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2017/18 Lloyd Business Census & Survey Summary

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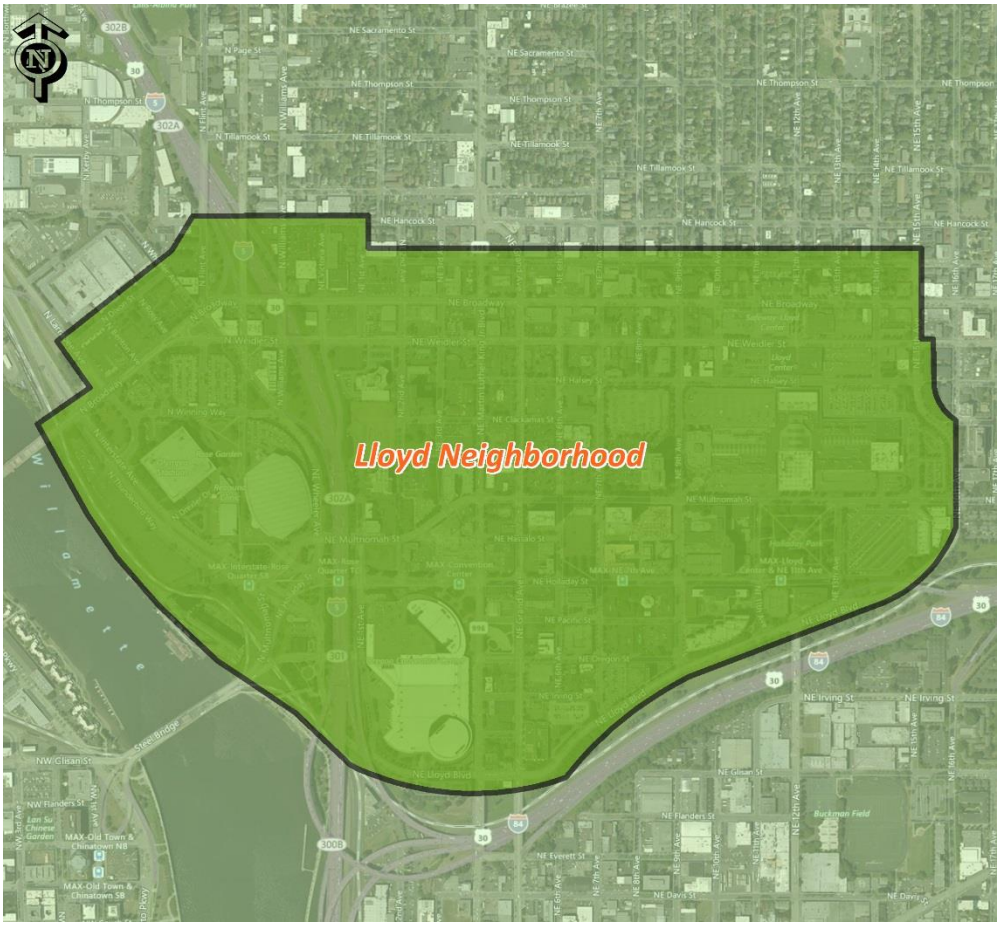
2017/18 Lloyd Business Census & Survey Summary

Overview

The Lloyd Business Census & Survey is a comprehensive data-gathering project involving all Lloyd Neighborhood businesses, government entities, and non-profit organizations. The purpose of the project is: 1) to accurately identify and count all the businesses and their employees located in the Lloyd area; 2) to obtain feedback and responses from Lloyd businesses and organizations in order to better understand and respond to the existing Lloyd market, as well as future opportunities and challenges facing the neighborhood; 3) to establish benchmarks, trends and tracking the progress of ongoing Lloyd development efforts; 4) to create a resource of information for prospective Lloyd tenants and developers interested in having a Lloyd presence.

