



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: May 19, 2022

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager

Subject: Business Community Engagement and Priority Assessment
(Introduced by: Robert J. Bruner, Assistant City Manager)

On June 22, 2020, City Council awarded contracts to Cobalt Community Research (“Cobalt”) for a resident survey, business survey, and library survey. The library survey was conducted in July 2020 and the resident survey was conducted in January and February 2021. Cobalt Community Research Executive Director William SaintAmour presented the results to City Council on April 12, 2021.

City staff presented and City Council discussed a draft business survey at the December 13, 2021 regular City Council meeting. City staff then worked with Cobalt to finalize and distribute the survey. Cobalt conducted the first mailing to 2,050 businesses in January and a second mailing in February to those who had not yet responded. Data entry and analysis was completed in April and the results are attached. Cobalt Community Research Executive Director William SaintAmour will deliver the attached presentation on May 23.

[illegible]

9. Rate the **business infrastructure** in Troy on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Availability of services to support business growth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cell phone reception | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Speed of your internet connection | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety of options available for access to the internet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. Rate the **business space** in Troy on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Affordability of working space for businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of working space for businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of working space for businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Affordability of warehouse/storage space | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of warehouse/storage space | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of warehouse/storage space | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

11. Rate the **cooperative and collaborative environment** in Troy on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Welcoming attitude toward businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| City's responsiveness to business needs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Opportunities to participate in the City's planning and development process | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Helpfulness of Troy's economic development website for information businesses may need | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Which local business associations/organizations do you belong to? (Please spell out any acronyms.)

12. Please rate Troy **emergency services** (law enforcement, fire, emergency medical) on the following attributes:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Emergency medical services response time | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fire response time | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Police response time | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13. Rate Troy's **local government** on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Being well-managed (efficient, organized) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Communicating effectively to the community | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Having leaders who are trustworthy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Spending dollars wisely | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

14. Now, think about the **transportation infrastructure** in Troy and rate it on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Road pavement condition | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Traffic congestion on the roads | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public transportation options | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Accommodation for bicycle and foot traffic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. Next, rate the **utility services** (electricity, natural gas, water and sewer) on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Reliability of utility services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Adequacy of utility services to support your business | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Affordability of City water and sewer rates | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ease of paying City water and sewer bills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

16. Rate the **regulatory environment** in Troy on the following:

| | Poor= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Clarity of City regulations affecting your business | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ease of complying with City regulations affecting your business | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fairness of City regulations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Value of City services for the fees and taxes you pay | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

17. Please note any City regulatory issues negatively impacting your business:

18. On a scale where 1 means "**Strongly Disagree**" and 10 means "**Strongly Agree**," rate your level of agreement with each statement below regarding doing business in Troy :

| | Strongly Disagree= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly Agree= 10 | Don't Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Troy regulations are fair | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Troy regulations encourage growth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Level of code enforcement is reasonable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Signage regulations are reasonable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. What are 3 things Troy does well to attract and retain businesses?

20. What could Troy do better to attract and retain businesses?

21. Consider all your experiences in the last year with Troy as a place to do business and rate it using a 10 point scale, where 1 means "**Very Dissatisfied**" and 10 means "**Very Satisfied**."

| Very Dissatisfied= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Satisfied= 10 |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

22. Consider all of the expectations you have about Troy as a place to do business. Using a 10 point scale where 1 means "**Falls Short of Your Expectations**" and 10 means "**Exceeds Your Expectations**," to what extent has Troy fallen short or exceeded your expectations?

| Falls Short= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Exceeds= 10 |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

23. Imagine an ideal community in which to do business. How closely does Troy compare with that ideal? Please use a 10 point scale where 1 is "**Not Very Close to the Ideal**" and 10 is "**Very Close to the Ideal**."

| Not Close= 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Close= 10 |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

24. How likely are you to recommend Troy to a friend or colleague considering Troy as a place for their business?

| 0= Not at All Likely | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10= Very Likely |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

25. Which City programs or services are utilized most by your business?

26. What could the City of Troy do to positively impact your business?

Communication Preferences

27. Where do you go most often for local news? (Mark all that apply.)

- | | | | |
|---|-------------------------------------|--|--|
| <input type="checkbox"/> TV stations | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Family/friends/ colleagues | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Radio stations | <input type="checkbox"/> Internet | | <input type="checkbox"/> None of these |

28. How do you prefer to receive information from the City (events, programs, updates, etc.)? (Mark all that apply.)

- | | | | | | |
|---------------------------------------|---|---|--|---------------------------------------|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Electronic newsletter | <input type="checkbox"/> Facebook/social media | <input type="checkbox"/> Troy YouTube channel | <input type="checkbox"/> U.S. mail | <input type="checkbox"/> WTRY Government Access |
| <input type="checkbox"/> Email | <input type="checkbox"/> Print newsletter | <input type="checkbox"/> MI/Troy App | <input type="checkbox"/> Phone voice message | <input type="checkbox"/> Text message | |
| <input type="checkbox"/> City website | | | | <input type="checkbox"/> Troy Today | |

29. Which social media do you use? (Mark all that apply.)

- | | | | | | |
|-----------------------------------|------------------------------------|-----------------------------------|-----------------------------------|--|-------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> YouTube | <input type="checkbox"/> Snapchat | <input type="checkbox"/> NextDoor | <input type="checkbox"/> Other (note below) | <input type="checkbox"/> None |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Instagram | <input type="checkbox"/> LinkedIn | | | |

30. Which TV stations do you use for local news? (Mark all that apply.)

- | | | | | | |
|---|---|--|------------------------------|--|-------------------------------|
| <input type="checkbox"/> WDIV Channel 4 | <input type="checkbox"/> WXYZ Channel 7 | <input type="checkbox"/> Fox Channel 2 | <input type="checkbox"/> PBS | <input type="checkbox"/> Other (note below) | <input type="checkbox"/> None |
|---|---|--|------------------------------|--|-------------------------------|

31. Which newspapers (print or online) or blogs do you use for local news? (Mark all that apply.)

- | | | | | | |
|---|---|--|---|--|--|
| <input type="checkbox"/> The Free Press | <input type="checkbox"/> The Oakland Press | <input type="checkbox"/> Oakland County Times | <input type="checkbox"/> Troy-Somerset Gazette | <input type="checkbox"/> Troy Today | <input type="checkbox"/> Other (note below) |
| <input type="checkbox"/> The Detroit News | | <input type="checkbox"/> Troy Times | <input type="checkbox"/> MLive | <input type="checkbox"/> Crain's Detroit Business | <input type="checkbox"/> None |

32. Other: Which additional sources do you use?

The following questions are for analysis only and will not be used in any way to identify your business

33. Which of the below best describe your role in your organization?

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Owner/partner/principal | <input type="checkbox"/> Executive/manager | <input type="checkbox"/> Other staff |
|--|--|--------------------------------------|

34. Where does your company do business?

- | | | |
|---|---|------------------------------------|
| <input type="checkbox"/> Mainly in Troy only | <input type="checkbox"/> Across the state | <input type="checkbox"/> Worldwide |
| <input type="checkbox"/> In the areas near Troy | <input type="checkbox"/> Across the U.S. | |

35. Over the next year, what are you anticipating for your company's employment levels?

- | | | | |
|----------------------------------|---|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Growing | <input type="checkbox"/> Staying the same | <input type="checkbox"/> Contracting | <input type="checkbox"/> Don't know |
|----------------------------------|---|--------------------------------------|-------------------------------------|

36. Over the next year, what are you anticipating for your company's business space needs?

- | | | | |
|----------------------------------|---|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Growing | <input type="checkbox"/> Staying the same | <input type="checkbox"/> Contracting | <input type="checkbox"/> Don't know |
|----------------------------------|---|--------------------------------------|-------------------------------------|

Contact Information (will not be linked to your responses)

37. Did you know Troy has an Economic Development Specialist on staff to assist with any issues your business may be having?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

38. Would you like to be contacted by the City of Troy?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

39. If you marked the above as "Yes," please provide your contact information (name, phone, email):

City of Troy Business Community Engagement and Priority Assessment

May 2022

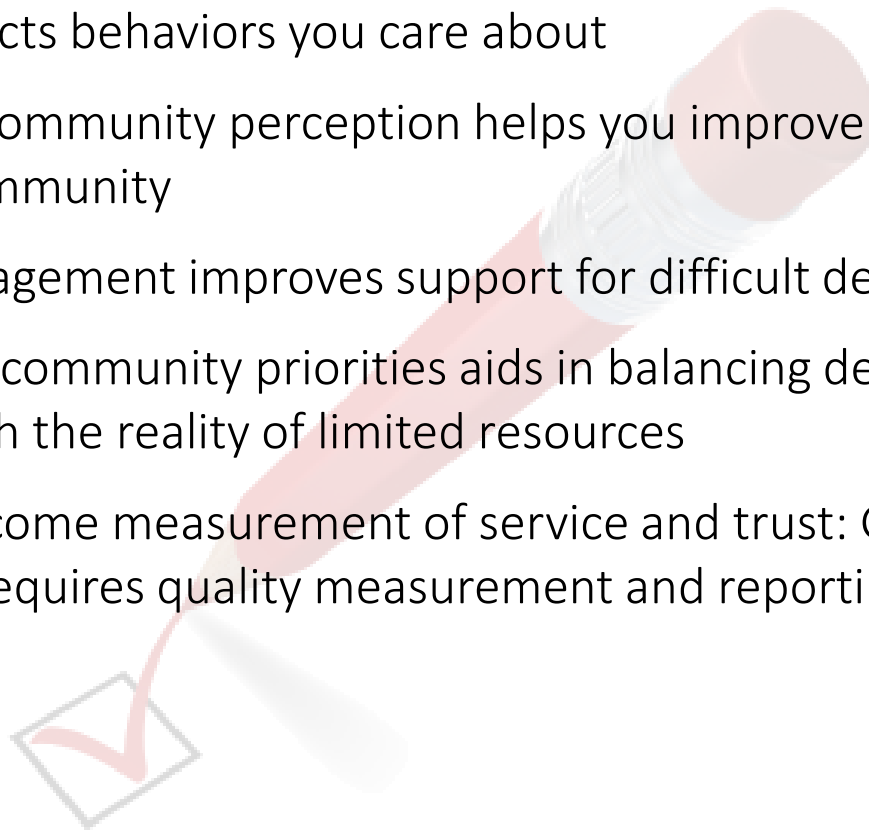


Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments, and nonprofit organizations

Measuring Where You Are: Why Research Matters

- Understanding community values and priorities helps you plan and communicate more effectively about community decisions
- Perception impacts behaviors you care about
- Understanding community perception helps you improve and promote the community
- Community engagement improves support for difficult decisions
- Reliable data on community priorities aids in balancing demands of vocal groups with the reality of limited resources
- Bottom line outcome measurement of service and trust: Good administration requires quality measurement and reporting



Study Goals

- Support budget and strategic planning decisions
- Ensure baseline service measures are established and monitored
- Determine if the presumed service experiences are accurate
- Identify which aspects of respondents' experience provide the greatest leverage on overall satisfaction and outcomes such as remaining in the community and recommending the community to others
- Benchmark performance against a standardized performance index where available

Bottom Line

- City outperforms overall public sector benchmarks
- There are several areas where improvement can have significant impact on engagement.

2022 Drivers:

Regulatory Environment

Doing Business in the City

Cooperative/Collaborative Environment

City Management

Economy

- Optimistic view of the year ahead:
 - 46% increasing employment, 4% contracting
 - 19% increasing space needs, 6% reducing
- Limited awareness of City's economic development specialist
- Comment themes on Troy positives: Location, road maintenance, police/fire responsiveness
- Comment themes on Troy negatives: Awareness of regulatory requirements, sign regulation, would like more small business support

Scores in Context

| Cobalt Community Research Government Benchmarks | U.S. Benchmark (25k-100k) | Midwest Benchmark (25k-100k) | MI Benchmark (25k-100k) | 2021 Troy Residential | 2022 Troy Business |
|--|---------------------------------|------------------------------------|-------------------------------|--------------------------|-----------------------|
| Scale 0-100 (Perfect=100) | Overall | Overall | Overall | Overall | Overall |
| Local Government Satisfaction | 65 | 65 | 60 | 72 | 70 |
| Being Well-Managed | 62 | 64 | 59 | 72 | 73 |
| Community Satisfaction | 63 | 65 | 61 | 73 | 72 |
| County Government Satisfaction | 60 | 57 | 57 | - | - |
| State Government Satisfaction | 57 | 56 | 55 | - | - |
| IRS (Small/Large Business Filers) | 65/62 | - | - | - | - |
| ACSI National Index Overall (includes private) | 75 | - | - | - | - |


Methodology


- Mailed to 2,050 business addresses from the City Assessor's Office
- Conducted using two mailings in January and February 2022. Responses either online or via postage-paid envelope.
- Valid response from 146 businesses, providing a margin of error of +/- 6.7 percent
- Most responses from businesses with 1-49 employees

Two factors reducing response levels: High turnover/changes from COVID, lack of individual contact names in database of businesses

Preserving Voice: Looking Into Detail

| 2022 Troy, Michigan Means Questions Response Count: 146 +/- 6.7% (90% Confidence) | | Economic Health | | | | | Economic Outlook | | | | | Business Infrastructure | | | | |
|--|--------------------|-------------------------|-----------------|------------|-----------------------|---------------------------|--------------------------|-----------------|------------|-------------------|---------------------------|---------------------------------|---|----------------------|-----------------------------------|---|
| | | Economic Health Overall | Business growth | Job growth | Level of unemployment | Strength of local economy | Economic Outlook Overall | Business growth | Job growth | Employment levels | Strength of local economy | Overall Business Infrastructure | Availability of services to support business growth | Cell phone reception | Speed of your internet connection | Variety of options available for access to the internet |
| Overall | | 61 | 62 | 60 | 58 | 64 | 67 | 67 | 67 | 64 | 69 | 75 | 72 | 79 | 76 | 73 |
| Time in Business | One year or less* | 58 | 67 | 67 | 33 | 67 | 72 | 72 | 72 | 72 | 72 | 71 | 70 | 67 | 74 | 74 |
| | 1-5 years* | 61 | 69 | 60 | 44 | 71 | 71 | 68 | 68 | 66 | 82 | 73 | 79 | 78 | 72 | 62 |
| | 6-10 years* | 56 | 54 | 54 | 58 | 58 | 67 | 68 | 67 | 64 | 68 | 70 | 67 | 73 | 70 | 70 |
| | More than 10 years | 62 | 62 | 61 | 60 | 66 | 66 | 67 | 67 | 64 | 68 | 76 | 72 | 80 | 78 | 76 |
| Employees | 1-9 | 61 | 61 | 60 | 59 | 66 | 65 | 66 | 63 | 63 | 69 | 73 | 70 | 77 | 74 | 70 |
| | 10-49 | 61 | 62 | 61 | 58 | 61 | 72 | 71 | 74 | 70 | 71 | 79 | 76 | 82 | 79 | 79 |
| | 50-99* | 64 | 71 | 58 | 53 | 72 | 69 | 71 | 71 | 61 | 72 | 79 | 80 | 82 | 79 | 76 |
| | 100-249* | 62 | 62 | 58 | 60 | 67 | 62 | 62 | 60 | 60 | 64 | 72 | 67 | 71 | 73 | 78 |
| | 250-499* | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |


 Checkered
 Scores that Vary
 by Demographics

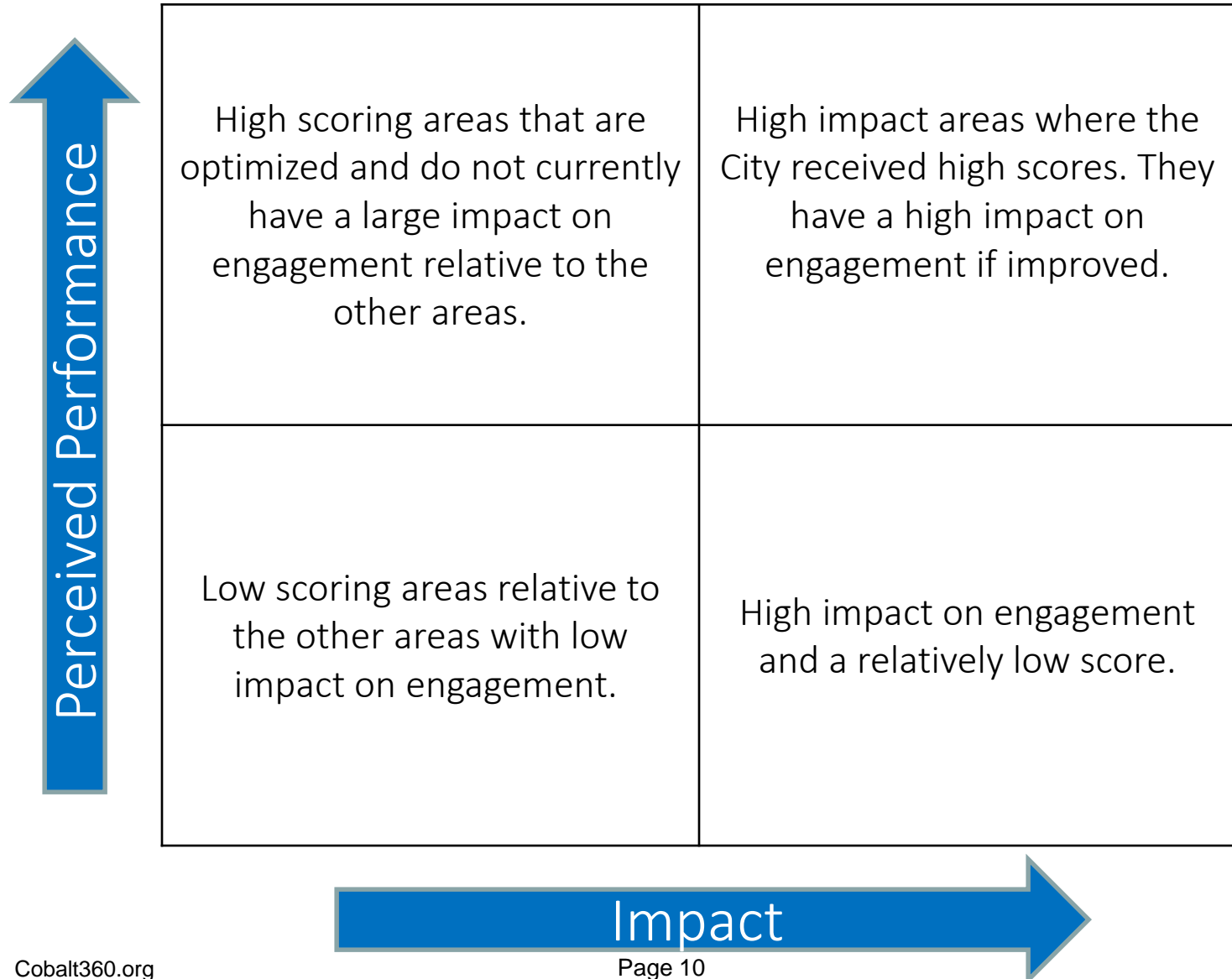

 Consistent Scores
 Regardless of
 Demographics

Results



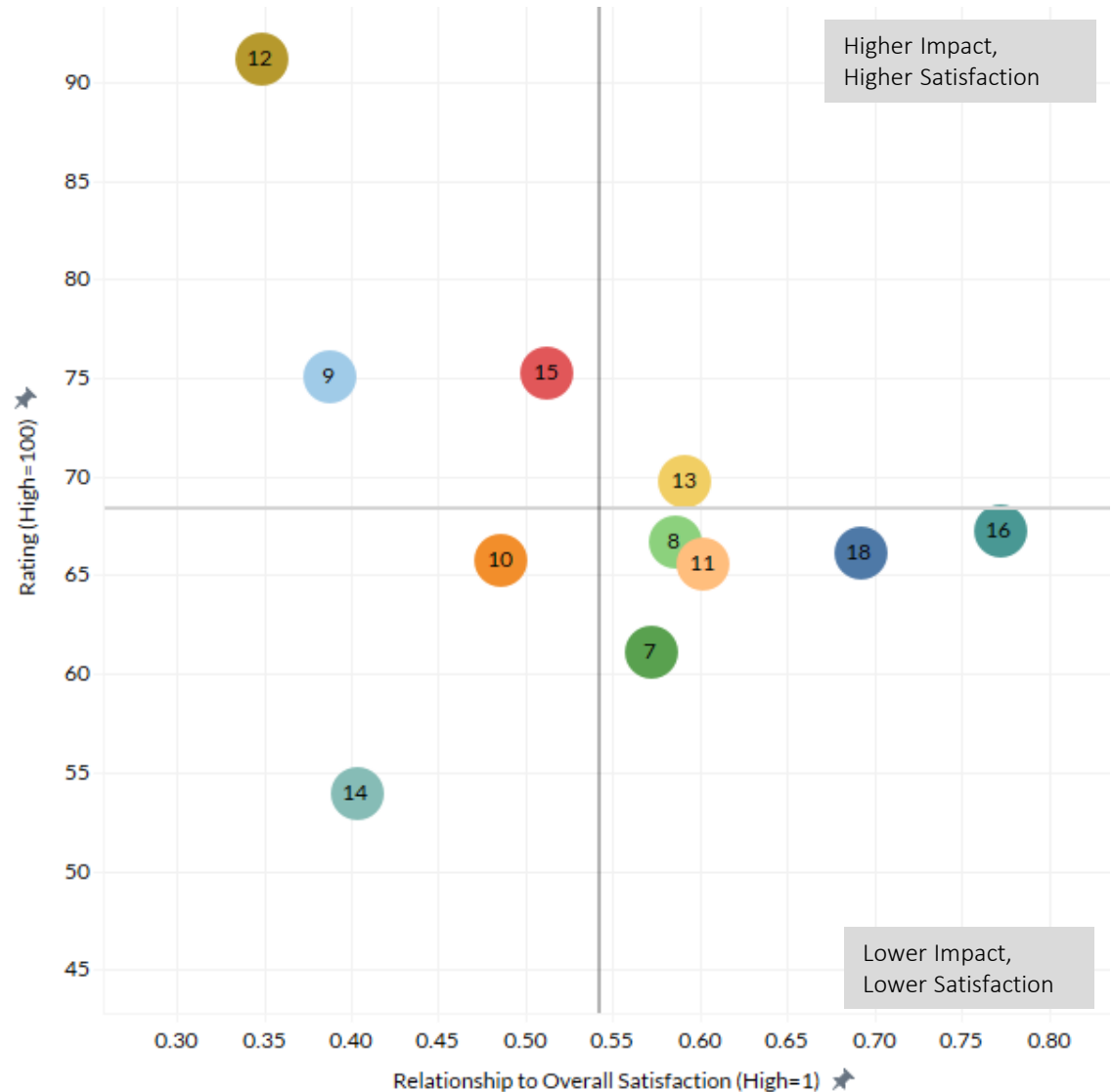
Understanding the Charts:

Community Questions – Long-term Drivers

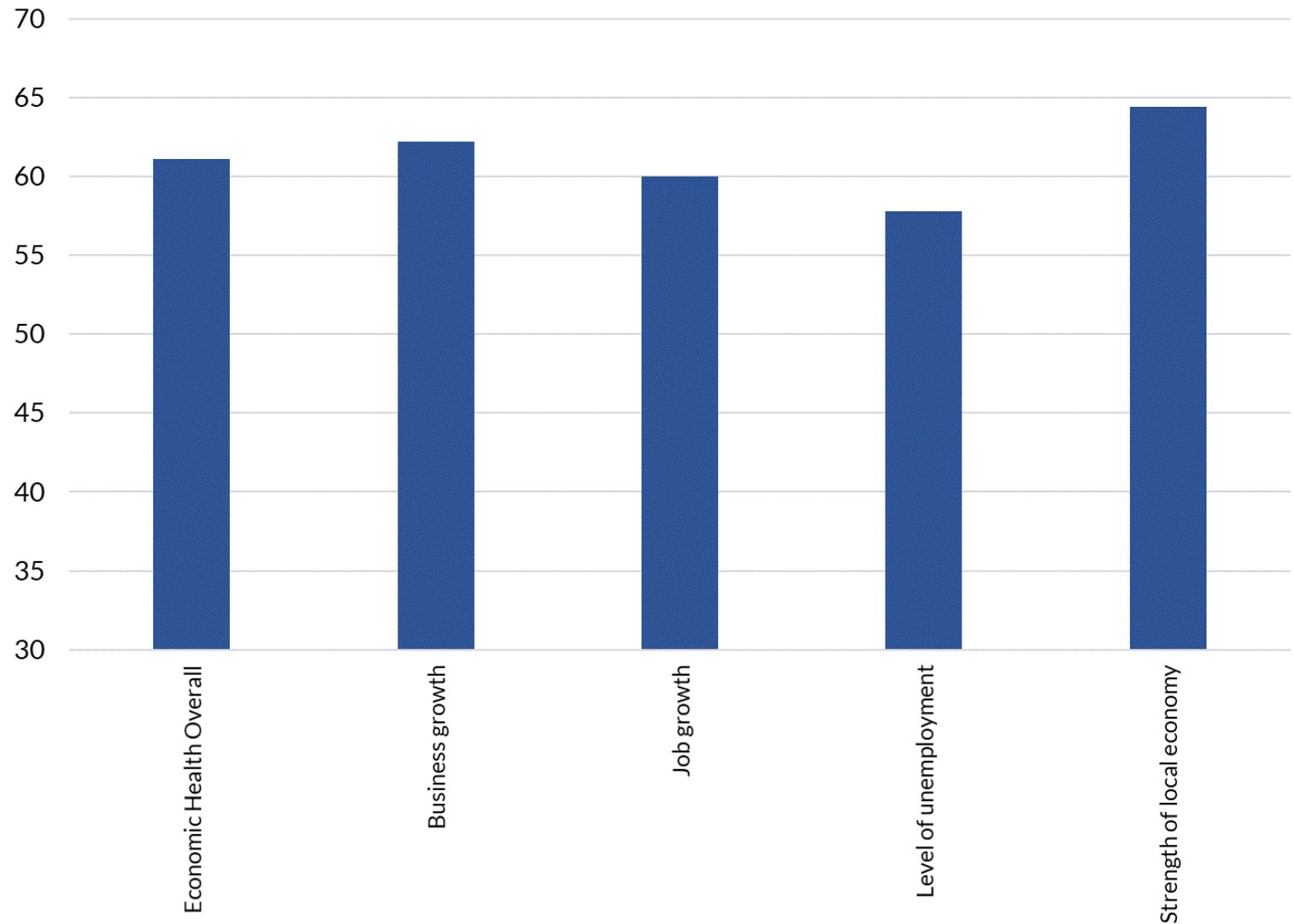


Drivers of Satisfaction and Behavior: Strategic Priorities

| ID | Question |
|----|---|
| 7 | Economic Health Overall |
| 8 | Economic Outlook Overall |
| 9 | Overall Business Infrastructure |
| 10 | Overall Business Space |
| 11 | Overall Cooperative and Collaborative Environment |
| 12 | Overall Emergency Services |
| 13 | Overall Local Government |
| 14 | Overall Transportation Infrastructure |
| 15 | Overall Utility Services |
| 16 | Overall Regulatory Environment |
| 18 | Overall Agreement about Doing Business |



