



# Shopper & Business Survey Results

March 2008

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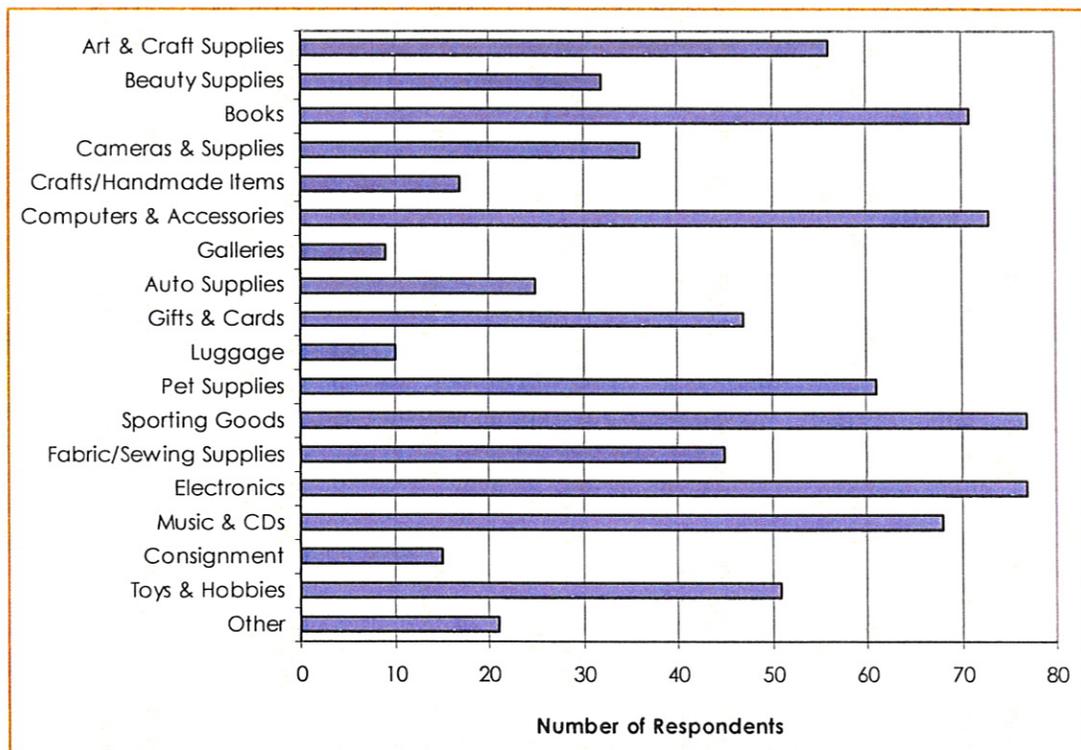


## Galt Area Shopper Survey Summary (155 Respondents)

### Shopping needs in Galt

**3. What types of specialty merchandise do you think are needed and would be supported in the Galt area if they existed? (check all that apply.) (142 respondents)**

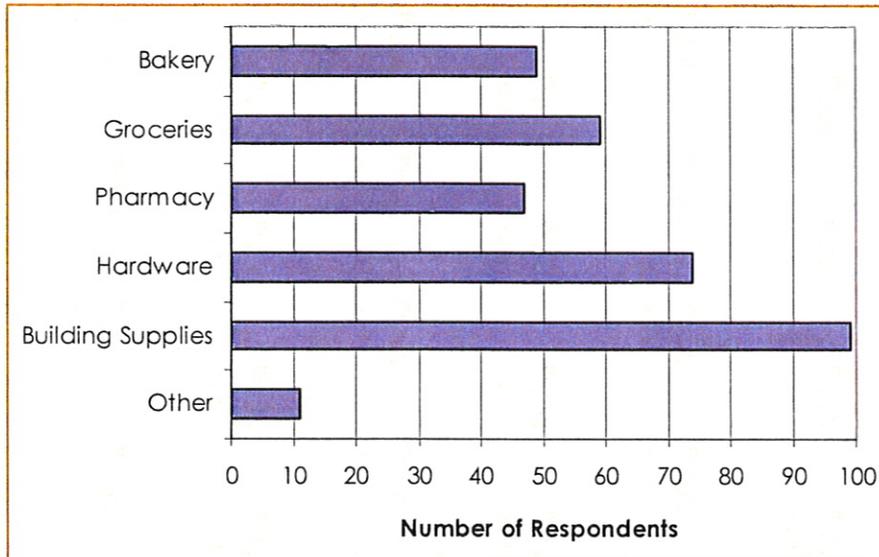
- Fifty-four percent (54.2%) of respondents think an electronics store would be supported in the Galt area. A sporting goods store was selected by 54.2% of respondent as well.
- Computers and accessories were selected by 51.4% of respondents and a book store was picked by 50.0%.
- Many respondents added clothing to the list of their top needs, although a separate question asked about apparel.



