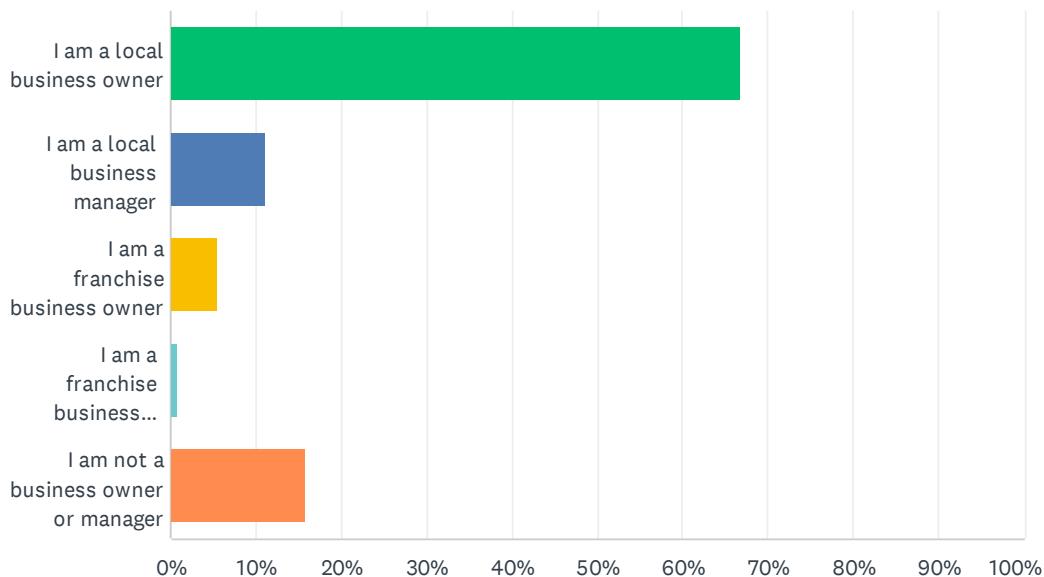


Q1 How would you describe your role in Brady?

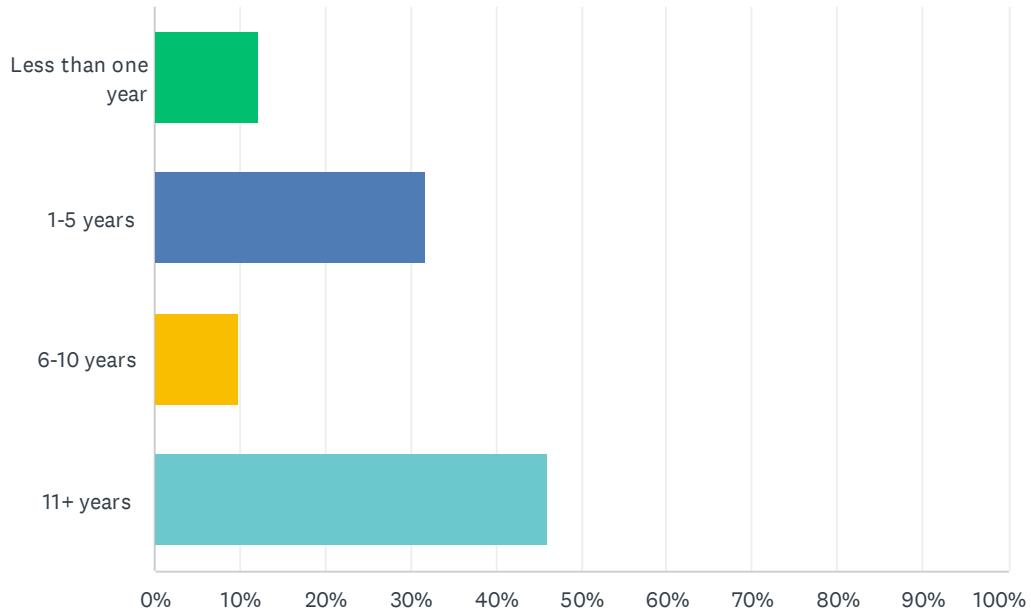
Answered: 108 Skipped: 0



ANSWER CHOICES	RESPONSES
I am a local business owner	66.67% 72
I am a local business manager	11.11% 12
I am a franchise business owner	5.56% 6
I am a franchise business manager	0.93% 1
I am not a business owner or manager	15.74% 17
TOTAL	108

Q2 How long have you been operating or managing your business in Brady?

