

# ***La Alma & Lincoln Park Business/Community Climate Study***



## **La Alma / Lincoln Park Business Study**

What is your job title? \_\_\_\_\_

Please complete the following survey on behalf of your business from the perspective of your job title.

**Section I: Your neighborhood-** In this section we are interested to know more about your perceptions of the neighborhood and local community. Please answer the questions as they pertain to your business. Remember that all of your responses will be strictly confidential.

**In general, would you say your business “fits” in the neighborhood?**

1. Yes, definitely
2. Yes, somewhat
3. No, not much
4. No, definitely not

**For each pair of words, please circle one number that BEST DESCRIBES your neighborhood. Numbers 1 and 7 represent the extremes, number 4 represents a neutral rating.**

Friendly	1	2	3	4	5	6	7	Unfriendly
Dangerous	1	2	3	4	5	6	7	Safe
Supportive	1	2	3	4	5	6	7	Indifferent
Prejudiced	1	2	3	4	5	6	7	Tolerant
Rejecting of new ideas	1	2	3	4	5	6	7	Open to new ideas
Trusting	1	2	3	4	5	6	7	Not trusting
Well-kept	1	2	3	4	5	6	7	Run down

**To what extent would you say your business can trust the following groups of people in your neighborhood?**

	<u>Almost Always</u>	<u>Most of the Time</u>	<u>Some of the Time</u>	<u>Hardly Ever</u>
1. Your neighbors	1	2	3	4
2. Local teenagers	1	2	3	4
3. New residents	1	2	3	4
4. Local police	1	2	3	4
5. Local public officials	1	2	3	4
6. Other businesses	1	2	3	4

Rate your neighborhood as a place to live by indicating the extent to which you AGREE or DISAGREE with each of the following statements by circling the appropriate number.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
"Every person for themselves" is a good description of how people in your neighborhood act .	1	2	3	4	5
Businesses in the community would come together to fight a graffiti problem	1	2	3	4	5
Compared to a few years ago, trust between businesses in your community has increased ..	1	2	3	4	5
When important community issues arise, most people in your neighborhood are willing to express their opinions publicly .	1	2	3	4	5
People in your community look out mainly for what's best for their friends and family and are not concerned about the welfare of other local people ..	1	2	3	4	5
It is possible to advance business goals and community goals simultaneously .....	1	2	3	4	5
Overall, your community has more things going for it than other communities of similar size .....	1	2	3	4	5
Many people in the community seem to be struggling financially ..	1	2	3	4	5

How significantly do the following groups/issues affect your business?

	<u>Very Much</u>	<u>Somewhat</u>	<u>A little</u>	<u>Very Little</u>
Graffiti	1	2	3	4
Homelessness .. ...	1	2	3	4
Crime .	1	2	3	4
The elderly ... .	1	2	3	4
College students ...	1	2	3	4
City efforts to improve the community .	1	2	3	4
Legalization of marijuana ....	1	2	3	4
Local art scene ... ..	1	2	3	4

**Section II – Community involvement** - In this section we are interested to know more about your community involvement. Please answer the questions as they pertain to your business. Remember that all of your responses will be strictly confidential.

In general, how involved has your business been in local community activities and events?

1. Very involved
2. Somewhat involved
3. Not very involved

4. Not at all involved

**How likely would your business be to support the following activities?**

	<u>Very Likely</u>	<u>Likely</u>	<u>Somewhat Likely</u>	<u>Not Likely</u>
Endorse a political candidate	1	2	3	4
Encourage customers or employees to vote in upcoming elections	1	2	3	4
Discuss politics in the workplace	1	2	3	4
Contact elected offices about local concerns	1	2	3	4
Support a youth sporting event	1	2	3	4
Support public funding to assist the homeless	1	2	3	4
Support a religious event	1	2	3	4
Participate in a program to hire someone convicted of a felony	1	2	3	4

**How involved has your business been with the following activities during the past year?**

	<u>Very Involved</u>	<u>Somewhat Involved</u>	<u>Involved a little</u>	<u>Never Involved</u>	<u>Don't Know</u>
Participated in a community betterment project	1	2	3	4	5
Donated its products/services to residents of the community	1	2	3	4	5
Donated its products/services to local organizations	1	2	3	4	5
Offered employees extra benefits (paid time off, bonuses, etc) as incentives to volunteer.....	1	2	3	4	5
Networked with other businesses	1	2	3	4	5