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### 6. What kinds of convenience merchandise do you think are needed and would be supported in the Galt area if they existed? (check all that apply.) (126 respondents)

- Building supplies was identified by 78.5% of respondents as being needed in the Galt area, followed by hardware (58.7%).
- Groceries was also a popular response, selected by nearly half (46.8%) of respondents.
- Several people specifically identified Wal-Mart as being desired.



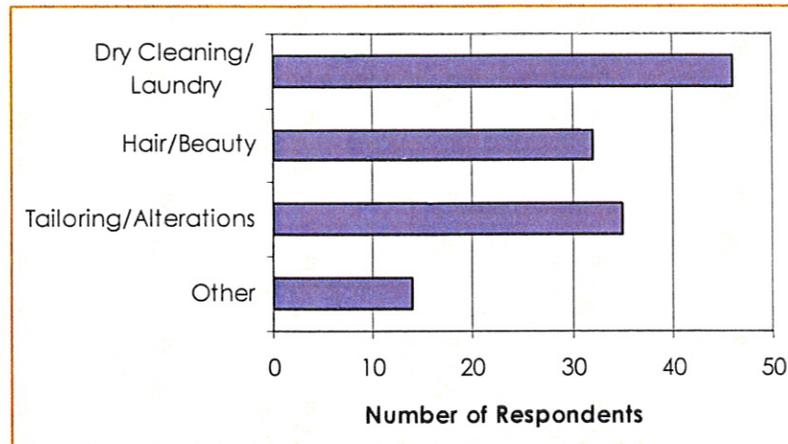
### 7. Some of this merchandise may be available locally. Please explain why you may not be buying these products locally. (93 respondents)

- The majority of respondents identified "price" as the top reason for not shopping locally, followed by "selection."
- Several also noted poor customer service.

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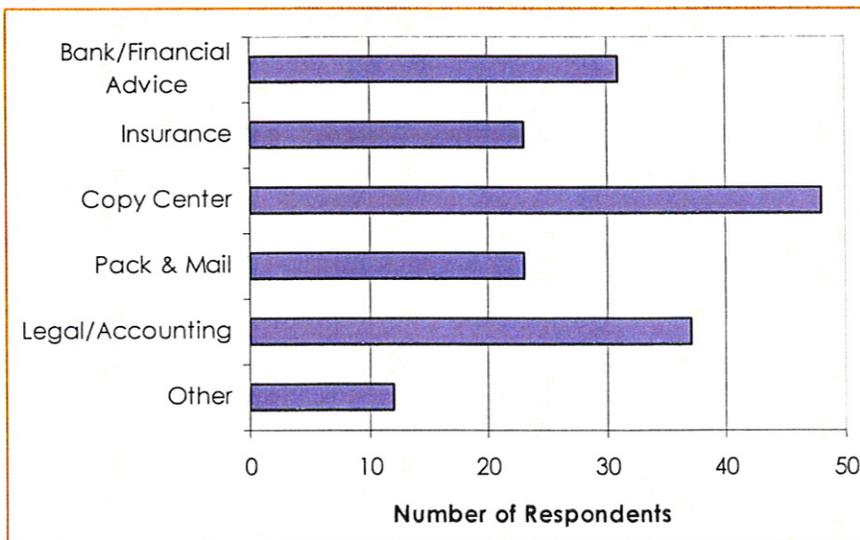
### 10. What kinds of personal services are needed and would be supported in the Galt area if they existed? (check all that apply.) (72 respondents)

- Dry cleaning/laundry was selected by 63.9% of respondents.
- Tailoring/alteration followed and was identified by 48.6% of respondents.
- Respondents noted that Galt already offers most of these services.