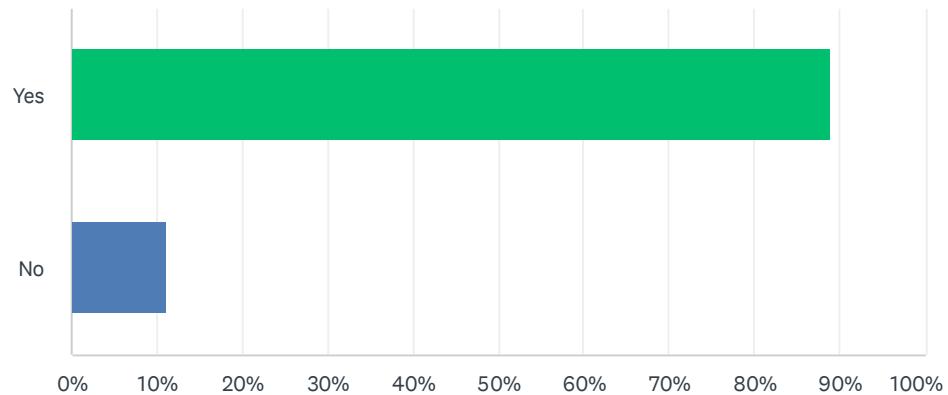
Answered: 91 Skipped: 17



ANSWER CHOICES	RESPONSES	
Less than one year	12.09%	11
1-5 years	31.87%	29
6-10 years	9.89%	9
11+ years	46.15%	42
TOTAL		91

Of those who answered
Q3 Do you live in Brady?

Answered: 90 Skipped: 18

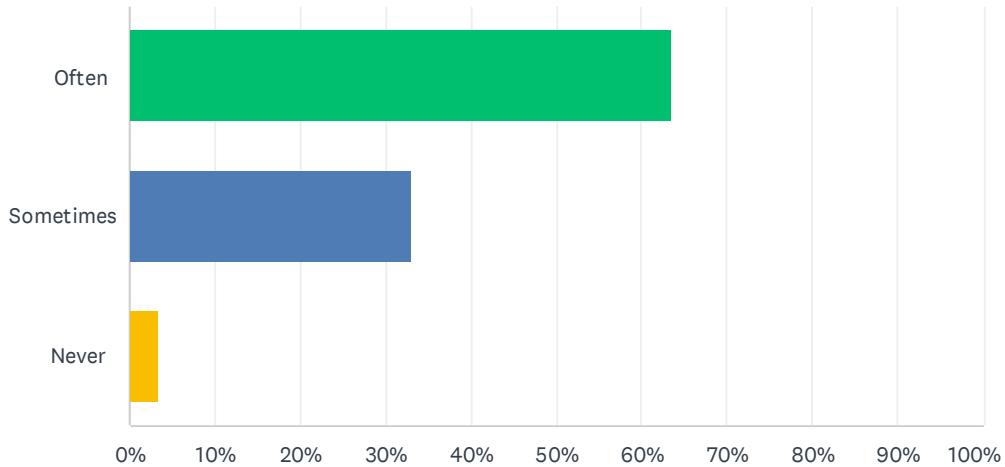


ANSWER CHOICES	RESPONSES	
Yes	88.89%	80
No	11.11%	10
TOTAL		90

Of those who answered "No," and chose to answer the follow-up question of where they currently live, the responses varied between McCulloch County, Voca, Oak Hills, Dallas, and Melvin.

Q4 How often do you source products or services from other local businesses?

