

# Salt Lake City Business Survey

March, 2019



Main Street, Salt  
Lake City, Utah

# Methodology

EDC Utah sent an online survey to all businesses in Salt Lake City with a valid email address attached to their business license.

## Responses

6,361 Salt Lake City businesses were invited to participate in the survey

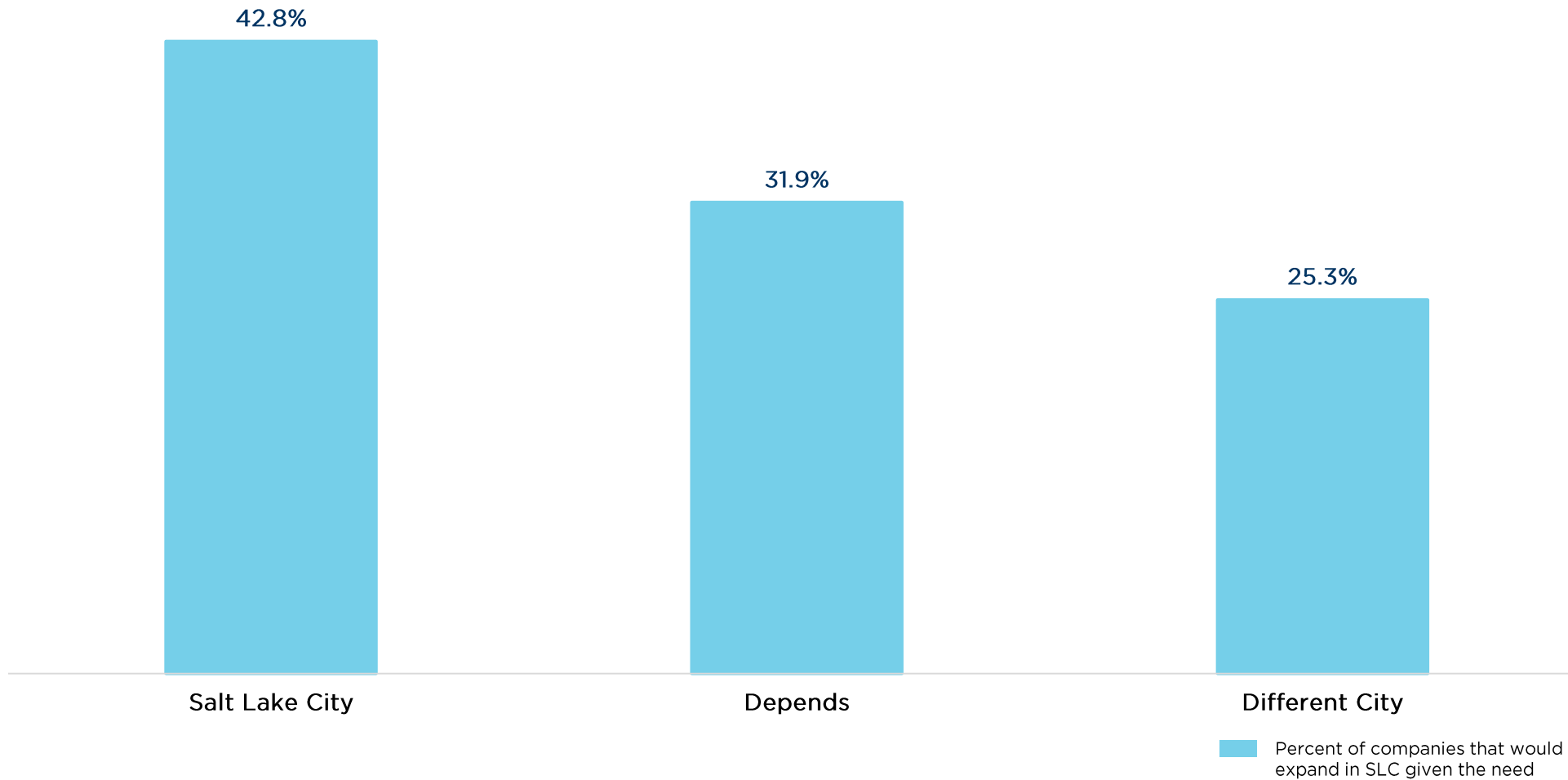
375 businesses completed the survey, representing a 6% response rate (*industry norm with no incentive = 5%*)



