2024 Business Survey
City of Sequim, Washington

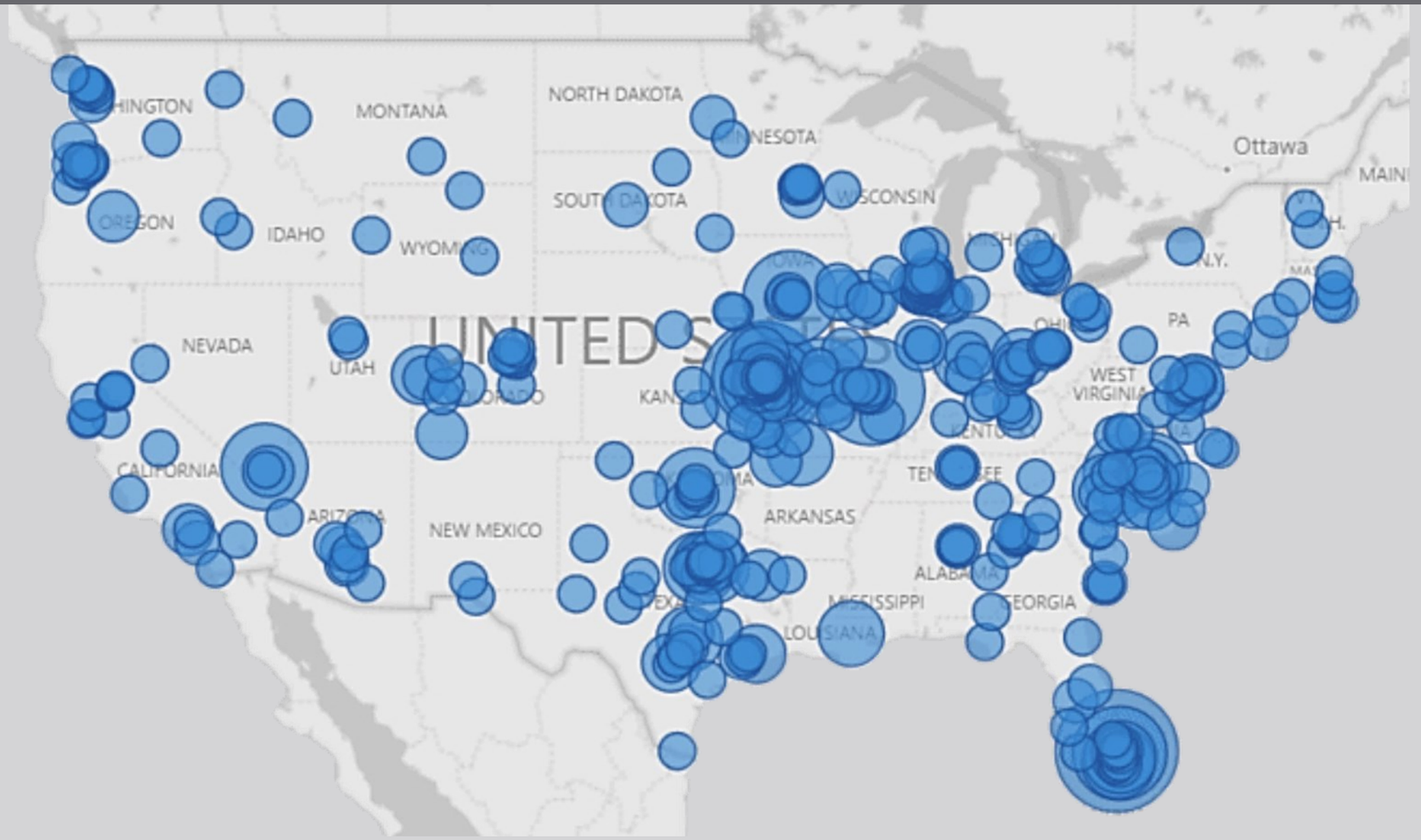
PRESENTED BY

ETC INSTITUTE

MARCH 2025

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2015 for More Than 1,000 Communities in 49 States