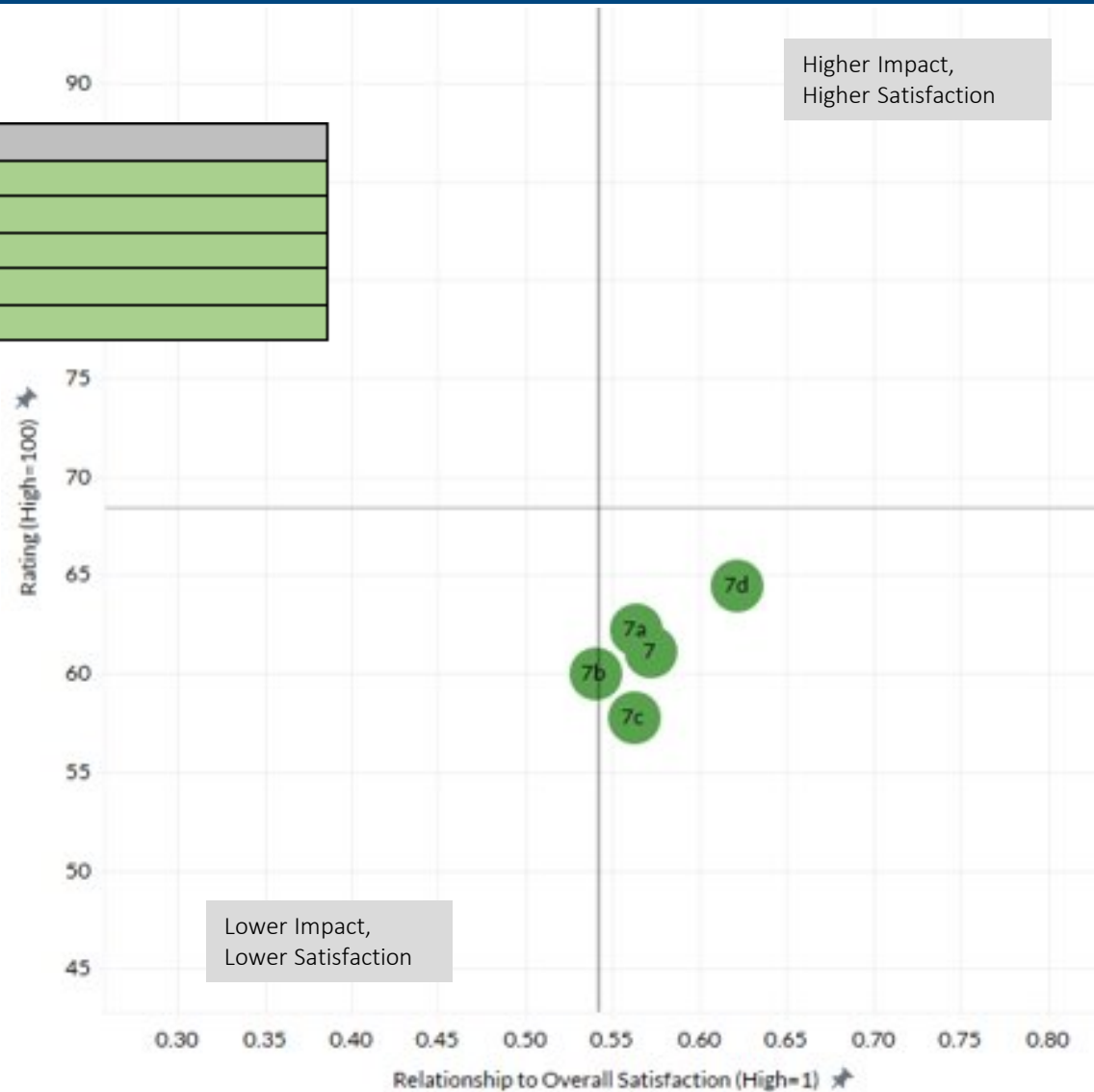
Drivers of Satisfaction and Behavior: Economic Health Overall



Drivers of Satisfaction and Behavior:

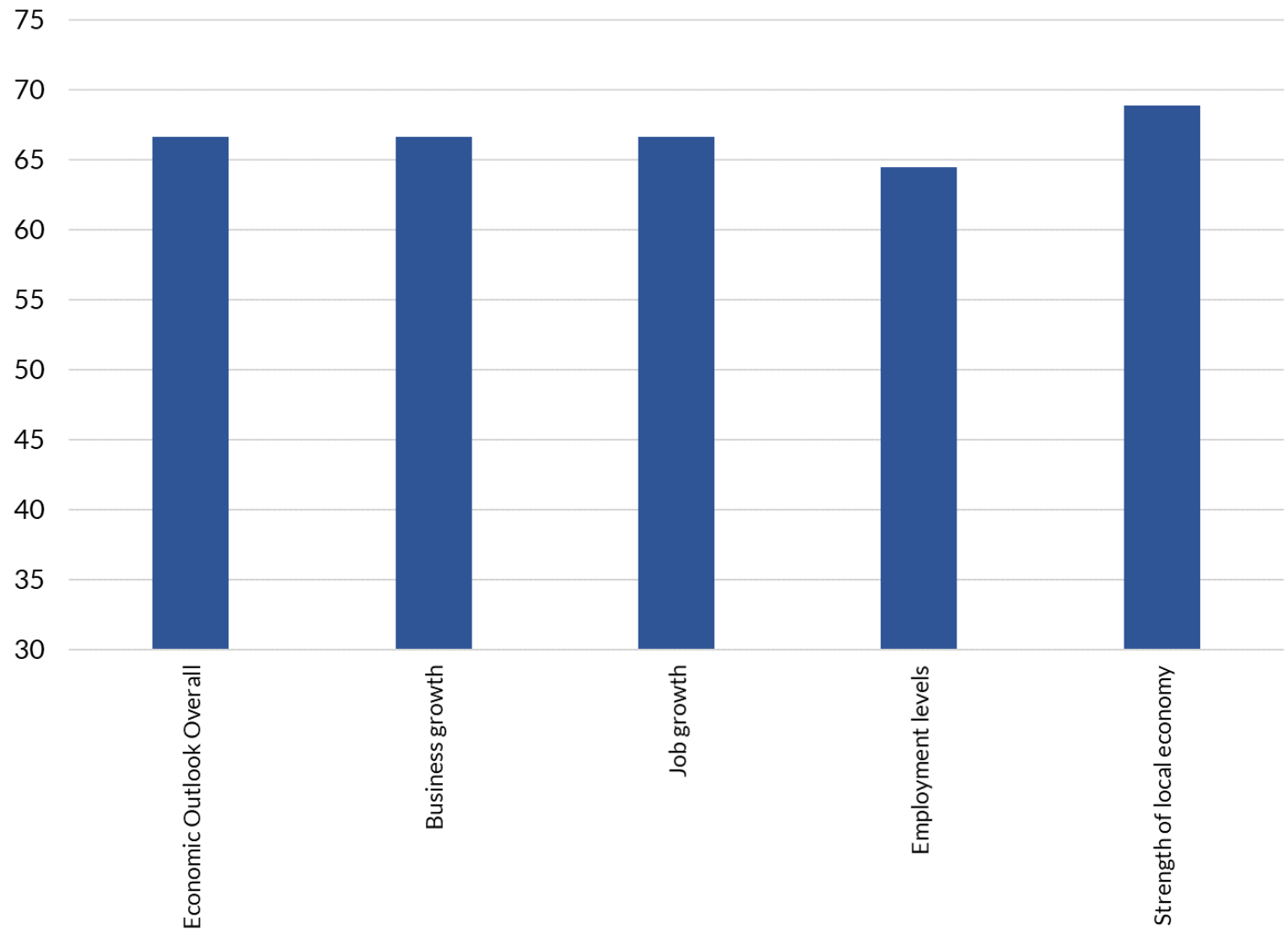
Economic Health Overall

| ID | Question |
|----|---------------------------|
| 7 | Economic Health Overall |
| 7a | Business growth |
| 7b | Job growth |
| 7c | Level of unemployment |
| 7d | Strength of local economy |



Drivers of Satisfaction and Behavior:

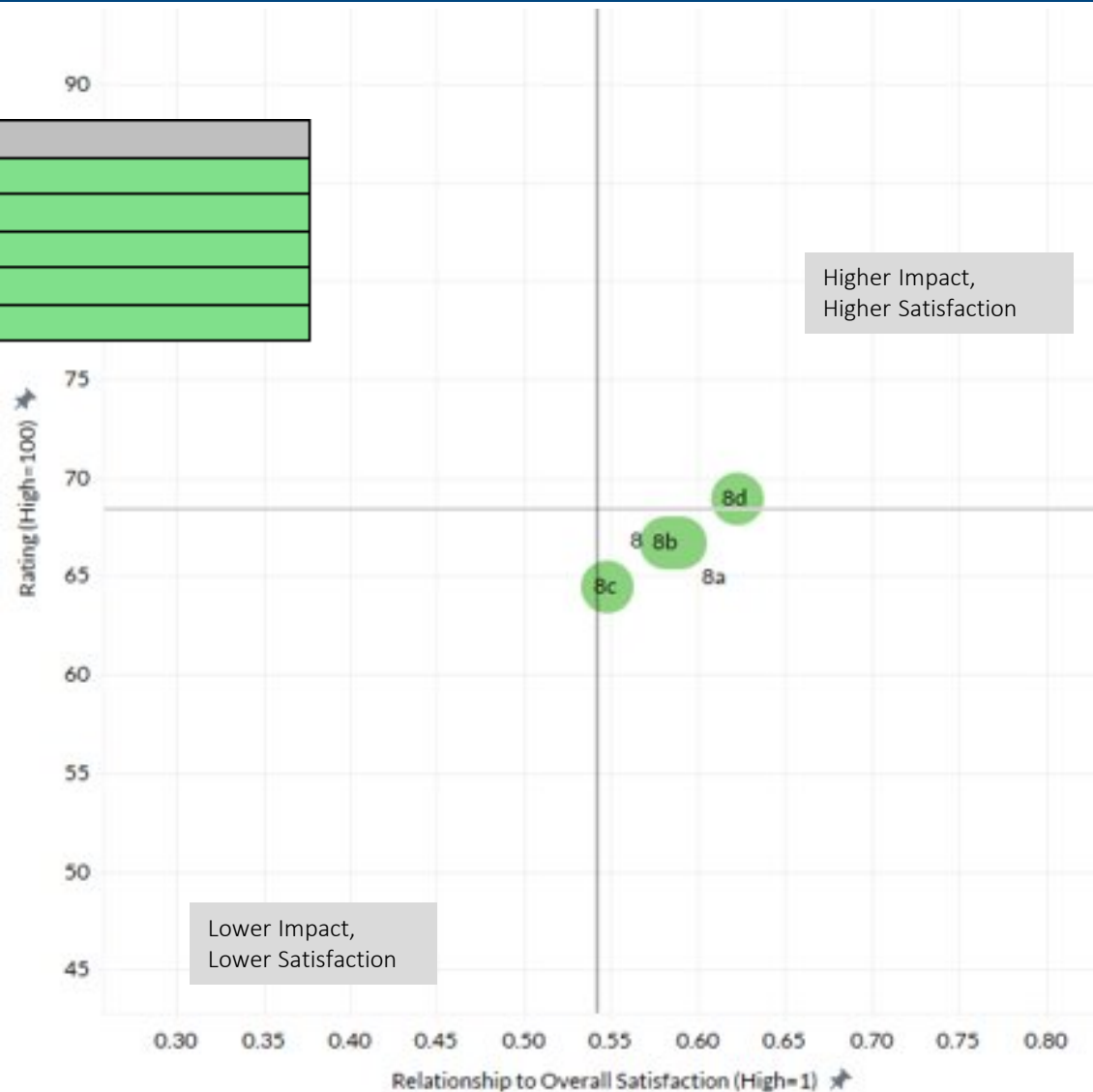
Economic Outlook Overall



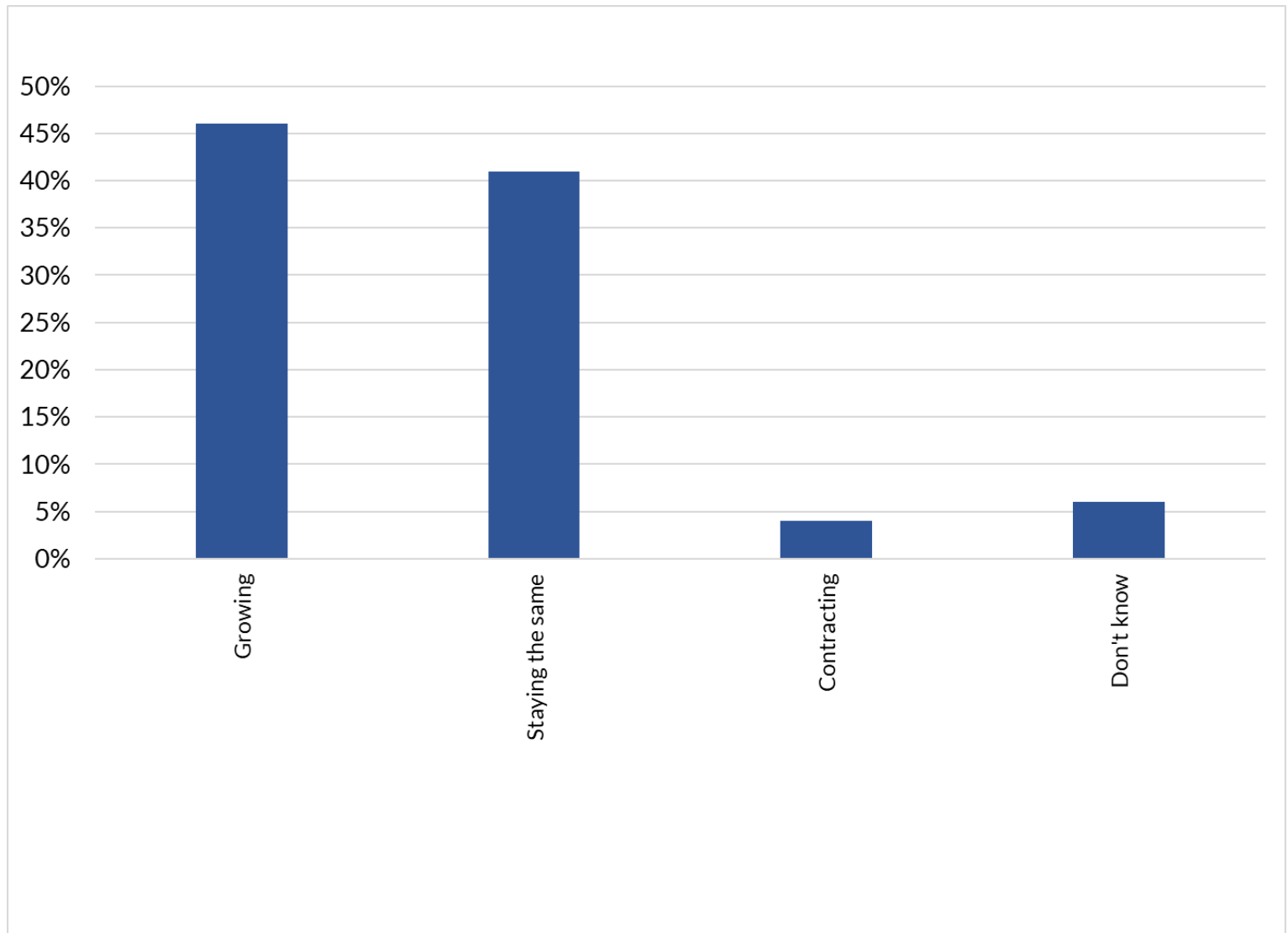
Drivers of Satisfaction and Behavior:

Economic Outlook Overall

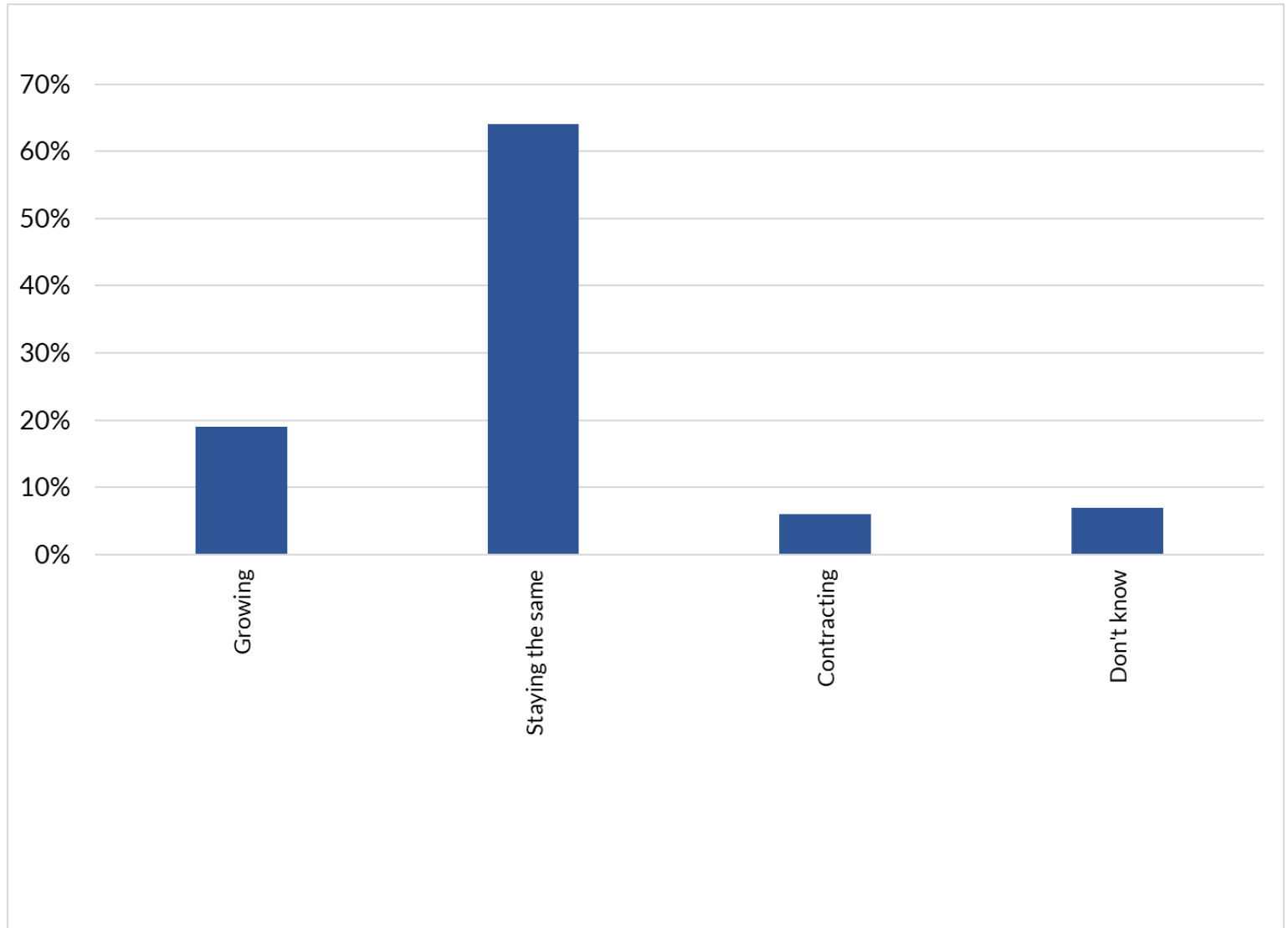
| ID | Question |
|----|---------------------------|
| 8 | Economic Outlook Overall |
| 8a | Business growth |
| 8b | Job growth |
| 8c | Employment levels |
| 8d | Strength of local economy |



Employment Levels for Next Year

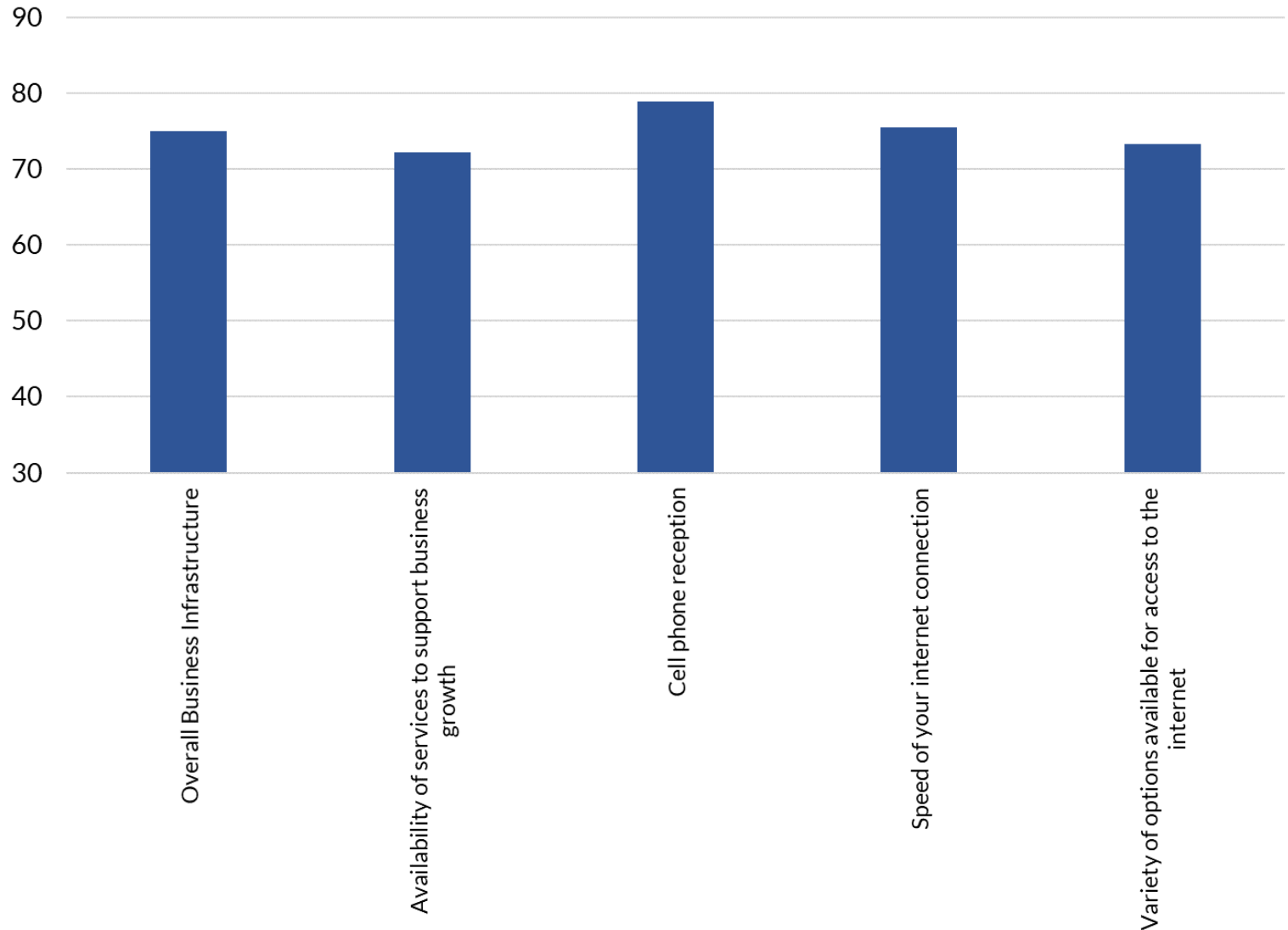


Space Needs for Next Year



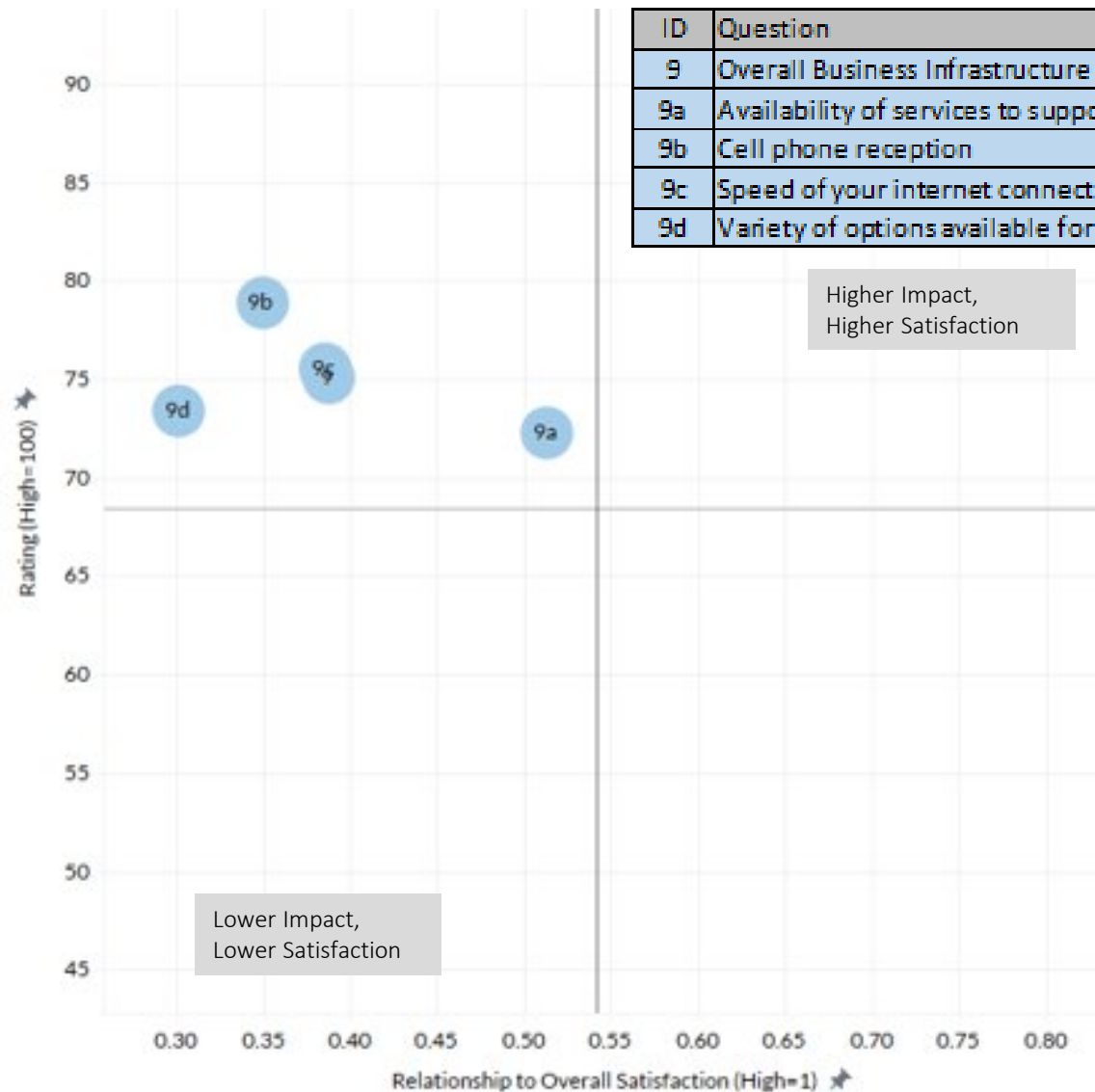
Drivers of Satisfaction and Behavior:

Overall Business Infrastructure

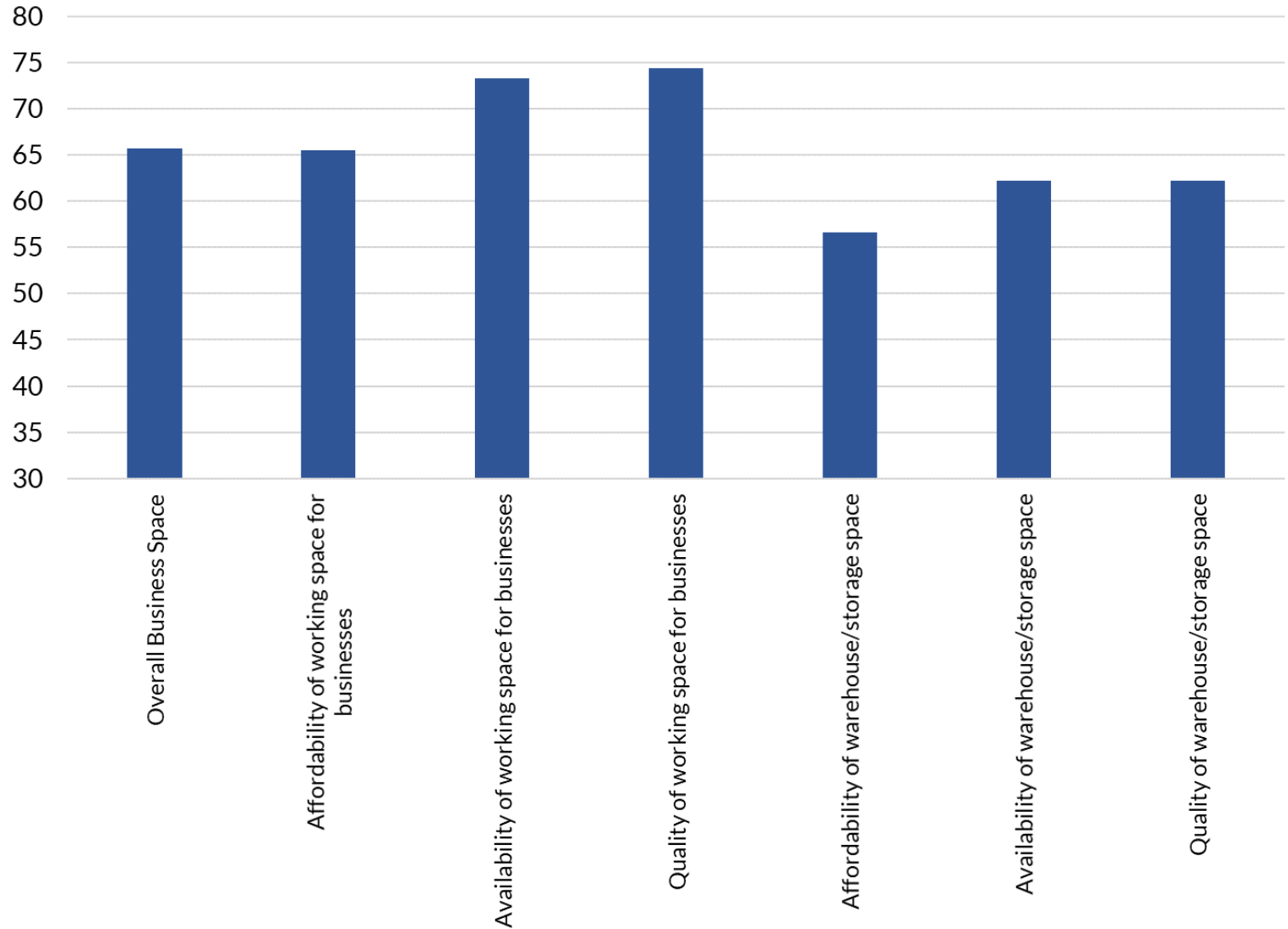


Drivers of Satisfaction and Behavior:

Overall Business Infrastructure



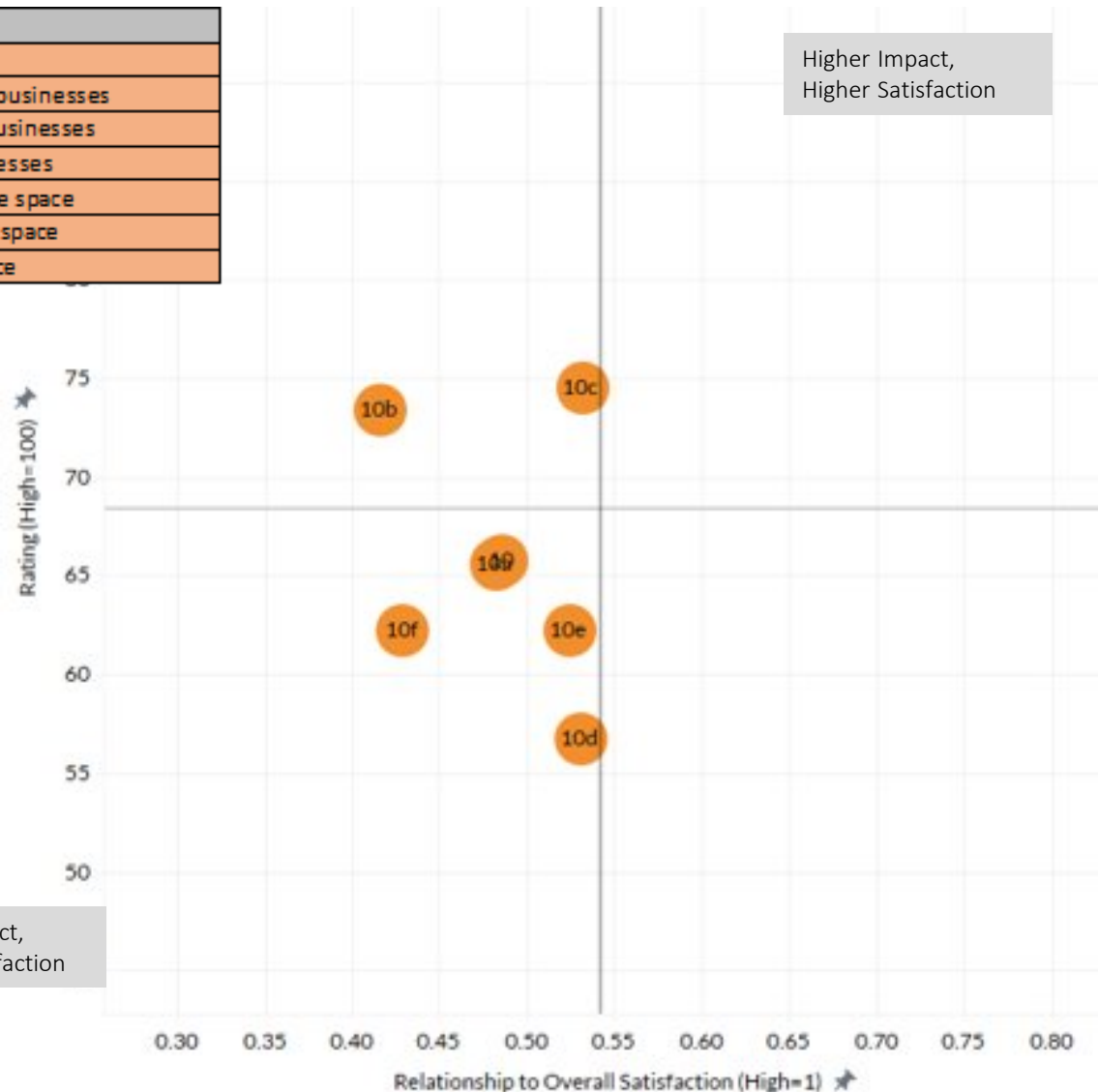
Drivers of Satisfaction and Behavior: Overall Business Space



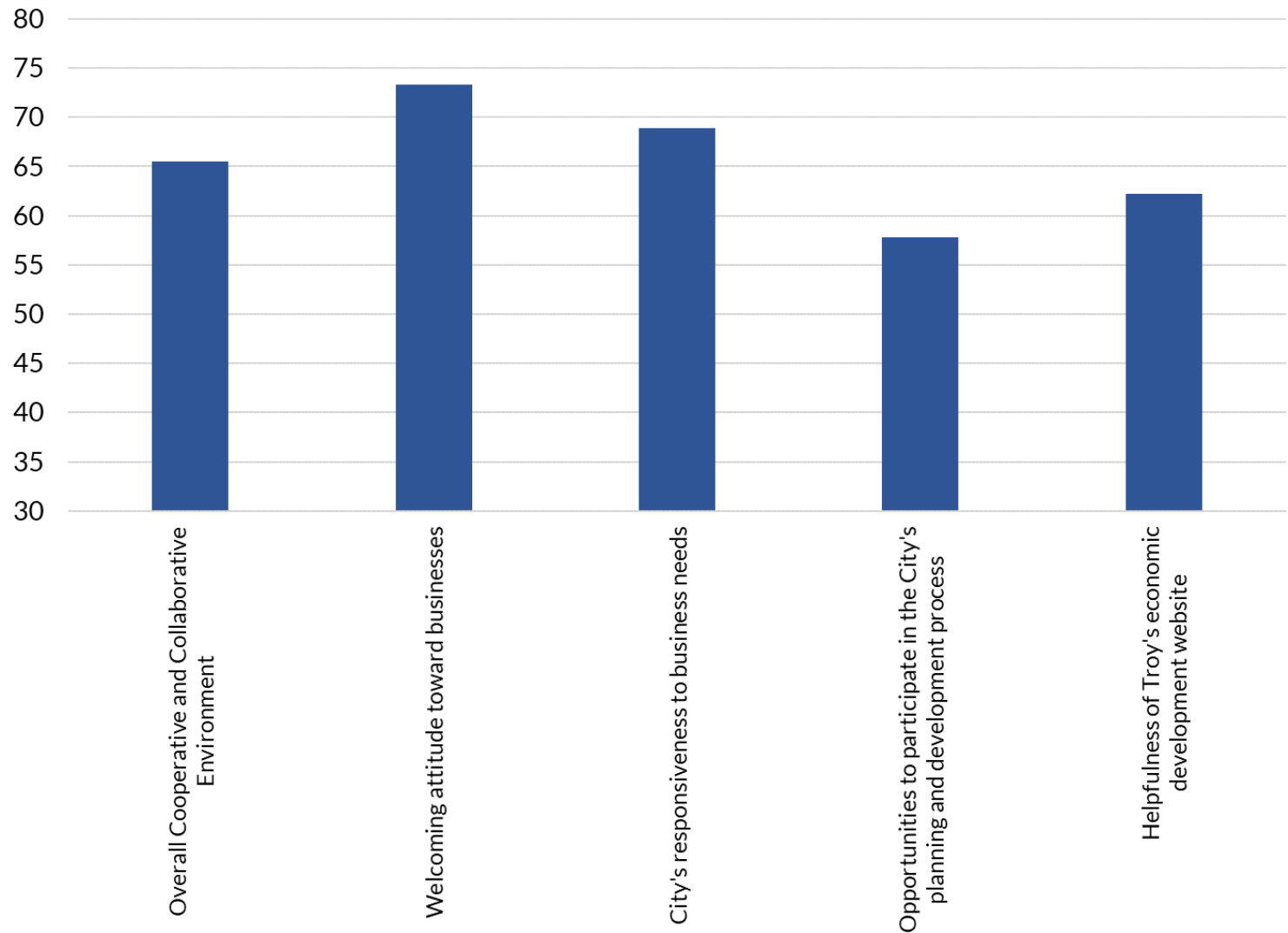
Drivers of Satisfaction and Behavior:

Overall Business Space

| ID | Question |
|-----|---|
| 10 | Overall Business Space |
| 10a | Affordability of working space for businesses |
| 10b | Availability of working space for businesses |
| 10c | Quality of working space for businesses |
| 10d | Affordability of warehouse/storage space |
| 10e | Availability of warehouse/storage space |
| 10f | Quality of warehouse/storage space |



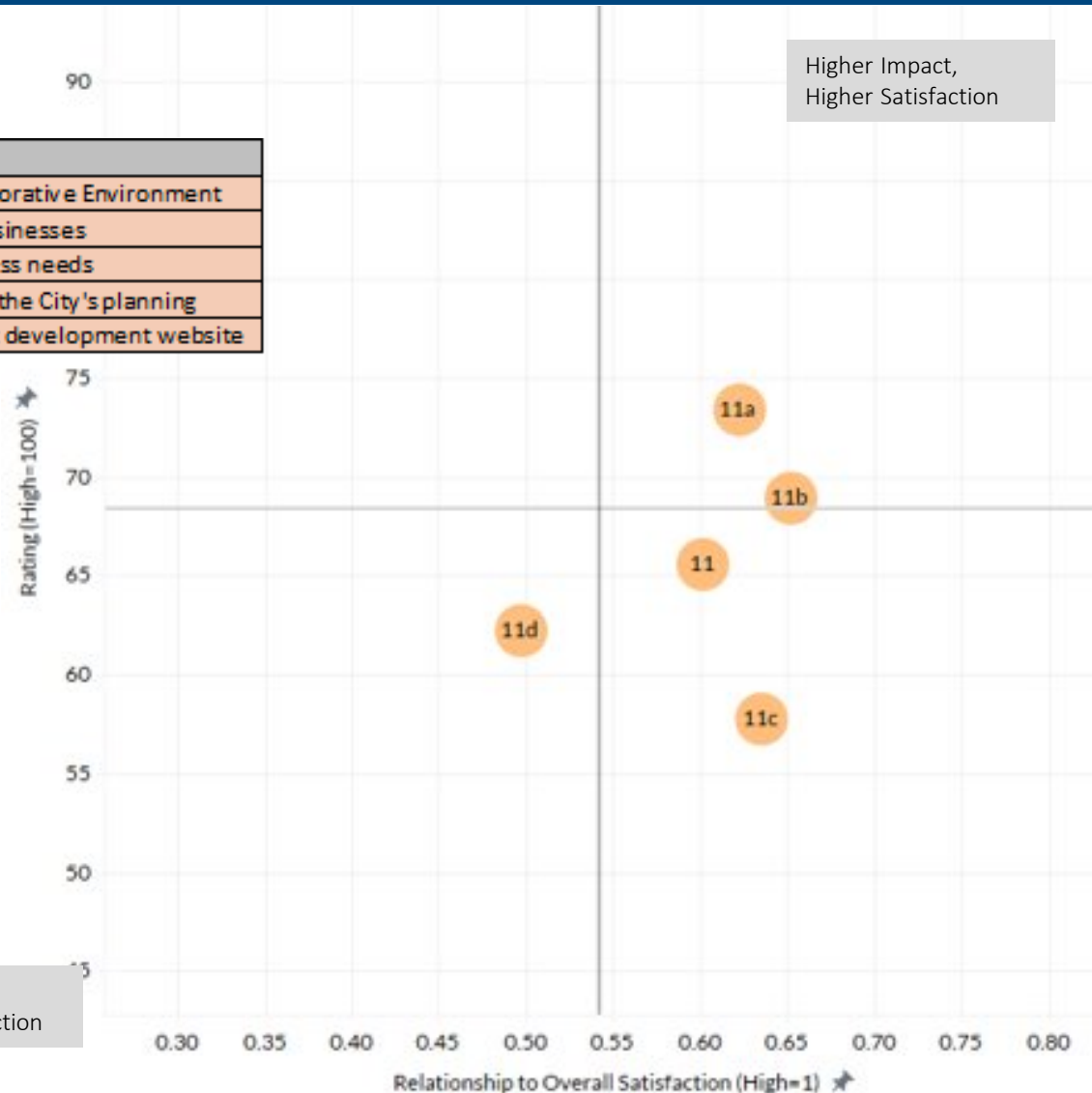
Drivers of Satisfaction and Behavior: Cooperative and Collaborative Environment



Drivers of Satisfaction and Behavior:

Cooperative and Collaborative Environment

| ID | Question |
|-----|---|
| 11 | Overall Cooperative and Collaborative Environment |
| 11a | Welcoming attitude toward businesses |
| 11b | City's responsiveness to business needs |
| 11c | Opportunities to participate in the City's planning |
| 11d | Helpfulness of Troy's economic development website |



Word Cloud:

Local business associations/organizations

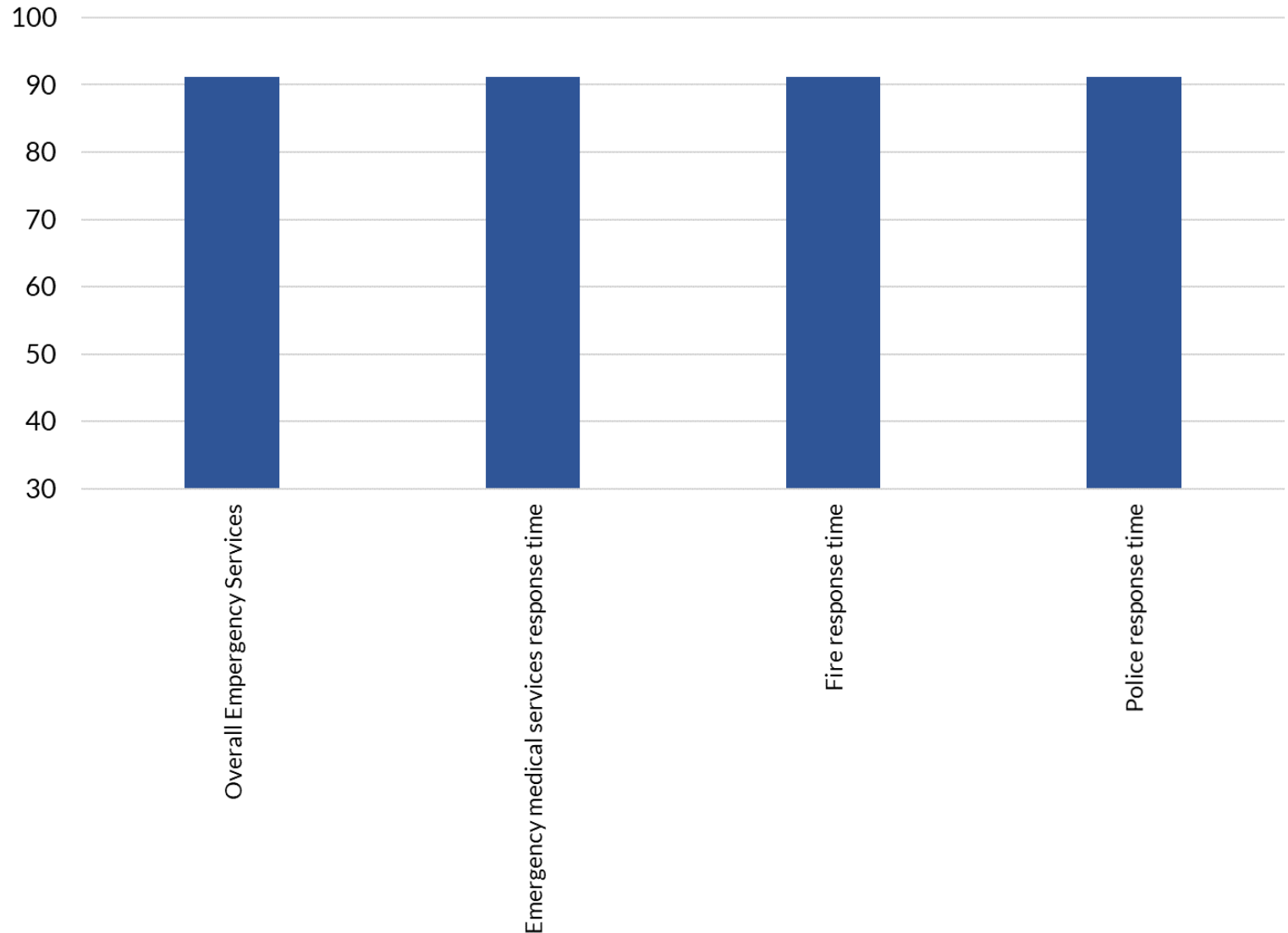
Top Themes:

1. Troy Chamber of Commerce
2. Michigan CPA/business associations
3. BBB (Better Business Bureau)



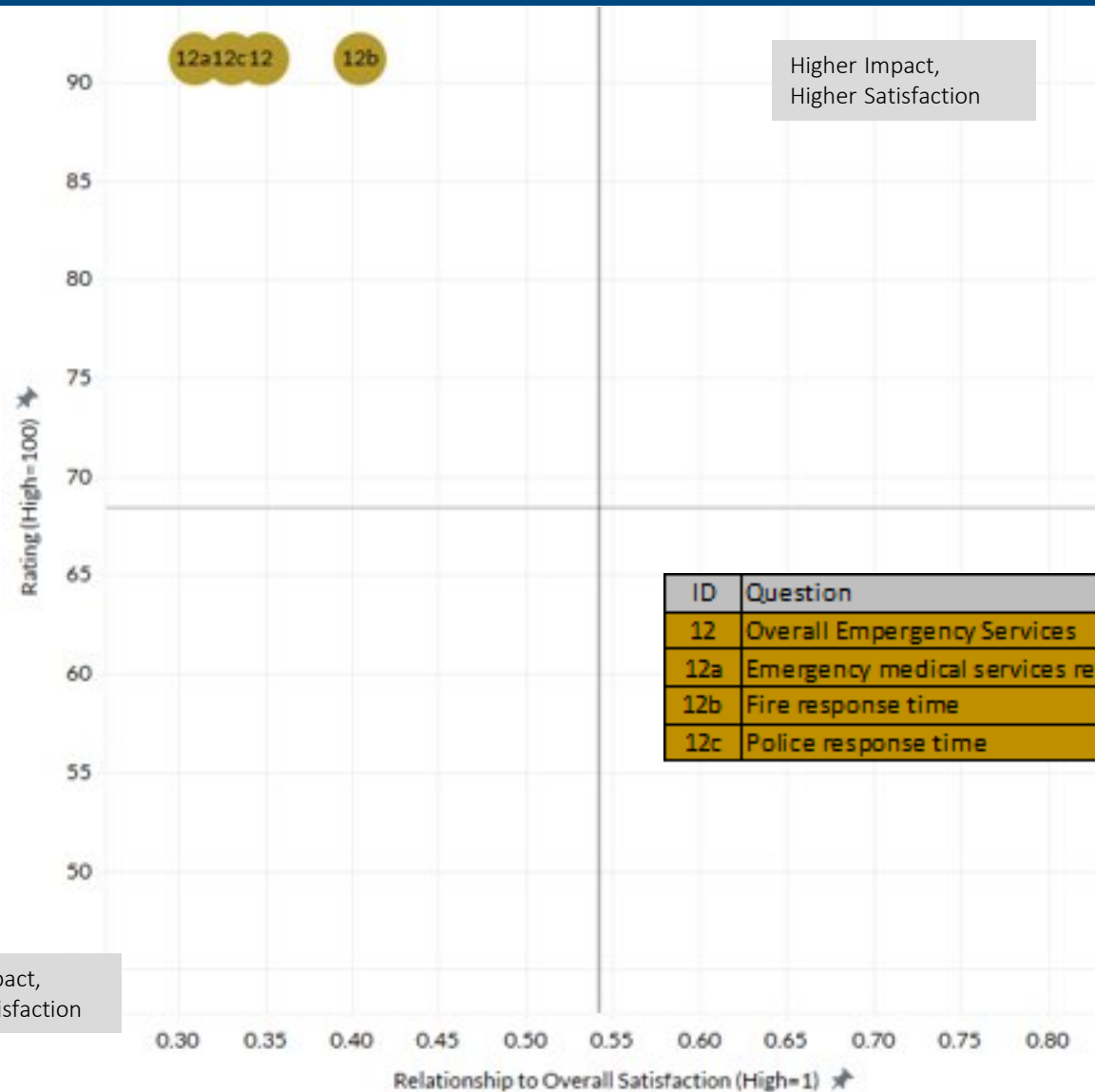
Drivers of Satisfaction and Behavior:

Overall Emergency Services

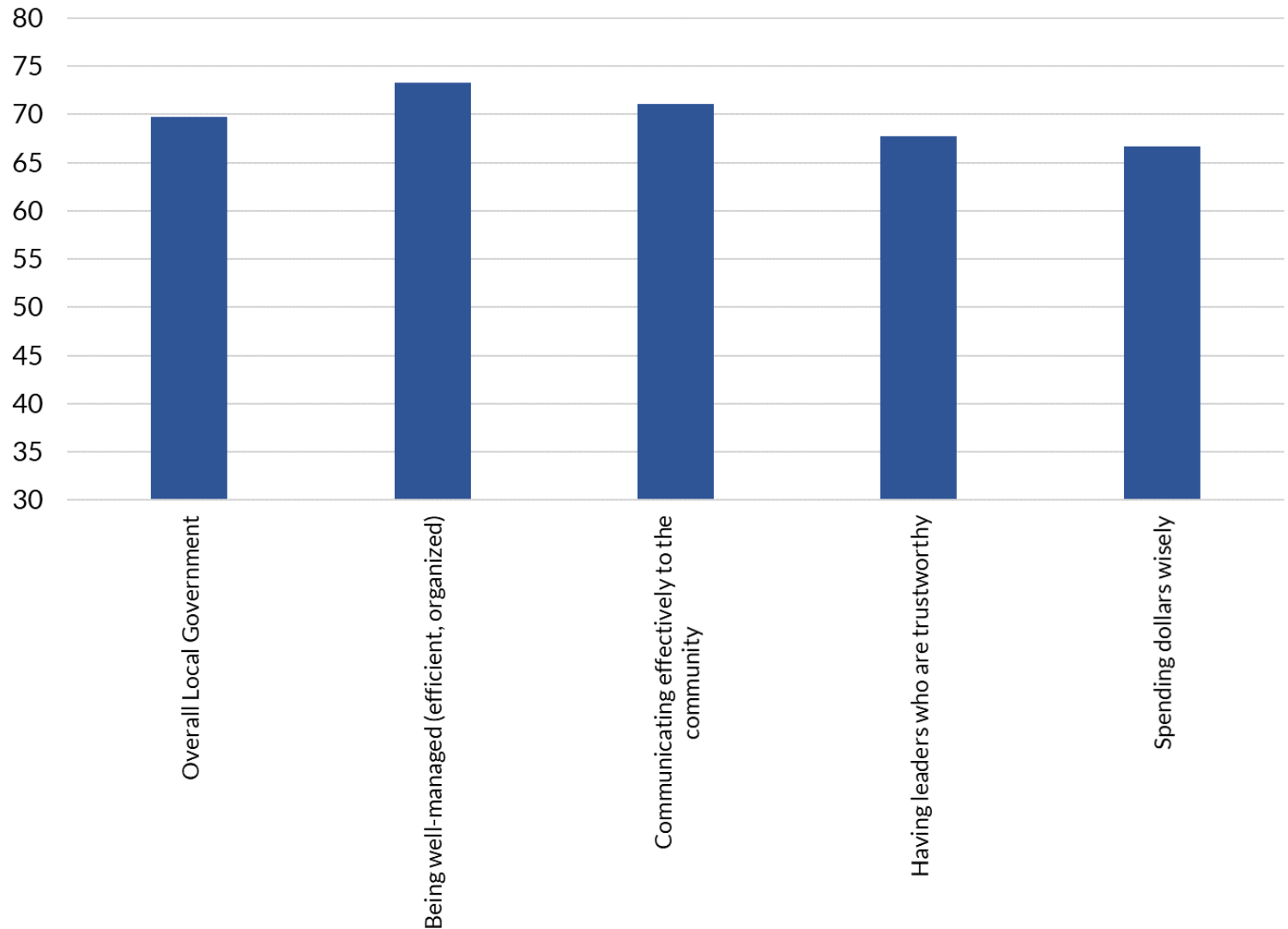


Drivers of Satisfaction and Behavior:

Overall Emergency Services



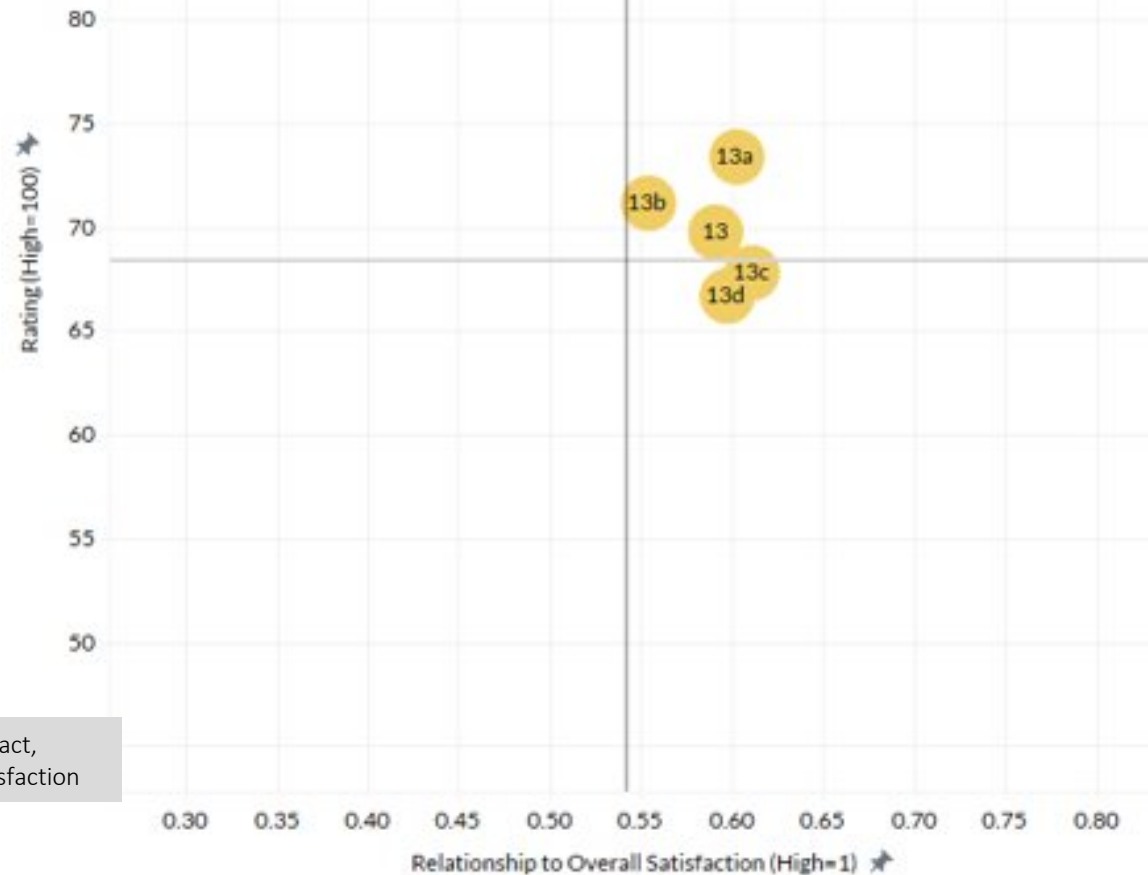
Drivers of Satisfaction and Behavior: Overall Local Government



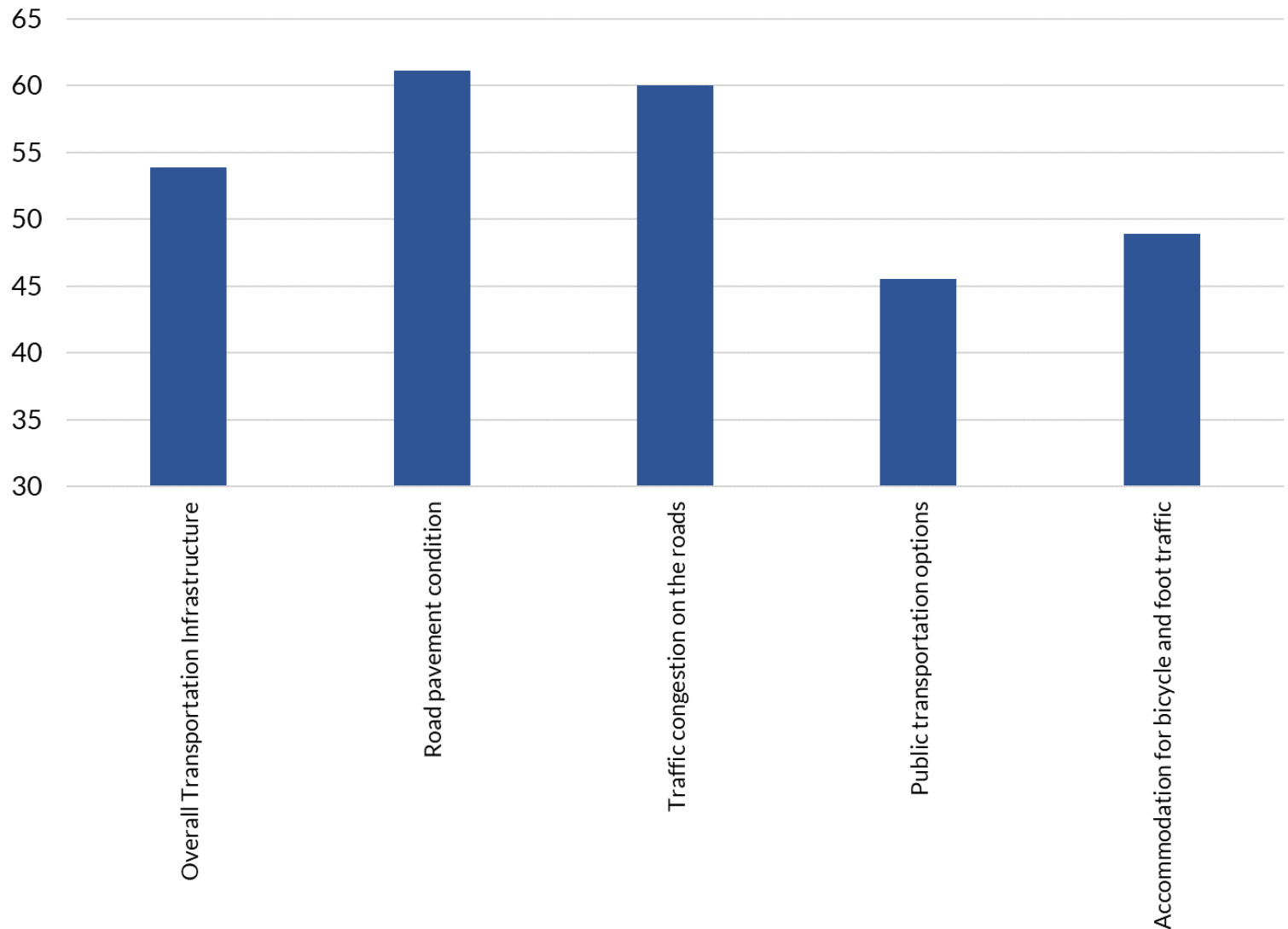
Drivers of Satisfaction and Behavior:

Overall Local Government

| ID | Question |
|-----|--|
| 13 | Overall Local Government |
| 13a | Being well-managed (efficient, organized) |
| 13b | Communicating effectively to the community |
| 13c | Having leaders who are trustworthy |
| 13d | Spending dollars wisely |



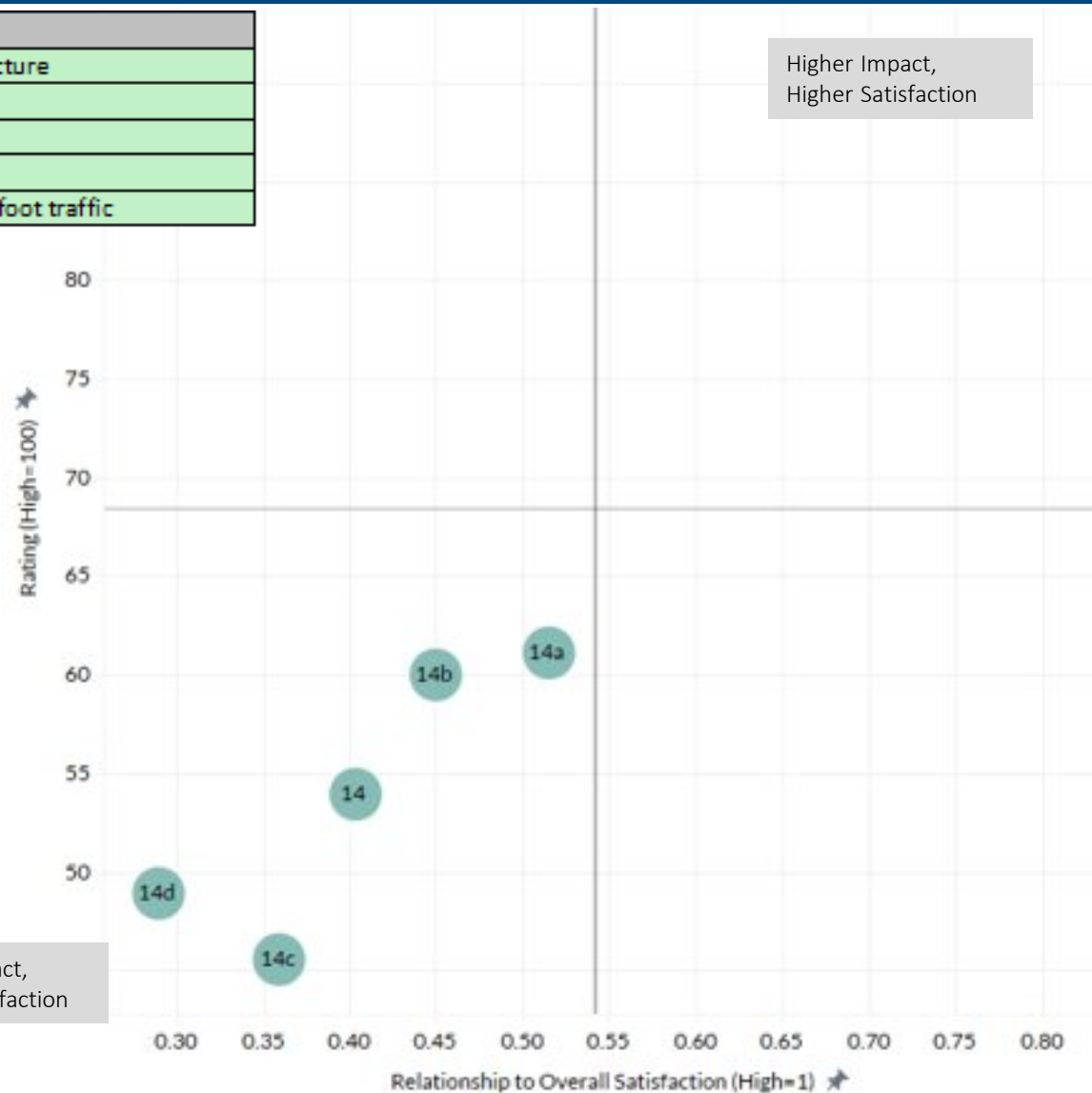
Drivers of Satisfaction and Behavior: Overall Transportation Infrastructure



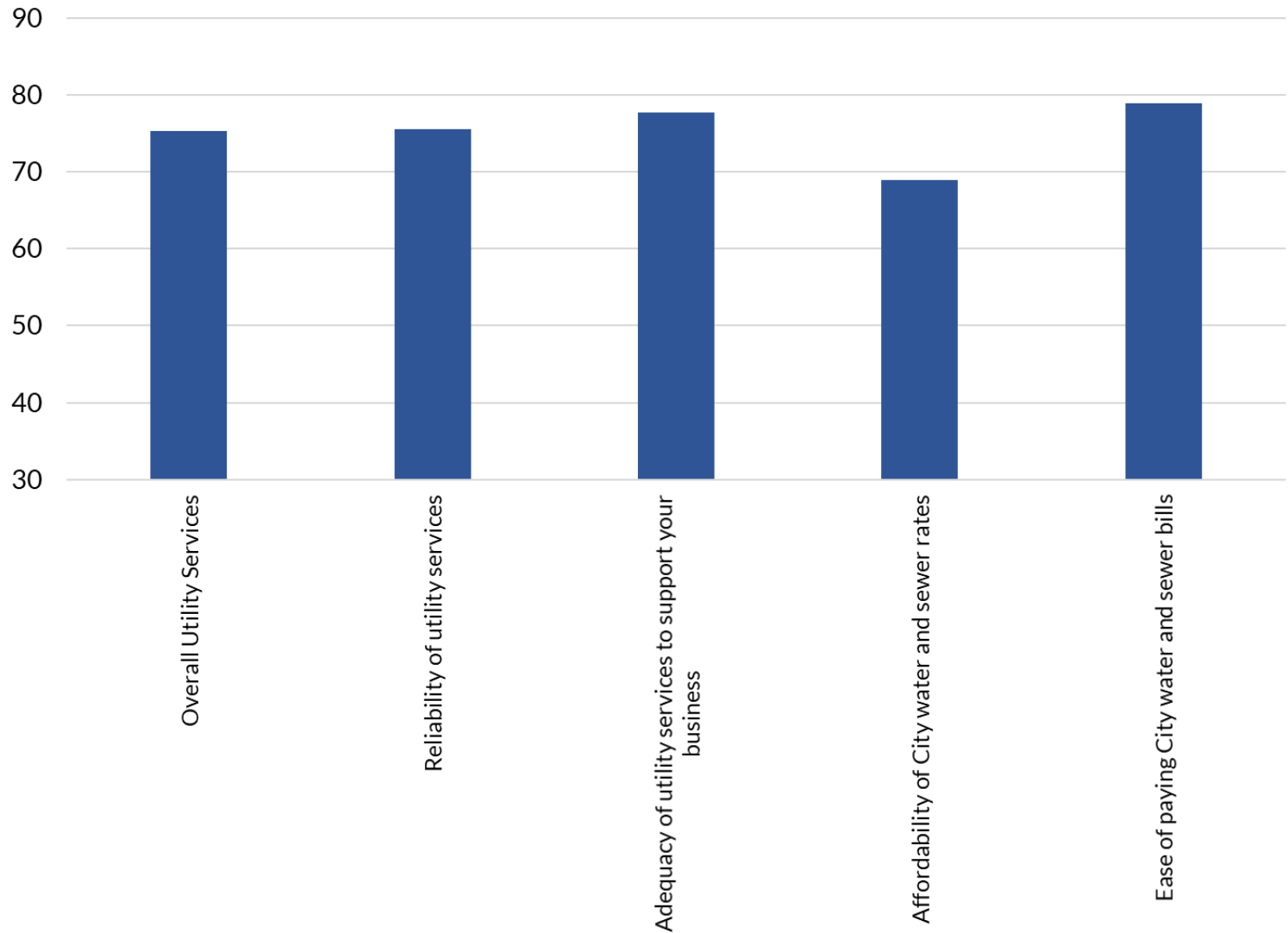
Drivers of Satisfaction and Behavior:

Overall Transportation Infrastructure

| ID | Question |
|-----|--|
| 14 | Overall Transportation Infrastructure |
| 14a | Road pavement condition |
| 14b | Traffic congestion on the roads |
| 14c | Public transportation options |
| 14d | Accommodation for bicycle and foot traffic |



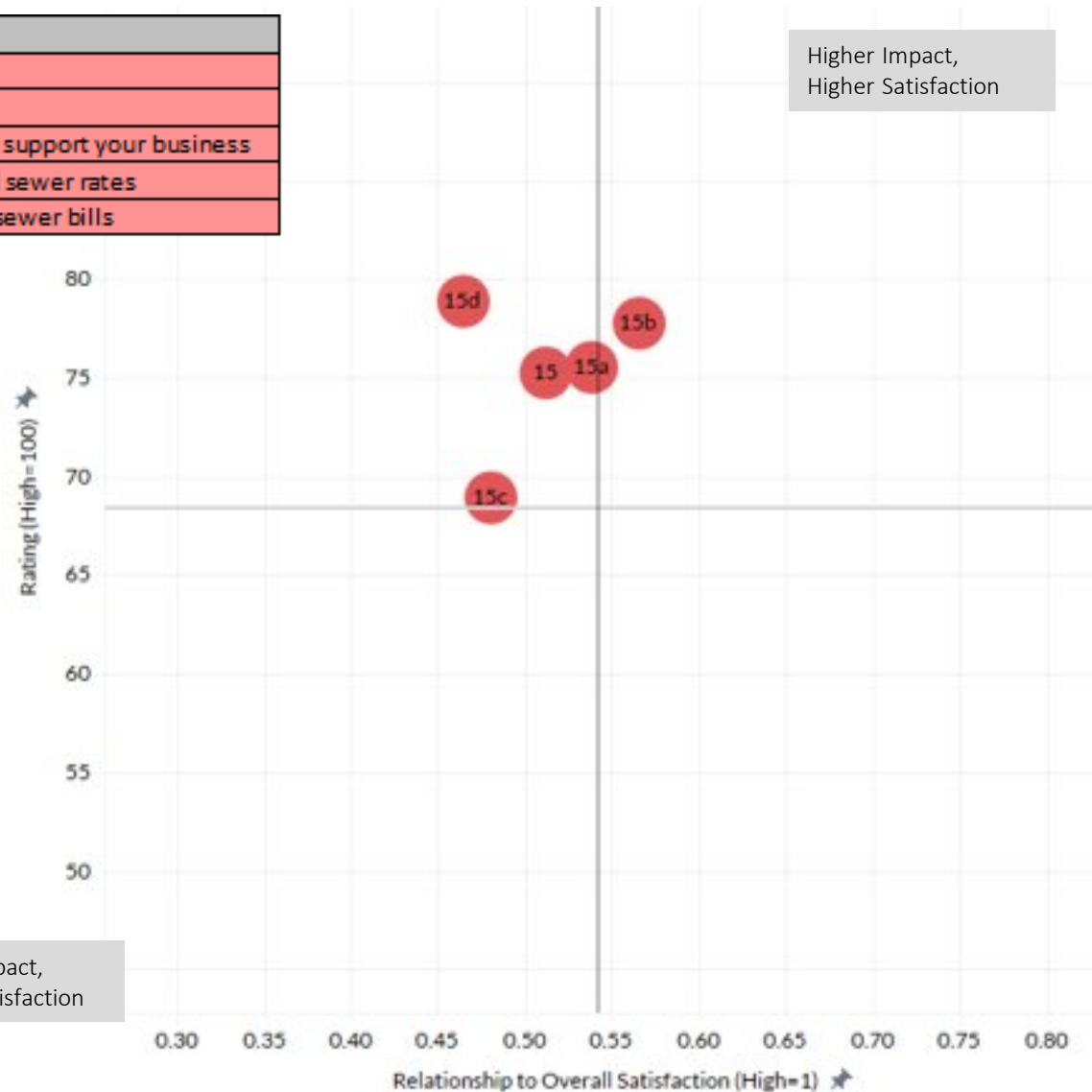
Drivers of Satisfaction and Behavior: Overall Utility Services



Drivers of Satisfaction and Behavior:

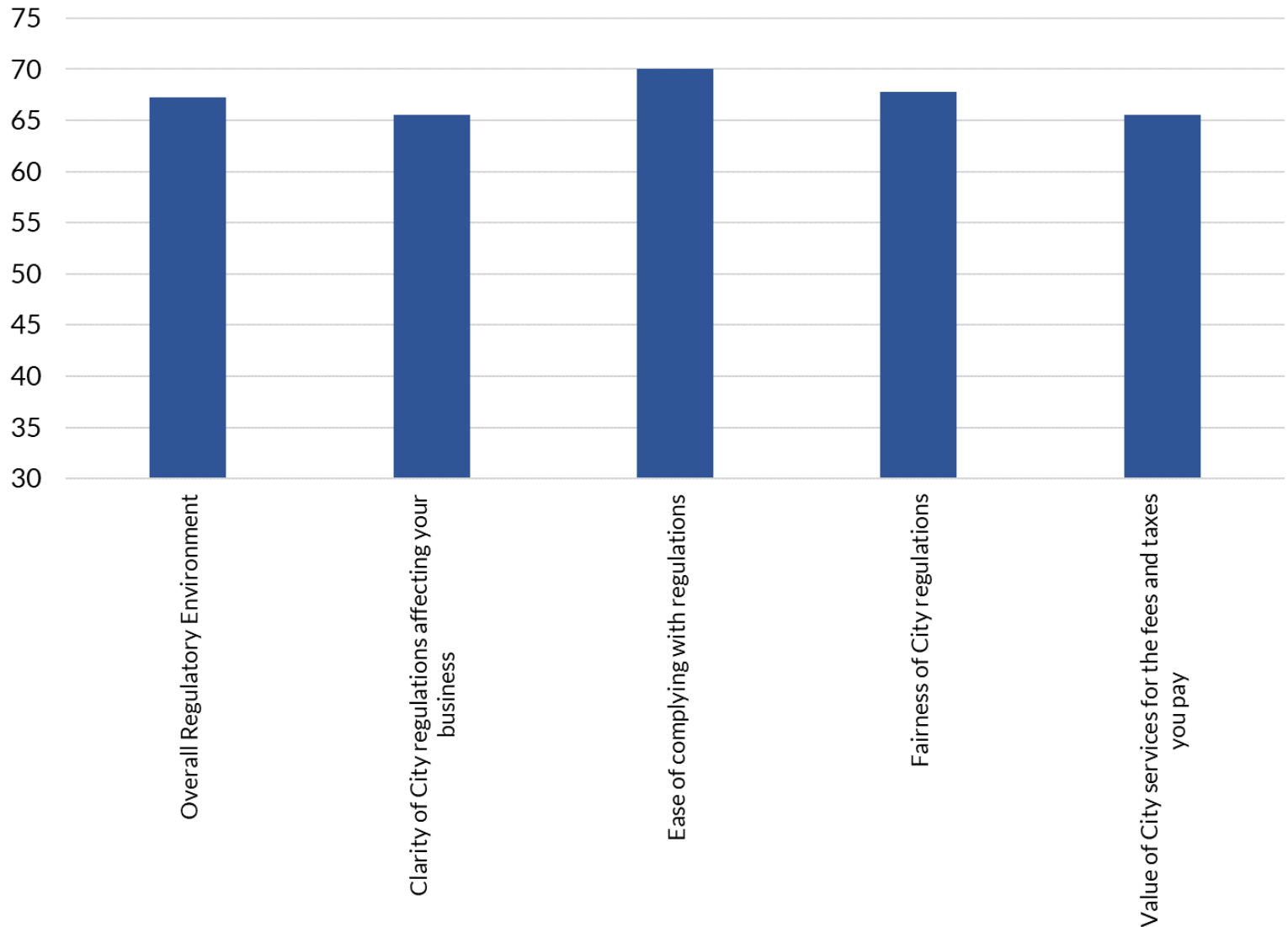
Utility Services

| ID | Question |
|-----|---|
| 15 | Overall Utility Services |
| 15a | Reliability of utility services |
| 15b | Adequacy of utility services to support your business |
| 15c | Affordability of City water and sewer rates |
| 15d | Ease of paying City water and sewer bills |



Drivers of Satisfaction and Behavior:

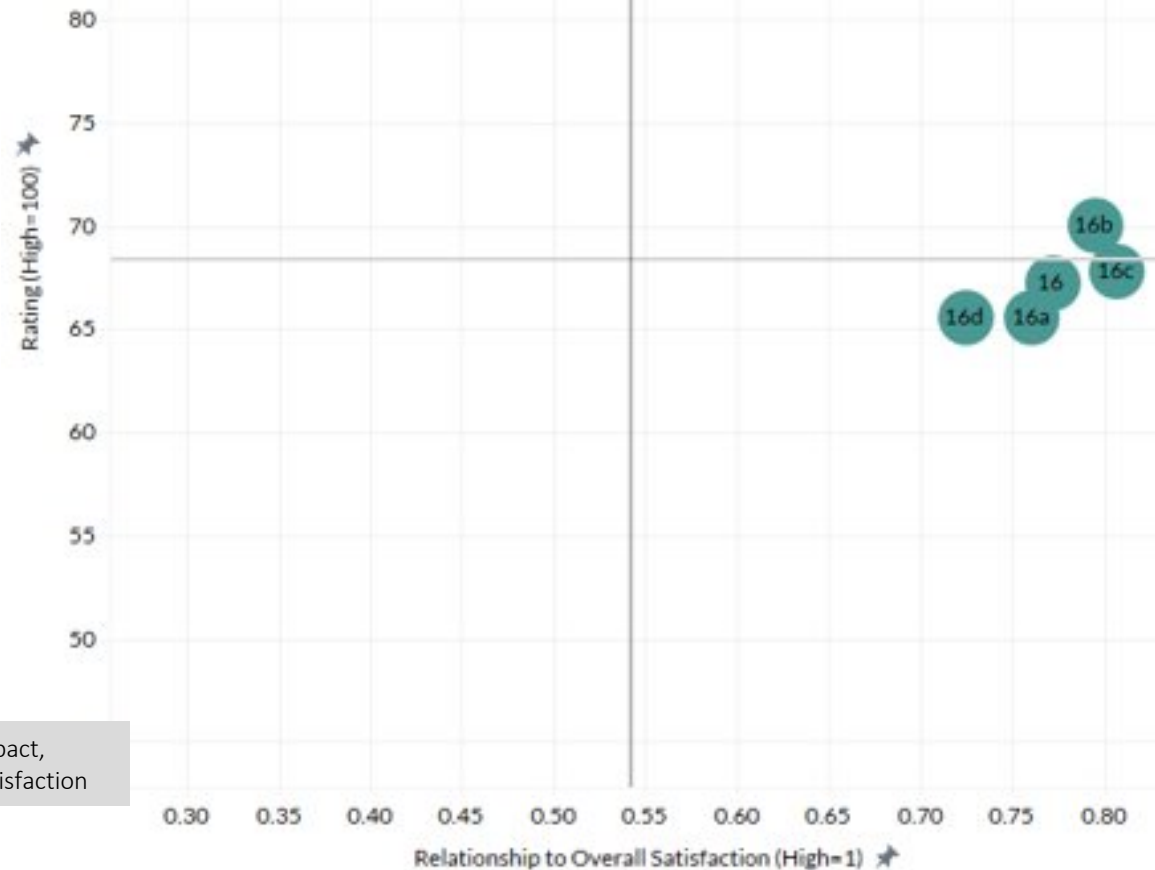
Overall Regulatory Environment



Drivers of Satisfaction and Behavior:

Overall Regulatory Environment

| ID | Question |
|-----|---|
| 16 | Overall Regulatory Environment |
| 16a | Clarity of City regulations affecting your business |
| 16b | Ease of complying with regulations |
| 16c | Fairness of City regulations |
| 16d | Value of City services for the fees and taxes you pay |



Regulatory issues negatively impacting business:

City regulatory issues

Allowing landlords to charge more than just rent to business owners

As a home-based business, many regulations of commercial, storefront properties probably do not apply to my company's situation. It would be helpful to allow home-based businesses to have some sort of modest-size signage that would not disturb the pleasant appearance of the neighborhood.