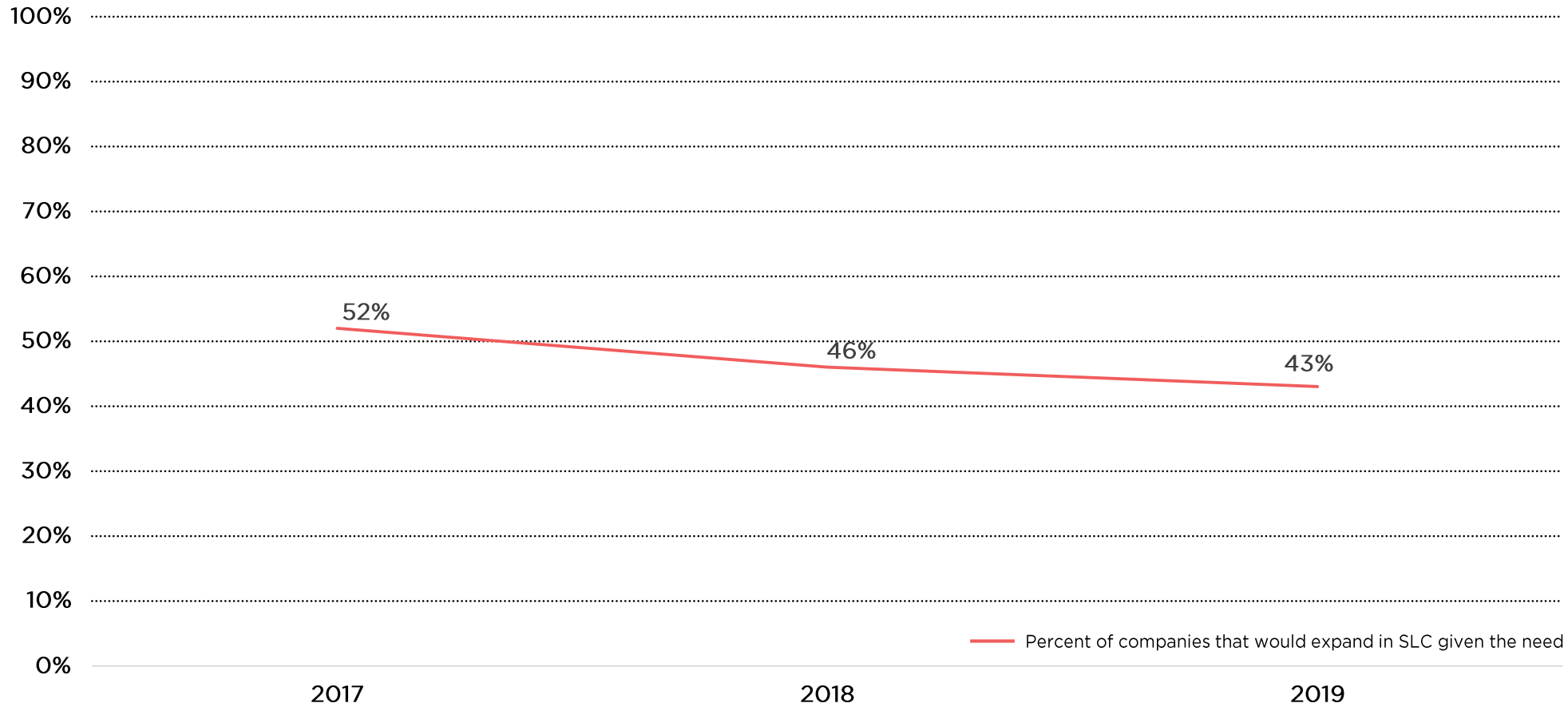
# The Responses



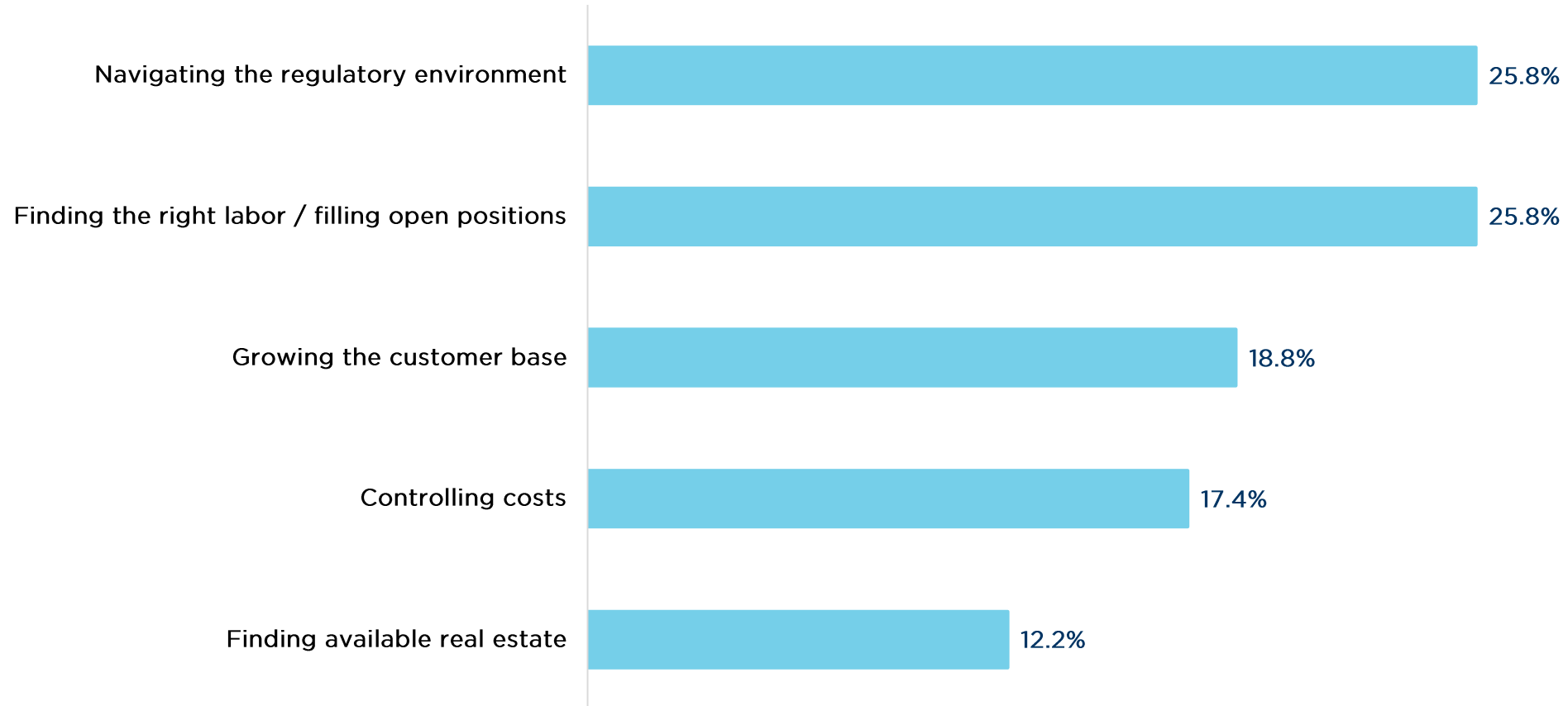