Methodology

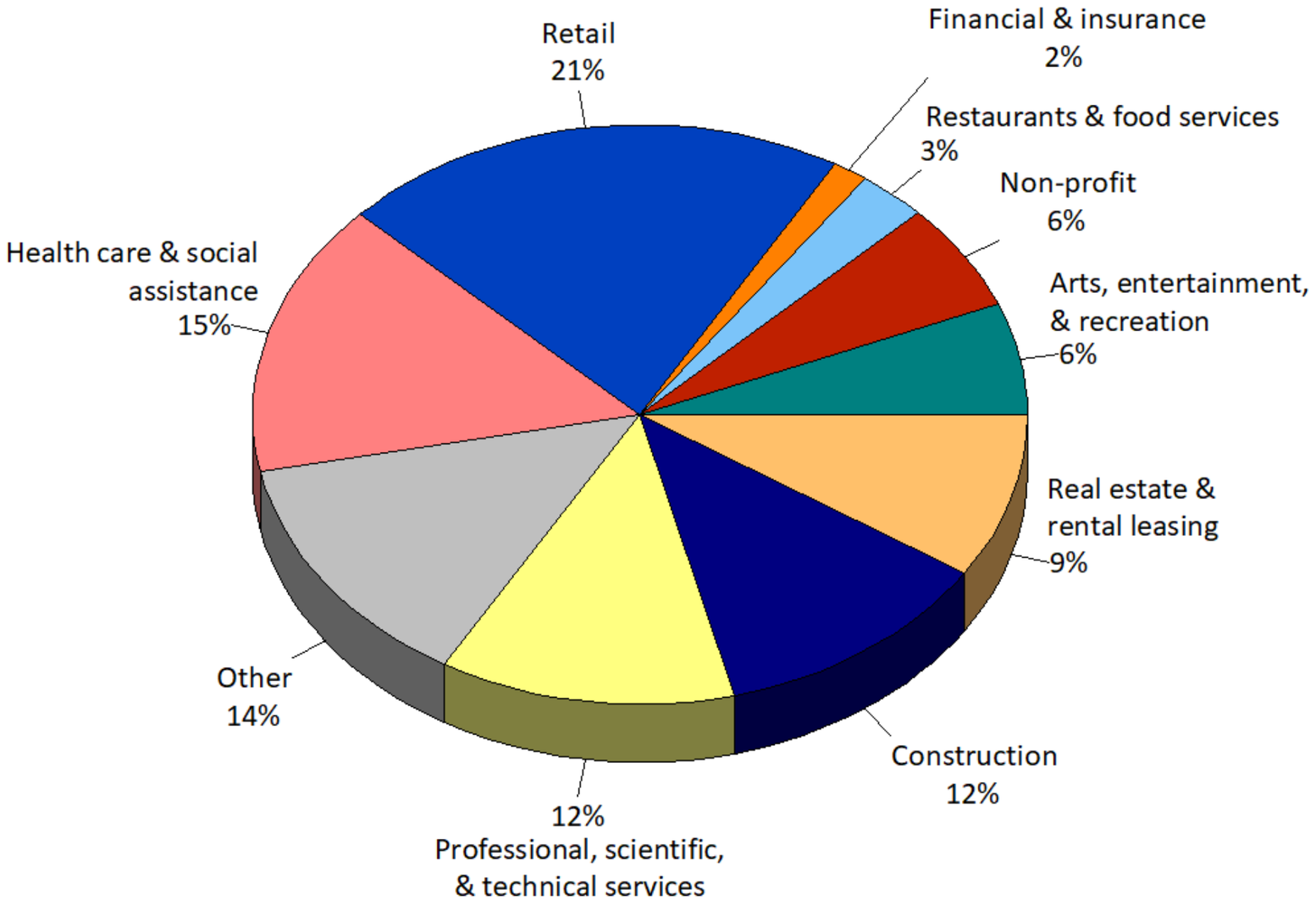
- Four-page survey
- Took respondents an average of 8 to 10 minutes to complete the survey
- Administrated by mail, online and phone to Sequim Businesses
- Received 70 completed surveys (goal was 50)

