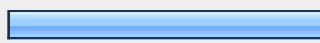
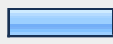

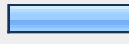



Borrego Springs Business Development Survey

1. Which of the following best describes your relationship with Borrego Springs?			
		Response Percent	Response Count
Full Time Resident		47.9%	70
Seasonal Resident		15.8%	23
Weekend/Part Time Resident		11.0%	16
Regular Visitor		18.5%	27
Occasional Visitor		6.8%	10
Never Been There		0.0%	0
		<i>answered question</i>	146
		<i>skipped question</i>	2




2. What types of retail stores would you like to see (or see more of) in Borrego Springs?						
	We Really Need It	It Would Be Nice	Not Needed	Too Many Already	Rating Average	Response Count
Pet Supplies	20.8% (22)	43.4% (46)	34.9% (37)	0.9% (1)	2.84	106
Health Food Store	20.7% (23)	36.9% (41)	42.3% (47)	0.0% (0)	2.78	111
Grocery Market	65.6% (84)	24.2% (31)	9.4% (12)	0.8% (1)	3.55	128
Souvenirs / Novelties / Gifts	6.3% (7)	26.1% (29)	41.4% (46)	26.1% (29)	2.13	111
Florist	8.2% (9)	43.6% (48)	48.2% (53)	0.0% (0)	2.60	110
Jewelery Store	1.9% (2)	30.2% (32)	65.1% (69)	2.8% (3)	2.31	106
Drug Store / Sundries / Household Goods	48.0% (60)	36.0% (45)	14.4% (18)	1.6% (2)	3.30	125
Clothing Boutique	5.6% (6)	43.0% (46)	41.1% (44)	10.3% (11)	2.44	107
Children's Store	11.4% (12)	42.9% (45)	43.8% (46)	1.9% (2)	2.64	105
Home Improvement Store	32.5% (37)	34.2% (39)	33.3% (38)	0.0% (0)	2.99	114
Office Supplies	23.5% (27)	42.6% (49)	33.9% (39)	0.0% (0)	2.90	115
Card Shop	5.5% (6)	35.8% (39)	55.0% (60)	3.7% (4)	2.43	109
Shoe Store	10.1% (11)	38.5% (42)	51.4% (56)	0.0% (0)	2.59	109
Book Shop	13.1% (16)	63.9% (78)	23.0% (28)	0.0% (0)	2.90	122
Antiques / Curios	4.4% (5)	33.3% (38)	52.6% (60)	9.6% (11)	2.32	114
Mineral / Gem Shop	3.5% (4)	42.5% (48)	50.4% (57)	3.5% (4)	2.46	113
Enter other retail stores needed:						43
answered question						145
skipped question						3



3. What types of restaurants would you like to see (or see more of) in Borrego Springs?						
	We Really Need It	It Would Be Nice	Not Needed	Too Many Already	Rating Average	Response Count
Chinese or Thai	35.2% (44)	43.2% (54)	20.8% (26)	0.8% (1)	3.13	125
Fine Dining	17.1% (19)	29.7% (33)	41.4% (46)	11.7% (13)	2.52	111
Italian	6.4% (7)	50.9% (56)	39.1% (43)	3.6% (4)	2.60	110
Mexican	5.6% (6)	15.7% (17)	47.2% (51)	31.5% (34)	1.95	108
Coffee / Espresso	13.0% (15)	40.0% (46)	36.5% (42)	10.4% (12)	2.56	115
Quick Serve Deli	23.7% (27)	46.5% (53)	27.2% (31)	2.6% (3)	2.91	114
Ice Cream Shop	8.4% (9)	23.4% (25)	53.3% (57)	15.0% (16)	2.25	107
Wine Bar	11.5% (13)	38.1% (43)	49.6% (56)	0.9% (1)	2.60	113
BBQ	15.1% (18)	55.5% (66)	26.9% (32)	2.5% (3)	2.83	119
Hamburger Drive Thru	14.5% (17)	39.3% (46)	41.9% (49)	4.3% (5)	2.64	117
Juice Bar	11.6% (13)	46.4% (52)	40.2% (45)	1.8% (2)	2.68	112
Bakery	32.8% (39)	46.2% (55)	18.5% (22)	2.5% (3)	3.09	119
Sweets - Chocolatier	1.9% (2)	20.0% (21)	70.5% (74)	7.6% (8)	2.16	105
Pizza	16.7% (19)	43.0% (49)	33.3% (38)	7.0% (8)	2.69	114
Enter other restaurant types needed:						34
answered question						143
skipped question						5