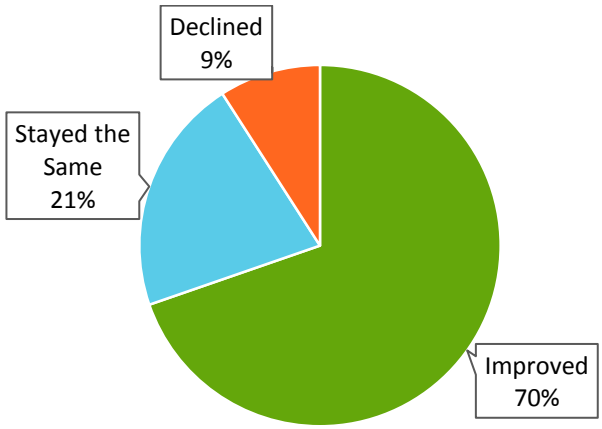


The 2017/18 Lloyd Survey reflects the opinions of business owners and managers within the Lloyd area as of May 31, 2018.

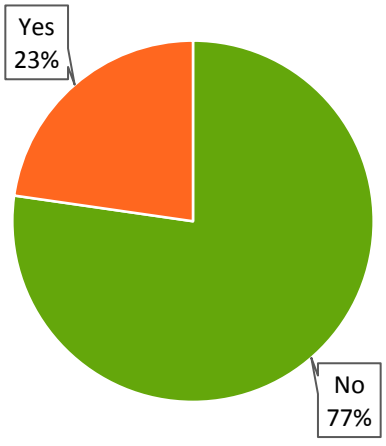
Response Rate

While the overall response rate is low, Go Lloyd continues to grow the number of participating businesses and organizations that share their information with us. To date a total of 68 respondents have participated in this biennium version of the survey, a 36% increase over the baseline year conducted in 2015.

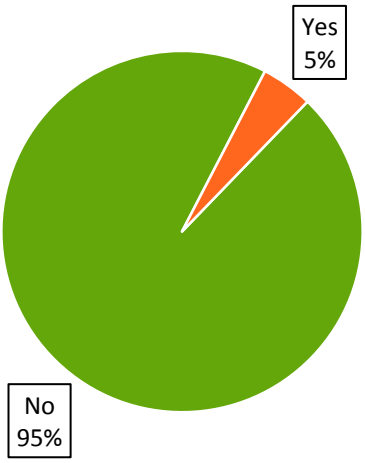
Change in Health of Business over the Prior Two Years