Topic #1

Characteristics of the Business Community

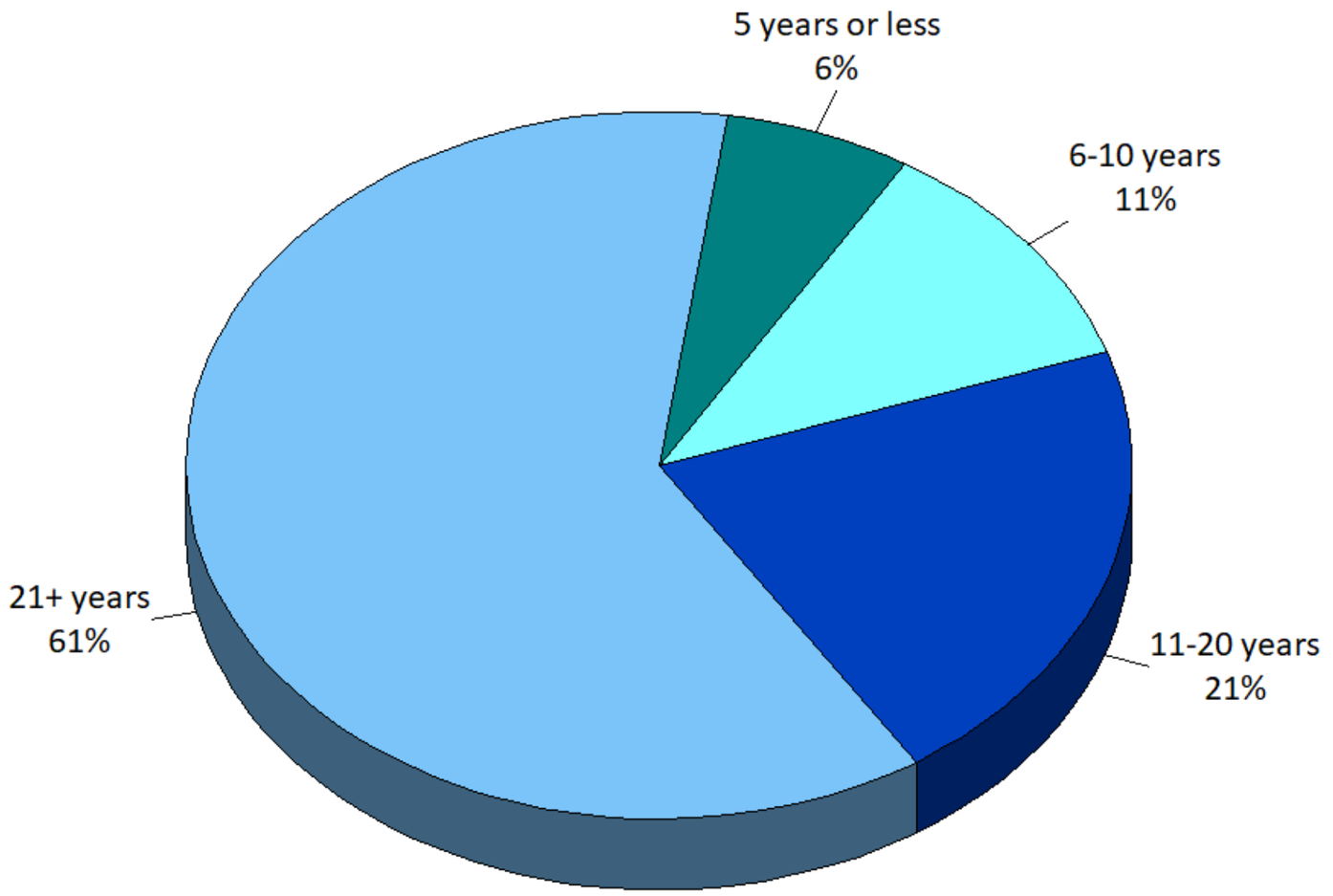
Q16. Which ONE of the following best describes your business?