# Salt Lake City Expansion Decisions



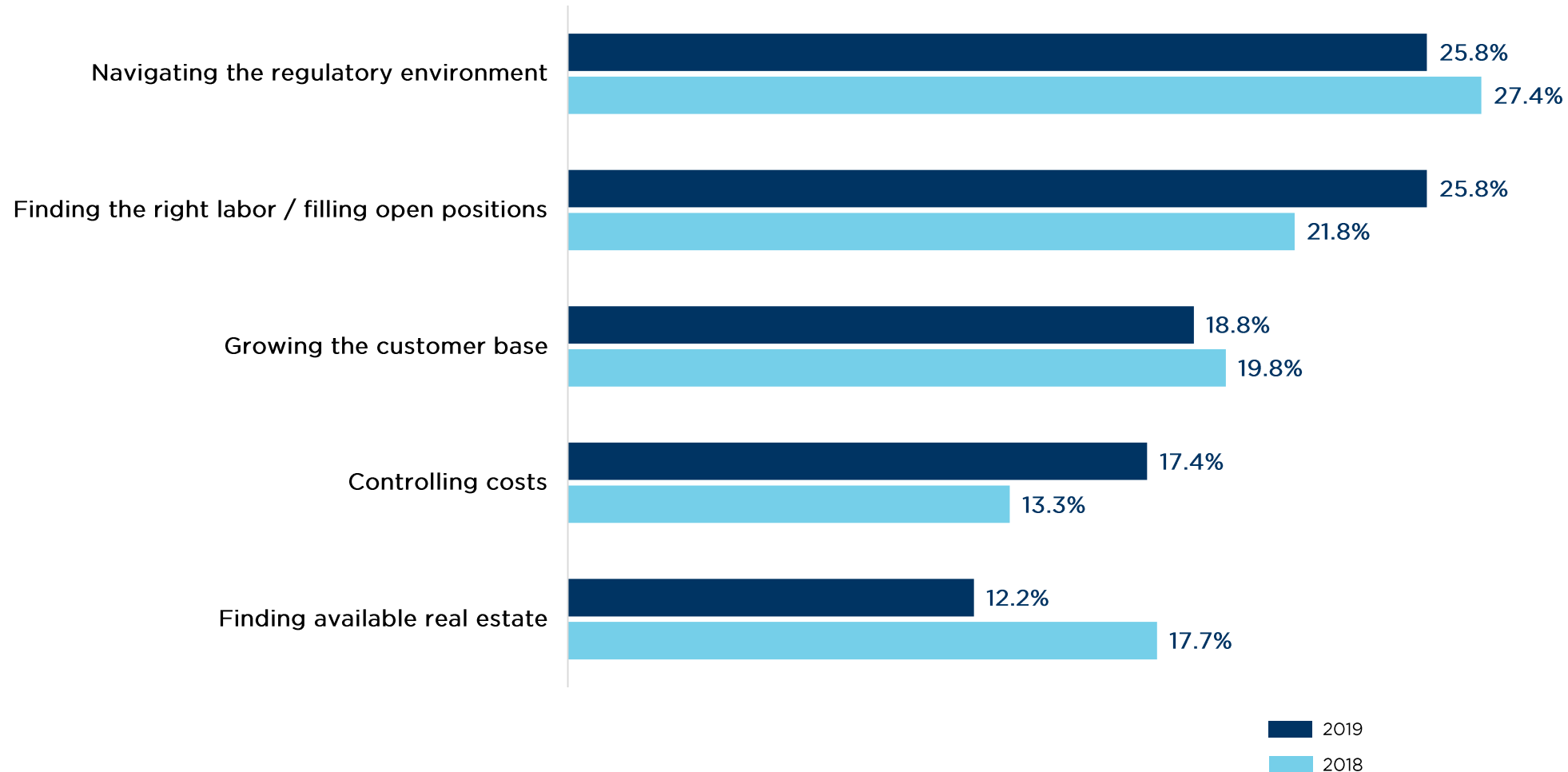
# Salt Lake City Expansion Decisions



# Greatest