### 11. What business/professional services are needed and would be supported in the Galt area if they existed? (check all that apply.) (80 respondents)

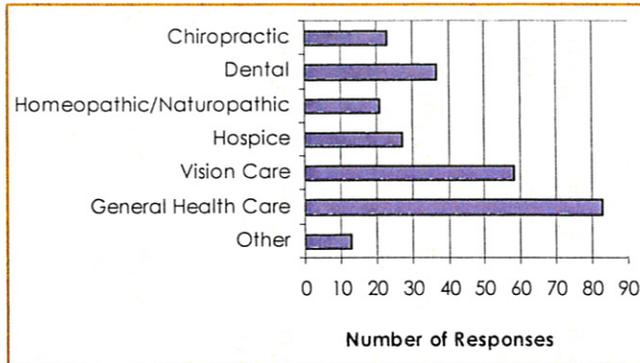
- A copy center was the most popular response, picked by 60.0% of respondents.
- Other top choices included legal/accounting services (46.3%) and banks/financial advice (38.8%).
- Several respondents noted the desire for a bank of america branch.



## Galt Area Shopper Survey Summary (155 Respondents)

### 13. What health services do you think are needed in Galt and would be supported if they existed? (check all that apply.) (98 respondents)

- Eighty-five percent (84.7%) of respondents identified the need for general health care.
- Vision care was the second most popular choice, selected by 59.2% of respondents. Dental followed with 37.8% of respondents.
- Urgent care and kaiser were also frequently mentioned by respondents.



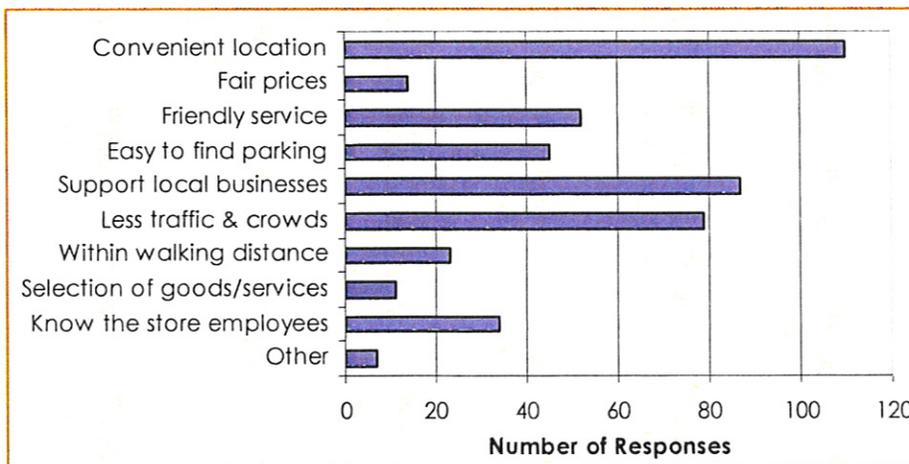
### 14. Some of these services may be available locally. Please explain why you may not choose local service providers, if you are aware of their services. (59 respondents)

- Of the 59 persons who replied, "selection" was the top reason followed by "price" for not choosing local service providers.

## Shopping/Personal Business Preferences

### 15. Currently, what are the major advantages of shopping or doing personal business (e.g. banking) in Galt? (please check the top 3.) (132 respondents)

