

Coconino County and Sedona Fall 2021 Follow-up Survey Results

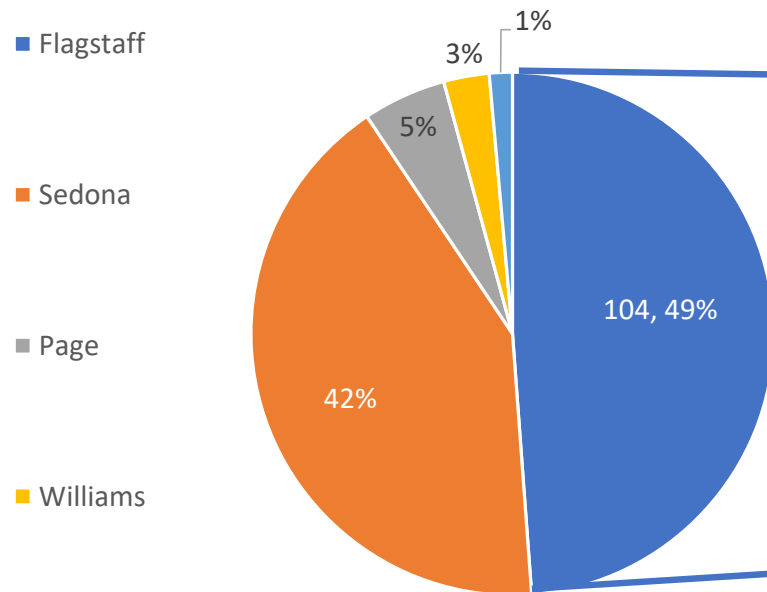
November 2021

Northern Arizona Business Leaders Taskforce (Business Sentiment Survey)

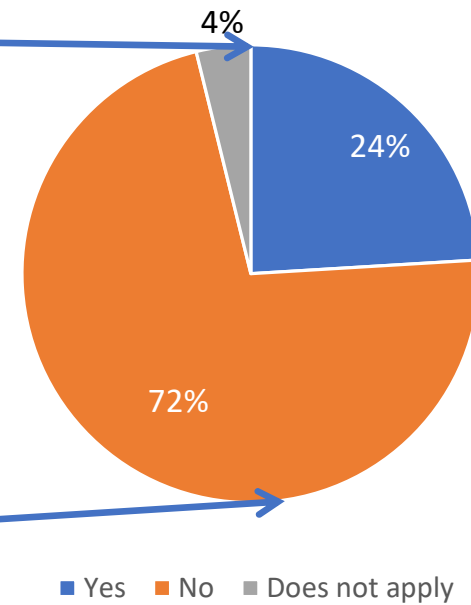
- A primary research on local business sustainability
- 6 pulses surveys to evaluate business sentiment resulting from the COVID-19
- Follow-up survey in November 2021
 - Survey was out on October 15
 - Open until October 29
 - 213 responses collected