Answered: 88 Skipped: 20

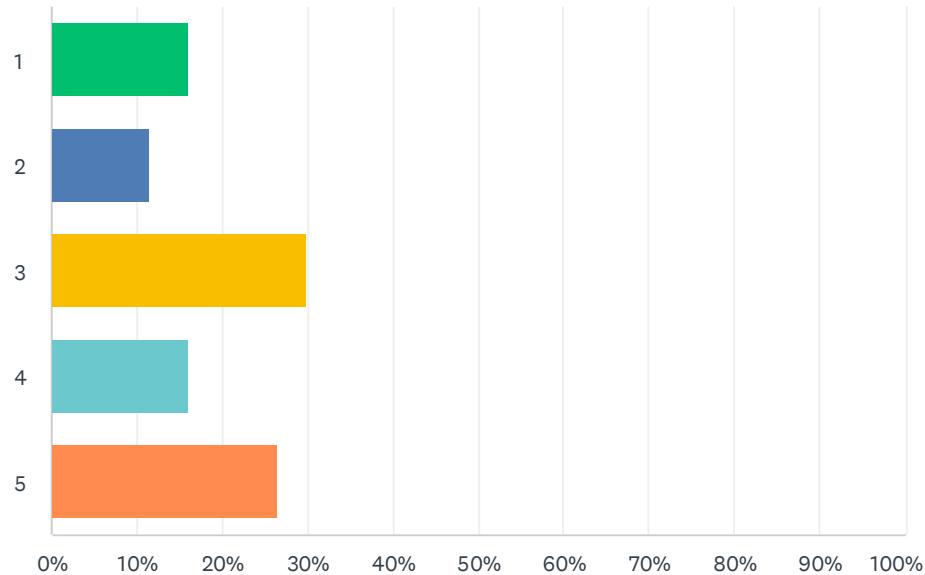


ANSWER CHOICES	RESPONSES
Often	63.64%
Sometimes	32.95%
Never	3.41%
TOTAL	88

Of those who answered "Never," and chose to answer the follow-up question of why they do not source products or services locally, the responses varied relating to prices, Brady being a service-based economy, and products that their businesses needs not being produced locally in Brady.

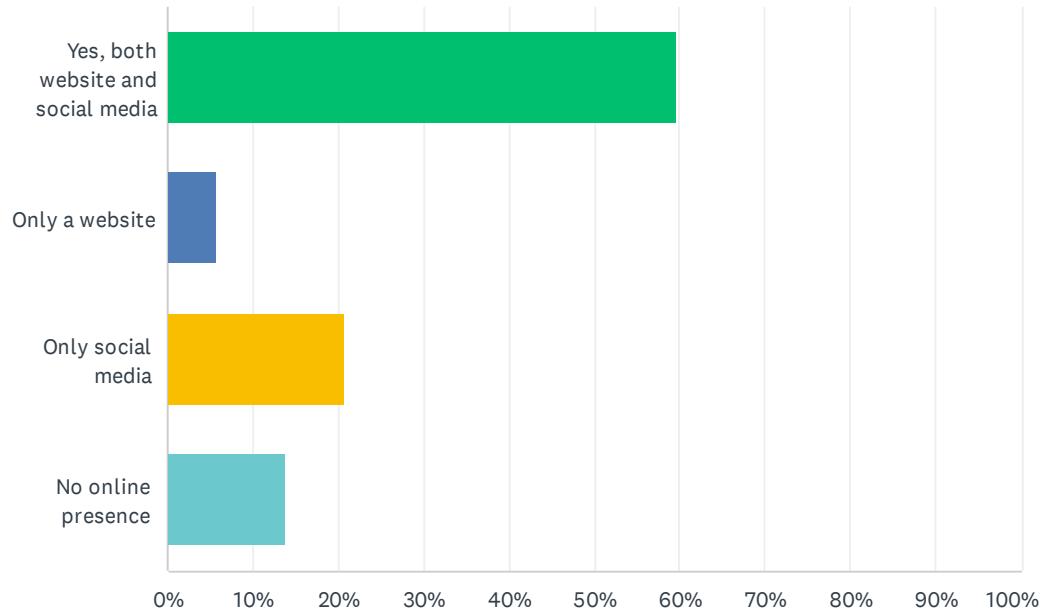
Q5 On a scale of 1 to 5, how involved is your business in community events or initiatives? (1 being not involved at all, 5 being very involved)

Answered: 87 Skipped: 21



Q6 Do you have an online presence for your business (e.g., website, social media)?

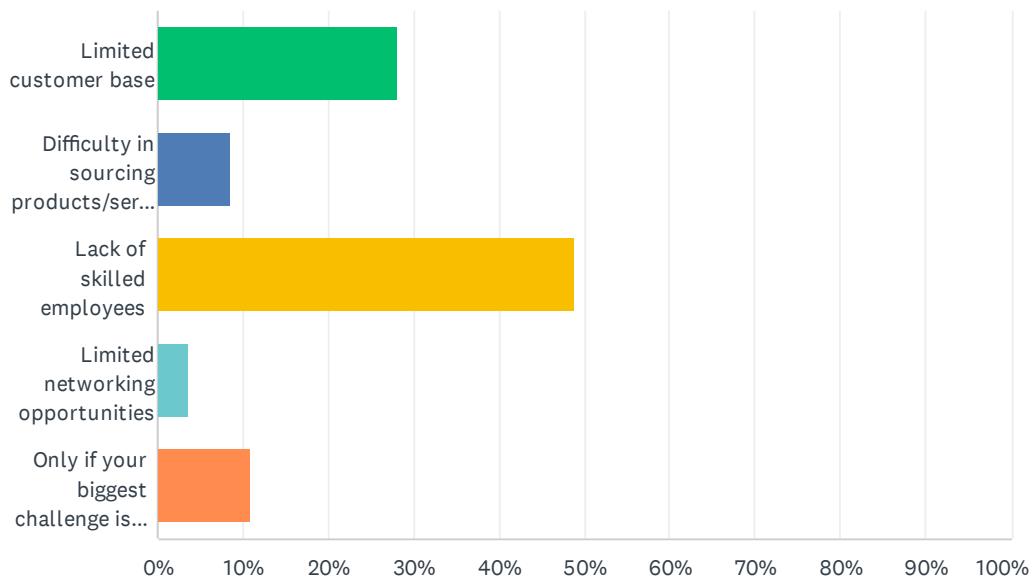
Answered: 87 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes, both website and social media	59.77%	52
Only a website	5.75%	5
Only social media	20.69%	18
No online presence	13.79%	12
TOTAL		87