by percentage of respondents (excluding “not provided")



Q17. How many years has your business been in the City of Sequim?

by percentage of respondents (excluding “not provided")

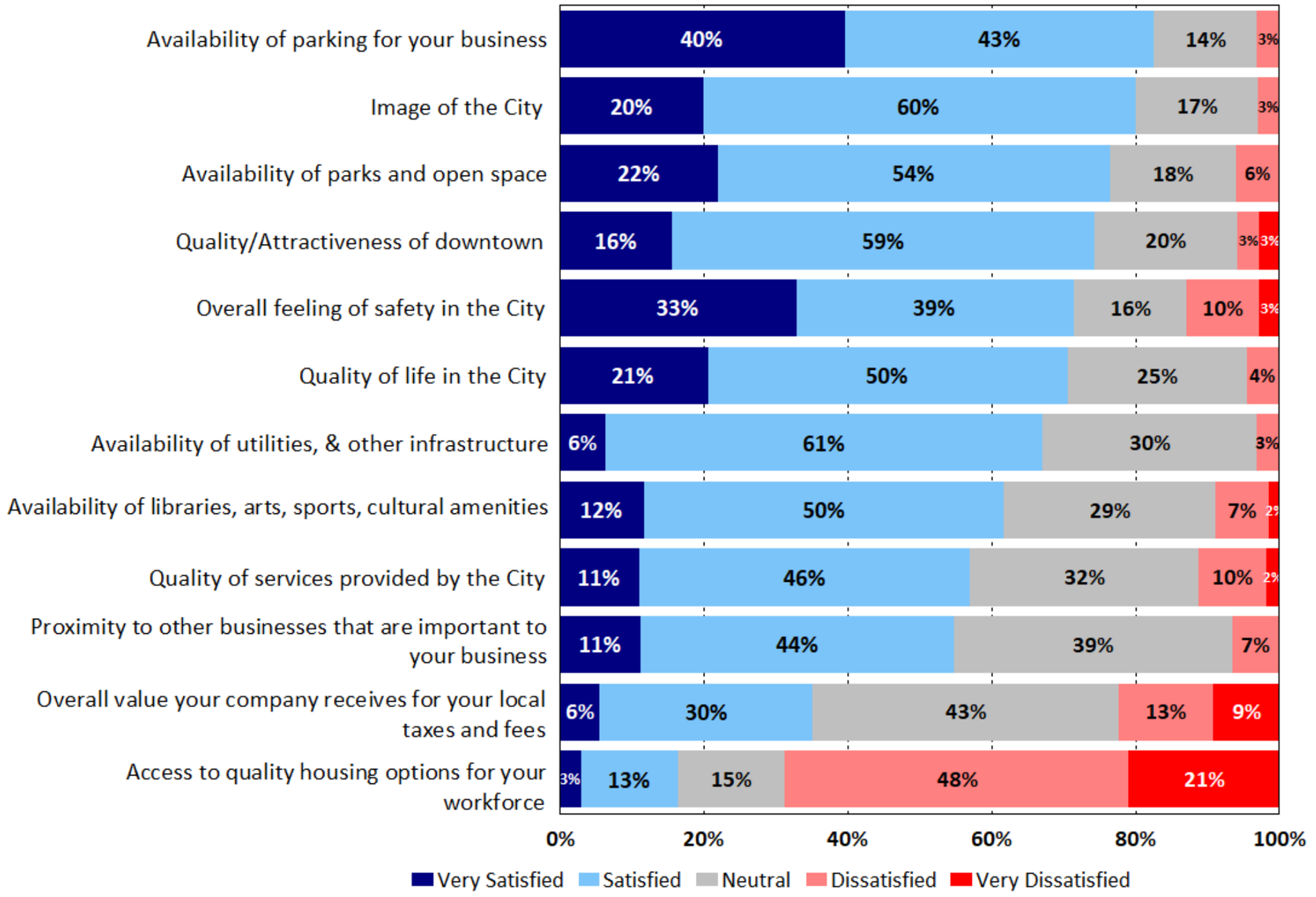