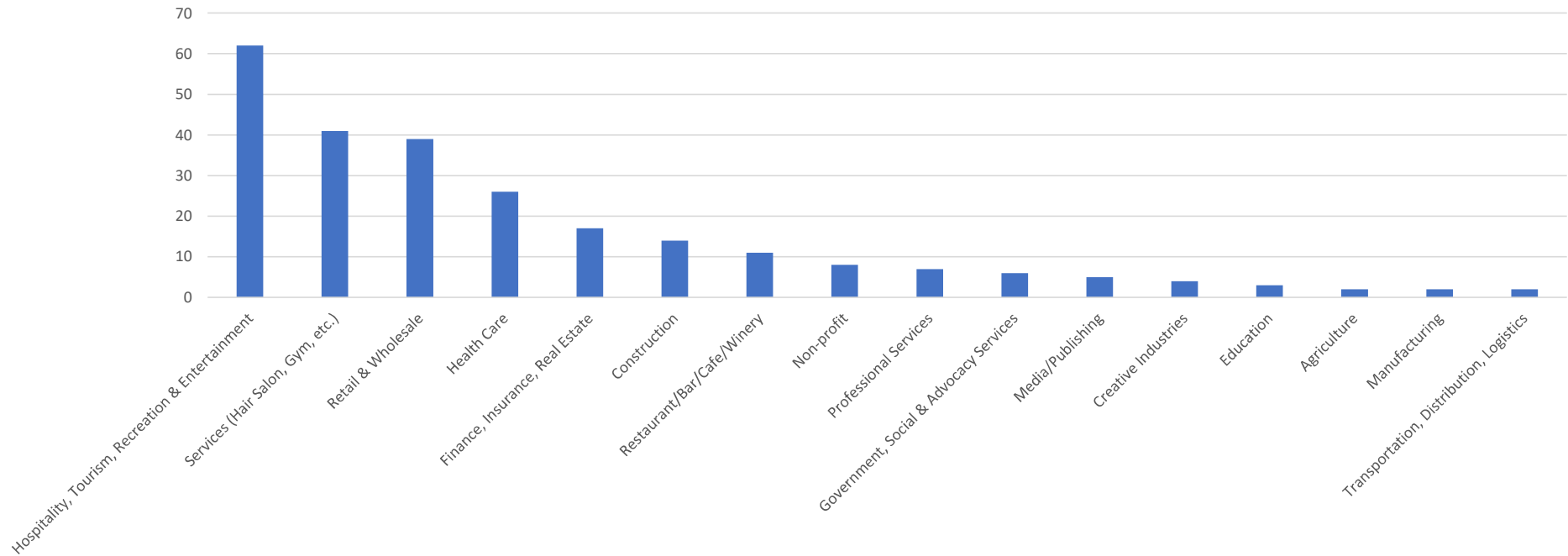
What city are you in/near? (n=213)



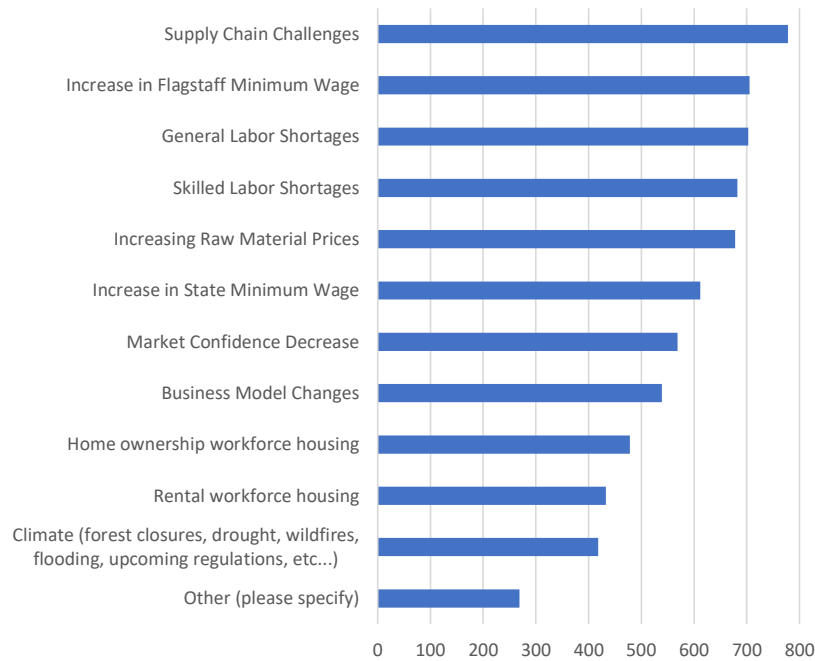
Are you located in downtown Flagstaff? (n=104)