Q7 What is the biggest challenge you face operating in Brady?

Answered: 82 Skipped: 26

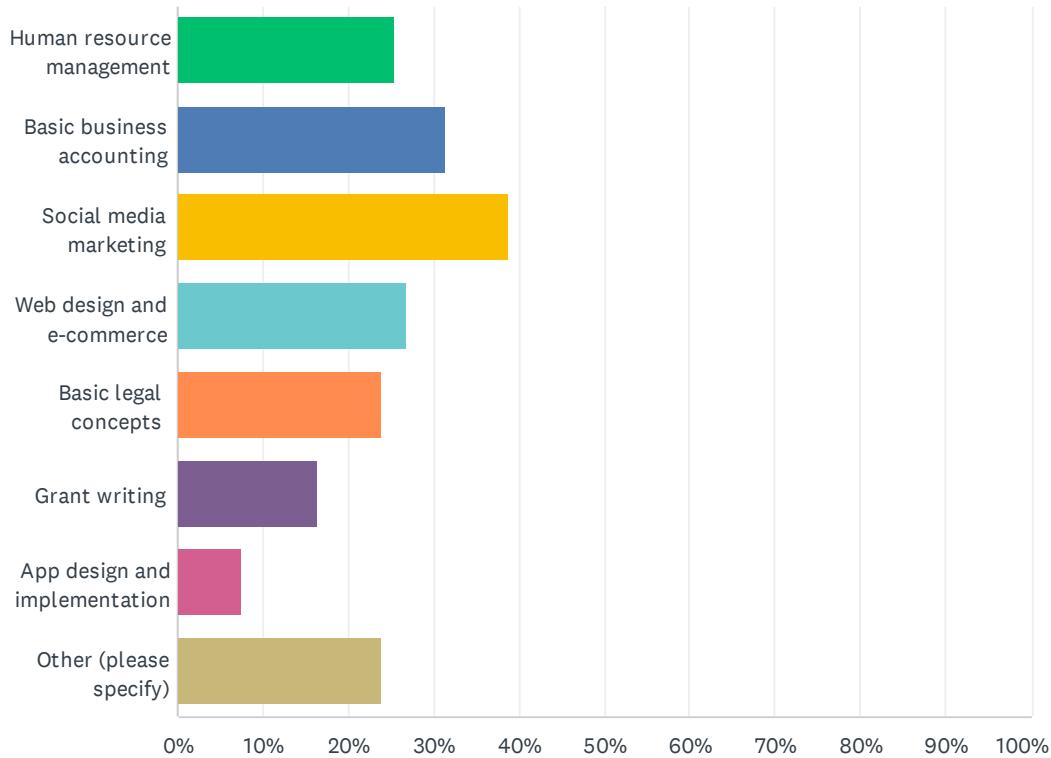


ANSWER CHOICES	RESPONSES	
Limited customer base	28.05%	23
Difficulty in sourcing products/services	8.54%	7
Lack of skilled employees	48.78%	40
Limited networking opportunities	3.66%	3
Only if your biggest challenge is not listed above, explain it here. (100 character limit)	10.98%	9
TOTAL		82

Of those who wrote in responses, the answers varied between utility prices, cost of materials, advertisement, and training and retention of employees.

Q8 What types of business training or workshops would you find useful as a local business owner? Please check the box next to all that apply.