Topic #2

Businesses Have a Positive Perception of the City

Q2. Satisfaction with Aspects of City of Sequim

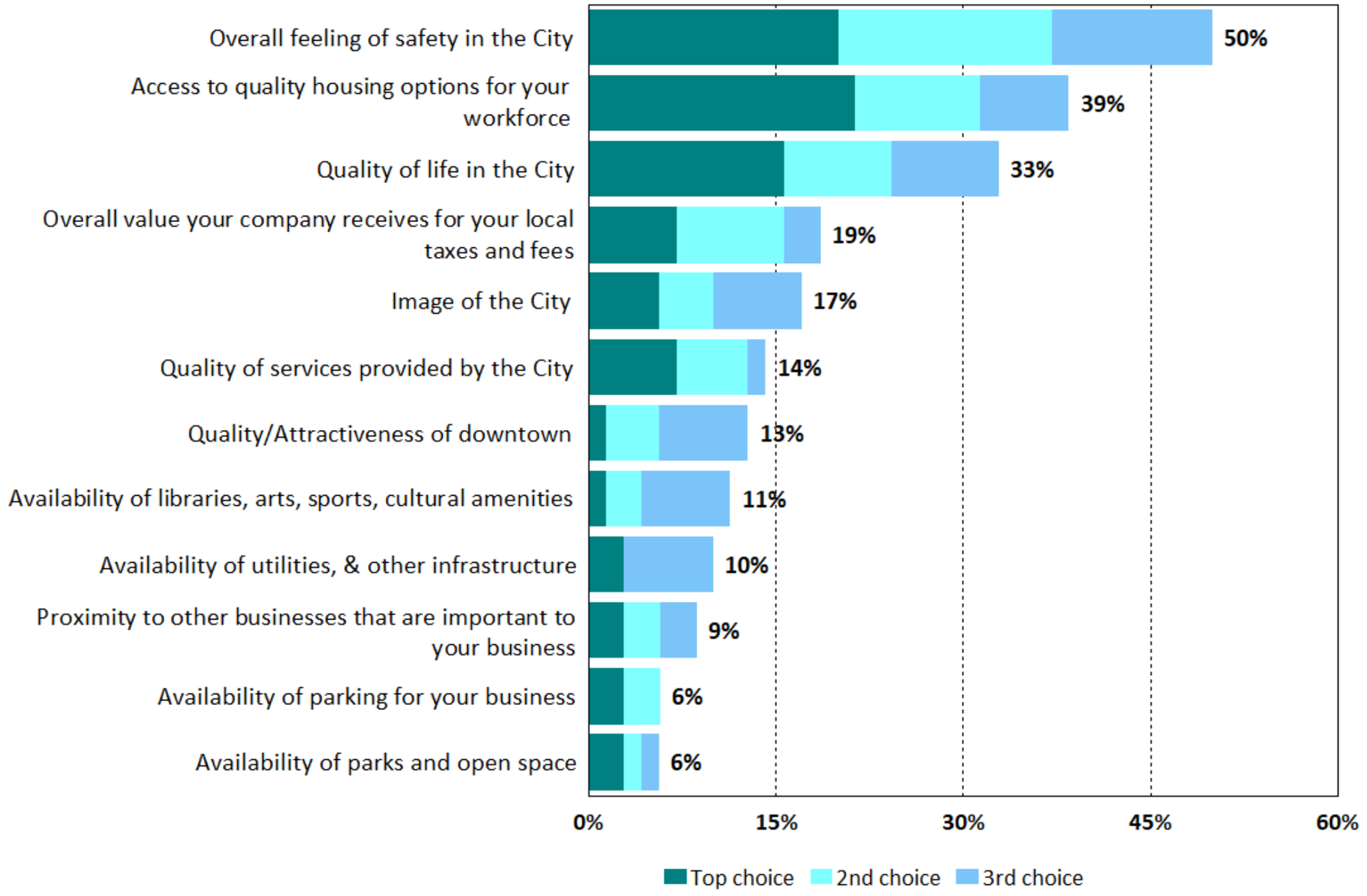
by percentage of respondents (excluding "don't know")