Plans for Expansion over Next Two Years

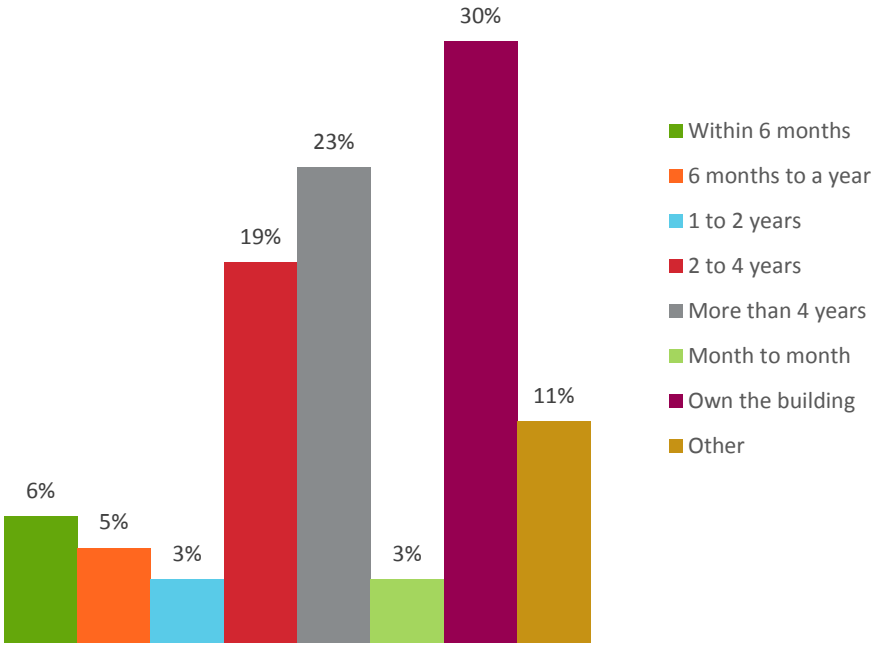


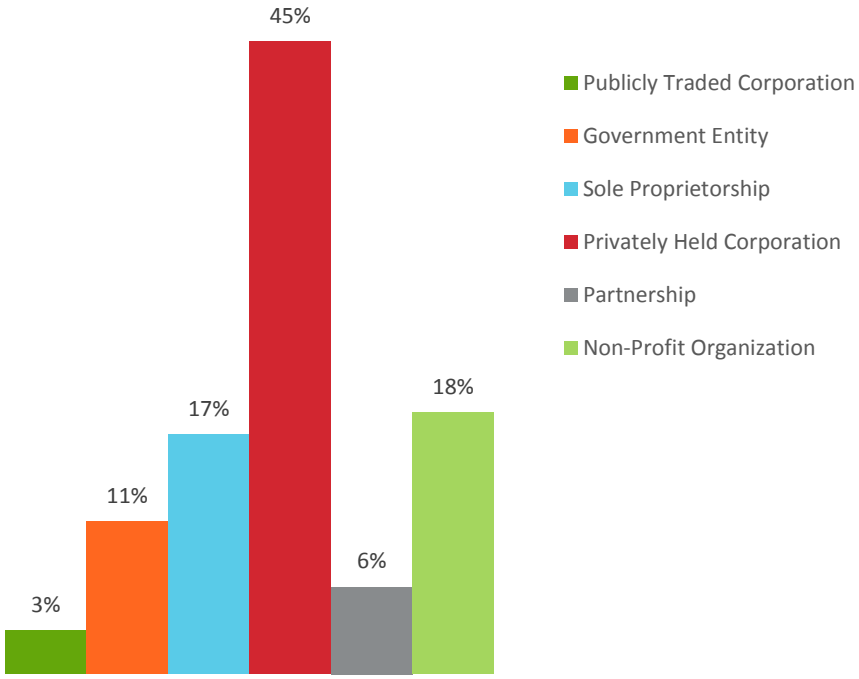
Plans for Business Relocation in the Next Two Years



*Most businesses who plan to relocate, want to relocate in the neighborhood. All are looking for bigger places to reside.

