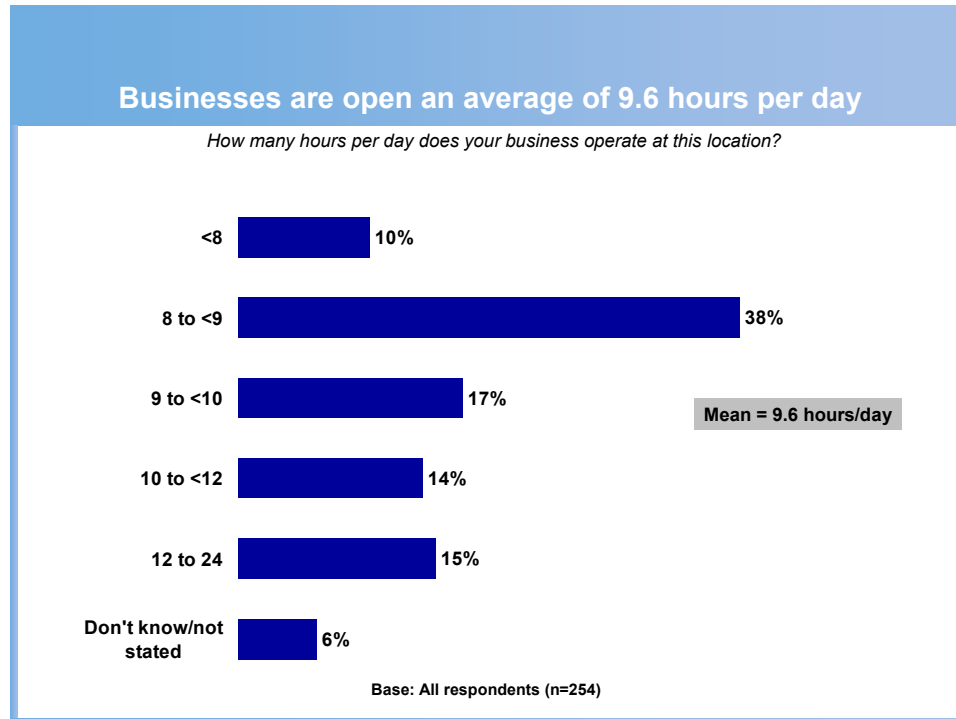
### *Number of Employees During a Shift*

While businesses employ a total of 9.8 employees (on average), an average of 6.9 employees are present during a regular shift.



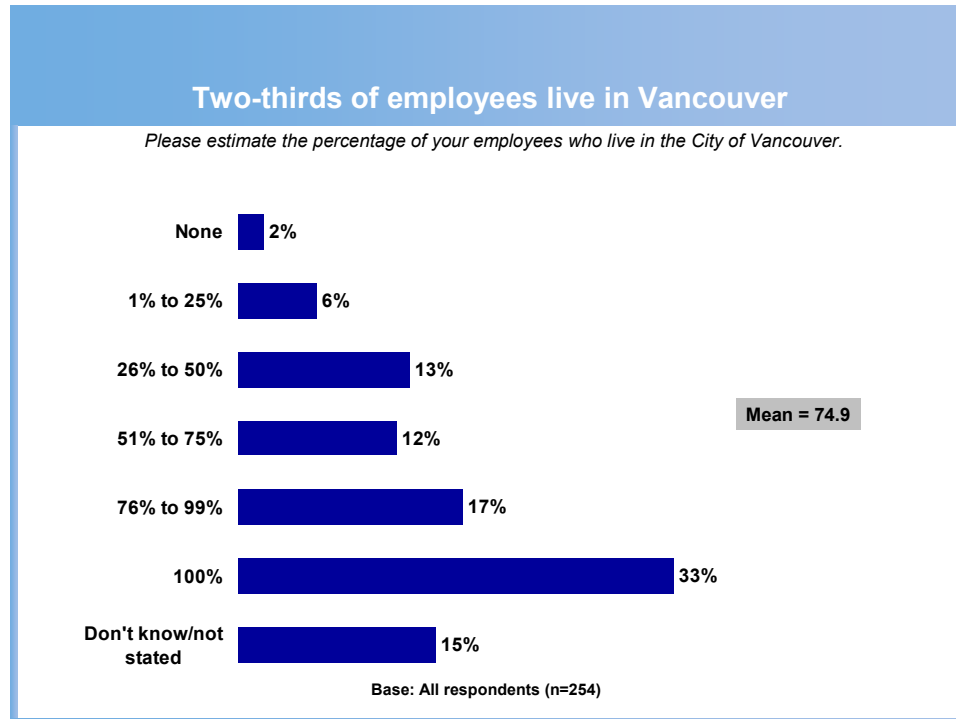
### ***Business Hours***

On average, businesses are open for 9.6 hours per day.



### *Vancouver Employees*

On average, 75% of businesses' employees live in the City of Vancouver.



## *Businesses' Final Thoughts*

At the end of the survey, businesses were asked if they had any suggestions or concerns that they would like City Hall to know about. In total, 139 of the 254 businesses surveyed provided a response.