Businesses Have a Positive Perception of Sequim

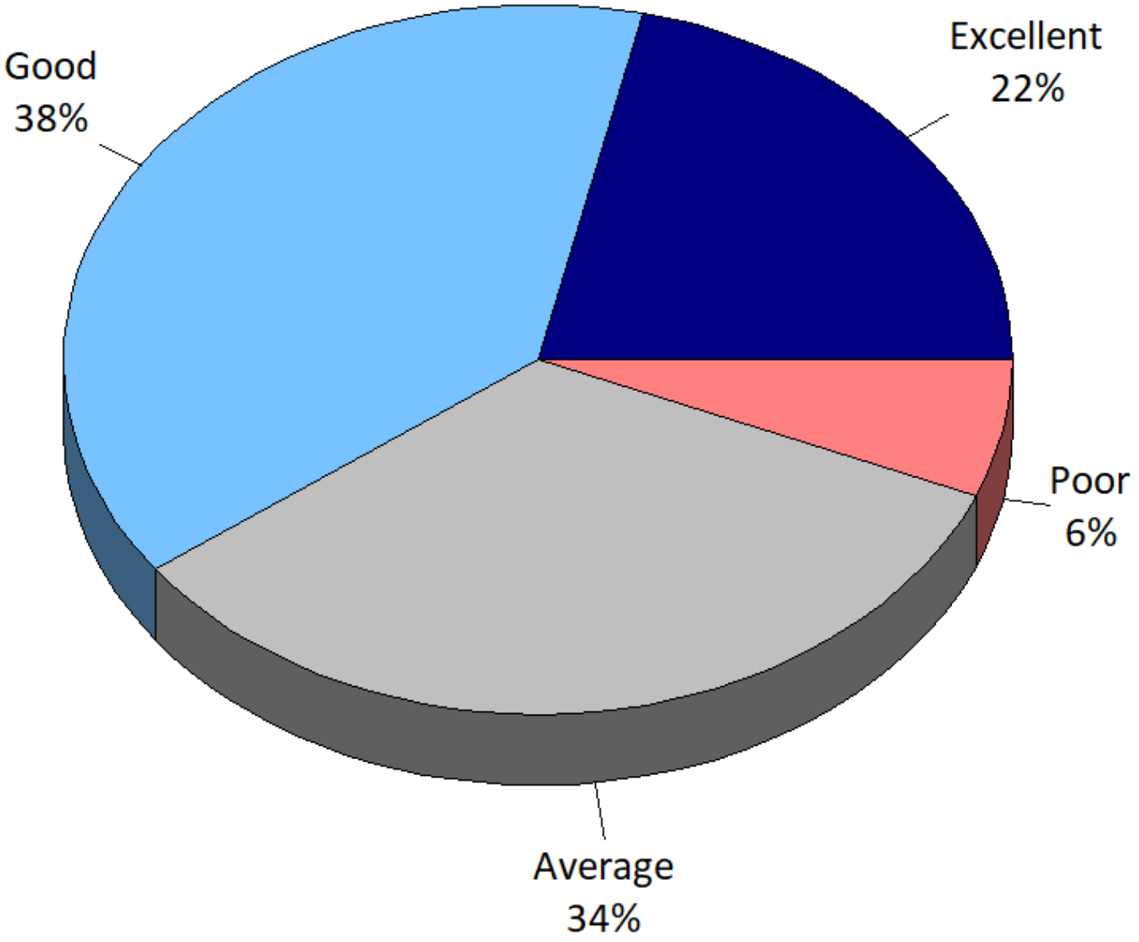
Q3. Which THREE items will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years?

by percentage of respondents who selected the items as one of their top three choices