Concrete permit process is a disaster. Still waiting on permit referrals from summer.

Dealing with the Building Department is a nightmare

Do not know any

none

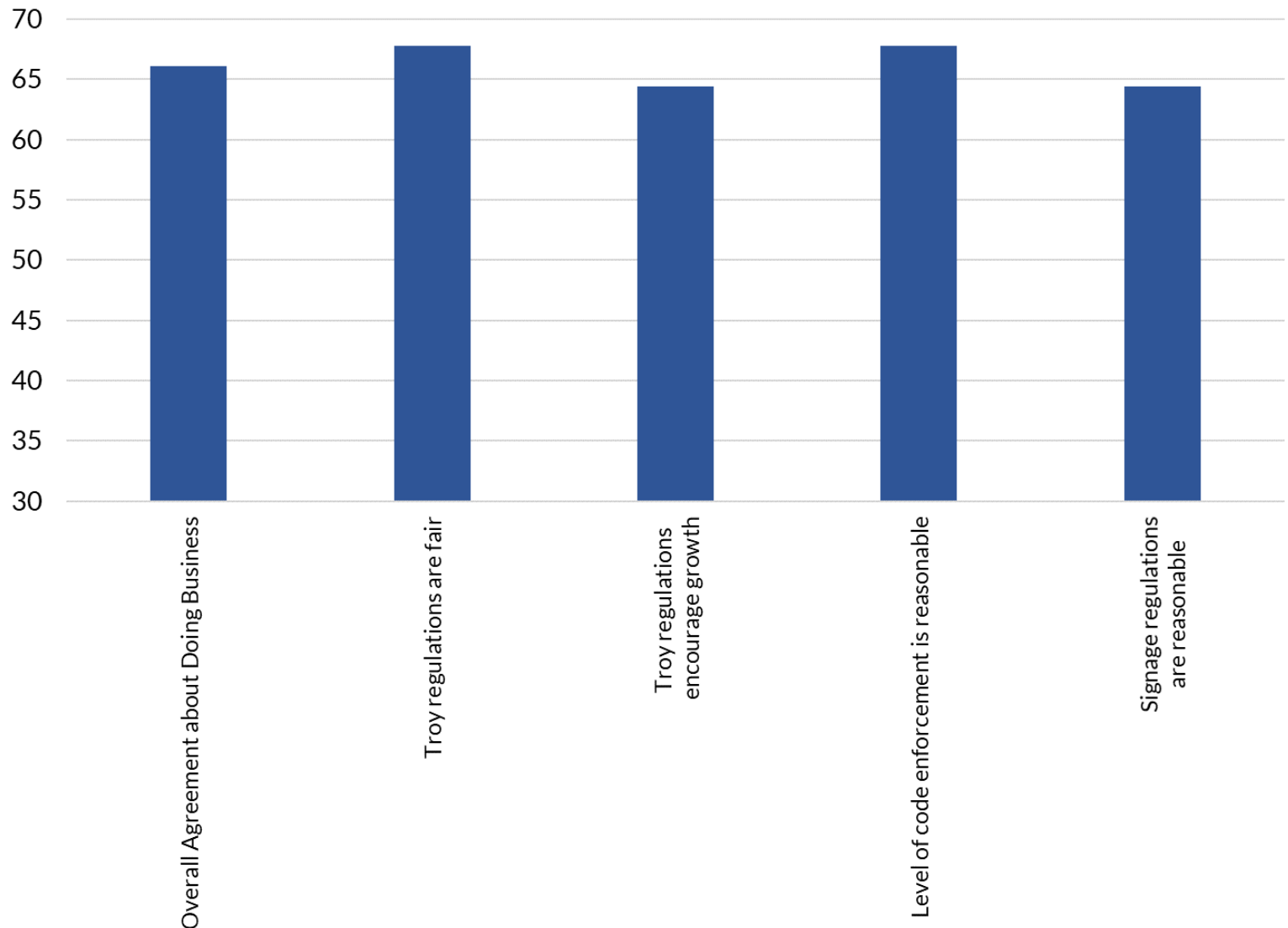
Personal property taxes cost more to administer than \$ generated!

Signage types of lights

Tax rates are the same in all areas within the city while all the focus and improvement on Big Beaver. The rest of the city gets only minimum attention

Drivers of Satisfaction and Behavior:

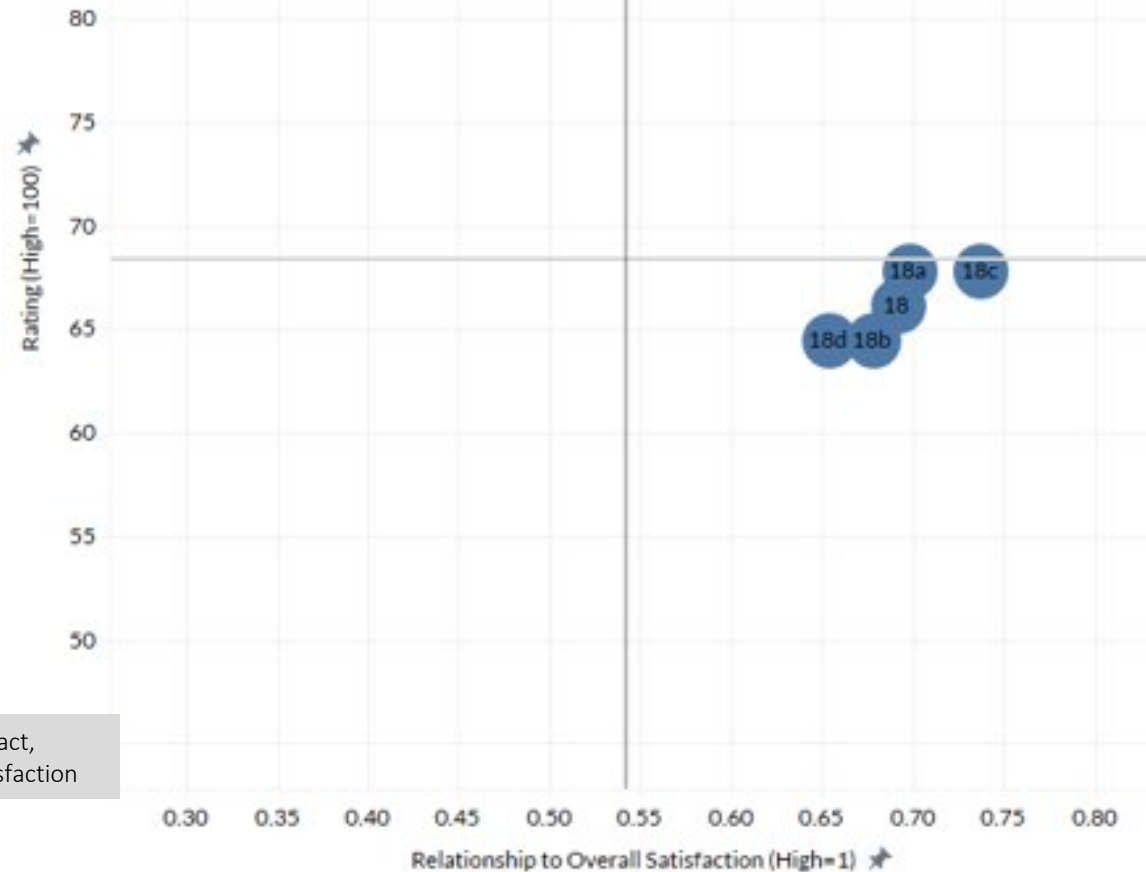
Overall Agreement on Business



Drivers of Satisfaction and Behavior:

Overall Agreement on Business

| ID | Question |
|-----|---|
| 18 | Overall Agreement about Doing Business |
| 18a | Troy regulations are fair |
| 18b | Troy regulations encourage growth |
| 18c | Level of code enforcement is reasonable |
| 18d | Signage regulations are reasonable |

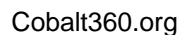


How to attract and retain businesses

1. Signage: owners want less signage rules for businesses. They feel restricted with their current advertising rules
2. Regulation: request for 'business regulation checklist'; they don't know what has to be done, where to go, and who to get ahold of for building expansions, permits, and regulations
3. Road: continue to fix the roads, sidewalks, and travel pathways to businesses; tired of seeing constant construction when roads are seemingly worked on every year



Programs or services are utilized most by your business?



Word Cloud:

How to positively impact your business?

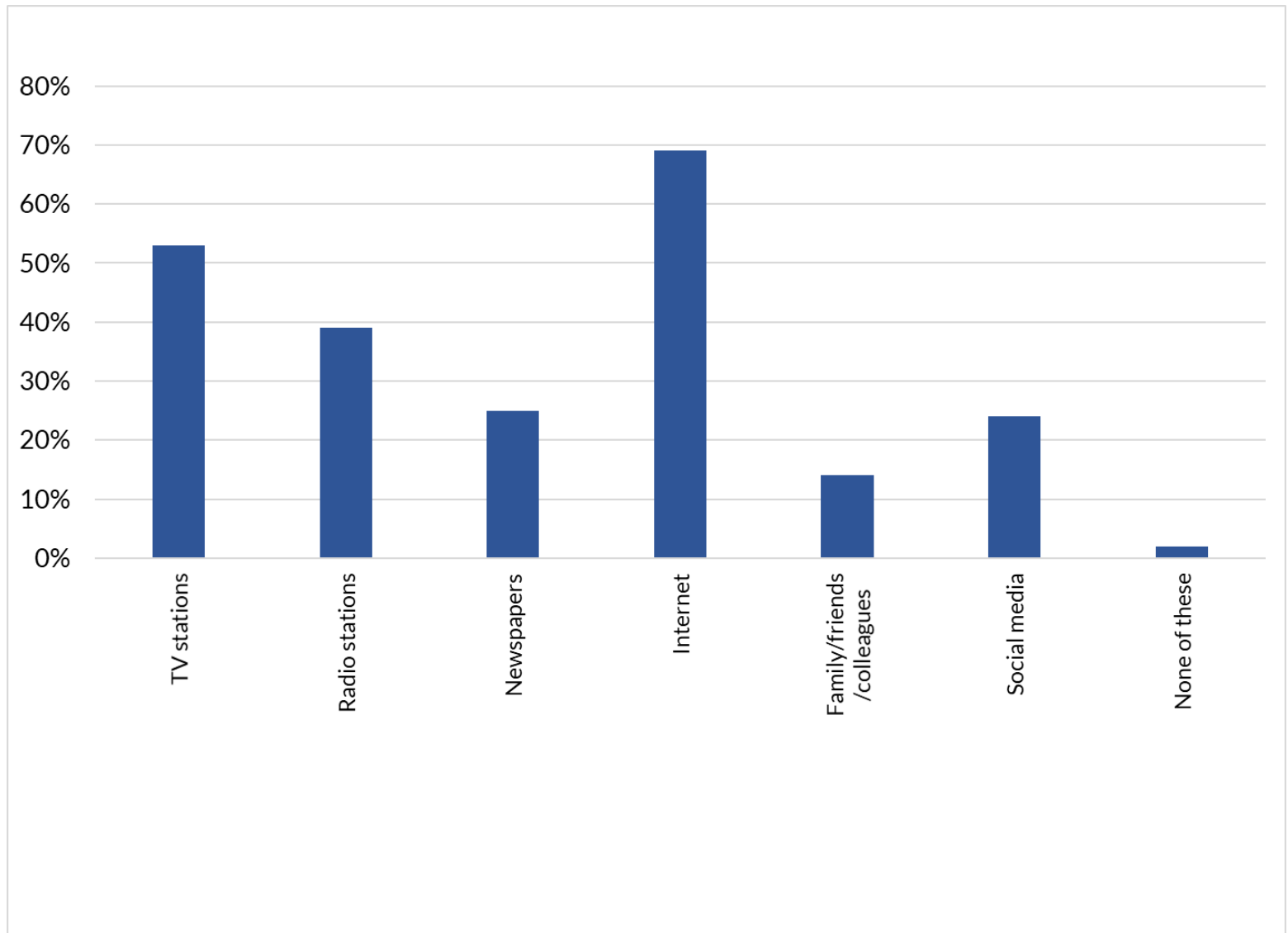
Top Themes:

1. Small Business: owners would like to see small businesses get a shoutout, advertising, help getting customers/work to their door; more programs to aid small business.
2. Tax: lowering/ reducing tax rates
3. Roads: continuing to improve road quality and ease congestion

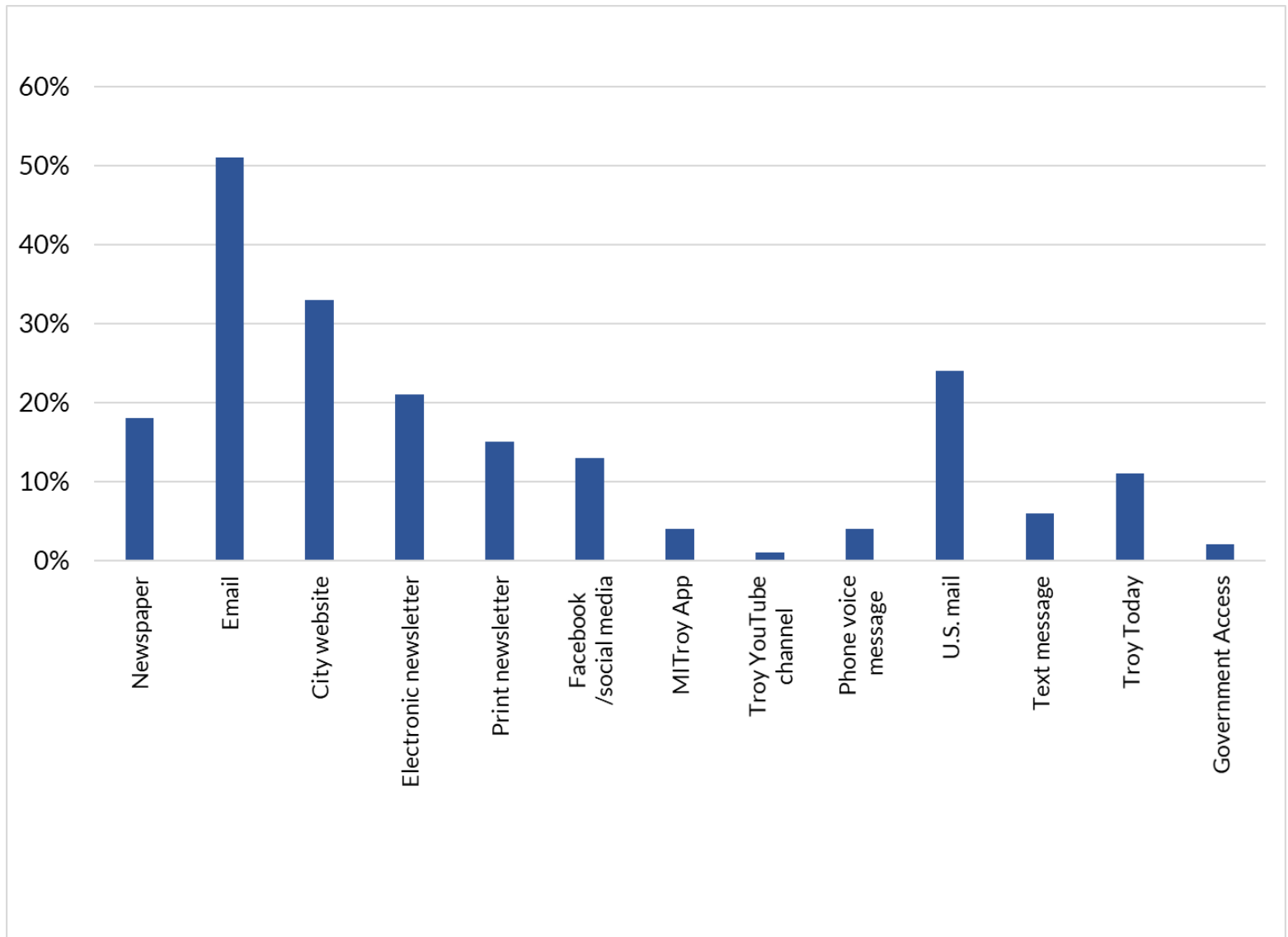


Communication Preferences

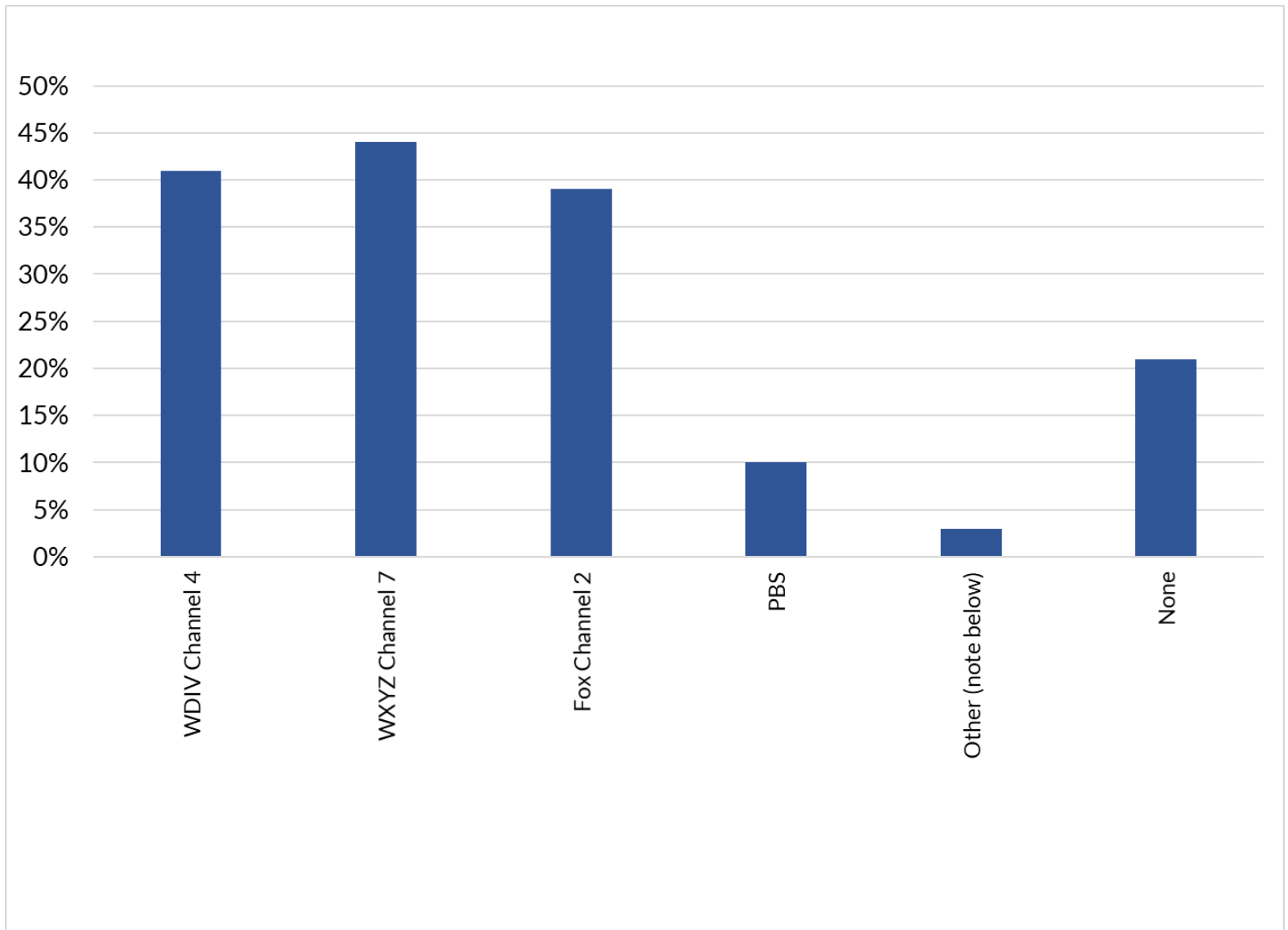
Sources of Local News



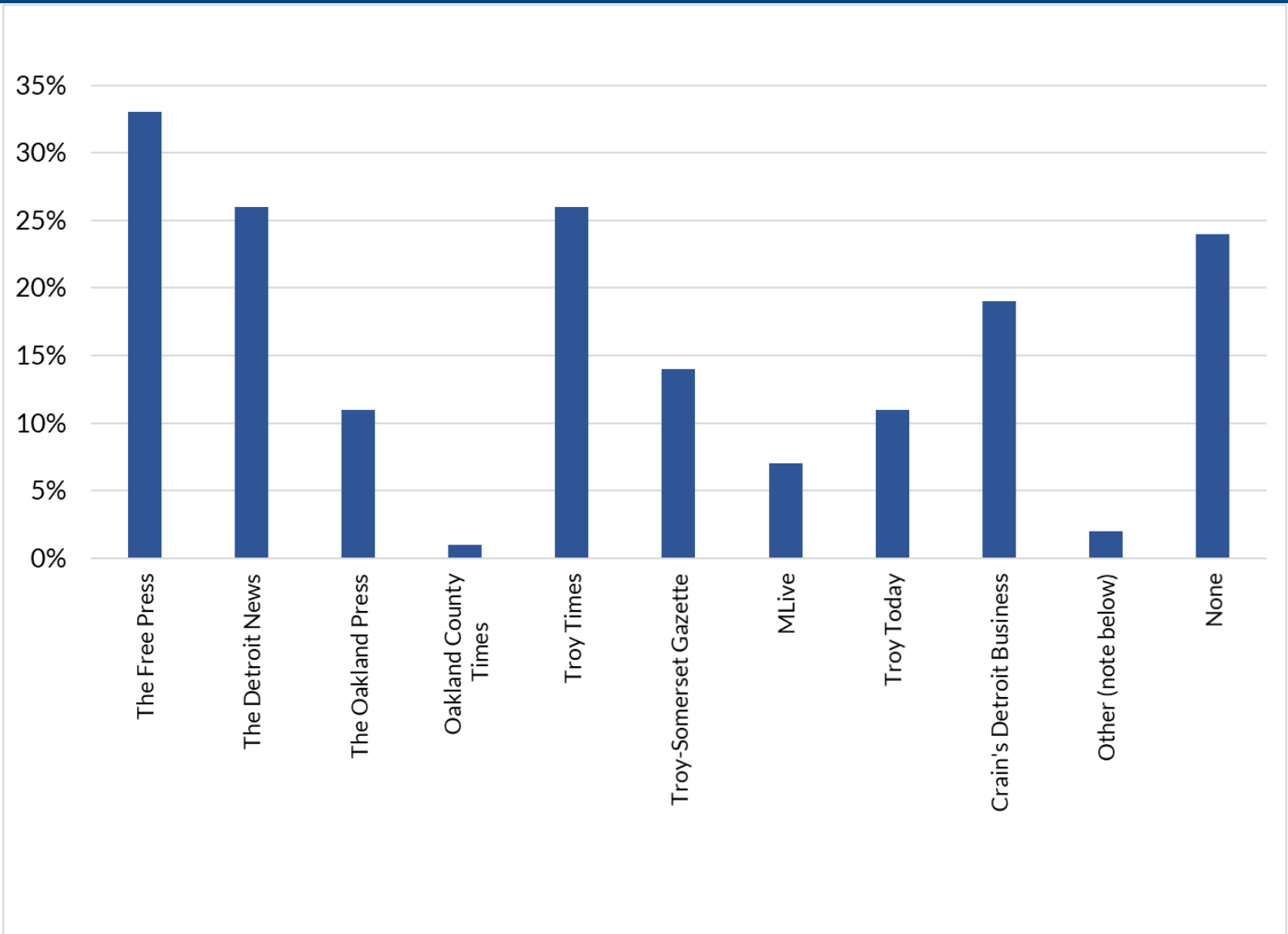
Preference for Information from the City



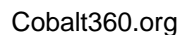
Television Station Preference



Newspaper/Blogs Used



Other: Which additional sources do you use?