Answered: 67 Skipped: 41

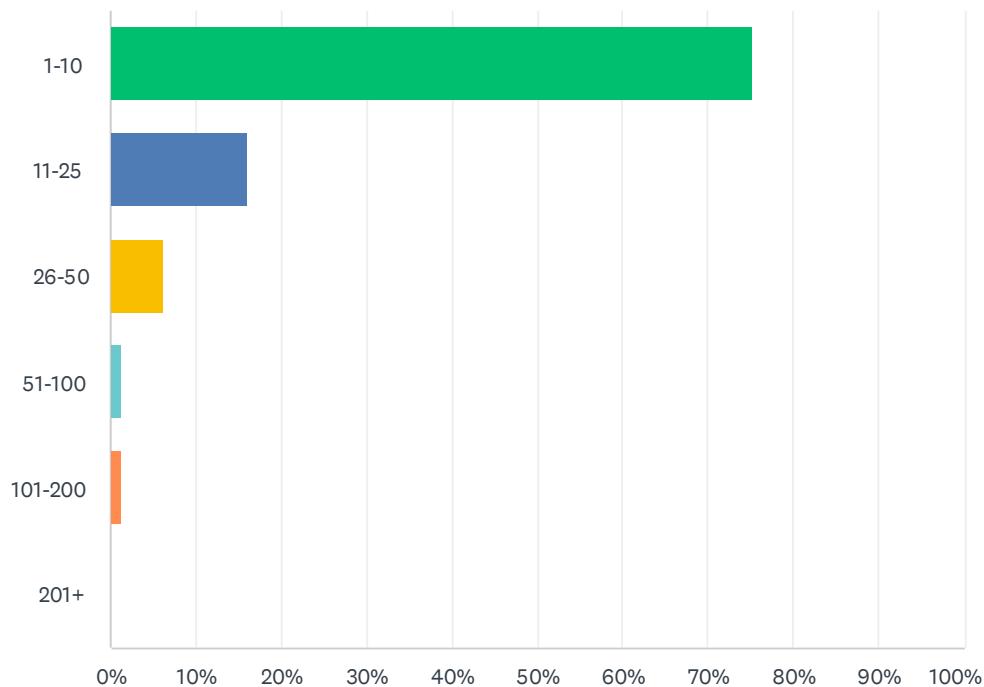


ANSWER CHOICES	RESPONSES
Human resource management	25.37%
Basic business accounting	31.34%
Social media marketing	38.81%
Web design and e-commerce	26.87%
Basic legal concepts	23.88%
Grant writing	16.42%
App design and implementation	7.46%
Other (please specify)	23.88%
Total Respondents: 67	

Answers for "Other (please specify)" ranged from education relating to local policies, code, regulations, advertising, Google Workspace, and career training for young adults.

Q9 How many employees do you currently have?

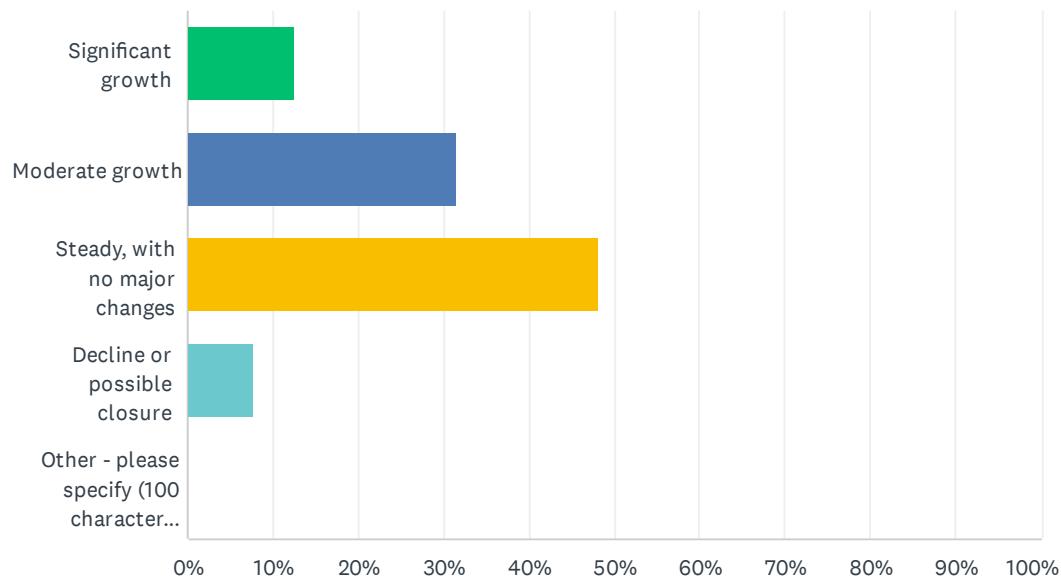
Answered: 81 Skipped: 27



ANSWER CHOICES	RESPONSES	
1-10	75.31%	61
11-25	16.05%	13
26-50	6.17%	5
51-100	1.23%	1
101-200	1.23%	1
201+	0.00%	0
TOTAL		81

Q10 How do you foresee the growth of your business in the next 5 years?