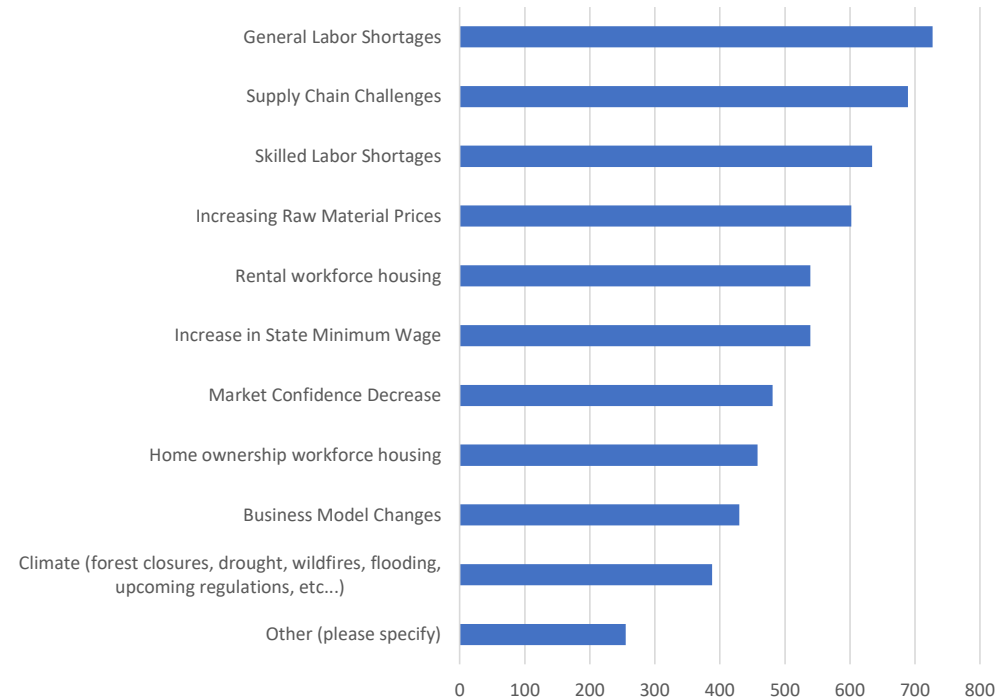
Which business sector is your organization/business/institution in (select all that apply)? (n=213)



Please rank the economic challenges encountered by your business (for business in Flagstaff, n=88)



Please rank the economic challenges encountered by your business (for business not in Flagstaff, n=87)



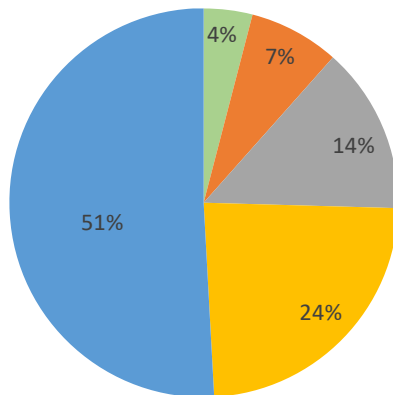
- Supply chain challenges, labor shortages and increasing raw material prices are among the highest in the ranking
- Increase in Flagstaff minimum wage ranks high among Flagstaff respondents
- Rental workforce housing ranks high by businesses not in Flagstaff, showing a short supply of rental housing under the trend of added jobs in rural areas

Has your business model changed in response to the pandemic and/or current economic challenges? Please explain.

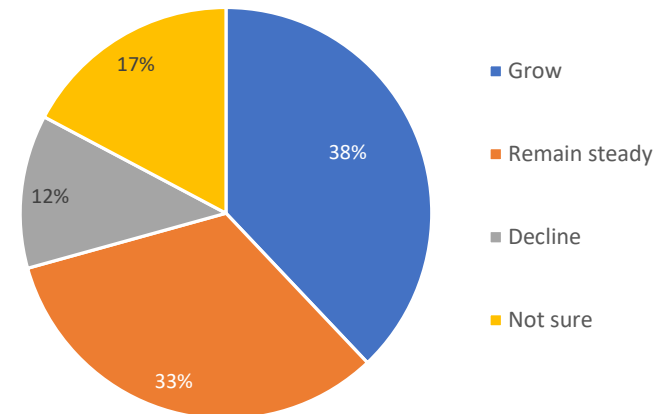


As a part of changing your business model, how have your business hours changed?
(n=173)