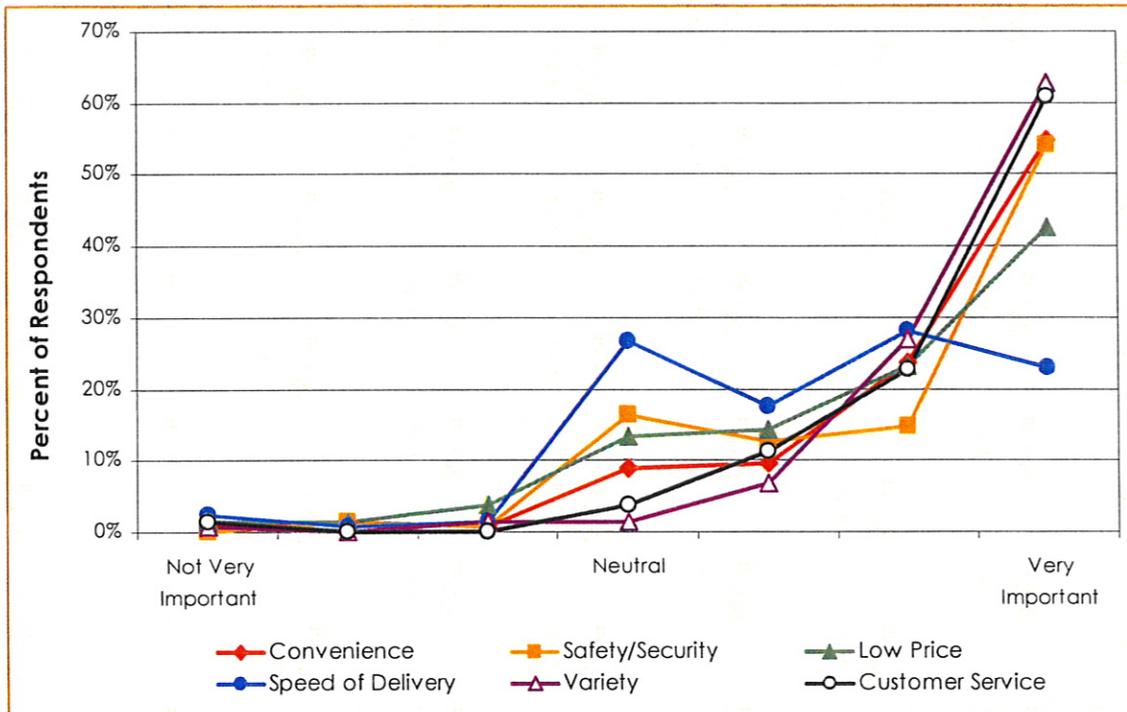
- The two most popular reasons for shopping in Galt were its convenient location (83.3%) and to support local businesses (65.9%).
- Other reasons included less traffic and crowds (59.8%), friendly service (39.4%) and easy to find parking (34.1%).



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### 18. Please indicate how important each of the following is to you in making purchases by checking the appropriate box in the scale below. (135 respondents)

- Variety and customer service were the factors most frequently seen as very important. Sixty-three percent (62.7%) identified variety as very important and 60.9% identified customer service.
- Speed of delivery was the least important factor when respondents make purchases.



### 19. What are the best times for you to shop during the week (monday – friday)? (135 respondents)

- Most respondents (58.5%) selected after 5:00 p.m. As the best time for them to shop during the week.
- Forty-two percent (41.5%) of respondents chose between 8:30 a.m. And 5:00 p.m. As the best time for them to shop.

### 20. What are the best times for you to shop on the weekends? (125 respondents)

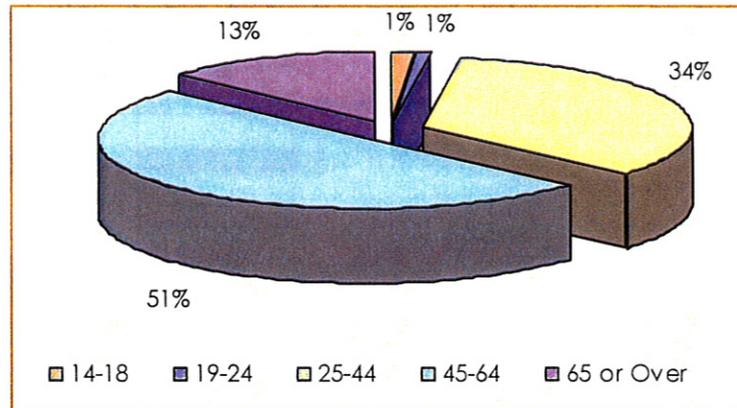
- Saturday afternoon was the most popular weekend shopping time, selected by 45.6% of respondents.
- Saturday morning followed and was selected by 33.6% of respondents.

## Galt Area Shopper Survey Summary (155 Respondents)

### General information

#### 25. Please check your age. (137 respondents)

- Most respondents (50.4%) were between the ages of 45 and 64. Over a third (34.3%) were between the ages of 25 and 44.