Barriers to Growth

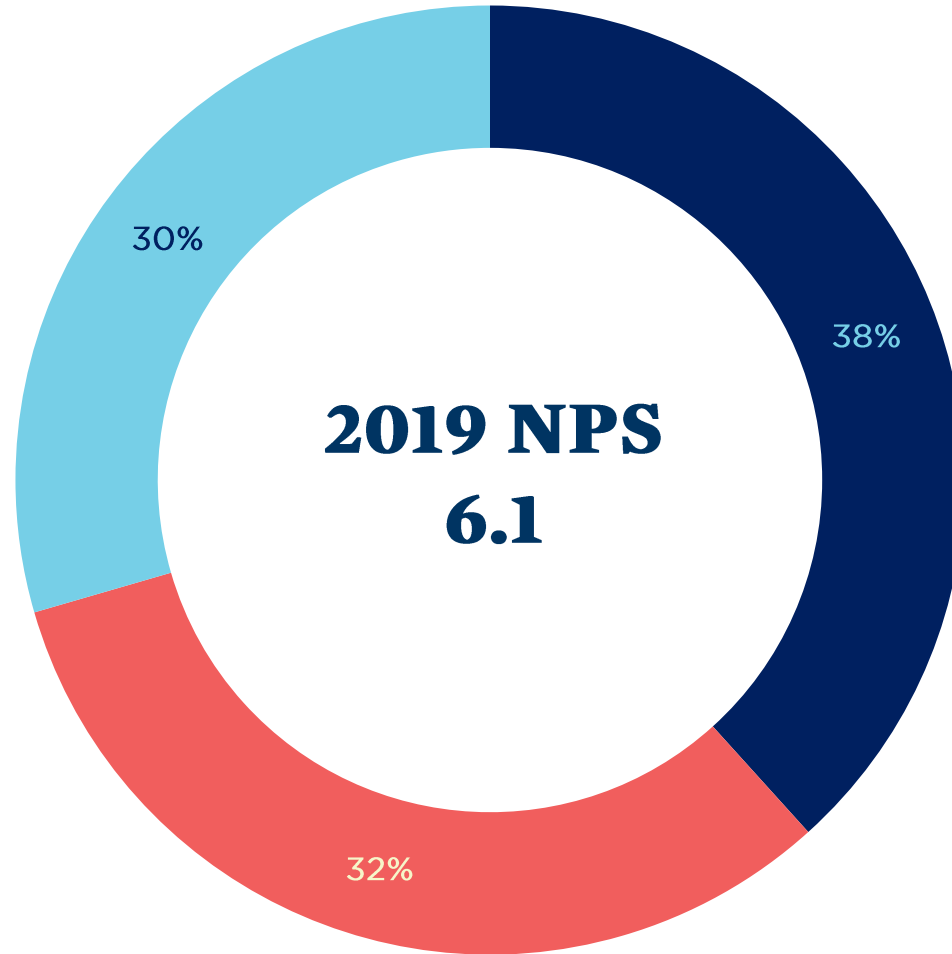


# Greatest Barriers to Growth



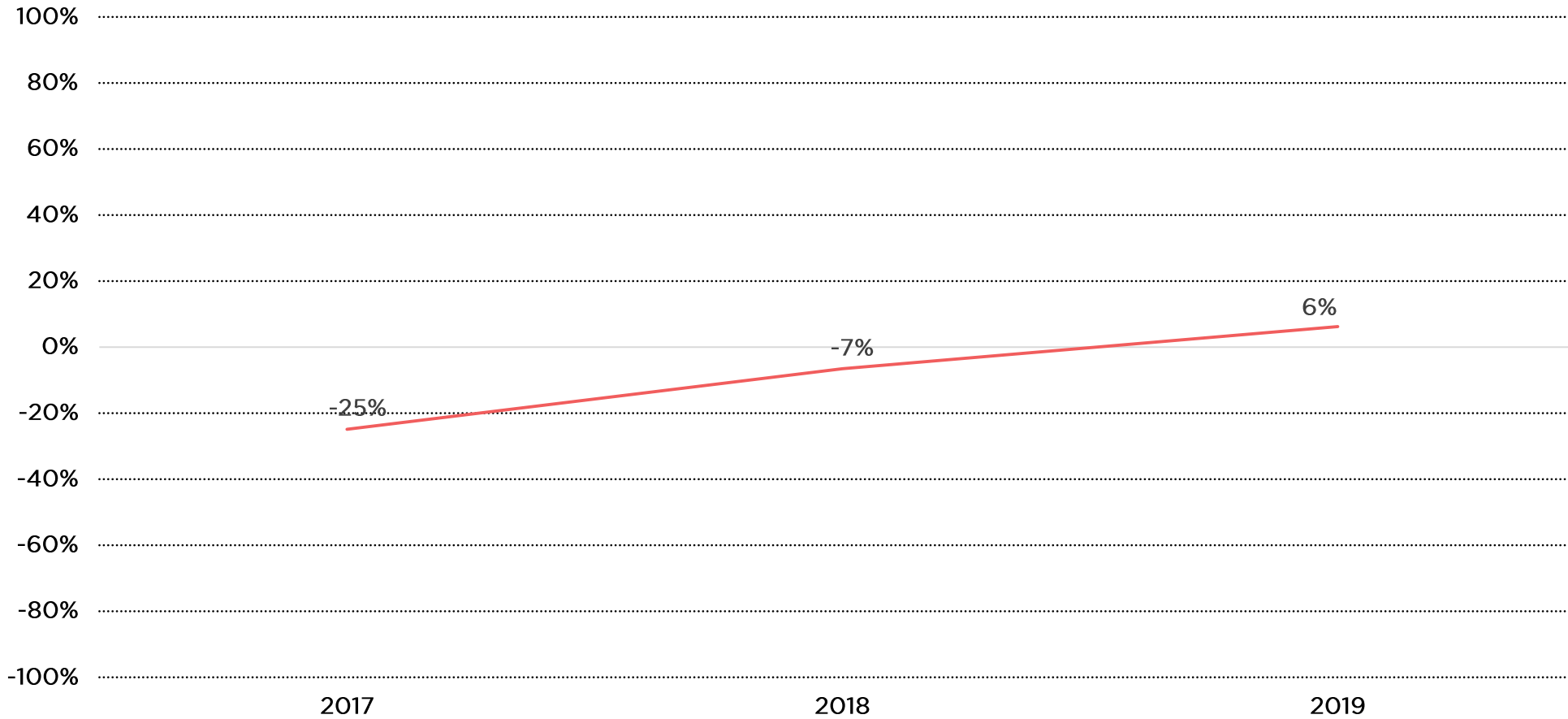