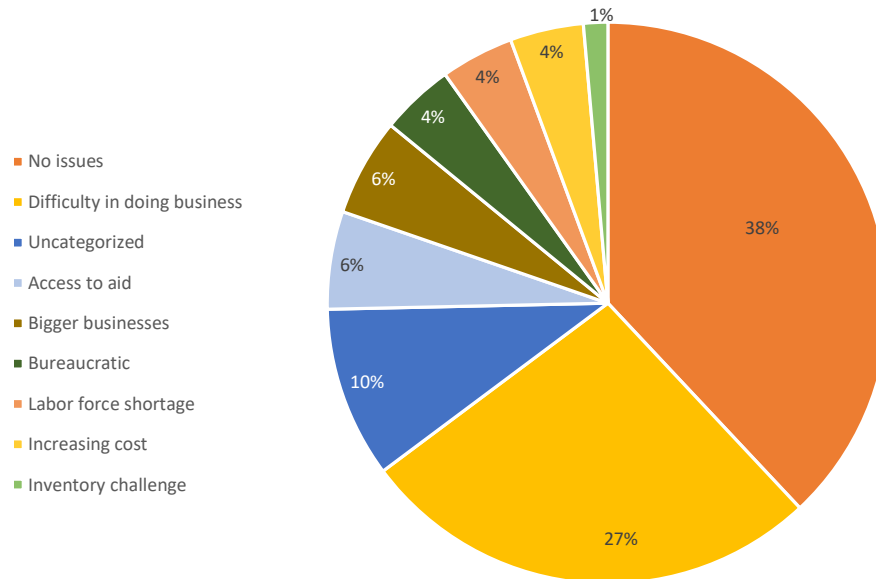
- Increased more than 50%
- Increased less than 50%
- Decreased more than 50%
- Decreased less than 50%
- No change



Over the foreseeable future, how do you expect your business to change?

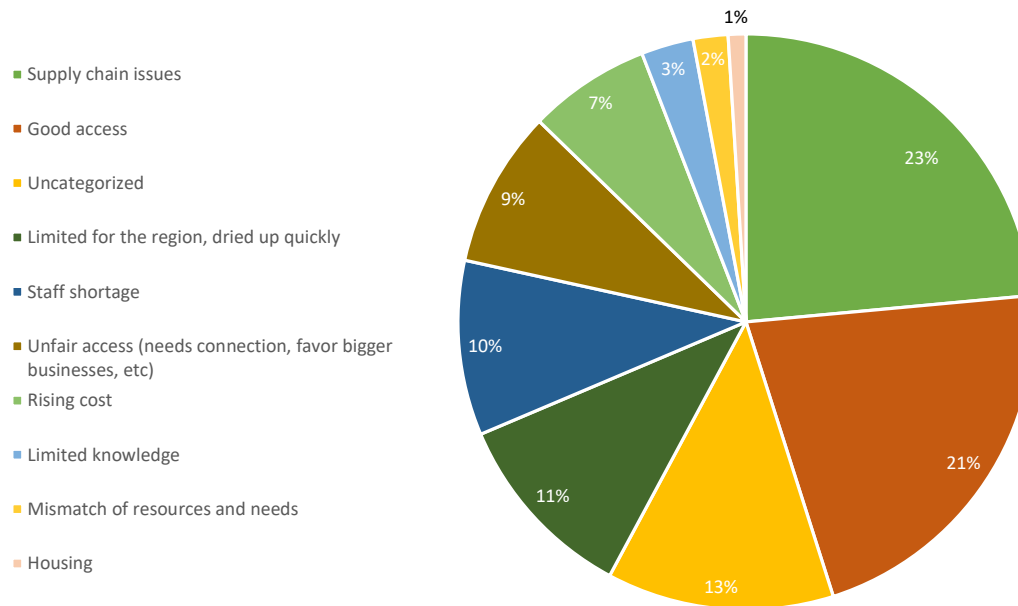


Please describe any equity issues that your business/organization has faced (n=71)