Among these businesses, concerns related to safety and security rise to the top (58%). More specifically, businesses point to “general safety and security issues” (27%), “get rid of drug users/crack users in the area” (27%), “too many homeless people/panhandlers in the area” (9%), “need more police patrol in the area” (8%), “improve the crime situation” (8%), “clean up the downtown area” (6%), and “too many break-ins/thefts in the area” (5%).

Other areas of concern are:

- ◆ Parking (17%) – primarily includes general “parking” mentions (7%) and mentions of “more parking/parking lots” (6%)
- ◆ Cleaning/cleanliness (15%) – primarily includes “clean the streets/roads” (13%)
- ◆ Beautification (12%) – primarily includes “streets/area requires beautification” (7%)

<b>Businesses' suggestions and concerns for City Hall</b>	
<i>Do you have any suggestions or concerns that you would like City Hall to know about?</i>	
Suggestions/Concerns	Respondents Providing a Response (n=139) %
Safety/security issues	58
Parking issues	17
Cleaning/cleanliness issues	15
Beautification issues	12
More business issues	9
Cost issues	8
Traffic/roads issues	6
Zoning issues	4
Public transit issues	1
Nothing	11



## APPENDIX

### *Appendix A: NAICS Codes*

The NAICS coding that was used to classify business activity can be found below.

#### NAICS (1997) codes used to classify business activity

11, 21, 22 – Primary and Utilities
23 – Construction
31-33 – Manufacturing
41 – Wholesale Trade
44-45 – Retail Trade
48-49 – Transportation and Warehousing
51 – Information and Cultural Industries
52 – Finance and Insurance
53 – Real Estate and Rental and Leasing
54a – Legal, Accounting, Consulting Services (5411, 5412, 5416)
54b – Design, Scientific, Technical Services (5413, 5414, 5415, 5417, 5418, 5419)
55 – Management of Companies and Enterprises
56 – Administrative and Support, Waste Management and Remediation Services
61 – Educational Services
62 – Health Care and Social Assistance
71 – Arts, Entertainment and Recreation
72a – Accommodation Services (721)
72b – Food Services and Drinking Places (722)
81a – Repair and Personal Services (811, 812)
81b – Religious, Social, Business Organizations (813)
91 – Public Administration

Note:

- ◆ The following NAICS categories were combined into one:
  - 11 Agriculture, forestry, fishing, and hunting
  - 21 Mining and oil and gas extraction
  - 22 Utilities
- ◆ The following NAICS categories were split into two:
  - 54 Professional, scientific and technical services
  - 72 Accommodation and food services
  - 81 Other services (except public administration)

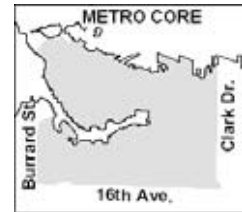
### *Appendix B: Questionnaire*

An example of the questionnaire that was mailed to respondents can be found on the following page.





**CITY OF VANCOUVER  
METROPOLITAN CORE BUSINESS SURVEY  
2005**



Map 1. Metro Core

(Business Name)  
(Mail Address 1)  
(Mail Address 2)  
(Mail Address 3)

*Please take a few minutes to provide information about your business, located at the business address shown at the top of this page. Please note that the term "business" or "company" is used in the survey for any type of business or organization.*

*Information on individual businesses will be held in the strictest confidence.*

**BACKGROUND INFORMATION**

1. Please describe your main business activity, including what goods you produce or sell, and what services you provide, at the business address indicated at the top.

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2. In what year was the company originally established? \_\_\_\_\_ Year Established

3. How many years has the company been at this business address? \_\_\_\_\_ Years

4. Is the company an owner or a tenant at this location?

Owner                       Tenant

5. What is the total floor space occupied by your business at this location?

\_\_\_\_\_ Square Feet      OR      \_\_\_\_\_ Square Metres

6. How many floors does your business occupy at this location? \_\_\_\_\_ Floors

7. What percentage of your floor space at this location is used for the following:

Office .....	_____%
Retail or Showroom .....	_____%
Manufacturing, Repair, Wholesale, Storage, etc .....	_____%
Other .....	_____%
TOTAL .....	100%

8. Does your business activity involve any of the following, at this location: noise; dust; odours; bright outdoor lighting; heavy truck deliveries; late night operation (after 11 pm)?

Yes                       No                       No Opinion

9. Is this business address also your home address?

- Yes                       No

**BUSINESS LOCATION FACTORS**

10. Please indicate how important each factor is to you in deciding on a location for your business. Please circle one number for each factor in the list below.

11. At this location, please indicate if you are satisfied with the location factors listed. Please circle Yes, No or N/A (Not Applicable) in the column on the right.