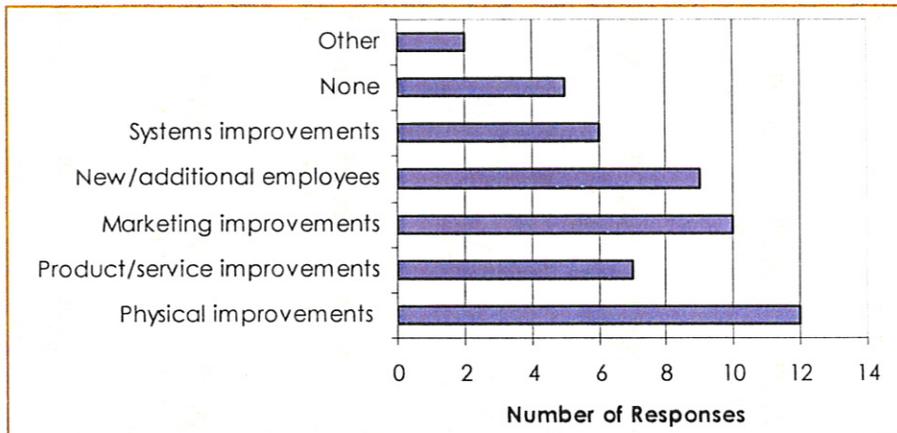
#### 26. Please share any other comments below. (69 respondents)

- Comments reiterated the need for more shopping and business in general to grow the tax base and support city services, public safety and more activities for families and children.
- Some are disgruntled by the infighting among city councilors and are eager for the community to build a positive image and future.

## City of Galt Business Survey Summary (28 Respondents)

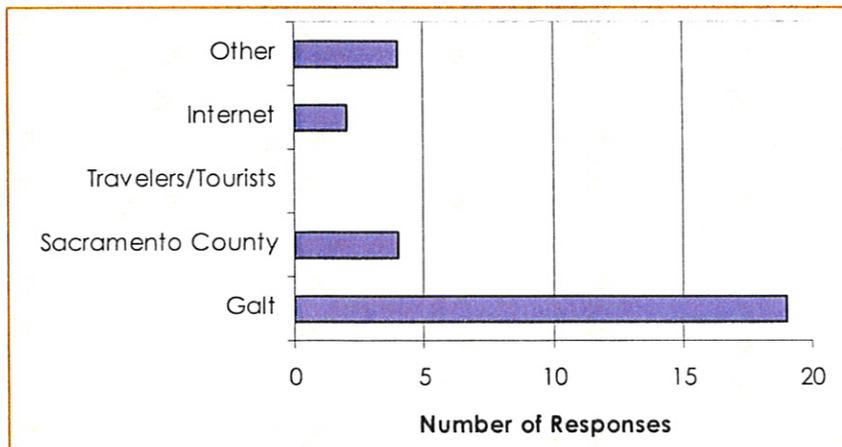
### 13. please check any type of investment or improvement you plan on making in the next one to two years. (27 respondents)

- Twelve respondents have physical improvements (store design/layout, interior or exterior remodeling) planned.
- Ten businesses plan to have new/expanded marketing/promotional activities and 9 will likely get new/additional employees.



### 14. What is the primary market area from which the majority of your sales are derived? (choose just one.) (27 respondents)

- Twelve respondents have physical improvements (store design/layout, interior or exterior remodeling) planned.
- Ten businesses plan to have new/expanded marketing/promotional activities and 9 will likely get new/additional employees.

