

## City of Kirkland Business Satisfaction Survey (2015)

Hebert Research conducted a telephone survey of 400 business owners/managers half of whom are in Kirkland, half of whom are located elsewhere. This business satisfaction survey was a follow-up to a survey done in 2010, allowing the City to compare results over time. The survey also included an assessment of broadband services. Key findings of the study include:

- Next 12-month business confidence level of 7.8 on a 10-point scale, up from 5.6 in 2010
- 70% of respondents reported they have no interest in moving their business outside of Kirkland within the next 5 years
- Overall satisfaction with the business services provided by the City of Kirkland rated 6.1 on a 10-point scale, up from 5.5 in 2010
- Overall satisfaction with the business communication provided by the City of Kirkland of 6.7 on a 10-point scale, up from 5.6 in 2010

Respondents were asked to rank the importance of, and their satisfaction with numerous economic development factors. The results are shown in the table below.

Economic Development Element	Importance	Overall Satisfaction
High Speed Broadband Availability	20.2%	6.68
Cultural and Lifestyle Vibe	15.7%	7.53
Transit Availability	16.3%	6.57
Housing for Employees	8.4%	5.21
Auto-Related Infrastructure	20.8%	5.54
Bike and Pedestrian Accessibility	2.2%	6.95
Walkability to Shopping, Dining, & Recreation	6.2%	6.96
Recreational Opportunities	10.1%	7.55

Note: Percentages reflect what respondents thought was the most important factor, and the overall satisfaction scores are on a 10-point scale.

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