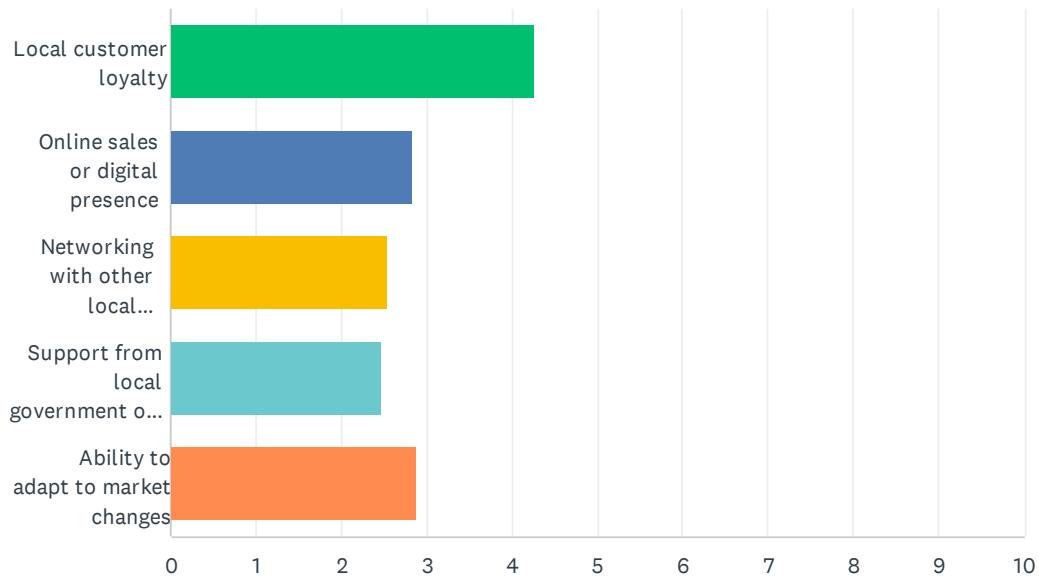
Answered: 79 Skipped: 29



ANSWER CHOICES	RESPONSES
Significant growth	12.66%
Moderate growth	31.65%
Steady, with no major changes	48.10%
Decline or possible closure	7.59%
Other - please specify (100 character limit)	0.00%
TOTAL	79

Q11 By clicking and dragging the given options, please rank the following factors in order of their importance to the success of your business: (1 being most important, 5 being least important)