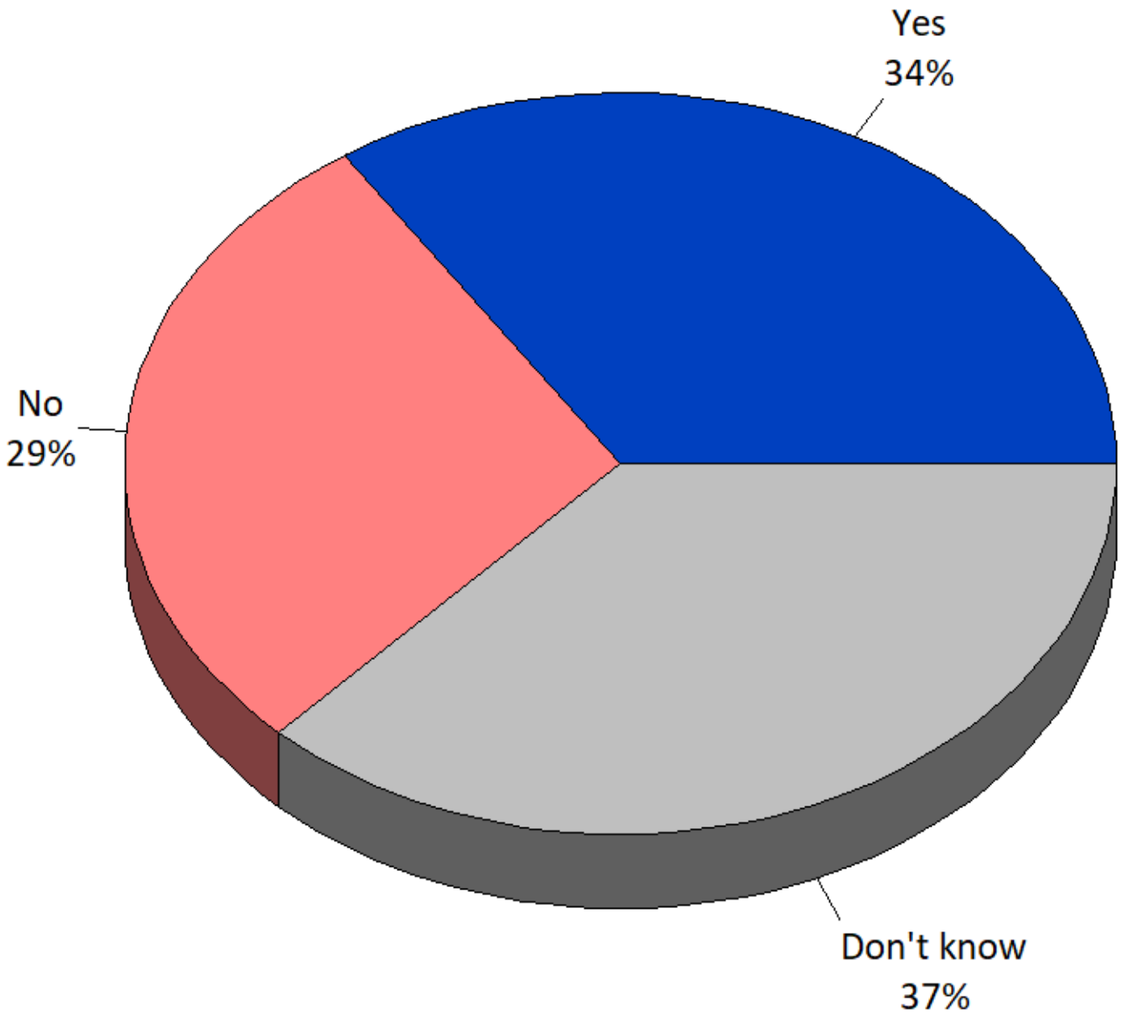
Q1. How would you rate the City of Sequim overall as a place to do business?

by percentage of respondents (excluding “don’t know”)