**Considering ALL the types of groups and organizations listed below, about how many LOCAL groups/organizations has your business supported?**

- ◆ Churches
- ◆ Gyms
- ◆ Kid / youth clubs
- ◆ Choirs
- ◆ Sports clubs
- ◆ PTA
- ◆ Music groups
- ◆ Hobby clubs
- ◆ Political organizations
- ◆ Committees

\_\_\_\_\_ groups/organizations

**About how many non-local groups/organizations does your business belong to?**

\_\_\_\_\_ groups/organizations

**Section III – Attitudes towards business and community partnerships** - In this section we are interested to know more about your attitudes towards business/community involvement in general. Please answer the questions as they pertain to your business. Remember that all of your responses will be strictly confidential.

Overall how connected do you feel with other businesses in your community?

1. Very connected
2. Somewhat connected
3. A little connected
4. Not very connected

Overall how connected do you feel with other organizations in your community?

1. Very connected
2. Somewhat connected
3. A little connected
4. Not very connected

Please rate your neighborhood by indicating the extent to which you **AGREE** or **DISAGREE** with each of the following statements by circling the appropriate number.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Customers are more likely to stop here because my business volunteers in the community ..	1	2	3	4	5
Being socially connected locally is important for businesses .	1	2	3	4	5
My business has <b>little</b> impact on large community decisions ..	1	2	3	4	5
The general attitude towards businesses in Denver is <b>NOT</b> very friendly .	1	2	3	4	5
Most people in the community care if my business succeeds .....	1	2	3	4	5
My business would buy supplies from local vendors even if it was more expensive .	1	2	3	4	5
We search for local talent to hire before looking anywhere else	1	2	3	4	5
My business connects with a variety of different local organizations .....	1	2	3	4	5
My business uses the internet often to connect with the community ..	1	2	3	4	5
My business tends to network almost exclusively with organizations that share a common interest	1	2	3	4	5

In terms of community involvement, please rate the following institutions:

	<u>Not involved</u>	<u>A little involved</u>	<u>Involved</u>	<u>Very involved</u>	<u>No opinion</u>
University of Colorado-Denver	1	2	3	4	5
Metropolitan State University of Denver	1	2	3	4	5
Community College of Denver	1	2	3	4	5
University of Denver	1	2	3	4	5
Regis University	1	2	3	4	5

What types of community outreach could colleges/universities do that would interest your business? Circle all that apply.

1. None
2. Career fairs
3. Community betterment projects
4. Town hall meetings to discuss community issues
5. Additional continuing education programs
6. Other (please specify) \_\_\_\_\_
7. Other (please specify) \_\_\_\_\_

**Section IV – Background questions - Finally, we have a few questions to make certain that a cross-section of all neighborhood businesses have participated. Please remember that all information given will be strictly confidential. Please circle or the appropriate answer.**

	Yes	No
Is your business locally owned?	1	2
Is your business part of a franchise?	1	2

Does your company engage in any of the following social media websites? Please circle all that apply.

1. Facebook
2. Twitter
3. LinkedIn
4. Other: \_\_\_\_\_

About how often do you use the internet to conduct business?

1. Often
2. Somewhat
3. Very little
4. Never

About how many years has your company operated within the community?

1. Less than one year
2. 1 – 5 years
3. 6 – 10 years
4. 11 – 15 years
5. Greater than 15 years

About how many people does your business employ?

1. 0 – 5
2. 6 – 10
3. 11 – 15
4. More than 15

How would you describe your business (circle one that best applies):

- Financial
- Retail
- Sales/Marketing
- Manufacturing
- Food/Beverage (includes bars, cafes, etc.)
- Grocer
- Arts/Recreation

Other Service: \_\_\_\_\_

Other General: \_\_\_\_\_

**Please provide any additional comments you would like us to know about your neighborhood and/or your business:**

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**After we have a chance to collect and analyze the results, we would like to invite you to hear and discuss the results. Please see the invitation provided by the student researcher. If you would like a reminder, please include an e-mail address and/or phone number so we can contact you about the event. We will not share this contact information with any third party groups.**

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**Thank you for your help!!!**