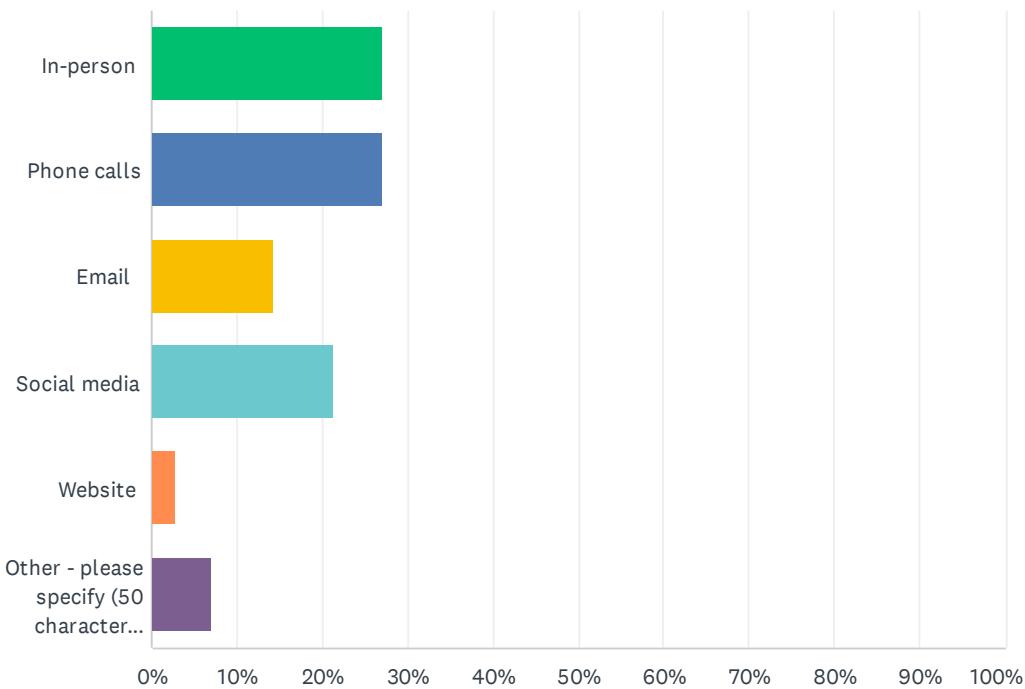
Answered: 70 Skipped: 38



	1	2	3	4	5	TOTAL	SCORE
Local customer loyalty	61.43% 43	15.71% 11	14.29% 10	5.71% 4	2.86% 2	70	4.27
Online sales or digital presence	14.29% 10	18.57% 13	24.29% 17	22.86% 16	20.00% 14	70	2.84
Networking with other local businesses	2.86% 2	20.00% 14	22.86% 16	37.14% 26	17.14% 12	70	2.54
Support from local government or institutions	11.43% 8	15.71% 11	18.57% 13	17.14% 12	37.14% 26	70	2.47
Ability to adapt to market changes	10.00% 7	30.00% 21	20.00% 14	17.14% 12	22.86% 16	70	2.87

Q12 How do you primarily communicate with your customers?

Answered: 70 Skipped: 38

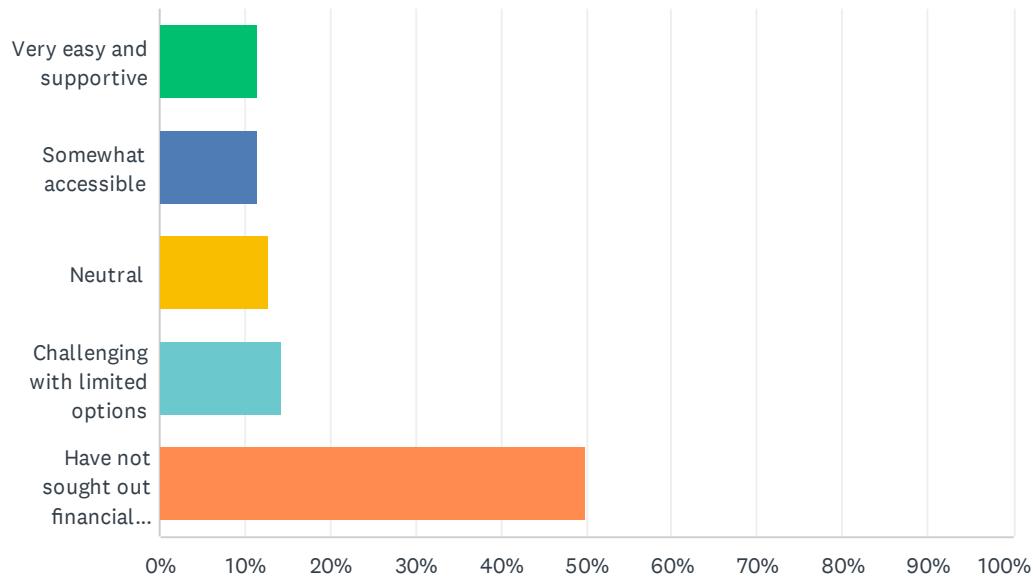


ANSWER CHOICES	RESPONSES
In-person	27.14% 19
Phone calls	27.14% 19
Email	14.29% 10
Social media	21.43% 15
Website	2.86% 2
Other - please specify (50 character limit)	7.14% 5
TOTAL	70

Of those who answered "Other - please specify," the answers ranged from all of the above, newspaper, and text message.

Q13 How would you describe any experiences you have had in attempting to access financial assistance through loans, grants, and/or investors in Brady?