Questions

2022 Troy, Michigan Means Questions

Response Count: 146
+/- 6.7% (90% Confidence)

| | | Economic Health | | | | | Economic Outlook | | | | |
|------------------------|--------------------------------------|-------------------------|-----------------|------------|-----------------------|---------------------------|--------------------------|-----------------|------------|-------------------|---------------------------|
| | | Economic Health Overall | Business growth | Job growth | Level of unemployment | Strength of local economy | Economic Outlook Overall | Business growth | Job growth | Employment levels | Strength of local economy |
| Overall | | 61 | 62 | 60 | 58 | 64 | 67 | 67 | 67 | 64 | 69 |
| Industry | Professional, Scientific, Technical | 62 | 63 | 61 | 61 | 63 | 68 | 69 | 67 | 66 | 72 |
| | Retail Trade* | 47 | 46 | 37 | 51 | 54 | 41 | 40 | 38 | 39 | 46 |
| | Health Care and Social Assistance* | 56 | 56 | 58 | 43 | 66 | 66 | 64 | 66 | 66 | 68 |
| | Construction* | 58 | 64 | 53 | 48 | 67 | 57 | 61 | 53 | 53 | 61 |
| | Accommodation and Food Services* | 59 | 53 | 59 | 61 | 61 | 65 | 61 | 73 | 61 | 63 |
| | Real Estate Rental and Leasing* | 68 | 70 | 78 | 50 | 73 | 80 | 74 | 89 | 74 | 81 |
| | Finance and Insurance* | 85 | 86 | 80 | 86 | 88 | 87 | 87 | 86 | 90 | 86 |
| | Wholesale Trade* | 75 | 74 | 86 | 63 | 78 | 67 | 67 | 67 | 70 | 63 |
| | Manufacturing* | 54 | 51 | 54 | 60 | 52 | 60 | 58 | 59 | 60 | 62 |
| | Transportation and Warehousing* | 52 | 56 | 42 | 42 | 67 | 43 | 50 | 42 | 33 | 48 |
| | Arts, Entertainment, and Recreation* | 58 | 67 | 56 | 44 | 67 | 67 | 81 | 61 | 44 | 81 |
| | Information* | 75 | 89 | 78 | 67 | 67 | 75 | 78 | 78 | 78 | 67 |
| | Education* | 37 | 22 | 22 | - | 67 | 100 | 100 | 100 | 100 | 100 |
| | Nonprofit, governmental* | 50 | 11 | - | - | 89 | 67 | 44 | - | - | 89 |
| | Other* | 57 | 60 | 56 | 51 | 60 | 63 | 66 | 64 | 58 | 63 |
| Space Type | Commercial office | 63 | 66 | 62 | 58 | 67 | 72 | 72 | 71 | 70 | 73 |
| | Retail space* | 50 | 46 | 48 | 48 | 59 | 53 | 51 | 53 | 50 | 57 |
| | Home office* | 64 | 64 | 56 | 67 | 70 | 73 | 73 | 71 | 68 | 78 |
| | Manufacturing space* | 51 | 49 | 49 | 53 | 53 | 62 | 60 | 61 | 61 | 64 |
| | Storage space* | 53 | 59 | 44 | 50 | 60 | 57 | 60 | 54 | 52 | 60 |
| | Land* | 62 | 67 | 56 | 59 | 67 | 56 | 59 | 59 | 48 | 59 |
| Own/Rent | Own | 60 | 61 | 60 | 59 | 59 | 63 | 63 | 63 | 61 | 64 |
| | Rent | 60 | 61 | 58 | 56 | 67 | 69 | 69 | 68 | 67 | 72 |
| | Both* | 71 | 68 | 76 | 70 | 71 | 70 | 70 | 78 | 67 | 67 |
| Time in Business | One year or less* | 58 | 67 | 67 | 33 | 67 | 72 | 72 | 72 | 72 | 72 |
| | 1-5 years* | 61 | 69 | 60 | 44 | 71 | 71 | 68 | 68 | 66 | 82 |
| | 6-10 years* | 56 | 54 | 54 | 58 | 58 | 67 | 68 | 67 | 64 | 68 |
| | More than 10 years | 62 | 62 | 61 | 60 | 66 | 66 | 67 | 67 | 64 | 68 |
| Employees | 1-9 | 61 | 61 | 60 | 59 | 66 | 65 | 66 | 63 | 63 | 69 |
| | 10-49 | 61 | 62 | 61 | 58 | 61 | 72 | 71 | 74 | 70 | 71 |
| | 50-99* | 64 | 71 | 58 | 53 | 72 | 69 | 71 | 71 | 61 | 72 |
| | 100-249* | 62 | 62 | 58 | 60 | 67 | 62 | 62 | 60 | 60 | 64 |
| | 250-499* | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 60 | 62 | 61 | 54 | 61 | 65 | 67 | 64 | 63 | 67 |
| | 48084 | 63 | 62 | 58 | 66 | 68 | 72 | 71 | 72 | 71 | 74 |
| | 48085* | 55 | 51 | 56 | 50 | 64 | 63 | 57 | 64 | 62 | 67 |
| | 48098* | 73 | 77 | 71 | 67 | 76 | 66 | 68 | 63 | 61 | 71 |
| Role | Owner/partner/principal | 61 | 62 | 59 | 60 | 64 | 66 | 67 | 66 | 63 | 69 |
| | Executive/manager | 66 | 66 | 68 | 60 | 69 | 69 | 67 | 71 | 69 | 71 |
| | Other staff* | 43 | 53 | 44 | 28 | 44 | 51 | 56 | 56 | 44 | 50 |
| Area of doing Business | Mainly in Troy only | 56 | 56 | 56 | 53 | 61 | 66 | 64 | 68 | 63 | 67 |
| | In the areas near Troy* | 68 | 69 | 68 | 66 | 69 | 70 | 71 | 70 | 69 | 71 |
| | Across the state* | 63 | 66 | 59 | 57 | 69 | 66 | 67 | 66 | 61 | 72 |
| | Across the U.S.* | 69 | 71 | 67 | 66 | 71 | 72 | 72 | 71 | 72 | 71 |
| | Worldwide* | 53 | 53 | 56 | 53 | 51 | 57 | 58 | 54 | 57 | 59 |
| Econ Dev Specialist? | Yes | 69 | 71 | 73 | 62 | 68 | 75 | 74 | 76 | 73 | 77 |
| | No | 60 | 60 | 57 | 58 | 64 | 64 | 64 | 63 | 62 | 67 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Means Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| | | Business Infrastructure | | | | |
|------------------------|--------------------------------------|---------------------------------|---|----------------------|-----------------------------------|---|
| | | Overall Business Infrastructure | Availability of services to support business growth | Cell phone reception | Speed of your internet connection | Variety of options available for access to the internet |
| Overall | | 75 | 72 | 79 | 76 | 73 |
| Industry | Professional, Scientific, Technical | 77 | 72 | 78 | 81 | 76 |
| | Retail Trade* | 58 | 49 | 62 | 61 | 58 |
| | Health Care and Social Assistance* | 68 | 64 | 72 | 67 | 67 |
| | Construction* | 81 | 78 | 82 | 82 | 83 |
| | Accommodation and Food Services* | 59 | 59 | 57 | 60 | 59 |
| | Real Estate Rental and Leasing* | 91 | 78 | 96 | 96 | 96 |
| | Finance and Insurance* | 81 | 84 | 83 | 79 | 76 |
| | Wholesale Trade* | 72 | 67 | 84 | 73 | 62 |
| | Manufacturing* | 74 | 71 | 80 | 71 | 74 |
| | Transportation and Warehousing* | 67 | 67 | 70 | 70 | 61 |
| | Arts, Entertainment, and Recreation* | 66 | 56 | 70 | 70 | 67 |
| | Information* | 89 | 100 | 83 | 89 | 83 |
| | Education* | 68 | 63 | 67 | 67 | 74 |
| | Nonprofit, governmental* | 75 | 100 | 100 | 0 | 100 |
| | Other* | 74 | 69 | 78 | 74 | 76 |
| Space Type | Commercial office | 78 | 77 | 81 | 79 | 77 |
| | Retail space* | 61 | 56 | 67 | 59 | 61 |
| | Home office* | 83 | 84 | 81 | 87 | 79 |
| | Manufacturing space* | 77 | 76 | 83 | 74 | 76 |
| | Storage space* | 75 | 70 | 76 | 73 | 81 |
| | Land* | 84 | 74 | 89 | 86 | 86 |
| Own/Rent | Own | 77 | 73 | 81 | 77 | 77 |
| | Rent | 74 | 71 | 78 | 74 | 71 |
| | Both* | 77 | 62 | 80 | 83 | 81 |
| Time in Business | One year or less* | 71 | 70 | 67 | 74 | 74 |
| | 1-5 years* | 73 | 79 | 78 | 72 | 62 |
| | 6-10 years* | 70 | 67 | 73 | 70 | 70 |
| | More than 10 years | 76 | 72 | 80 | 78 | 76 |
| Employees | 1-9 | 73 | 70 | 77 | 74 | 70 |
| | 10-49 | 79 | 76 | 82 | 79 | 79 |
| | 50-99* | 79 | 80 | 82 | 79 | 76 |
| | 100-249* | 72 | 67 | 71 | 73 | 78 |
| | 250-499* | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - |
| ZIP | 48083 | 74 | 71 | 77 | 73 | 74 |
| | 48084 | 77 | 77 | 82 | 78 | 71 |
| | 48085* | 78 | 73 | 84 | 79 | 77 |
| | 48098* | 70 | 64 | 71 | 77 | 69 |
| Role | Owner/partner/principal | 74 | 71 | 78 | 76 | 70 |
| | Executive/manager | 79 | 76 | 81 | 79 | 82 |
| | Other staff* | 71 | 67 | 73 | 73 | 69 |
| Area of doing Business | Mainly in Troy only | 67 | 61 | 71 | 69 | 66 |
| | In the areas near Troy* | 80 | 81 | 84 | 80 | 76 |
| | Across the state* | 78 | 78 | 82 | 78 | 73 |
| | Across the U.S.* | 80 | 76 | 81 | 80 | 82 |
| | Worldwide* | 76 | 73 | 80 | 78 | 74 |
| Econ Dev Specialist? | Yes | 82 | 79 | 84 | 82 | 82 |
| | No | 73 | 70 | 78 | 74 | 71 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Means Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| | | Business Space | | | | | | |
|------------------------|--------------------------------------|------------------------|---|--|---|--|---|------------------------------------|
| | | Overall Business Space | Affordability of working space for businesses | Availability of working space for businesses | Quality of working space for businesses | Affordability of warehouse/storage space | Availability of warehouse/storage space | Quality of warehouse/storage space |
| Overall | | 66 | 66 | 73 | 74 | 57 | 62 | 62 |
| Industry | Professional, Scientific, Technical | 69 | 70 | 77 | 77 | 61 | 66 | 64 |
| | Retail Trade* | 54 | 49 | 60 | 61 | 46 | 54 | 51 |
| | Health Care and Social Assistance* | 68 | 66 | 76 | 76 | 66 | 68 | 60 |
| | Construction* | 72 | 77 | 83 | 86 | 61 | 64 | 61 |
| | Accommodation and Food Services* | 62 | 54 | 64 | 68 | 37 | 70 | 78 |
| | Real Estate Rental and Leasing* | 76 | 81 | 84 | 84 | 67 | 67 | 70 |
| | Finance and Insurance* | 81 | 73 | 83 | 82 | 50 | 100 | 100 |
| | Wholesale Trade* | 56 | 49 | 62 | 71 | 44 | 44 | 67 |
| | Manufacturing* | 61 | 62 | 67 | 68 | 52 | 56 | 59 |
| | Transportation and Warehousing* | 55 | 53 | 59 | 70 | 42 | 50 | 53 |
| | Arts, Entertainment, and Recreation* | 39 | 33 | 59 | 63 | 0 | 44 | 33 |
| | Information* | 89 | 89 | 89 | 89 | 89 | 89 | 89 |
| | Education* | 49 | 52 | 67 | 63 | 22 | 44 | 44 |
| | Nonprofit, governmental* | 72 | 94 | 94 | 100 | - | - | 0 |
| | Other* | 56 | 53 | 61 | 62 | 52 | 49 | 57 |
| Space Type | Commercial office | 72 | 71 | 78 | 79 | 66 | 69 | 69 |
| | Retail space* | 55 | 52 | 63 | 64 | 43 | 56 | 53 |
| | Home office* | 56 | 62 | 78 | 76 | 44 | 37 | 41 |
| | Manufacturing space* | 60 | 64 | 63 | 64 | 52 | 54 | 60 |
| | Storage space* | 70 | 68 | 76 | 73 | 64 | 69 | 69 |
| | Land* | 72 | 72 | 72 | 72 | 72 | 72 | 72 |
| Own/Rent | Own | 66 | 72 | 74 | 74 | 58 | 59 | 59 |
| | Rent | 65 | 64 | 73 | 74 | 54 | 61 | 62 |
| | Both* | 68 | 61 | 71 | 69 | 67 | 67 | 71 |
| Time in Business | One year or less* | 53 | 70 | 74 | 74 | 33 | 33 | 33 |
| | 1-5 years* | 65 | 67 | 76 | 74 | 56 | 59 | 59 |
| | 6-10 years* | 64 | 63 | 64 | 66 | 61 | 64 | 63 |
| | More than 10 years | 67 | 67 | 76 | 77 | 56 | 62 | 63 |
| Employees | 1-9 | 64 | 64 | 74 | 76 | 52 | 60 | 60 |
| | 10-49 | 73 | 71 | 78 | 76 | 71 | 72 | 72 |
| | 50-99* | 61 | 61 | 67 | 70 | 56 | 56 | 56 |
| | 100-249* | 38 | 59 | 44 | 51 | 22 | 22 | 30 |
| | 250-499* | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - |
| ZIP | 48083 | 63 | 63 | 70 | 72 | 54 | 59 | 61 |
| | 48084 | 68 | 68 | 74 | 76 | 63 | 63 | 63 |
| | 48085* | 80 | 76 | 84 | 81 | 78 | 81 | 78 |
| | 48098* | 66 | 68 | 78 | 78 | 44 | 61 | 67 |
| Role | Owner/partner/principal | 64 | 67 | 73 | 74 | 51 | 59 | 60 |
| | Executive/manager | 69 | 66 | 76 | 76 | 67 | 67 | 67 |
| | Other staff* | 63 | 60 | 69 | 70 | 59 | 61 | 61 |
| Area of doing Business | Mainly in Troy only | 61 | 60 | 69 | 71 | 49 | 62 | 58 |
| | In the areas near Troy* | 69 | 63 | 76 | 76 | 68 | 63 | 69 |
| | Across the state* | 64 | 67 | 72 | 73 | 56 | 59 | 56 |
| | Across the U.S.* | 73 | 77 | 80 | 81 | 60 | 67 | 71 |
| | Worldwide* | 64 | 63 | 72 | 70 | 56 | 56 | 64 |
| Econ Dev Specialist? | Yes | 72 | 77 | 78 | 78 | 66 | 66 | 68 |
| | No | 64 | 63 | 72 | 73 | 53 | 60 | 60 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan Means Questions

Response Count: 146
+/- 6.7% (90% Confidence)

| | | Cooperative and Collaborative Environment | | | | | Emergency Services | | | |
|------------------------|--------------------------------------|---|--------------------------------------|---|---|--|----------------------------|--|--------------------|----------------------|
| | | Overall Cooperative and Collaborative Environment | Welcoming attitude toward businesses | City's responsiveness to business needs | Opportunities to participate in the City's planning and development process | Helpfulness of Troy's economic development website | Overall Emergency Services | Emergency medical services response time | Fire response time | Police response time |
| Overall | | 66 | 73 | 69 | 58 | 62 | 91 | 91 | 91 | 91 |
| Industry | Professional, Scientific, Technical | 65 | 72 | 68 | 59 | 60 | 89 | 89 | 89 | 89 |
| | Retail Trade* | 60 | 67 | 53 | 62 | 59 | 90 | 87 | 97 | 86 |
| | Health Care and Social Assistance* | 64 | 82 | 71 | 52 | 52 | 89 | 87 | 93 | 88 |
| | Construction* | 82 | 86 | 78 | 72 | 92 | 100 | 100 | 100 | 100 |
| | Accommodation and Food Services* | 59 | 59 | 58 | 62 | 56 | 97 | 97 | 97 | 97 |
| | Real Estate Rental and Leasing* | 79 | 87 | 94 | 50 | 86 | 87 | 83 | 89 | 89 |
| | Finance and Insurance* | 66 | 79 | 70 | 62 | 51 | 92 | 92 | 91 | 93 |
| | Wholesale Trade* | 49 | 61 | 70 | 33 | 33 | 91 | 89 | 89 | 96 |
| | Manufacturing* | 62 | 64 | 60 | 60 | 63 | 91 | 92 | 90 | 90 |
| | Transportation and Warehousing* | 62 | 64 | 72 | 52 | 59 | 90 | 83 | 89 | 97 |
| | Arts, Entertainment, and Recreation* | 56 | 56 | 56 | - | - | 99 | 97 | 100 | 100 |
| | Information* | 100 | 100 | 100 | - | 100 | 100 | 100 | 100 | 100 |
| | Education* | 70 | 63 | 63 | 83 | - | 100 | 100 | 100 | 100 |
| | Nonprofit, governmental* | 99 | 100 | 94 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Other* | 67 | 72 | 73 | 52 | 71 | 90 | 89 | 90 | 92 |
| Space Type | Commercial office | 70 | 79 | 73 | 62 | 67 | 92 | 91 | 93 | 91 |
| | Retail space* | 63 | 69 | 64 | 61 | 57 | 91 | 89 | 94 | 89 |
| | Home office* | 66 | 81 | 74 | 56 | 52 | 89 | 93 | 81 | 93 |
| | Manufacturing space* | 62 | 67 | 63 | 53 | 63 | 87 | 89 | 87 | 87 |
| | Storage space* | 67 | 63 | 59 | 67 | 78 | 93 | 92 | 94 | 91 |
| | Land* | 68 | 70 | 67 | 70 | 67 | 96 | 100 | 100 | 89 |
| Own/Rent | Own | 65 | 73 | 70 | 54 | 61 | 92 | 94 | 90 | 92 |
| | Rent | 67 | 76 | 69 | 61 | 63 | 90 | 89 | 91 | 90 |
| | Both* | 53 | 59 | 59 | 44 | 48 | 98 | 98 | 98 | 98 |
| Time in Business | One year or less* | 71 | 78 | 78 | 61 | 67 | 100 | 100 | 100 | 100 |
| | 1-5 years* | 66 | 77 | 69 | 53 | 66 | 87 | 91 | 81 | 90 |
| | 6-10 years* | 69 | 76 | 68 | 62 | 71 | 87 | 84 | 90 | 86 |
| | More than 10 years | 64 | 72 | 69 | 58 | 59 | 92 | 92 | 92 | 92 |
| Employees | 1-9 | 64 | 73 | 69 | 57 | 59 | 91 | 91 | 92 | 91 |
| | 10-49 | 69 | 77 | 70 | 62 | 69 | 92 | 92 | 92 | 92 |
| | 50-99* | 66 | 72 | 67 | 63 | 61 | 86 | 87 | 87 | 86 |
| | 100-249* | 61 | 64 | 69 | 49 | 61 | 88 | 87 | 87 | 91 |
| | 250-499* | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 65 | 70 | 68 | 59 | 64 | 91 | 91 | 91 | 91 |
| | 48084 | 64 | 76 | 69 | 57 | 56 | 90 | 90 | 90 | 90 |
| | 48085* | 71 | 86 | 72 | 52 | 72 | 94 | 91 | 96 | 94 |
| | 48098* | 67 | 79 | 77 | 63 | 49 | 93 | 94 | 90 | 94 |
| Role | Owner/partner/principal | 64 | 72 | 68 | 56 | 59 | 92 | 92 | 91 | 92 |
| | Executive/manager | 72 | 79 | 74 | 63 | 72 | 89 | 87 | 91 | 89 |
| | Other staff* | 58 | 63 | 56 | 56 | 59 | 89 | 89 | 89 | 89 |
| Area of doing Business | Mainly in Troy only | 63 | 69 | 66 | 57 | 62 | 92 | 91 | 94 | 90 |
| | In the areas near Troy* | 73 | 79 | 81 | 66 | 68 | 96 | 97 | 98 | 94 |
| | Across the state* | 61 | 77 | 64 | 49 | 52 | 89 | 89 | 86 | 91 |
| | Across the U.S.* | 64 | 76 | 70 | 56 | 53 | 89 | 89 | 88 | 90 |
| | Worldwide* | 67 | 68 | 68 | 60 | 71 | 91 | 91 | 88 | 94 |
| Econ Dev Specialist? | Yes | 74 | 77 | 78 | 68 | 74 | 94 | 93 | 93 | 94 |
| | No | 61 | 72 | 66 | 52 | 56 | 90 | 90 | 90 | 90 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan Means Questions

Response Count: 146
+/- 6.7% (90% Confidence)

| | | Local Government | | | | | Transportation | | | | |
|------------------------|--------------------------------------|--------------------------|---|--|------------------------------------|-------------------------|---------------------------------------|-------------------------|---------------------------------|-------------------------------|--|
| | | Overall Local Government | Being well-managed (efficient, organized) | Communicating effectively to the community | Having leaders who are trustworthy | Spending dollars wisely | Overall Transportation Infrastructure | Road pavement condition | Traffic congestion on the roads | Public transportation options | Accommodation for bicycle and foot traffic |
| Overall | | 70 | 73 | 71 | 68 | 67 | 54 | 61 | 60 | 46 | 49 |
| Industry | Professional, Scientific, Technical | 66 | 69 | 68 | 63 | 62 | 56 | 66 | 64 | 44 | 49 |
| | Retail Trade* | 67 | 67 | 67 | 70 | 64 | 59 | 62 | 57 | 54 | 61 |
| | Health Care and Social Assistance* | 74 | 78 | 71 | 73 | 72 | 53 | 61 | 63 | 40 | 49 |
| | Construction* | 68 | 64 | 70 | 67 | 72 | 60 | 70 | 70 | 56 | 44 |
| | Accommodation and Food Services* | 73 | 78 | 73 | 73 | 67 | 47 | 59 | 54 | 31 | 44 |
| | Real Estate Rental and Leasing* | 82 | 86 | 81 | 81 | 81 | 53 | 64 | 53 | 56 | 39 |
| | Finance and Insurance* | 84 | 84 | 79 | 86 | 89 | 59 | 67 | 56 | 53 | 60 |
| | Wholesale Trade* | 48 | 63 | 48 | 37 | 44 | 56 | 53 | 61 | 72 | 39 |
| | Manufacturing* | 63 | 67 | 64 | 61 | 58 | 48 | 52 | 48 | 42 | 48 |
| | Transportation and Warehousing* | 62 | 67 | 64 | 59 | 59 | 54 | 59 | 44 | 67 | 44 |
| | Arts, Entertainment, and Recreation* | 78 | 100 | 100 | 56 | 56 | 26 | 37 | 26 | 14 | 28 |
| | Information* | 100 | 100 | 100 | 100 | - | 42 | 72 | 78 | 0 | 17 |
| | Education* | 72 | 78 | 89 | 67 | 56 | 71 | 78 | 67 | 50 | 89 |
| | Nonprofit, governmental* | 94 | 94 | 94 | 94 | 94 | 58 | 67 | 67 | 56 | 44 |
| | Other* | 71 | 73 | 76 | 68 | 68 | 44 | 47 | 47 | 41 | 41 |
| Space Type | Commercial office | 70 | 72 | 70 | 70 | 68 | 58 | 64 | 63 | 50 | 52 |
| | Retail space* | 68 | 71 | 70 | 63 | 66 | 51 | 59 | 56 | 42 | 48 |
| | Home office* | 75 | 81 | 78 | 67 | 73 | 46 | 62 | 58 | 34 | 31 |
| | Manufacturing space* | 67 | 70 | 68 | 68 | 62 | 53 | 57 | 51 | 48 | 58 |
| | Storage space* | 73 | 71 | 70 | 76 | 76 | 53 | 61 | 59 | 47 | 47 |
| | Land* | 70 | 70 | 70 | 70 | 70 | 42 | 44 | 52 | 28 | 44 |
| Own/Rent | Own | 71 | 74 | 72 | 70 | 69 | 51 | 58 | 58 | 44 | 44 |
| | Rent | 70 | 72 | 71 | 69 | 67 | 55 | 63 | 60 | 47 | 50 |
| | Both* | 57 | 67 | 56 | 53 | 51 | 57 | 53 | 61 | 48 | 64 |
| Time in Business | One year or less* | 77 | 72 | 86 | 78 | 72 | 60 | 67 | 74 | 50 | 48 |
| | 1-5 years* | 73 | 73 | 73 | 73 | 73 | 47 | 62 | 58 | 29 | 38 |
| | 6-10 years* | 67 | 69 | 68 | 69 | 62 | 47 | 51 | 50 | 36 | 50 |
| | More than 10 years | 70 | 74 | 71 | 68 | 67 | 56 | 63 | 62 | 50 | 50 |
| Employees | 1-9 | 69 | 72 | 71 | 67 | 67 | 55 | 63 | 61 | 48 | 48 |
| | 10-49 | 76 | 80 | 74 | 78 | 70 | 54 | 60 | 60 | 43 | 54 |
| | 50-99* | 53 | 48 | 53 | 53 | 56 | 45 | 57 | 56 | 40 | 29 |
| | 100-249* | 66 | 78 | 61 | 64 | 59 | 48 | 42 | 51 | 42 | 56 |
| | 250-499* | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 72 | 74 | 73 | 71 | 69 | 53 | 61 | 57 | 47 | 47 |
| | 48084 | 63 | 70 | 61 | 62 | 59 | 58 | 62 | 64 | 48 | 56 |
| | 48085* | 76 | 79 | 80 | 70 | 73 | 52 | 60 | 66 | 38 | 46 |
| | 48098* | 67 | 70 | 74 | 56 | 69 | 53 | 64 | 63 | 44 | 39 |
| Role | Owner/partner/principal | 68 | 72 | 69 | 66 | 64 | 59 | 64 | 64 | 52 | 53 |
| | Executive/manager | 76 | 77 | 78 | 77 | 74 | 44 | 57 | 50 | 31 | 40 |
| | Other staff* | 66 | 72 | 67 | 61 | 63 | 36 | 40 | 42 | 28 | 33 |
| Area of doing Business | Mainly in Troy only | 69 | 71 | 73 | 66 | 67 | 56 | 63 | 60 | 50 | 52 |
| | In the areas near Troy* | 71 | 76 | 69 | 72 | 67 | 48 | 62 | 62 | 28 | 39 |
| | Across the state* | 76 | 80 | 76 | 77 | 73 | 50 | 57 | 53 | 41 | 49 |
| | Across the U.S.* | 67 | 70 | 66 | 66 | 66 | 51 | 63 | 56 | 38 | 46 |
| | Worldwide* | 58 | 64 | 63 | 53 | 51 | 57 | 58 | 68 | 56 | 47 |
| Econ Dev Specialist? | Yes | 75 | 78 | 78 | 72 | 71 | 60 | 66 | 64 | 57 | 52 |
| | No | 67 | 71 | 68 | 66 | 64 | 51 | 60 | 58 | 40 | 47 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Means Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| | | Utility Services | | | | | Regulatory Environment | | | | |
|------------------------|--------------------------------------|--------------------------|---------------------------------|---|---|---|--------------------------------|---|------------------------------------|------------------------------|---|
| | | Overall Utility Services | Reliability of utility services | Adequacy of utility services to support your business | Affordability of City water and sewer rates | Ease of paying City water and sewer bills | Overall Regulatory Environment | Clarity of City regulations affecting your business | Ease of complying with regulations | Fairness of City regulations | Value of City services for the fees and taxes you pay |
| Overall | | 75 | 76 | 78 | 69 | 79 | 67 | 66 | 70 | 68 | 66 |
| Industry | Professional, Scientific, Technical | 78 | 78 | 81 | 72 | 80 | 70 | 66 | 73 | 71 | 70 |
| | Retail Trade* | 67 | 66 | 66 | 62 | 74 | 57 | 49 | 64 | 64 | 50 |
| | Health Care and Social Assistance* | 81 | 83 | 84 | 74 | 81 | 71 | 72 | 73 | 69 | 70 |
| | Construction* | 79 | 74 | 86 | 69 | 87 | 66 | 70 | 68 | 64 | 63 |
| | Accommodation and Food Services* | 70 | 73 | 60 | 67 | 80 | 63 | 66 | 70 | 62 | 53 |
| | Real Estate Rental and Leasing* | 79 | 76 | 82 | 76 | 82 | 59 | 44 | 63 | 63 | 63 |
| | Finance and Insurance* | 84 | 88 | 88 | 78 | 81 | 73 | 71 | 70 | 72 | 78 |
| | Wholesale Trade* | 78 | 82 | 89 | 60 | 81 | 50 | 50 | 59 | 59 | 33 |
| | Manufacturing* | 62 | 63 | 64 | 50 | 70 | 60 | 59 | 63 | 68 | 49 |
| | Transportation and Warehousing* | 71 | 78 | 78 | 56 | 72 | 58 | 53 | 59 | 63 | 56 |
| | Arts, Entertainment, and Recreation* | 61 | 64 | 52 | 56 | 70 | 22 | 22 | 22 | 22 | 22 |
| | Information* | 81 | 83 | 83 | 78 | 78 | - | - | - | - | - |
| | Education* | 74 | 74 | 74 | 67 | 81 | 71 | 52 | 100 | 78 | 52 |
| | Nonprofit, governmental* | 94 | 94 | 100 | 89 | 94 | 99 | 100 | 100 | 100 | 94 |
| | Other* | 74 | 76 | 79 | 66 | 76 | 66 | 63 | 68 | 67 | 67 |
| Space Type | Commercial office | 80 | 80 | 83 | 74 | 81 | 71 | 69 | 73 | 71 | 69 |
| | Retail space* | 71 | 73 | 72 | 64 | 74 | 62 | 54 | 69 | 67 | 57 |
| | Home office* | 79 | 78 | 81 | 78 | 81 | 63 | 62 | 66 | 53 | 72 |
| | Manufacturing space* | 63 | 63 | 64 | 56 | 68 | 58 | 59 | 60 | 62 | 51 |
| | Storage space* | 72 | 68 | 76 | 66 | 78 | 60 | 59 | 62 | 59 | 59 |
| | Land* | 71 | 74 | 74 | 67 | 70 | 77 | 83 | 83 | 83 | 59 |
| Own/Rent | Own | 72 | 69 | 71 | 70 | 79 | 60 | 57 | 60 | 62 | 61 |
| | Rent | 76 | 79 | 81 | 68 | 78 | 70 | 69 | 73 | 70 | 67 |
| | Both* | 74 | 67 | 72 | 72 | 86 | 62 | 59 | 64 | 63 | 60 |
| Time in Business | One year or less* | 80 | 78 | 81 | 81 | 81 | 81 | 81 | 81 | 81 | 81 |
| | 1-5 years* | 78 | 76 | 81 | 76 | 81 | 73 | 77 | 72 | 73 | 70 |
| | 6-10 years* | 73 | 72 | 76 | 67 | 79 | 56 | 52 | 64 | 54 | 53 |
| | More than 10 years | 75 | 77 | 78 | 68 | 78 | 67 | 64 | 69 | 69 | 66 |
| Employees | 1-9 | 75 | 77 | 78 | 68 | 78 | 66 | 63 | 70 | 67 | 66 |
| | 10-49 | 78 | 77 | 79 | 73 | 82 | 69 | 70 | 72 | 70 | 66 |
| | 50-99* | 64 | 59 | 76 | 59 | 63 | 66 | 67 | 67 | 64 | 67 |
| | 100-249* | 71 | 69 | 76 | 59 | 80 | 52 | 50 | 48 | 61 | 50 |
| | 250-499* | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 73 | 73 | 74 | 67 | 78 | 65 | 63 | 67 | 67 | 63 |
| | 48084 | 78 | 79 | 82 | 71 | 79 | 66 | 62 | 71 | 64 | 66 |
| | 48085* | 83 | 80 | 83 | 79 | 89 | 73 | 74 | 72 | 74 | 70 |
| | 48098* | 74 | 81 | 82 | 64 | 69 | 70 | 68 | 76 | 68 | 70 |
| Role | Owner/partner/principal | 76 | 76 | 78 | 71 | 79 | 65 | 63 | 68 | 66 | 64 |
| | Executive/manager | 76 | 78 | 81 | 67 | 80 | 70 | 69 | 72 | 72 | 67 |
| | Other staff* | 70 | 71 | 76 | 60 | 73 | 59 | 59 | 63 | 56 | 59 |
| Area of doing Business | Mainly in Troy only | 73 | 77 | 73 | 67 | 74 | 61 | 58 | 66 | 63 | 59 |
| | In the areas near Troy* | 80 | 78 | 82 | 73 | 87 | 80 | 76 | 83 | 80 | 81 |
| | Across the state* | 74 | 76 | 79 | 68 | 73 | 65 | 64 | 69 | 66 | 62 |
| | Across the U.S.* | 77 | 73 | 79 | 73 | 82 | 67 | 64 | 64 | 66 | 73 |
| | Worldwide* | 76 | 77 | 79 | 66 | 82 | 63 | 66 | 66 | 66 | 56 |
| Econ Dev Specialist? | Yes | 77 | 77 | 79 | 69 | 82 | 73 | 71 | 73 | 78 | 71 |
| | No | 75 | 76 | 78 | 69 | 78 | 64 | 62 | 68 | 63 | 62 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan Means Questions