4. What entertainment/recreation businesses would you like to see (or see more of) in Borrego Springs?

	We Really Need It	It Would Be Nice	Not Needed	Too Many Already	Rating Average	Response Count
Bowling / Miniature Golf	19.5% (22)	33.6% (38)	45.1% (51)	1.8% (2)	2.71	113
Outfitter / Ecotourism	13.2% (14)	47.2% (50)	33.0% (35)	6.6% (7)	2.67	106
Bike Shop / Sporting Rentals	29.8% (37)	57.3% (71)	12.1% (15)	0.8% (1)	3.16	124
Movie Theatre	30.5% (39)	43.0% (55)	25.8% (33)	0.8% (1)	3.03	128
Art Gallery	12.7% (14)	31.8% (35)	37.3% (41)	18.2% (20)	2.39	110
Video Arcade	10.1% (11)	22.9% (25)	64.2% (70)	2.8% (3)	2.40	109
Health Club / Gym	24.1% (28)	41.4% (48)	31.9% (37)	2.6% (3)	2.87	116
Yoga Studio	14.9% (17)	36.8% (42)	45.6% (52)	2.6% (3)	2.64	114
Health Spa	12.6% (14)	32.4% (36)	43.2% (48)	11.7% (13)	2.46	111
Museum	12.6% (14)	44.1% (49)	41.4% (46)	1.8% (2)	2.68	111
Other entertainment businesses needed:						25
answered question						140
skipped question						8

5. What service businesses would you like to see (or see more of) in Borrego Springs?						
	We Really Need It	It Would Be Nice	Not Needed	Too Many Already	Rating Average	Response Count
Pet Grooming / Boarding	21.1% (23)	50.5% (55)	28.4% (31)	0.0% (0)	2.93	109
Veterinarian	49.1% (56)	36.0% (41)	14.9% (17)	0.0% (0)	3.34	114
Alternative Healthcare	21.2% (22)	38.5% (40)	38.5% (40)	1.9% (2)	2.79	104
Computer Repair	20.0% (21)	58.1% (61)	21.9% (23)	0.0% (0)	2.98	105
Gardeners	5.6% (6)	29.9% (32)	49.5% (53)	15.0% (16)	2.26	107
Handy Men & Women	15.1% (16)	40.6% (43)	33.0% (35)	11.3% (12)	2.59	106
Hair Salon / Barber Shop	9.4% (10)	34.9% (37)	41.5% (44)	14.2% (15)	2.40	106
UPS / Mailbox Store	29.3% (34)	30.2% (35)	37.9% (44)	2.6% (3)	2.86	116
Real Estate / Vacation Rental	5.4% (6)	8.9% (10)	42.0% (47)	43.8% (49)	1.76	112
Bank	33.9% (38)	32.1% (36)	31.3% (35)	2.7% (3)	2.97	112
Heating / Air Conditioning	33.6% (37)	38.2% (42)	23.6% (26)	4.5% (5)	3.01	110
Other service businesses needed:						32
answered question						135
skipped question						13

6. How do you feel about chain or franchised businesses coming to Borrego Springs?			
		Response Percent	Response Count
Fine, as long as they are quality chains that fit in with the community's character		41.0%	59
Absolutely not, Borrego's charm is it's "Mom & Pop" businesses		50.7%	73
It doesn't matter to me, as long as the businesses are there		8.3%	12
Please share any comments you may have:			29
answered question			144
skipped question			4

7. Would you like to see a pedestrian friendly downtown area developed in Borrego Springs?			
		Response Percent	Response Count
Yes		82.1%	110
No		17.9%	24
Please share any comments you may have:			55
answered question			134
skipped question			14

8. If you would like to provide us with your contact information, we will provide you with a copy of the survey results and keep you apprised of developments with the Borrego Village Association:

		Response Percent	Response Count
Name:	<input type="text"/>	94.0%	79
Company:	<input type="text"/>	36.9%	31
Address:	<input type="text"/>	84.5%	71
Address 2:	<input type="text"/>	17.9%	15
City/Town:	<input type="text"/>	86.9%	73
State:	<input type="text"/>	84.5%	71
ZIP/Postal Code:	<input type="text"/>	83.3%	70
Country:	<input type="text"/>	67.9%	57
Email Address:	<input type="text"/>	89.3%	75
Phone Number:	<input type="text"/>	63.1%	53
		<i>answered question</i>	84
		<i>skipped question</i>	64

9. Would you like to be included on the Borrego Village Association email list?

		Response Percent	Response Count
Yes	<input type="text"/>	64.5%	80
No	<input type="text"/>	35.5%	44
		<i>answered question</i>	124
		<i>skipped question</i>	24