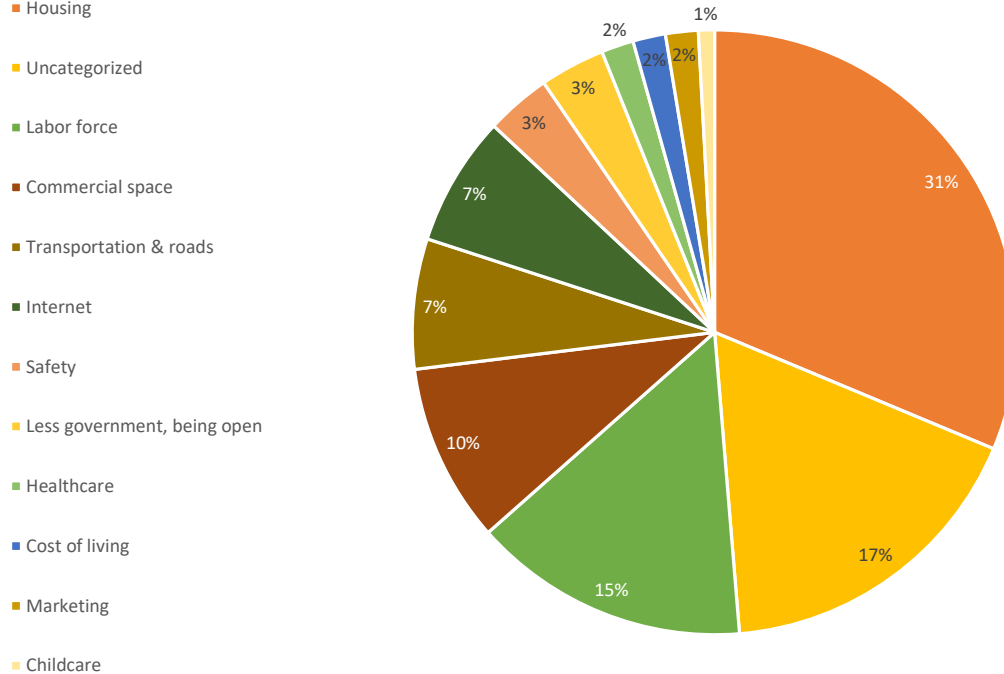


Difficulty in doing business includes loss in revenue due to less customers, covid fear, safety requirements, and depressed area making it hard to draw customers

What is your perception (experience) of access to resources for your business? Please explain.
(n=97)

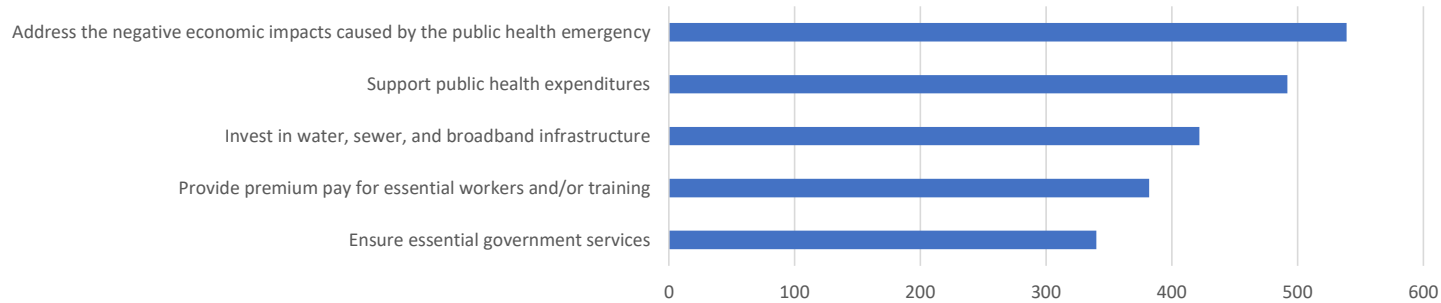


What are the infrastructure needs of your business and/or of your employees? (n=107)

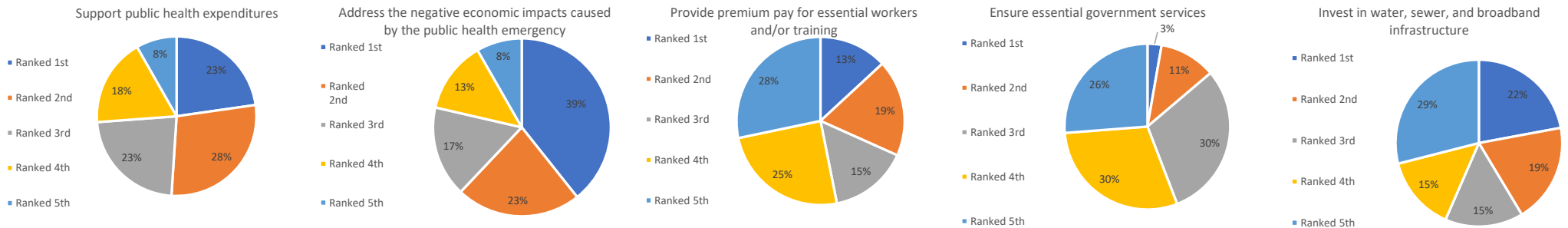


Please rank how you would recommend economic rescue funds be invested. (n=145)