BUSINESS LOCATION FACTORS	10. How important is each factor in deciding on a location for your business?				11. At your present location, are you satisfied with each factor?		
	<u>Essential</u>	<u>Important</u>	<u>Desirable</u>	<u>Not Important</u>	Yes	No	N/A
<b>SPACE CHARACTERISTICS</b>							
Ground floor occupancy	4	3	2	1	Yes	No	N/A
Upper floor occupancy (> 5 <sup>th</sup> floor)	4	3	2	1	Yes	No	N/A
Entire business on one floor	4	3	2	1	Yes	No	N/A
High ceiling (> 14 feet)	4	3	2	1	Yes	No	N/A
Room to expand	4	3	2	1	Yes	No	N/A
<b>SITE CHARACTERISTICS</b>							
Visibility from major street	4	3	2	1	Yes	No	N/A
Prestige location	4	3	2	1	Yes	No	N/A
Employee parking	4	3	2	1	Yes	No	N/A
Customer parking	4	3	2	1	Yes	No	N/A
Large truck access (semi-trailers)	4	3	2	1	Yes	No	N/A
Outdoor storage space	4	3	2	1	Yes	No	N/A
<b>AREA CHARACTERISTICS</b>							
Close to transit or SkyTrain	4	3	2	1	Yes	No	N/A
Close to restaurants and shops	4	3	2	1	Yes	No	N/A
In a heritage district	4	3	2	1	Yes	No	N/A
In the Central Business District	4	3	2	1	Yes	No	N/A
Attractive street environment	4	3	2	1	Yes	No	N/A
Sense of safety/security	4	3	2	1	Yes	No	N/A
<b>BUSINESS LINKS</b>							
Face-to-face contact	4	3	2	1	Yes	No	N/A
Close to customers	4	3	2	1	Yes	No	N/A
Close to suppliers/services	4	3	2	1	Yes	No	N/A
Close to competitors	4	3	2	1	Yes	No	N/A
Close to employees	4	3	2	1	Yes	No	N/A
Close to Downtown Vancouver	4	3	2	1	Yes	No	N/A
Close to the Port	4	3	2	1	Yes	No	N/A
Close to the Airport (YVR)	4	3	2	1	Yes	No	N/A

12. Do you require any transportation improvements (such as road, parking, or transit) at this location?

- Yes                       No

If you answered YES: What improvements? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

13. Please indicate your preference for a building mix. **CHECK ONE.**
- Mixed use building (building contains both residential and business uses)
  - Business only building (building contains business uses only)
  - No preference
14. Please indicate your preference for a business location. **CHECK ONE.**
- Mixed use district (an area with both residential and business uses)
  - Business district (an area reserved for business use, with little or no residential uses)
  - No preference
15. Did you move to this location from elsewhere?
- Yes                       No
- If you answered YES: Where from? \_\_\_\_\_
- Why did you move? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
16. Are you aware of another location in the city or region that would meet your needs?
- Yes                       No
- If you answered YES: Where? \_\_\_\_\_

**BUSINESS PLANS**

17. Within the past five years, how has your business changed at this location?  
**CHECK ONE.**
- No change                       Expanded or Invested
  - Downsized
18. What are your plans for this location? **CHECK ONE.**
- No change                       Expand or Invest
  - Downsize                       Close
- If you answered CLOSE: do you plan to move to another location?
- Yes                       No
- If you answered YES:
- Where do you plan to move to? \_\_\_\_\_
- Why do you plan to move there? \_\_\_\_\_
- \_\_\_\_\_

**CUSTOMER INFORMATION**

19. Please estimate the % value of goods and services provided by your company in a typical year, from this location:

To Customers In:

Metro Core (see Map, p.1)	_____%
Rest of City of Vancouver	_____%
Rest of Lower Mainland	_____%
Outside Lower Mainland	_____%
<b>TOTAL</b>	<b>100%</b>

**SUPPLIER INFORMATION**

20. Please estimate the % value of goods and services purchased by your company in a typical year, at this location:

From Suppliers In:

Metro Core (see Map, p.1)	_____%
Rest of City of Vancouver	_____%
Rest of Lower Mainland	_____%
Outside Lower Mainland	_____%
<b>TOTAL</b>	<b>100%</b>

**TRANSPORTATION NEEDS**

21. Please estimate the **number** of goods movement vehicles that access **this location**, in a typical week:

Heavy trucks (3+ axles)	_____
Light trucks (2 axles)	_____
Vans or pickup trucks	_____

**JOURNEY TO WORK**

22. Please estimate how your employees get to work at **this location**:

Walk or Bike	_____%
Bus or Skytrain	_____%
Carpool	_____%
Drive alone	_____%
<b>TOTAL</b>	<b>100%</b>

**EMPLOYEE INFORMATION**

23. How many employees work at **this location**, in total?

Full Time Employees

Part Time Employees

(Less than 30 hrs per week)

\_\_\_\_\_

\_\_\_\_\_

24. How many employees work at **this location** during a regular shift? \_\_\_\_\_ Employees

25. How many hours per day does your business operate at **this location**? \_\_\_\_\_ Hours

26. Please estimate the % of your employees who live in the City of Vancouver: \_\_\_\_\_%

27. Do you have any suggestions or concerns that you would like City Hall to know about?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please insert this survey in the postage paid envelope and mail by **JUNE 30, 2005**.

Or, you may FAX the survey to Ipsos-Reid at 604.688.9568.

***Thank you for your co-operation!***