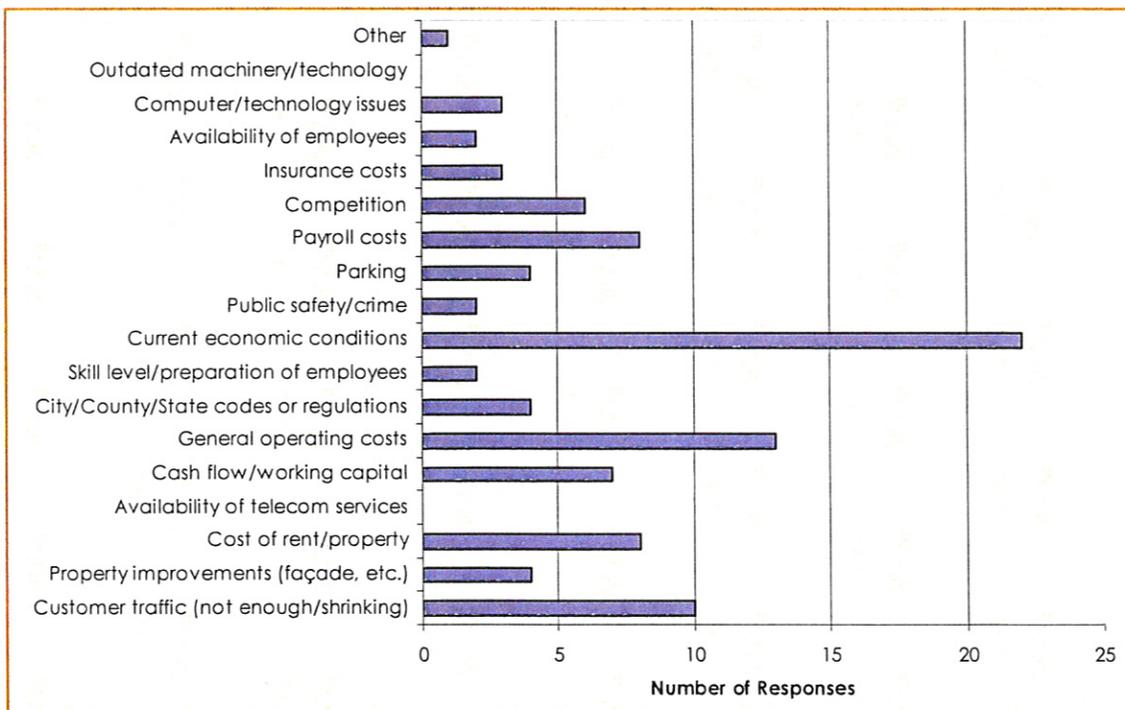


### 15. If you checked travelers/tourists, please provide more detail on this market (for example, "we cater to sportsmen" or "we capture a large share of business travelers.") (0 respondents)

## City of Galt Business Survey Summary (28 Respondents)

### 17. What are some of the major issues or obstacles facing your business today? (please check the top five priority issues.) (28 respondents)

- Twenty-two of 28 respondents selected current economic conditions as an obstacle for their business.
- General operating costs was the second most popular response and was picked by 13 respondents.
- Other top issues/obstacles identified by city of Galt businesses included shrinking customer traffic (10 respondents), cost of rent/property (8 respondents) and payroll costs (8 respondents).



### 18. Please expand on any of your answers to the question above. (12 respondents)

- One respondent noted that people are spending their discretionary income on gasoline and don't feel they can eat out as often.
- Several mentioned the increased minimum wage impacting their prices and bottom lines.

## City of Galt Business Survey Summary (28 Respondents)

**22. As the community of Galt continues to grow and change, if you could keep one thing the same about the shopping/business district, what would it be? (16 respondents)**

- Preservation and promotion of locally owned businesses
- Small town with locally owned retail
- Quaint, old town with specialty shops

**23. If you could change one thing about the community of Galt what would it be? (19 respondents)**

- Building/property improvements
- Better marketing
- Improved parking and circulation in the city

**24. What identity or image would you like to see Galt develop for itself as a unique community attractive to residents and visitors alike? (17 respondents)**

- As a safe, family-oriented, successful, business-friendly city
- A nice places to live
- Planned growth
- Friendly town
- A quality small town

**25. How would you rate your overall confidence in the economic future or vitality of Galt as a whole? (23 respondents)**

- Twelve of 23 respondents had moderate confidence in Galt's economic future or vitality.
- Seven had a low level of confidence in the city's future.
- Four had a high level of confidence for the future.

**26. Are there products or services that your business currently purchases out of town that you would purchase in town if they were available? (21 respondents)**

- Eight of 21 respondents answered "yes" and 13 answered "no" to potentially purchasing products or services in town.

**27. If you answered yes to question 26, please name them and explain your response. (10 respondents)**

- Office supplies was the top mentioned store type.

**28. In your opinion, what could Galt businesses do to attract more local residents who are currently shopping in other areas? (18 respondents)**

- Update its look and quit doing politics as a small town –we've grown up
- Offer a better selection of everything especially restaurants and variety stores
- Clean-up old town/update buildings provide quality service and let community know what is available
- Better advertising and networking

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