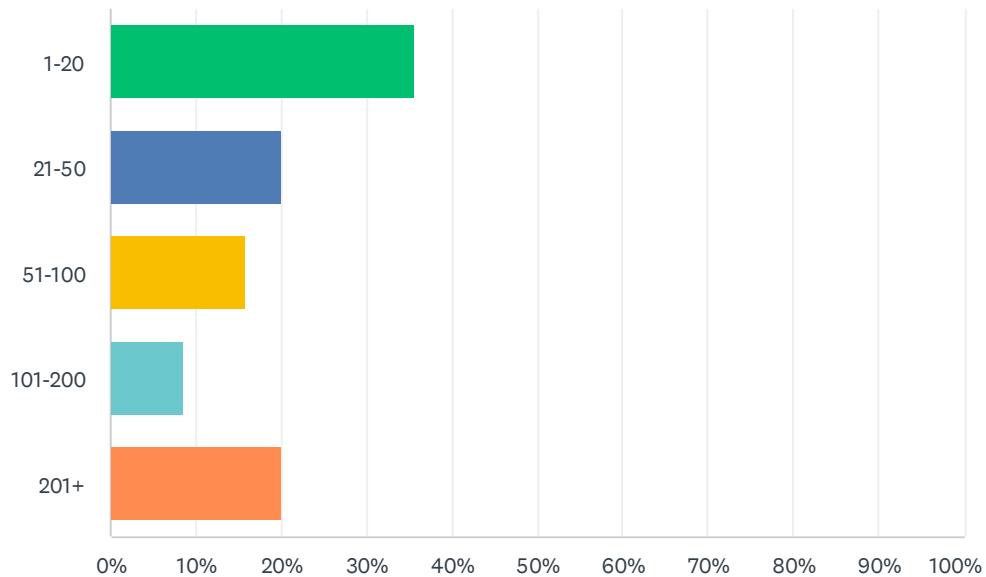
Answered: 70 Skipped: 38



ANSWER CHOICES	RESPONSES	
Very easy and supportive	11.43%	8
Somewhat accessible	11.43%	8
Neutral	12.86%	9
Challenging with limited options	14.29%	10
Have not sought out financial resources	50.00%	35
TOTAL		70

Q14 On average, how many customers does your business serve in a week?

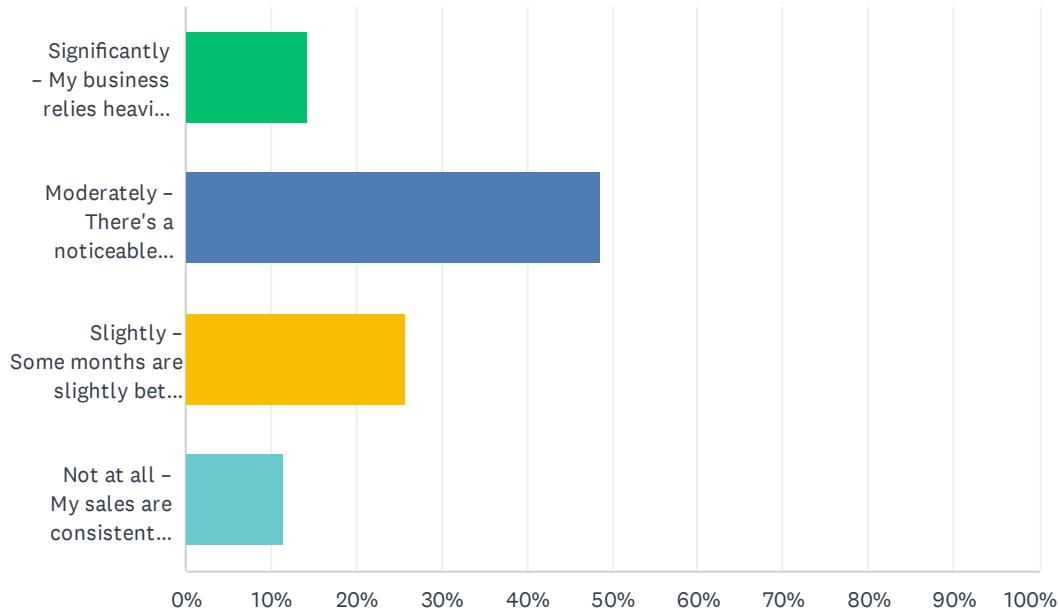
Answered: 70 Skipped: 38



ANSWER CHOICES	RESPONSES	
1-20	35.71%	25
21-50	20.00%	14
51-100	15.71%	11
101-200	8.57%	6
201+	20.00%	14
TOTAL		70

Q15 To what extent does your business experience seasonal fluctuations in sales?

Answered: 70 Skipped: 38



ANSWER CHOICES	RESPONSES	
Significantly – My business relies heavily on one or two seasons.	14.29%	10
Moderately – There's a noticeable uptick during certain times of the year.	48.57%	34
Slightly – Some months are slightly better than others, but it's minimal.	25.71%	18
Not at all – My sales are consistent year-round.	11.43%	8
TOTAL		70