Response Count: 146
+/- 6.7% (90% Confidence)

| | | Association towards doing Business in Troy | | | | | Overall ACSI | | | |
|------------------------|--------------------------------------|--|---------------------------|-----------------------------------|---|------------------------------------|--------------|--------------|-------------|---------------------|
| | | Overall Agreement about Doing Business | Troy regulations are fair | Troy regulations encourage growth | Level of code enforcement is reasonable | Signage regulations are reasonable | Overall ACSI | Satisfaction | Expectation | Compared with Ideal |
| Overall | | 66 | 68 | 64 | 68 | 64 | 72 | 74 | 71 | 70 |
| Industry | Professional, Scientific, Technical | 69 | 71 | 68 | 70 | 69 | 72 | 77 | 70 | 69 |
| | Retail Trade* | 61 | 62 | 56 | 68 | 58 | 68 | 72 | 67 | 66 |
| | Health Care and Social Assistance* | 67 | 68 | 69 | 71 | 60 | 73 | 79 | 71 | 70 |
| | Construction* | 78 | 78 | 78 | 78 | 78 | 72 | 71 | 70 | 76 |
| | Accommodation and Food Services* | 59 | 62 | 66 | 62 | 46 | 67 | 71 | 67 | 62 |
| | Real Estate Rental and Leasing* | 59 | 59 | 59 | 59 | 59 | 81 | 76 | 82 | 87 |
| | Finance and Insurance* | 75 | 73 | 76 | 72 | 78 | 80 | 83 | 81 | 74 |
| | Wholesale Trade* | 66 | 61 | 56 | 81 | 64 | 64 | 73 | 62 | 58 |
| | Manufacturing* | 59 | 66 | 54 | 59 | 57 | 62 | 62 | 62 | 61 |
| | Transportation and Warehousing* | 67 | 67 | 61 | 76 | 64 | 80 | 87 | 78 | 76 |
| | Arts, Entertainment, and Recreation* | 55 | 72 | 44 | 56 | 48 | 55 | 56 | 56 | 53 |
| | Information* | - | - | - | - | - | 63 | 78 | 56 | 56 |
| | Education* | 25 | 56 | 22 | 22 | 0 | 58 | 63 | 59 | 52 |
| | Nonprofit, governmental* | 100 | 100 | 100 | 100 | 100 | 81 | 89 | 72 | 83 |
| | Other* | 67 | 64 | 67 | 70 | 68 | 73 | 73 | 72 | 74 |
| Space Type | Commercial office | 72 | 73 | 70 | 73 | 71 | 74 | 78 | 74 | 71 |
| | Retail space* | 54 | 58 | 53 | 59 | 48 | 66 | 71 | 64 | 62 |
| | Home office* | 64 | 66 | 60 | 59 | 72 | 71 | 76 | 68 | 70 |
| | Manufacturing space* | 55 | 60 | 51 | 52 | 57 | 63 | 62 | 64 | 63 |
| | Storage space* | 61 | 60 | 56 | 66 | 63 | 69 | 76 | 68 | 64 |
| | Land* | 76 | 89 | 89 | 89 | 39 | 71 | 74 | 74 | 63 |
| Own/Rent | Own | 63 | 67 | 62 | 63 | 60 | 67 | 67 | 66 | 68 |
| | Rent | 68 | 70 | 66 | 69 | 68 | 74 | 78 | 73 | 71 |
| | Both* | 61 | 59 | 61 | 67 | 59 | 67 | 74 | 63 | 63 |
| Time in Business | One year or less* | 72 | 72 | 72 | 72 | 72 | 81 | 81 | 81 | 81 |
| | 1-5 years* | 75 | 76 | 76 | 76 | 73 | 78 | 81 | 76 | 77 |
| | 6-10 years* | 67 | 70 | 63 | 71 | 64 | 66 | 68 | 66 | 63 |
| | More than 10 years | 65 | 67 | 63 | 66 | 64 | 72 | 74 | 71 | 70 |
| Employees | 1-9 | 67 | 68 | 66 | 68 | 66 | 71 | 74 | 70 | 70 |
| | 10-49 | 69 | 71 | 67 | 73 | 66 | 73 | 77 | 73 | 70 |
| | 50-99* | 65 | 69 | 67 | 56 | 69 | 61 | 64 | 63 | 56 |
| | 100-249* | 51 | 56 | 47 | 49 | 51 | 69 | 70 | 70 | 67 |
| | 250-499* | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 66 | 68 | 64 | 68 | 62 | 69 | 71 | 68 | 69 |
| | 48084 | 67 | 68 | 63 | 69 | 69 | 73 | 77 | 74 | 69 |
| | 48085* | 64 | 67 | 67 | 63 | 61 | 74 | 76 | 72 | 76 |
| | 48098* | 73 | 73 | 70 | 71 | 78 | 76 | 80 | 76 | 73 |
| Role | Owner/partner/principal | 64 | 68 | 62 | 66 | 62 | 71 | 73 | 71 | 70 |
| | Executive/manager | 72 | 70 | 72 | 74 | 70 | 73 | 77 | 71 | 70 |
| | Other staff* | 58 | 56 | 59 | 59 | 59 | 70 | 69 | 71 | 69 |
| Area of doing Business | Mainly in Troy only | 61 | 63 | 59 | 62 | 58 | 69 | 71 | 68 | 68 |
| | In the areas near Troy* | 73 | 72 | 68 | 81 | 71 | 74 | 79 | 71 | 71 |
| | Across the state* | 63 | 64 | 68 | 61 | 60 | 70 | 74 | 70 | 67 |
| | Across the U.S.* | 68 | 69 | 66 | 69 | 68 | 74 | 76 | 74 | 73 |
| | Worldwide* | 71 | 76 | 66 | 71 | 71 | 70 | 70 | 71 | 68 |
| Econ Dev Specialist? | Yes | 69 | 72 | 67 | 71 | 64 | 78 | 81 | 79 | 74 |
| | No | 65 | 67 | 63 | 67 | 63 | 70 | 72 | 69 | 68 |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Distribution Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| | | Local News | | | | | | |
|------------------------|--------------------------------------|-------------|----------------|------------|----------|----------------------------|--------------|---------------|
| | | TV stations | Radio stations | Newspapers | Internet | Family/friends /colleagues | Social media | None of these |
| Overall | | 53% | 39% | 25% | 69% | 14% | 24% | 2% |
| Industry | Professional, Scientific, Technical | 53% | 36% | 30% | 70% | 13% | 23% | 4% |
| | Retail Trade* | 53% | 13% | 20% | 53% | 7% | 40% | - |
| | Health Care and Social Assistance* | 55% | 20% | 25% | 75% | 25% | 30% | - |
| | Construction* | 63% | 63% | 25% | 75% | 13% | - | - |
| | Accommodation and Food Services* | 43% | 57% | 29% | 29% | 29% | 57% | - |
| | Real Estate Rental and Leasing* | 20% | 20% | 40% | 80% | 20% | - | - |
| | Finance and Insurance* | 27% | 27% | 45% | 73% | 9% | 18% | - |
| | Wholesale Trade* | 60% | 100% | 20% | 100% | 40% | 40% | - |
| | Manufacturing* | 63% | 74% | 16% | 53% | 11% | 21% | 5% |
| | Transportation and Warehousing* | 50% | 50% | 50% | 100% | 25% | 50% | - |
| | Arts, Entertainment, and Recreation* | 50% | 25% | 25% | 50% | - | 25% | - |
| | Information* | - | - | - | 100% | - | - | - |
| | Education* | 33% | 67% | 33% | 67% | 33% | 33% | - |
| | Nonprofit, governmental* | 50% | - | - | 50% | - | - | - |
| | Other* | 67% | 33% | - | 83% | 8% | 33% | - |
| Space Type | Commercial office | 53% | 43% | 27% | 72% | 16% | 23% | 1% |
| | Retail space* | 55% | 31% | 21% | 59% | 14% | 45% | - |
| | Home office* | 50% | 44% | 31% | 63% | 31% | 19% | 6% |
| | Manufacturing space* | 68% | 63% | 21% | 63% | 11% | 16% | 5% |
| | Storage space* | 75% | 63% | 38% | 88% | 13% | 13% | - |
| | Land* | 100% | 67% | 33% | 67% | 33% | 67% | - |
| Own/Rent | Own | 68% | 45% | 25% | 70% | 18% | 23% | 5% |
| | Rent | 46% | 35% | 26% | 69% | 14% | 26% | 1% |
| | Both* | 43% | 43% | 14% | 57% | - | 14% | - |
| Time in Business | One year or less* | 100% | 33% | - | 67% | 33% | 67% | - |
| | 1-5 years* | 19% | 31% | 25% | 69% | 19% | 31% | 13% |
| | 6-10 years* | 54% | 29% | 17% | 71% | 8% | 25% | - |
| | More than 10 years | 56% | 43% | 28% | 69% | 15% | 22% | 1% |
| Employees | 1-9 | 48% | 32% | 27% | 67% | 13% | 23% | 2% |
| | 10-49 | 63% | 54% | 23% | 77% | 14% | 31% | - |
| | 50-99* | 71% | 43% | 29% | 43% | 14% | - | 14% |
| | 100-249* | 40% | 60% | - | 80% | 40% | 40% | - |
| | 250-499* | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - |
| ZIP | 48083 | 51% | 35% | 21% | 63% | 13% | 31% | 3% |
| | 48084 | 45% | 37% | 26% | 79% | 16% | 21% | 3% |
| | 48085* | 71% | 43% | 43% | 86% | 21% | 21% | - |
| | 48098* | 69% | 69% | 23% | 54% | 8% | 8% | - |
| Role | Owner/partner/principal | 51% | 37% | 30% | 71% | 13% | 20% | 3% |
| | Executive/manager | 54% | 40% | 14% | 63% | 17% | 31% | - |
| | Other staff* | 67% | 50% | 17% | 67% | 17% | 50% | - |
| Area of doing Business | Mainly in Troy only | 47% | 26% | 28% | 67% | 16% | 37% | - |
| | In the areas near Troy* | 59% | 36% | 9% | 64% | 18% | 9% | - |
| | Across the state* | 64% | 54% | 39% | 71% | 14% | 18% | 7% |
| | Across the U.S.* | 43% | 29% | 32% | 68% | 4% | 14% | 4% |
| | Worldwide* | 61% | 67% | 6% | 72% | 22% | 39% | - |
| Econ Dev Specialist? | Yes | 68% | 52% | 35% | 87% | 16% | 26% | - |
| | No | 49% | 35% | 21% | 64% | 14% | 23% | 3% |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Distribution Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| 2022 Troy, Michigan Distribution Questions Response Count: 146 +/- 6.7% (90% Confidence) | | Info from City | | | | | | | | | | | | |
|---|--------------------------------------|----------------|-------|--------------|-----------------------|------------------|------------------------|-------------|----------------------|---------------------|-----------|--------------|------------|-------------------|
| | | Newspaper | Email | City website | Electronic newsletter | Print newsletter | Facebook /social media | MI Troy App | Troy YouTube channel | Phone voice message | U.S. mail | Text message | Troy Today | Government Access |
| Overall | | 18% | 51% | 33% | 21% | 15% | 13% | 4% | 1% | 4% | 24% | 6% | 11% | 2% |
| Industry | Professional, Scientific, Technical | 19% | 43% | 36% | 30% | 9% | 13% | 4% | - | - | 15% | 2% | 17% | 2% |
| | Retail Trade* | 20% | 60% | 27% | 27% | - | 20% | 7% | - | - | 27% | 20% | 7% | 2% |
| | Health Care and Social Assistance* | 20% | 55% | 30% | 10% | 10% | 20% | - | - | 5% | 45% | 5% | 10% | - |
| | Construction* | 25% | 50% | 50% | 25% | 13% | - | - | - | - | 25% | - | - | - |
| | Accommodation and Food Services* | 14% | 43% | 14% | 14% | 43% | 29% | 14% | - | - | 14% | 14% | - | 14% |
| | Real Estate Rental and Leasing* | - | 60% | 40% | - | 20% | - | - | - | - | 20% | - | - | - |
| | Finance and Insurance* | 27% | 64% | 27% | 18% | 36% | 18% | 9% | - | 9% | 27% | 18% | 9% | - |
| | Wholesale Trade* | - | 40% | 20% | 40% | - | 20% | - | - | 20% | 20% | - | - | 20% |
| | Manufacturing* | 16% | 53% | 32% | 21% | - | - | - | - | - | 32% | - | - | - |
| | Transportation and Warehousing* | - | 75% | 75% | 50% | - | 25% | - | - | - | - | 25% | - | - |
| | Arts, Entertainment, and Recreation* | - | 50% | - | 25% | - | 25% | - | - | - | 50% | - | - | - |
| | Information* | - | 100% | 50% | 50% | - | - | - | - | - | - | - | - | - |
| | Education* | 33% | 67% | - | 33% | - | - | - | - | 33% | 33% | - | 33% | - |
| | Nonprofit, governmental* | - | - | - | - | 50% | - | - | - | - | 50% | - | - | - |
| | Other* | 25% | 42% | 50% | 17% | 42% | 8% | 8% | 8% | 8% | 25% | - | 25% | - |
| Space Type | Commercial office | 16% | 53% | 35% | 23% | 13% | 16% | 6% | - | 4% | 19% | 5% | 11% | 1% |
| | Retail space* | 21% | 41% | 24% | 14% | 10% | 24% | 3% | - | 10% | 38% | 10% | 10% | 3% |
| | Home office* | 31% | 56% | 25% | 25% | 19% | 6% | 6% | 6% | 6% | 19% | 6% | 25% | 6% |
| | Manufacturing space* | 16% | 58% | 26% | 21% | 5% | - | 5% | - | 5% | 32% | - | 11% | - |
| | Storage space* | 25% | 75% | 75% | 63% | - | - | 25% | - | - | - | - | 13% | - |
| | Land* | - | 67% | 33% | - | - | 33% | 33% | - | - | - | - | - | - |
| Own/Rent | Own | 23% | 63% | 28% | 13% | 20% | 5% | 5% | - | - | 25% | 10% | 10% | 5% |
| | Rent | 16% | 46% | 35% | 24% | 12% | 16% | 4% | 1% | 4% | 24% | 4% | 12% | 1% |
| | Both* | - | 71% | 29% | 29% | 14% | 14% | - | - | 14% | 29% | - | - | - |
| Time in Business | One year or less* | 33% | 67% | - | - | 33% | - | - | - | 33% | - | - | 33% | - |
| | 1-5 years* | 6% | 44% | 44% | 25% | 6% | 19% | - | 6% | - | 31% | - | 6% | - |
| | 6-10 years* | 21% | 38% | 38% | 25% | 4% | 21% | 13% | - | 4% | 25% | - | 17% | - |
| | More than 10 years | 19% | 56% | 31% | 21% | 18% | 10% | 3% | - | 3% | 24% | 8% | 9% | 3% |
| Employees | 1-9 | 20% | 47% | 28% | 22% | 18% | 15% | 3% | - | 3% | 27% | 5% | 11% | 3% |
| | 10-49 | 17% | 63% | 46% | 17% | 6% | 11% | 9% | 3% | 3% | 20% | 6% | 9% | - |
| | 50-99* | 14% | 43% | 43% | 29% | - | - | - | - | - | 14% | 14% | 14% | - |
| | 100-249* | - | 80% | 20% | 40% | 20% | - | - | - | 20% | 20% | - | 20% | - |
| | 250-499* | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 13% | 56% | 36% | 21% | 17% | 11% | 7% | 1% | - | 25% | 4% | 8% | 3% |
| | 48084 | 16% | 45% | 29% | 24% | 8% | 21% | 3% | - | 8% | 24% | 8% | 16% | 3% |
| | 48085* | 29% | 57% | 29% | 7% | 14% | 7% | - | - | 7% | 29% | 7% | 14% | - |
| | 48098* | 38% | 46% | 31% | 31% | 15% | 8% | - | - | 8% | 15% | 8% | 8% | - |
| Role | Owner/partner/principal | 20% | 53% | 29% | 22% | 14% | 11% | 3% | - | 4% | 23% | 7% | 10% | 3% |
| | Executive/manager | 11% | 49% | 43% | 20% | 17% | 14% | 9% | 3% | - | 31% | 3% | 11% | - |
| | Other staff* | 17% | 33% | 50% | 17% | 17% | 33% | - | - | - | - | - | 17% | - |
| Area of doing Business | Mainly in Troy only | 19% | 56% | 28% | 21% | 19% | 23% | - | - | 5% | 35% | 12% | 14% | 2% |
| | In the areas near Troy* | 14% | 36% | 27% | 18% | 14% | 14% | 5% | - | 9% | 23% | - | - | 5% |
| | Across the state* | 21% | 64% | 36% | 25% | 7% | 7% | 11% | - | - | 18% | 7% | 11% | - |
| | Across the U.S.* | 21% | 43% | 36% | 21% | 25% | 7% | 4% | - | 4% | 21% | 4% | 21% | 4% |
| | Worldwide* | 11% | 56% | 44% | 22% | - | 6% | 6% | 6% | - | 17% | - | - | - |
| Econ Dev Specialist? | Yes | 16% | 71% | 39% | 13% | 23% | 16% | 6% | - | 3% | 16% | - | 13% | 3% |
| | No | 18% | 46% | 31% | 24% | 12% | 12% | 4% | 1% | 4% | 27% | 7% | 10% | 2% |

*Cohort has lower response level which may increase score variation

| 2022 Troy, Michigan Distribution Questions Response Count: 146 +/- 6.7% (90% Confidence) | | Social Media | | | | | | | | |
|---|--------------------------------------|--------------|---------|---------|-----------|----------|----------|----------|--------------------|------|
| | | Facebook | Twitter | YouTube | Instagram | Snapchat | LinkedIn | NextDoor | Other (note below) | None |
| Overall | | 56% | 18% | 31% | 26% | 8% | 46% | 19% | 3% | 19% |
| Industry | Professional, Scientific, Technical | 53% | 19% | 30% | 19% | 11% | 62% | 19% | 2% | 19% |
| | Retail Trade* | 73% | 7% | 47% | 40% | 7% | 27% | 13% | 7% | 13% |
| | Health Care and Social Assistance* | 45% | 20% | 30% | 25% | 5% | 50% | 40% | - | 10% |
| | Construction* | 38% | 13% | 13% | - | - | 25% | - | - | 38% |
| | Accommodation and Food Services* | 57% | 29% | 57% | 43% | - | - | 14% | - | 29% |
| | Real Estate Rental and Leasing* | 40% | - | 40% | 40% | 20% | 40% | 20% | 20% | 20% |
| | Finance and Insurance* | 45% | 9% | 27% | 18% | 9% | 55% | 27% | - | 27% |
| | Wholesale Trade* | 80% | 40% | 60% | 20% | - | 60% | - | - | - |
| | Manufacturing* | 53% | 21% | 11% | 16% | - | 47% | 11% | 5% | 21% |
| | Transportation and Warehousing* | 75% | 25% | 75% | 25% | - | 50% | - | - | 25% |
| | Arts, Entertainment, and Recreation* | 100% | - | 25% | 50% | - | 25% | 50% | - | - |
| | Information* | 50% | - | - | 50% | - | 50% | - | - | 50% |
| | Education* | 100% | - | 33% | - | - | - | 33% | - | - |
| | Nonprofit, governmental* | - | - | 50% | - | - | 50% | 50% | - | - |
| | Other* | 50% | 17% | 33% | 33% | 17% | 17% | 8% | - | 33% |
| Space Type | Commercial office | 51% | 21% | 32% | 26% | 9% | 54% | 21% | 2% | 18% |
| | Retail space* | 69% | 10% | 41% | 38% | 7% | 24% | 14% | 3% | 17% |
| | Home office* | 63% | 25% | 44% | 31% | 13% | 69% | 31% | - | 13% |
| | Manufacturing space* | 58% | 21% | 26% | 21% | 5% | 42% | 16% | 5% | 21% |
| | Storage space* | 63% | - | 38% | 13% | 13% | 25% | 13% | - | 38% |
| | Land* | 67% | 33% | 67% | 33% | - | 33% | - | - | - |
| Own/Rent | Own | 53% | 18% | 25% | 18% | 8% | 50% | 13% | 5% | 23% |
| | Rent | 57% | 16% | 33% | 31% | 9% | 46% | 21% | 2% | 18% |
| | Both* | 43% | 29% | 43% | 14% | - | 29% | 43% | - | 14% |
| Time in Business | One year or less* | 67% | 33% | 33% | 33% | - | 33% | 33% | - | 33% |
| | 1-5 years* | 50% | 19% | 44% | 44% | 25% | 31% | 25% | 6% | 19% |
| | 6-10 years* | 58% | 33% | 38% | 29% | 17% | 42% | 21% | - | 13% |
| | More than 10 years | 55% | 14% | 27% | 22% | 3% | 51% | 18% | 3% | 20% |
| Employees | 1-9 | 54% | 14% | 34% | 26% | 8% | 48% | 21% | 4% | 20% |
| | 10-49 | 57% | 20% | 26% | 29% | 6% | 40% | 17% | - | 17% |
| | 50-99* | 57% | 57% | 14% | 14% | 29% | 57% | 14% | - | 14% |
| | 100-249* | 60% | 20% | 40% | 20% | - | 60% | 20% | - | 20% |
| | 250-499* | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 53% | 15% | 35% | 27% | 11% | 44% | 15% | 4% | 21% |
| | 48084 | 61% | 26% | 32% | 37% | 5% | 55% | 21% | 3% | 11% |
| | 48085* | 57% | 7% | 21% | 14% | 7% | 50% | 36% | - | 14% |
| | 48098* | 54% | 23% | 23% | - | - | 38% | 23% | - | 31% |
| Role | Owner/partner/principal | 56% | 17% | 31% | 21% | 4% | 47% | 22% | 2% | 19% |
| | Executive/manager | 51% | 20% | 31% | 40% | 17% | 43% | 11% | 6% | 17% |
| | Other staff* | 83% | 17% | 50% | 17% | 17% | 67% | 17% | - | - |
| Area of doing Business | Mainly in Troy only | 56% | 16% | 37% | 40% | 5% | 30% | 26% | - | 14% |
| | In the areas near Troy* | 73% | 5% | 18% | 18% | 9% | 41% | 23% | - | 27% |
| | Across the state* | 46% | 18% | 29% | 21% | 7% | 57% | 14% | 7% | 21% |
| | Across the U.S.* | 54% | 25% | 25% | 18% | 18% | 64% | 18% | 7% | 18% |
| | Worldwide* | 56% | 28% | 44% | 22% | - | 50% | 11% | - | 17% |
| Econ Dev Specialist? | Yes | 61% | 26% | 35% | 26% | 3% | 55% | 10% | 3% | 13% |
| | No | 55% | 16% | 30% | 26% | 9% | 45% | 22% | 3% | 20% |