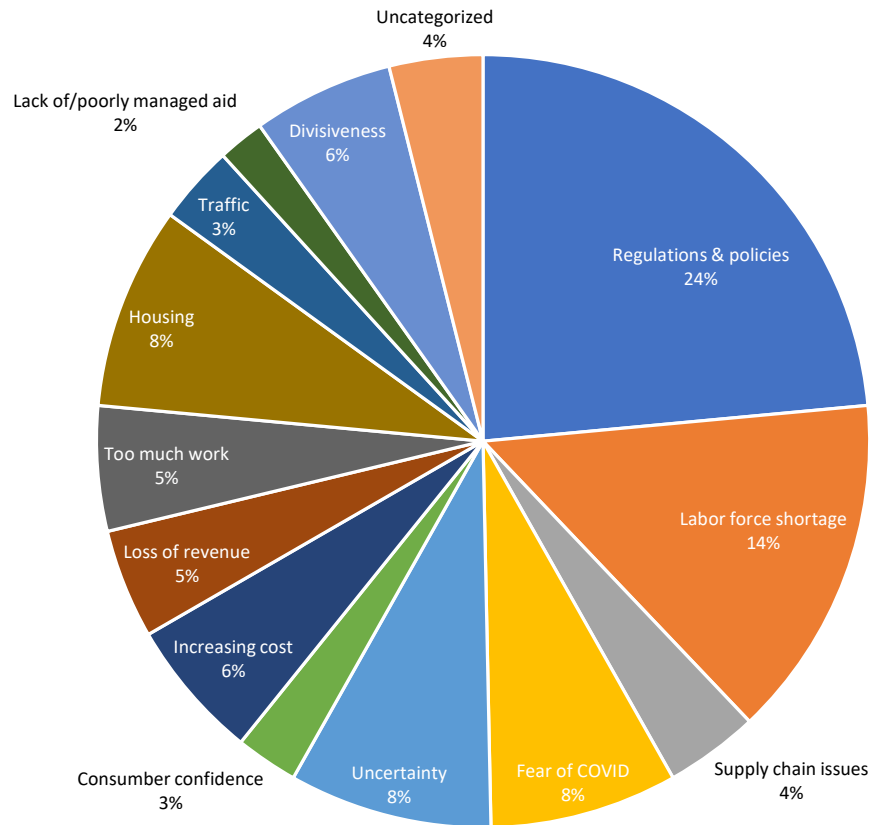
A ranking based on weighting each respondent's ranking is as the following bar chart:



A breakdown of each option's ranking by percentage of respondents is as the following pie charts:

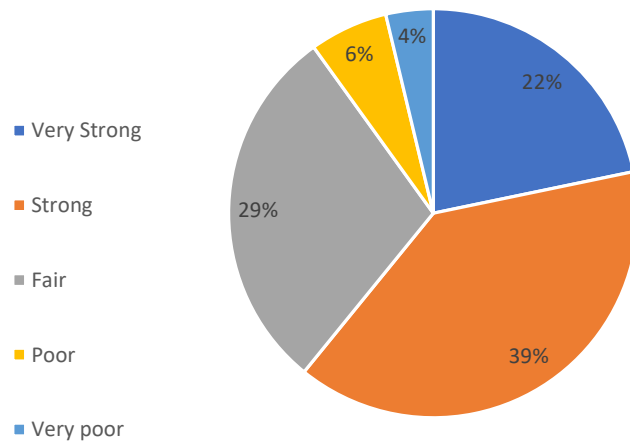


What is the greatest source of stress for you and/or your employees? (n=153)

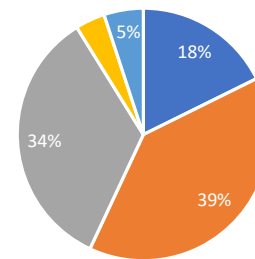


If economic conditions remain constant, how would you rank the strength of your business? (n=161)

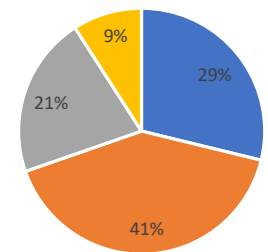
Breakdown by place



Flagstaff (n=79)



Sedona (n=66)



Legend: Very strong (blue), Strong (orange), Fair (grey), Poor (yellow), Very poor (light blue)

Legend: Very strong (blue), Strong (orange), Fair (grey), Poor (yellow)

	William	Rural & other
Very Strong	0	0
Strong	2	1
Fair	1	1
Poor	0	0
Very Poor	1	1