

2014 Business Conditions Survey Results

54 responses

What type of business?

- 1 construction
- 1 grocery/drug
- 4 restaurant/tavern
- 1 liquor store
- 2 sporting goods
- 4 gifts and galleries
- 12 misc retail
- 4 hotel/motel
- 9 professional services
- 1 automotive
- 15 other

What area?

- 36 Central Business District
- 5 North Durango
- 9 South Durango
- 4 Central Non-Business District

How was each quarter? 1 poor, 2 OK, 3 good, 4 great

- Q1 – 2.5
- Q2 – 2.7
- Q3 – 3.1
- Q4 – 2.9

Compare each quarter to 2013, up down or flat?

- Q1 – 47% up, 21% down, 31% flat
- Q2 – 49% up, 11% down, 39% flat
- Q3 – 58% up, 9% down, 31% flat
- Q4 – 54% up, 15% down, 29% flat

Who are primary customers?

- Locals – 41
- Regionals – 24
- Tourists – 27

How important is tourism to your business?

- Very important – 46%
- Somewhat important – 39%
- Not important at all – 15%

How many employees at beginning and end of year?

- 10 more
- 7 fewer
- 37 same

How is business overall?

- Doing great! – 57%
- Just OK – 39%
- My business is struggling – 4%