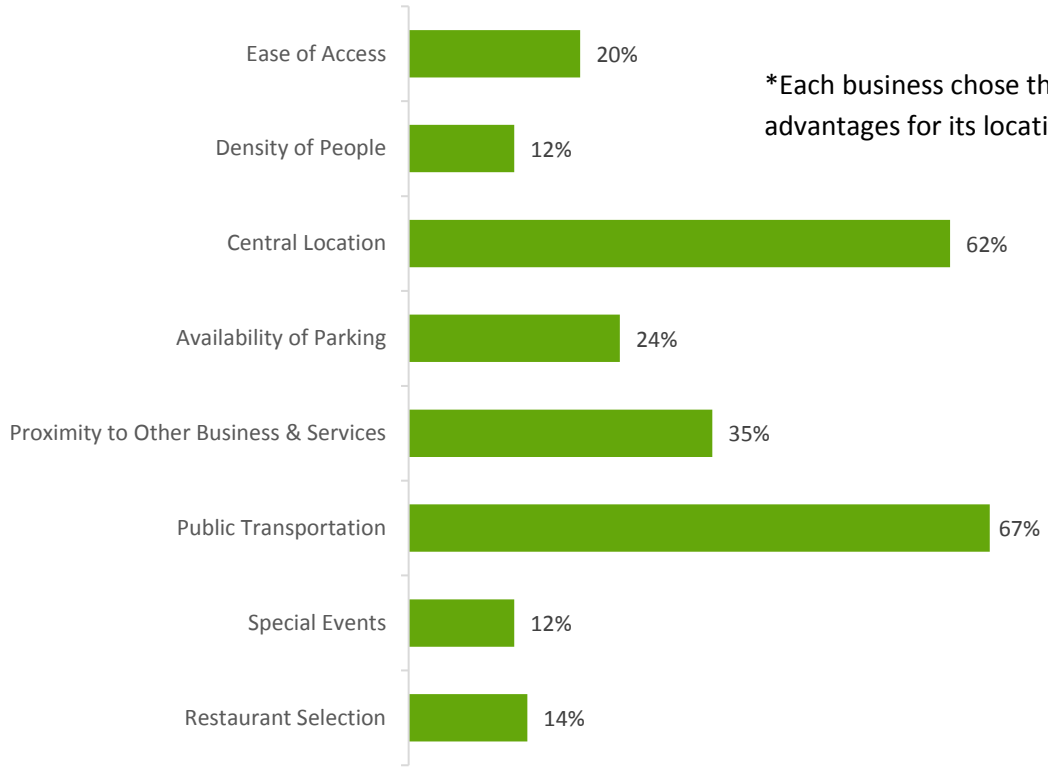
Time of Lease Expiration





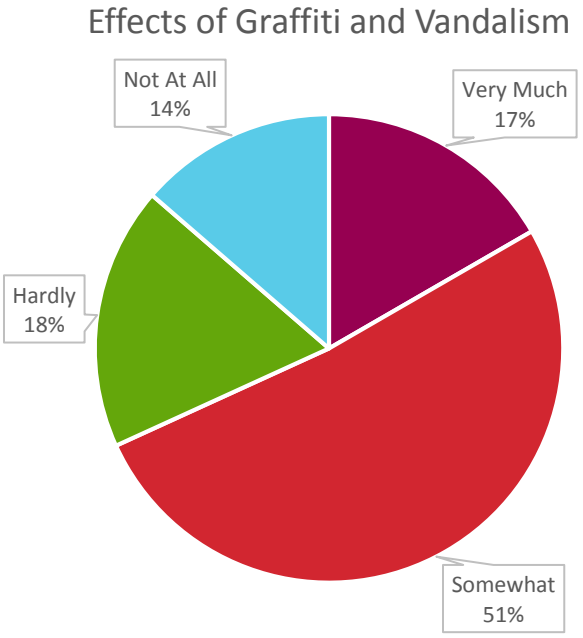
Lloyd Organizational Types

Lloyd Advantages



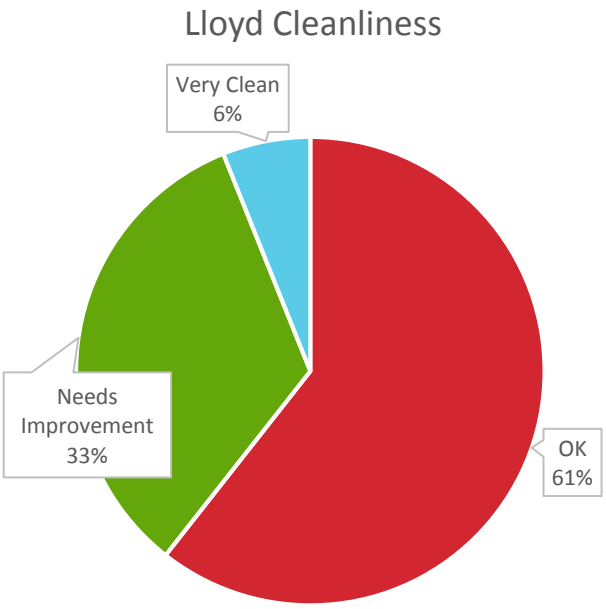
*Each business chose three primary advantages for its location in Lloyd.