# Salt Lake City's Net Promoter Score

- Promoter
- Passive
- Detractor

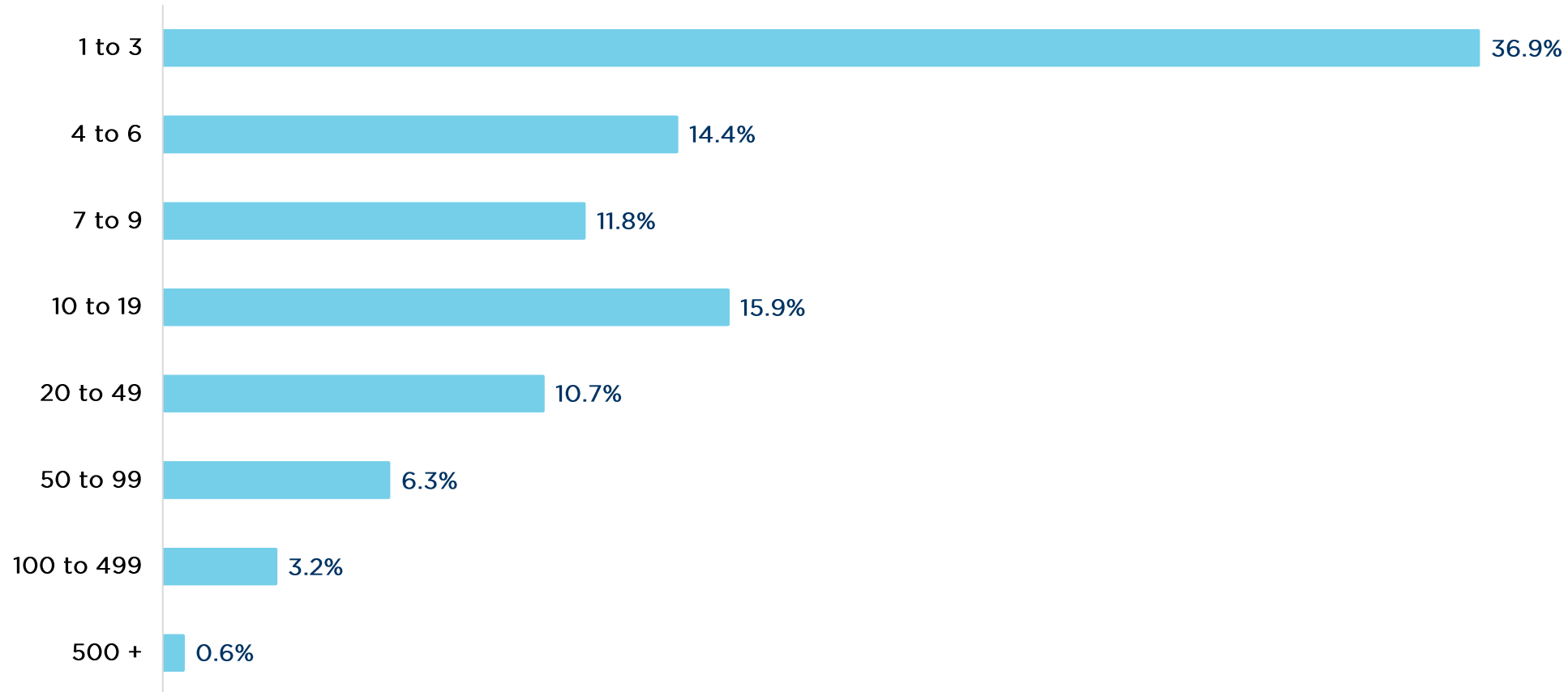