*Cohort has lower response level which may increase score variation

| 2022 Troy, Michigan Distribution Questions Response Count: 146 +/- 6.7% (90% Confidence) | | TV for News | | | | | |
|---|--------------------------------------|----------------|----------------|---------------|-----|--------------------|------|
| | | WDIV Channel 4 | WXYZ Channel 7 | Fox Channel 2 | PBS | Other (note below) | None |
| Overall | | 41% | 44% | 39% | 10% | 3% | 21% |
| Industry | Professional, Scientific, Technical | 34% | 38% | 21% | 9% | 6% | 30% |
| | Retail Trade* | 33% | 33% | 33% | 7% | 7% | 33% |
| | Health Care and Social Assistance* | 50% | 35% | 35% | 15% | 10% | 30% |
| | Construction* | 38% | 63% | 38% | 13% | - | 25% |
| | Accommodation and Food Services* | 29% | 29% | 57% | - | - | 29% |
| | Real Estate Rental and Leasing* | - | 20% | 40% | - | - | 40% |
| | Finance and Insurance* | 45% | 64% | 45% | 9% | - | - |
| | Wholesale Trade* | 60% | 60% | 80% | - | 20% | - |
| | Manufacturing* | 42% | 53% | 53% | 16% | - | 5% |
| | Transportation and Warehousing* | 50% | 50% | 50% | - | 25% | 50% |
| | Arts, Entertainment, and Recreation* | 50% | 75% | 50% | 25% | - | - |
| | Information* | - | - | - | - | 50% | 50% |
| | Education* | 33% | 33% | 33% | - | - | 33% |
| | Nonprofit, governmental* | 50% | 50% | - | - | - | 50% |
| | Other* | 50% | 58% | 58% | 8% | - | - |
| Space Type | Commercial office | 44% | 47% | 35% | 9% | 4% | 21% |
| | Retail space* | 34% | 38% | 41% | 7% | 3% | 34% |
| | Home office* | 44% | 56% | 31% | 19% | - | 19% |
| | Manufacturing space* | 32% | 47% | 58% | 11% | - | 5% |
| | Storage space* | 50% | 75% | 63% | 25% | - | 13% |
| | Land* | 67% | 67% | 67% | 33% | - | - |
| Own/Rent | Own | 30% | 55% | 45% | 18% | 5% | 5% |
| | Rent | 44% | 40% | 34% | 7% | 2% | 30% |
| | Both* | 43% | 43% | 43% | - | - | 14% |
| Time in Business | One year or less* | 67% | 67% | - | - | - | - |
| | 1-5 years* | 25% | 13% | 31% | 13% | - | 56% |
| | 6-10 years* | 42% | 67% | 29% | - | 8% | 13% |
| | More than 10 years | 42% | 44% | 43% | 13% | 2% | 19% |
| Employees | 1-9 | 35% | 41% | 36% | 8% | 2% | 27% |
| | 10-49 | 54% | 54% | 43% | 17% | 6% | 11% |
| | 50-99* | 57% | 29% | 43% | 14% | - | 14% |
| | 100-249* | 20% | 60% | 40% | - | - | - |
| | 250-499* | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - |
| ZIP | 48083 | 37% | 41% | 44% | 11% | 4% | 17% |
| | 48084 | 37% | 39% | 18% | 5% | - | 32% |
| | 48085* | 64% | 57% | 57% | 14% | 7% | 21% |
| | 48098* | 38% | 69% | 38% | 15% | - | 15% |
| Role | Owner/partner/principal | 39% | 41% | 36% | 12% | 2% | 22% |
| | Executive/manager | 43% | 49% | 46% | 6% | 6% | 20% |
| | Other staff* | 67% | 67% | 50% | - | - | 17% |
| Area of doing Business | Mainly in Troy only | 40% | 37% | 40% | 9% | 5% | 28% |
| | In the areas near Troy* | 36% | 41% | 45% | 9% | 5% | 18% |
| | Across the state* | 46% | 46% | 39% | 14% | - | 21% |
| | Across the U.S.* | 46% | 50% | 36% | 11% | - | 14% |
| | Worldwide* | 33% | 56% | 33% | 6% | 6% | 17% |
| Econ Dev Specialist? | Yes | 55% | 55% | 52% | 10% | 3% | 6% |
| | No | 37% | 41% | 35% | 10% | 3% | 26% |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Distribution Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| | | Newspapers/Blogs | | | | | | | | | | |
|------------------------|--------------------------------------|------------------|------------------|-------------------|----------------------|------------|-----------------------|-------|------------|--------------------------|--------------------|------|
| | | The Free Press | The Detroit News | The Oakland Press | Oakland County Times | Troy Times | Troy-Somerset Gazette | MLive | Troy Today | Crain's Detroit Business | Other (note below) | None |
| Overall | | 33% | 26% | 11% | 1% | 26% | 14% | 7% | 11% | 19% | 2% | 24% |
| Industry | Professional, Scientific, Technical | 34% | 17% | 13% | 2% | 30% | 13% | 6% | 21% | 15% | 2% | 19% |
| | Retail Trade* | 13% | 20% | - | - | 27% | 20% | 13% | 7% | - | - | 47% |
| | Health Care and Social Assistance* | 20% | 35% | 10% | - | 40% | 25% | 5% | 15% | 10% | 5% | 30% |
| | Construction* | 38% | 38% | 13% | - | - | - | - | - | 38% | 25% | - |
| | Accommodation and Food Services* | 14% | 29% | 14% | - | 29% | 29% | - | - | 14% | - | 14% |
| | Real Estate Rental and Leasing* | 40% | 40% | 20% | - | - | - | - | - | 20% | - | 40% |
| | Finance and Insurance* | 55% | 55% | 18% | - | 18% | 18% | - | 9% | 64% | - | 9% |
| | Wholesale Trade* | 40% | 40% | - | - | - | 40% | - | - | 20% | - | 20% |
| | Manufacturing* | 32% | 26% | 5% | - | 26% | 5% | 11% | - | 5% | - | 37% |
| | Transportation and Warehousing* | - | 50% | - | - | - | 50% | - | 25% | - | - | 25% |
| | Arts, Entertainment, and Recreation* | 50% | - | - | - | - | - | - | - | - | - | 50% |
| | Information* | - | - | - | - | - | - | - | - | - | - | 100% |
| | Education* | - | 33% | 33% | - | 33% | - | - | 33% | - | - | 33% |
| | Nonprofit, governmental* | - | - | - | - | - | - | - | - | 50% | - | 50% |
| | Other* | 42% | 25% | 17% | 8% | 33% | 25% | 17% | 17% | 8% | - | 25% |
| Space Type | Commercial office | 36% | 30% | 13% | 2% | 20% | 13% | 9% | 13% | 27% | 2% | 20% |
| | Retail space* | 21% | 21% | 7% | - | 38% | 24% | 3% | 10% | - | - | 38% |
| | Home office* | 31% | 25% | 6% | - | 56% | - | 19% | 31% | 13% | 6% | 25% |
| | Manufacturing space* | 42% | 26% | 16% | - | 26% | 5% | 11% | 11% | 5% | - | 26% |
| | Storage space* | 38% | 38% | 13% | - | 13% | 13% | 13% | 25% | 13% | - | 13% |
| | Land* | 33% | 33% | - | - | - | 33% | - | 33% | - | - | 33% |
| Own/Rent | Own | 30% | 28% | 8% | - | 23% | 15% | 3% | 10% | 20% | 5% | 30% |
| | Rent | 35% | 29% | 13% | 2% | 30% | 13% | 10% | 13% | 16% | 1% | 22% |
| | Both* | 29% | - | - | - | 14% | 14% | - | - | 43% | - | 14% |
| Time in Business | One year or less* | - | 33% | 33% | - | 33% | 33% | - | 33% | - | - | 33% |
| | 1-5 years* | 19% | 19% | - | - | 19% | - | 13% | 6% | 13% | - | 44% |
| | 6-10 years* | 38% | 29% | 13% | 4% | 29% | 8% | 13% | 13% | 13% | - | 33% |
| | More than 10 years | 35% | 27% | 11% | 1% | 27% | 17% | 5% | 11% | 22% | 3% | 18% |
| Employees | 1-9 | 29% | 27% | 9% | 1% | 28% | 15% | 7% | 13% | 16% | 2% | 24% |
| | 10-49 | 37% | 26% | 17% | 3% | 20% | 14% | 11% | 9% | 20% | 3% | 29% |
| | 50-99* | 57% | 29% | 14% | - | 29% | - | - | 14% | 29% | - | 14% |
| | 100-249* | 40% | 20% | - | - | 40% | - | - | - | 40% | - | - |
| | 250-499* | - | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 31% | 29% | 7% | - | 20% | 13% | 7% | 11% | 17% | 1% | 29% |
| | 48084 | 37% | 18% | 16% | 5% | 32% | 11% | 11% | 13% | 29% | - | 18% |
| | 48085* | 29% | 29% | 14% | - | 43% | 29% | 7% | 21% | - | 7% | 14% |
| | 48098* | 38% | 38% | 15% | - | 31% | 8% | - | 8% | 15% | 8% | 15% |
| Role | Owner/partner/principal | 33% | 30% | 7% | - | 26% | 15% | 5% | 11% | 17% | 2% | 21% |
| | Executive/manager | 34% | 17% | 17% | 3% | 23% | 9% | 9% | 11% | 23% | 3% | 29% |
| | Other staff* | 33% | 33% | 33% | 17% | 67% | 17% | 33% | 17% | 17% | - | 33% |
| Area of doing Business | Mainly in Troy only | 26% | 26% | 14% | 2% | 35% | 23% | 9% | 14% | 14% | - | 19% |
| | In the areas near Troy* | 23% | 23% | 9% | - | 14% | 18% | - | - | 14% | 5% | 41% |
| | Across the state* | 46% | 32% | 7% | - | 32% | 7% | 4% | 11% | 14% | 4% | 25% |
| | Across the U.S.* | 36% | 21% | 11% | 4% | 25% | 7% | 7% | 21% | 36% | - | 25% |
| | Worldwide* | 39% | 33% | 11% | - | 17% | 6% | 17% | 6% | 11% | 6% | 17% |
| Econ Dev Specialist? | Yes | 48% | 42% | 23% | 3% | 39% | 13% | 10% | 16% | 16% | - | 13% |
| | No | 28% | 21% | 7% | 1% | 23% | 13% | 7% | 10% | 19% | 3% | 28% |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan
Distribution Questions
Response Count: 146
+/- 6.7% (90% Confidence)

| | | Employment Levels in Coming Year | | | | Space Needs in Coming Year | | | | Aware of Economic Dev. Specialist | | Wish to be Contacted by City of Troy | |
|------------------------|--------------------------------------|----------------------------------|------------------|-------------|------------|----------------------------|------------------|-------------|------------|-----------------------------------|------|--------------------------------------|------|
| | | Growing | Staying the same | Contracting | Don't know | Growing | Staying the same | Contracting | Don't know | Yes | No | Yes | No |
| Overall | | 46% | 41% | 4% | 6% | 19% | 64% | 6% | 7% | 22% | 76% | 14% | 82% |
| Industry | Professional, Scientific, Technical | 51% | 47% | - | - | 21% | 66% | 6% | 4% | 17% | 83% | 17% | 83% |
| | Retail Trade* | 20% | 53% | 13% | 7% | 7% | 67% | 7% | 20% | - | 100% | 33% | 60% |
| | Health Care and Social Assistance* | 40% | 40% | 10% | 5% | 25% | 70% | - | 5% | 10% | 90% | 25% | 75% |
| | Construction* | 50% | 50% | - | - | 13% | 63% | 13% | 13% | 13% | 88% | 25% | 75% |
| | Accommodation and Food Services* | 43% | 14% | - | 43% | - | 57% | - | 43% | 14% | 71% | 14% | 71% |
| | Real Estate Rental and Leasing* | 20% | 60% | - | - | 20% | 80% | - | - | 40% | 60% | - | 100% |
| | Finance and Insurance* | 45% | 45% | - | 9% | 18% | 73% | 9% | - | 27% | 64% | 27% | 73% |
| | Wholesale Trade* | 60% | 20% | 20% | - | 40% | 20% | 20% | - | 20% | 80% | - | 100% |
| | Manufacturing* | 47% | 42% | - | 5% | 21% | 63% | - | 11% | 42% | 58% | 11% | 74% |
| | Transportation and Warehousing* | 50% | 25% | 25% | - | 25% | 50% | 25% | - | 25% | 75% | 25% | 75% |
| | Arts, Entertainment, and Recreation* | 25% | 50% | - | 25% | 25% | 25% | - | 50% | 25% | 75% | 25% | 75% |
| | Information* | 100% | - | - | - | - | 100% | - | - | - | 100% | - | 100% |
| | Education* | 67% | 33% | - | - | 33% | 33% | - | 33% | - | 100% | 67% | 33% |
| | Nonprofit, governmental* | - | 50% | - | - | - | 50% | - | - | - | 100% | - | 100% |
| | Other* | 50% | 50% | - | - | 17% | 75% | 8% | - | 33% | 67% | - | 100% |
| Space Type | Commercial office | 53% | 40% | 3% | 1% | 23% | 66% | 7% | 1% | 22% | 77% | 16% | 82% |
| | Retail space* | 28% | 45% | 7% | 17% | 10% | 62% | 3% | 21% | 10% | 86% | 24% | 69% |
| | Home office* | 38% | 44% | 6% | 6% | 25% | 56% | 6% | 6% | 13% | 88% | 13% | 88% |
| | Manufacturing space* | 53% | 37% | - | 5% | 32% | 53% | 5% | 5% | 42% | 58% | 16% | 68% |
| | Storage space* | 63% | 38% | - | - | 38% | 50% | - | 13% | 13% | 88% | 13% | 75% |
| | Land* | 33% | 67% | - | - | - | 100% | - | - | 33% | 67% | 33% | 67% |
| Own/Rent | Own | 53% | 35% | 3% | 5% | 20% | 60% | 8% | 8% | 30% | 70% | 13% | 83% |
| | Rent | 42% | 45% | 4% | 5% | 18% | 67% | 7% | 7% | 18% | 80% | 16% | 80% |
| | Both* | 57% | 29% | - | 14% | 43% | 43% | - | 14% | 29% | 71% | - | 100% |
| Time in Business | One year or less* | 100% | - | - | - | 33% | 67% | - | - | 33% | 67% | 33% | 67% |
| | 1-5 years* | 44% | 25% | 6% | 13% | 38% | 44% | - | 6% | 6% | 94% | 6% | 88% |
| | 6-10 years* | 58% | 38% | 4% | - | 38% | 58% | - | 4% | 13% | 88% | 21% | 75% |
| | More than 10 years | 41% | 47% | 3% | 6% | 11% | 69% | 9% | 8% | 26% | 72% | 14% | 83% |
| Employees | 1-9 | 36% | 47% | 5% | 8% | 14% | 67% | 5% | 9% | 16% | 82% | 17% | 79% |
| | 10-49 | 60% | 34% | - | 3% | 29% | 60% | 6% | 6% | 31% | 69% | 11% | 83% |
| | 50-99* | 71% | 29% | - | - | 29% | 43% | 29% | - | 29% | 71% | - | 100% |
| | 100-249* | 80% | 20% | - | - | 40% | 60% | - | - | 40% | 60% | - | 100% |
| | 250-499* | - | - | - | - | - | - | - | - | - | - | - | - |
| | 500 or more* | - | - | - | - | - | - | - | - | - | - | - | - |
| ZIP | 48083 | 37% | 49% | 5% | 4% | 16% | 69% | 4% | 8% | 24% | 75% | 17% | 79% |
| | 48084 | 74% | 24% | 3% | - | 29% | 58% | 11% | - | 16% | 84% | 13% | 84% |
| | 48085* | 36% | 43% | - | 21% | 14% | 64% | 7% | 14% | 29% | 71% | 7% | 86% |
| | 48098* | 23% | 46% | - | 15% | 15% | 54% | 8% | 15% | 15% | 77% | 8% | 92% |
| Role | Owner/partner/principal | 50% | 34% | 5% | 8% | 17% | 63% | 6% | 9% | 18% | 80% | 16% | 79% |
| | Executive/manager | 34% | 60% | - | - | 23% | 66% | 9% | 3% | 26% | 74% | 9% | 91% |
| | Other staff* | 33% | 67% | - | - | 17% | 83% | - | - | 50% | 50% | 17% | 83% |
| Area of doing Business | Mainly in Troy only | 42% | 37% | 7% | 12% | 14% | 72% | - | 14% | 16% | 81% | 19% | 72% |
| | In the areas near Troy* | 50% | 45% | - | - | 23% | 59% | 9% | 5% | 14% | 86% | 14% | 82% |
| | Across the state* | 43% | 39% | 4% | 11% | 25% | 50% | 11% | 7% | 25% | 71% | 14% | 86% |
| | Across the U.S.* | 57% | 39% | - | - | 11% | 75% | 11% | 4% | 25% | 75% | 14% | 86% |
| | Worldwide* | 39% | 56% | 6% | - | 33% | 61% | 6% | - | 39% | 61% | 6% | 94% |
| Econ Dev Specialist? | Yes | 48% | 45% | 3% | - | 26% | 61% | 10% | 3% | 100% | - | 6% | 90% |
| | No | 46% | 41% | 4% | 6% | 18% | 65% | 6% | 7% | - | 100% | 17% | 80% |

*Cohort has lower response level which may increase score variation

2022 Troy, Michigan

Respondents

Response Count: 146
+/- 6.7% (90% Confidence)

| | | Percentage | Count |
|---|--|-------------|-------------|
| | | Respondents | Respondents |
| Overall | | 100% | 146 |
| Industry | Professional, Scientific, Technical Services | 33% | 47 |
| | Retail Trade* | 10% | 15 |
| | Health Care and Social Assistance* | 15% | 21 |
| | Construction* | 6% | 8 |
| | Accommodation and Food Services* | 5% | 7 |
| | Real Estate Rental and Leasing* | 3% | 5 |
| | Finance and Insurance* | 8% | 11 |
| | Wholesale Trade* | 3% | 5 |
| | Manufacturing* | 15% | 21 |
| | Transportation and Warehousing* | 3% | 4 |
| | Arts, Entertainment, and Recreation* | 3% | 4 |
| | Information* | 1% | 2 |
| | Education* | 2% | 3 |
| | Nonprofit, governmental* | 1% | 2 |
| | Other* | 8% | 12 |
| Space Type | Commercial office | 67% | 96 |
| | Retail space* | 20% | 29 |
| | Home office* | 11% | 16 |
| | Manufacturing space* | 15% | 21 |
| | Storage space* | 6% | 8 |
| | Land* | 2% | 3 |
| Own/Rent | Own | 29% | 41 |
| | Rent | 66% | 94 |
| | Both* | 5% | 7 |
| Time in Business | One year or less* | 2% | 3 |
| | 1-5 years* | 11% | 16 |
| | 6-10 years* | 17% | 24 |
| | More than 10 years | 69% | 99 |
| Employees | 1-9 | 65% | 93 |
| | 10-49 | 26% | 37 |
| | 50-99* | 5% | 7 |
| | 100-249* | 3% | 5 |
| | 250-499* | - | - |
| | 500 or more* | - | - |
| ZIP | 48083 | 55% | 78 |
| | 48084 | 27% | 38 |
| | 48085* | 10% | 14 |
| | 48098* | 9% | 13 |
| Role | Owner/partner/principal | 69% | 98 |
| | Executive/manager | 24% | 35 |
| | Other staff* | 4% | 6 |
| Where doing business | Mainly in Troy only | 30% | 43 |
| | In the areas near Troy* | 15% | 22 |
| | Across the state* | 20% | 28 |
| | Across the U.S.* | 20% | 28 |
| | Worldwide* | 13% | 18 |
| Know of Economic Development Specialist? | Yes | 22% | 31 |
| | No | 75% | 107 |

*Cohort has lower response level which may increase score variation

Associations/Organizations

Alignable

American Dental Association, Michigan Dental Association

Automation Alley

BBB

BOMA

Chamber of Commerce

Chamber of Commerce

Chamber of Commerce

Chamber of Commerce

Chamber of Commerce - Troy

Connecting Blox, LLC

I am a tailor men's suits

Inforum

Life Time / Troy Neighborhood.

MAHB BBB

Mich Business

Michigan Association of CPAs, Troy Chamber of Commerce

Michigan Otolaryngological Society

NECA, SEMC, MCCC, DDP, Detroit 2030

Nil

None

SBAM, Detroit Chamber, Troy Chamber, Auburn Hills Chamber

SEMCO

Troy Chamber

Troy Chamber of Commerce

Troy Chamber of Commerce

Used to belong to the Chamber of Commerce

City regulatory issues

Allowing landlords to charge more than just rent to business owners

As a home-based business, many regulations of commercial, storefront properties probably do not apply to my company's situation. It would be helpful to allow home-based businesses to have some sort of modest-size signage that would not disturb the pleasant appearance of the neighborhood.

Concrete permit process is a disaster. Still waiting on permit referrals from summer.

Dealing with the Building Department is a nightmare

Do not know any

none

Personal property taxes cost more to administer than \$ generated!

Signage types of lights

Tax rates are the same in all areas within the city while all the focus and improvement on Big Beaver. The rest of the city gets only minimum attention

The city of operate perfectly

What are 3 things Troy does well to attract and retain business?

1. Cleanliness 2. Police support 3. Fire support

Cohesiveness between departments, excellent police force/safety, economic development.

Location to freeways, excellent schools, excellent Police and Fire Departments

Offer good police protection. Maintain buildings so they don't become eyesores. Ease of access from main roads to businesses.

Seems to have good police/emergency response, I think roads are better than a lot of other areas, keeps up property values by keeping infrastructure decent and enforces zoning reg's

What could Troy do better to attract and retain businesses?

1. Advertise in Crains 2. Advertise at airport 3. Become more of a leader

Address the blight in the area

Allow businesses more signage

Allow larger business signs on buildings, NOT ticket business owners selling their used vehicles on their own property.

allow signage

Allowing businesses to have less rule to advertise for businesses

As demand for office space declines (nationally), look toward loosening restrictions (or enhancing/updating) to assist office owners with alternative uses.

Avoid power outages - seems to happen way to often

Be more flexible in zoning and uses in commercial zoning.

Better roads, need a downtown

Bolster the availability of general labor by improving transportation from the urban core to Troy.

Chamber is pay to play scam

Cheaper rent, better parking

Clearer or more readily regulation access would be great. Welcome packets, perhaps a checkoff list of items needed to be completed by businesses to ensure all regulations have been followed.

Cut utility cost...Be more flexible if a business want to remodel or add or expand his business...free advertisements on city's website for Troy business

Do not follow what Oakland county mandates regarding COVID.

Don't know

Eliminate personal property taxes

Expand the "downtown" atmosphere on Big Beaver and Crooks. Expand sidewalks in older neighborhoods. We often live here as well and Finch Rd is dangerous for walkers and kids.

Have a downtown such as Royal Oak or Birmingham

Have Building Inspectors that are more accessible and reasonable

Help us!

I like having our company in Troy but am not sure about this.

I75 completed! Big Beaver Pavement

Improve health insurances (city and county must control them)

Improve traffic flow, road condition improvements that last longer than a season (many roads are constantly being worked on), encourage small businesses/entrepreneurs: There's not enough restaurant options, especially quick, healthy food. Maybe offer space for small start-ups to do a pop-up for a couple of months (at a deep discount). Do something about the old Kmart Headquarters.

Improved road maintenance. Road materials do not last long enough!

It's a pandemic! Too many restaurants and not enough parking.

Less closure of I-75

Lower cost of retail/restaurant space

Lower tax

Lower taxes

lower taxes, stop building apartments and focus on city core duties - such as provide a full time Fire Department

Maintain current status which itself takes lot of work, what you have works continue with it. Do not try to chase some other concept which might not work well for Troy.

Maintain roadways. Allow for more green space.

Maybe care more

More events to connect businesses.

More public transport, accessibility

N/A - perhaps lower taxes

Nil

Not sure

Not sure

Nothing

Offer incentives or grants for business start up/growth.

Offer training

Providing information/ data

Rent price - should be less

Run ads - signage - city events - DDA stuff

Snow and ice removal. Road conditions

startup incubators, digital transformation, market the city of Troy

tax benefits

Tax cuts and incentives, especially for small business owners

The City of Troy's master plan update should help with this because it ideally would be based on research to examine emerging trends and to forecast needs over the few decades, while taking into account what Troy uniquely can offer businesses as part of the larger region. There was a period in recent years in which the city's Planning Commission and City Council were hamstrung by the city's own ordinances into allowing a glut of congregate-living facilities in areas that did not fit the character of the surrounding neighborhoods. The city also went through a period along the Big Beaver corridor of allowing so many dining establishments to open that they began to cannibalize each other, taking business away from each other, with all of them then suffering during the COVID-19 pandemic, causing a blow to the city's business tax revenues.

The fairly recent chaos in the local government doesn't present a good image

There is no loyalty to businesses in Troy, no pizzazz. No small town friendliness, just give me money feeling from the city.

Only big business matters.

They are doing great in my opinion

Treat businesses like valued participants in the economy

Work with DTE to eliminate power outages and surges

City programs or services you use

1. City inspections on commercial property construction projects.

Email when I have an issue, always get a response

Engineering

General community public works

I do not utilize any of the city programs.

I don't have any idea I am a tailor

I don't know

I don't know of any

I often consult with property owners, so I review code and public records/tax assessments

Internet

Landlord is responsible for utility services so I cannot address those. We rent park space annually for company picnic.

Library, parks

Library, public works, city clerk's office, economic development and community affairs office, parks

N/A

None

Payment drop off

police

Police

Police and AT&T

Recruiting networking groups, Chamber of Commerce

Ro

Roads, utilities

Roads/infrastructure

Small business loans

Streets

The ones that stay out of my way.

Water and sewer, snow plowing!, police

Water, sewer, garbage, electric

What could the City of Troy do to positively impact your business

Advertise about Co. and what they do and have to offer!

Better crime prevention

Cheaper Taxes

Correct street signage on Woodslee, just west of John R (drive on 1 end, street on the other)

Cut utility cost...Be more flexible if a business want to remodel or add or expand his business...free advertisements on city's website for Troy business

Do a shine on small business. Bring them to the attention of the residents.

Don't know

Eliminate the "small convenience fee" to get public records from BSAonline.com

Feature it in a future issue of "Troy Today" magazine as a business that has been in the community for more than 35 years. Offer bidding opportunities to small businesses for services that the city needs.

Free advertising

Help urban core job seekers without private transportation reach jobs in Troy.

Help with small business programs

Hire more inspectors.

Improve the quality of the roads!

Keep out of my way.

Keep Troy safe

Let me sell my building and MOVE from Troy

Lower tax rate

Make it easy for us to find spaces.

Make the concrete permits easier

Make things more affordable.

N/A

N/A

Nil

Not a whole lot

Not sure

Not sure/it's a doctors office ?

Nothing

Nothing, is perfect the way it is *****

Offer welcome packages the business can provide to individual who relocate to Troy.

Organize and offer disc. space on large digital signage for small bus 300.00 or less

Reduced tax rates!

Road conditions for employee commute

Road maintenance

Roads: longevity of improvements and ease traffic congestion.

State govt should control insurance policies.

That is more than 1 line

Ways to promote local growth. Maybe a city article.

would be great if we had a place to fly drones.

Troy is completely lacking small biz compared to Rochester

Other information sources you use

ABC

Advertising billboards

Apple news

Automotive news/NY Times/WSJ/Many others

Charlie Letnuff/No B.S. News, M.L. Elrich - Soul of Detroit, Drew and Mike podcast

CNN

Internet

Local OE papers

N/A

Neighbors sharing via word of mouth, city officials giving updates

New Yoork Times, Economist

New York Times, Mother Jones, AARP

Nil

None

NYT; WAPO

online only: NPR, WDIV, PBS

Reputation and road growth

There is no other services I use

Tiktok