Quality of life

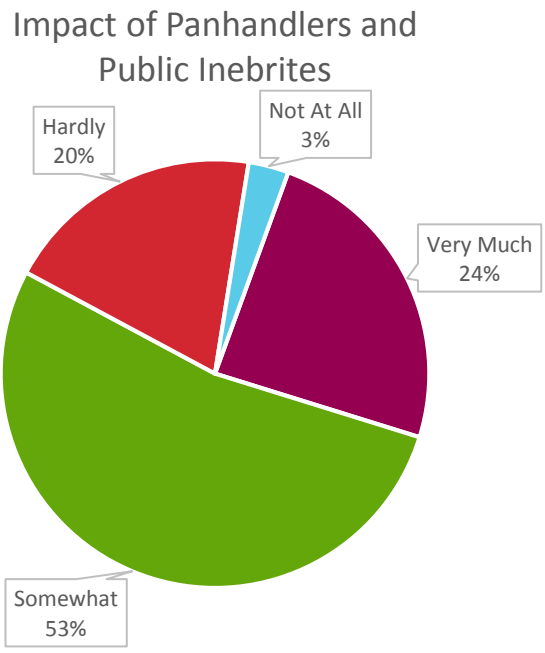


*Two-thirds of businesses believe graffiti and vandalism have a negative effect on business.

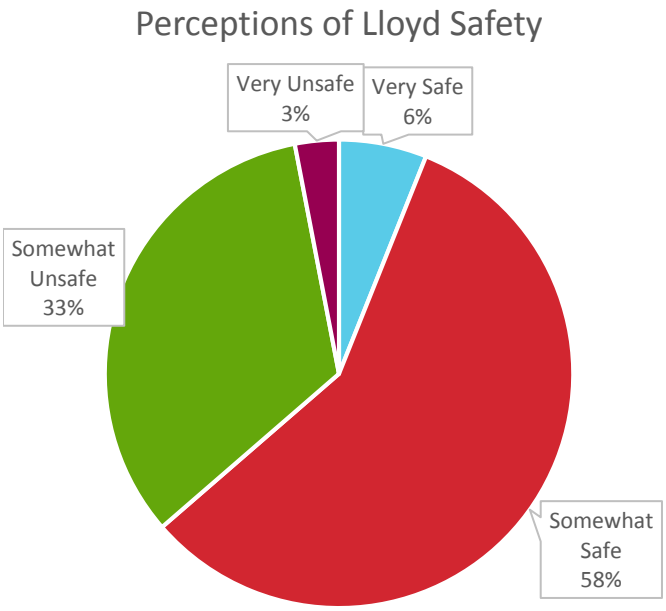
*Approximately 1 in 10 businesses say graffiti and vandalism are not a problem.



*A majority of businesses find cleanliness moderate to needing improvement in the neighborhood. Several respondents expressed concern about Lloyd Center, Denny's and litter.



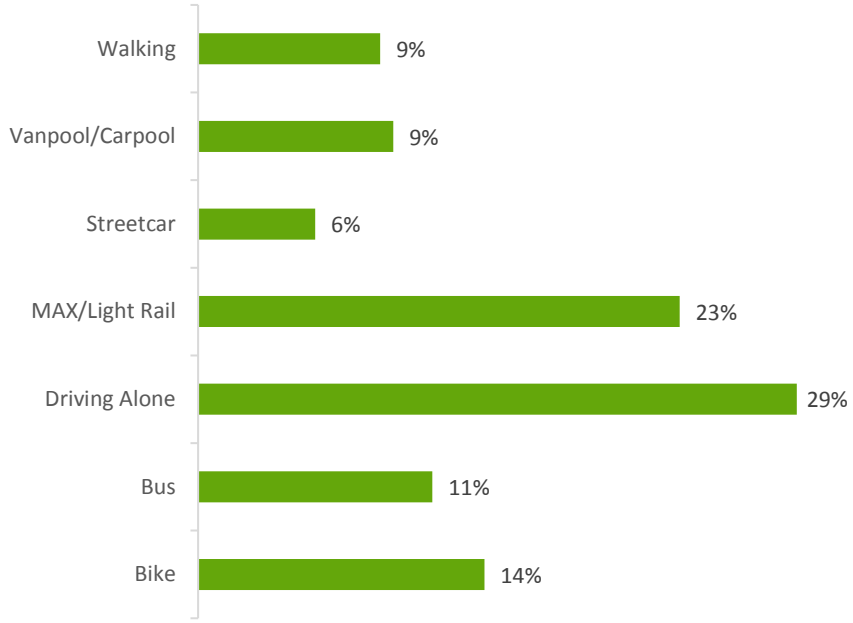
*Three-quarters of businesses view panhandling as a problem. It was identified as the number one complaint in "actions you would like to see undertaken in Lloyd to improve the business environment."