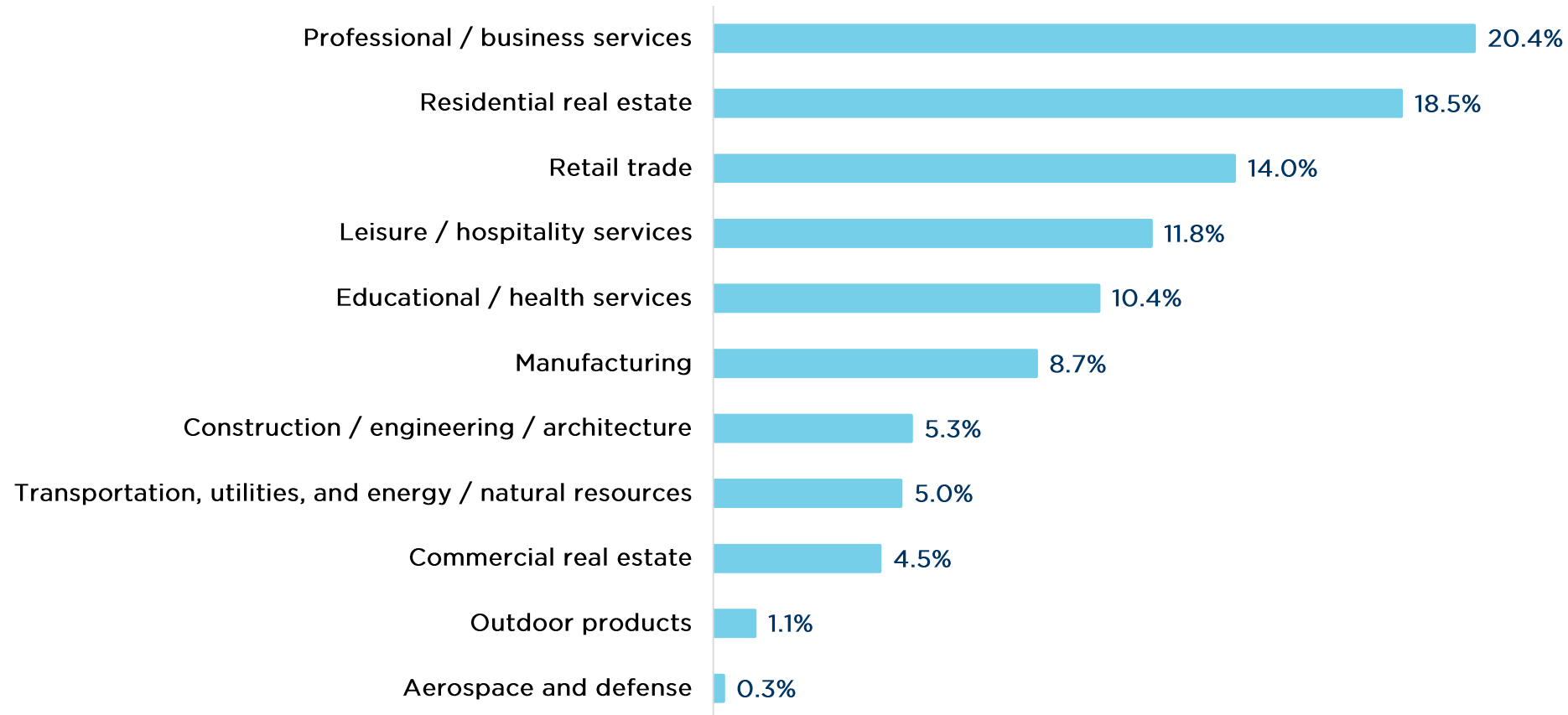
# Salt Lake City's Net Promoter Score



# Employee Count of Respondent Businesses



# Respondent Industry





# Thank You



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