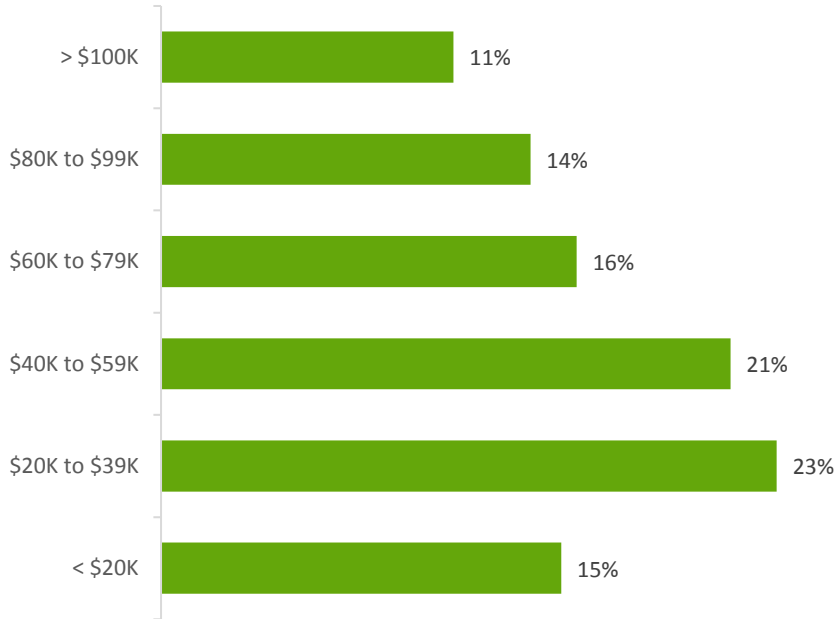
*The perception of safety in Lloyd generated a mixed response. Six in ten businesses see the neighborhood as safe or somewhat safe, while some businesses located by Lloyd Center, Denny's and Holladay Park expressed concern about the safety of employees and customers, particularly in the evening hours.

Employee Profile:

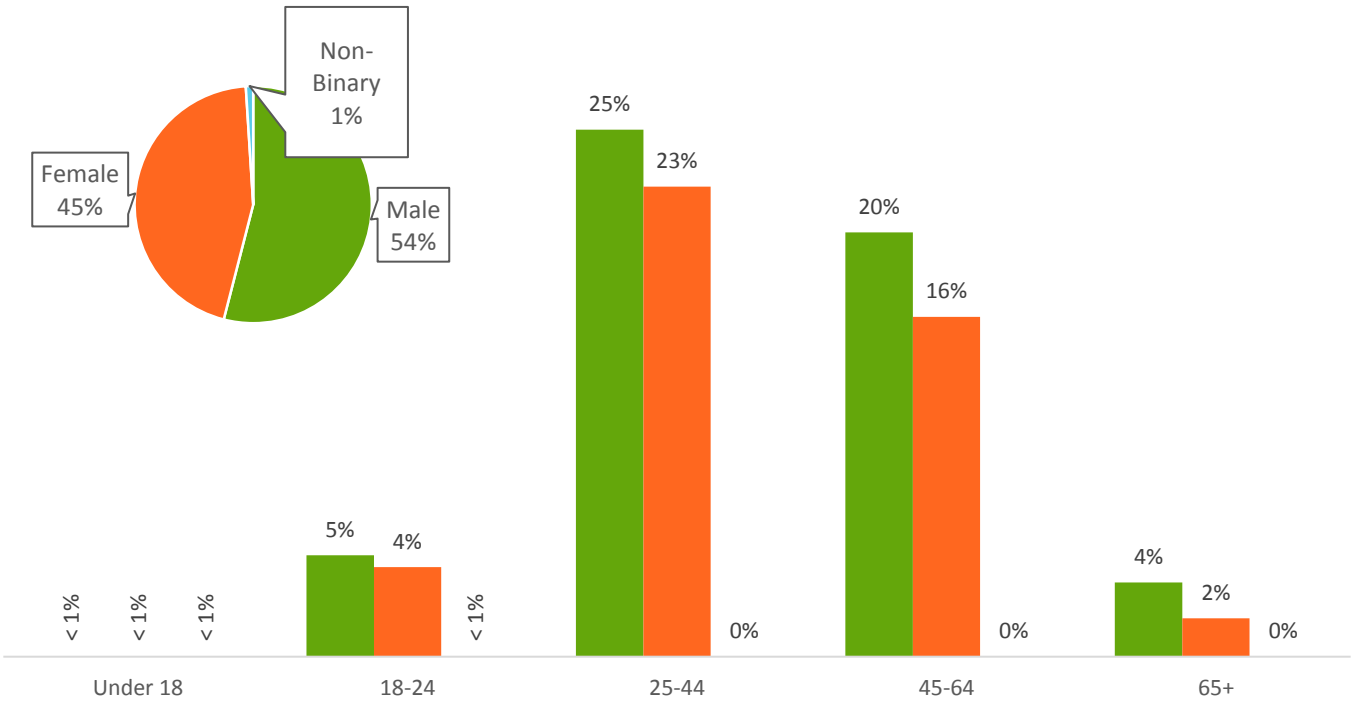
Lloyd Employee Arrivals



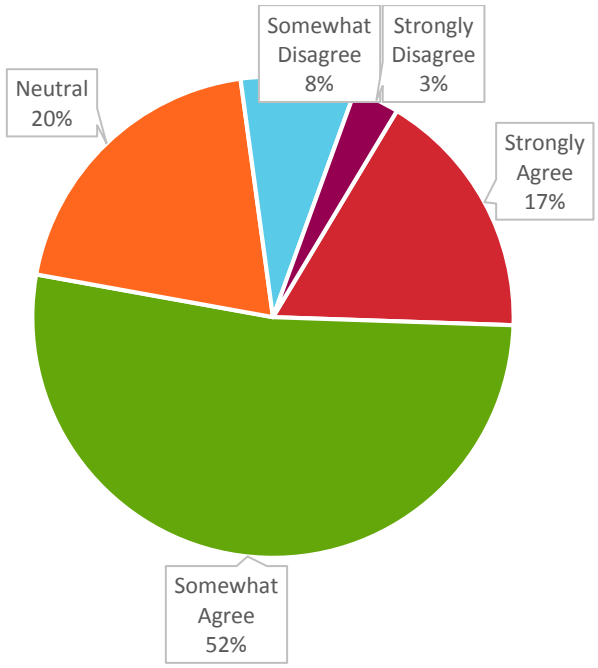
Lloyd Salaries



Employee Age and Gender Distribution



Variety of Walkable Destinations



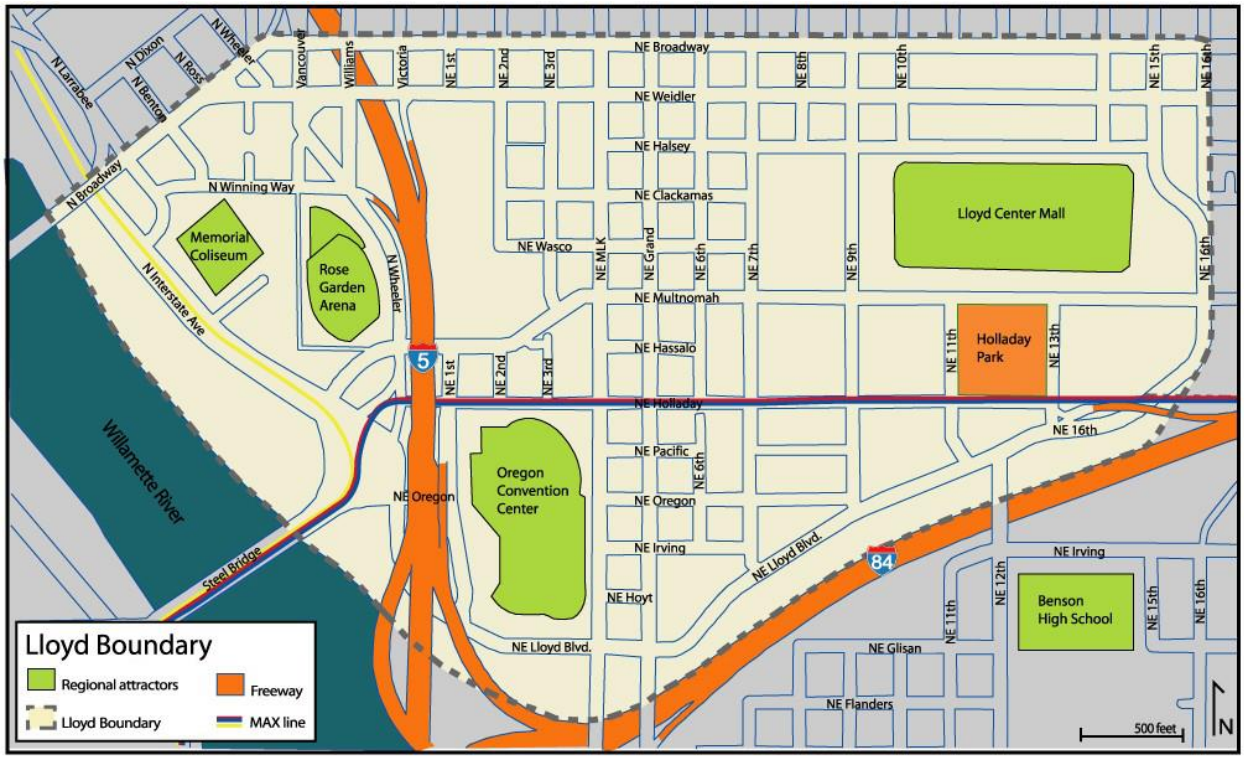
*Over two-thirds of businesses agree that Lloyd has a variety of walkable destinations.

Business Census Database & Site Analysis

The information for the census is collected by business location, which makes the information useful for business development and competitive analysis. Analysis can be conducted by specific industry segments in Lloyd or by geographic locations. Information on individual enterprises will not be released; information will be released in aggregate form only.

Methodology

The survey was mailed to owners and managers of all businesses, organizations and government agencies located within the study area. Information on all enterprises has been collected as of November 1, 2017[1]. Those that did not respond by that date were sent a reminder e-mail. Our results represent about a 15% count of all enterprises by type and employee count within the study area. Our goal is to continue to grow the response rate to the survey so we have a more representative sample of businesses in the neighborhood. The Lloyd Business Census Survey is conducted on a biannual basis using October 11, 2015 as the baseline date for responses and data information.

Cleanliness & Safety

When responding to survey questions regarding cleanliness, impact of panhandlers and public inebriates, the effects of vandalism and Lloyd safety, respondents were asked to consider the boundary of the Lloyd neighborhood, defined as the area within the boundaries of Willamette River to NE 15th Avenue and NE Lloyd Boulevard to NE Broadway.