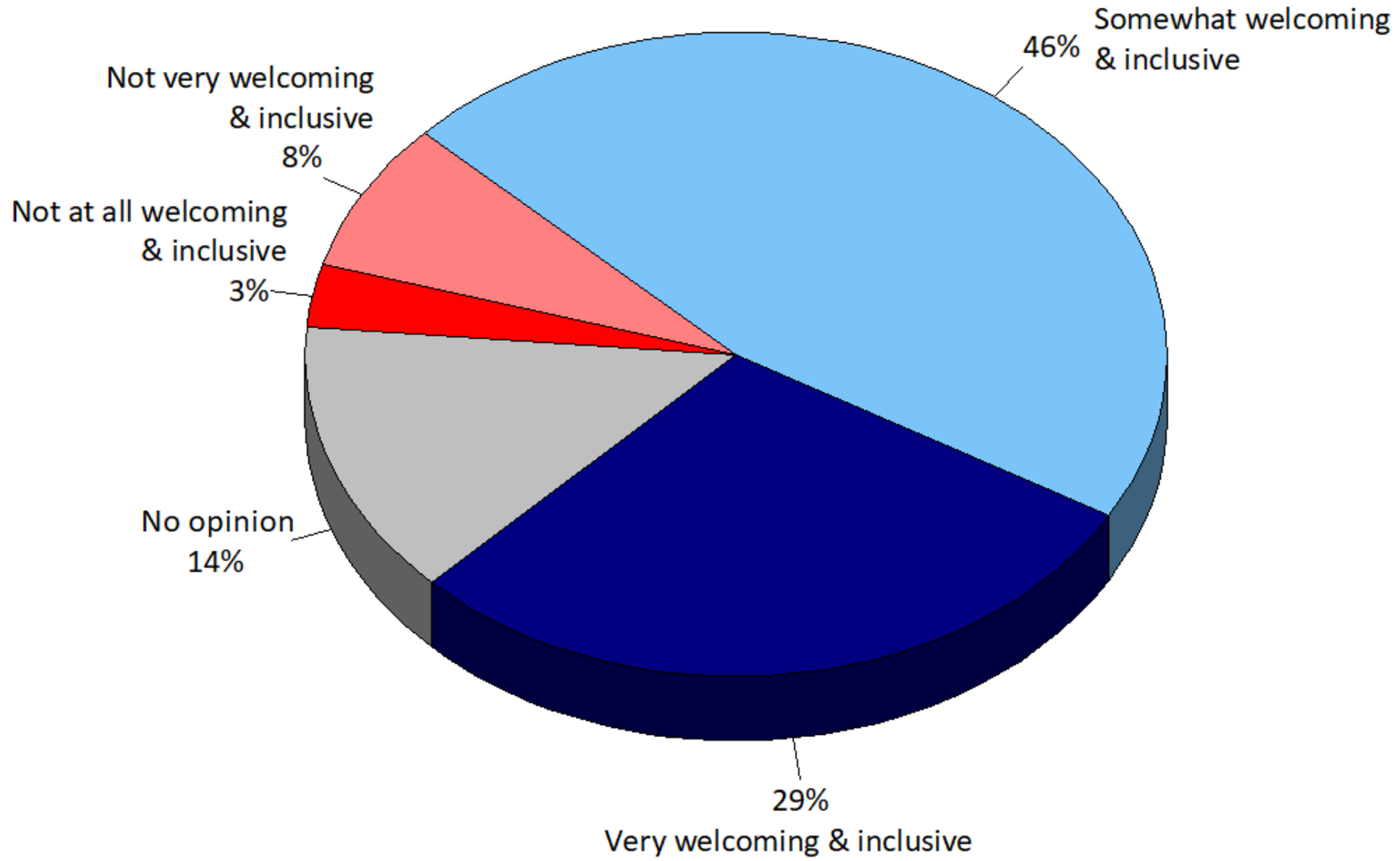
Q4. Does the City of Sequim feel business-centric to you, i.e., supports and prioritizes businesses?

by percentage of respondents



Q10. Which of the following statements best describes the City of Sequim as a community?

by percentage of respondents (excluding "not provided")



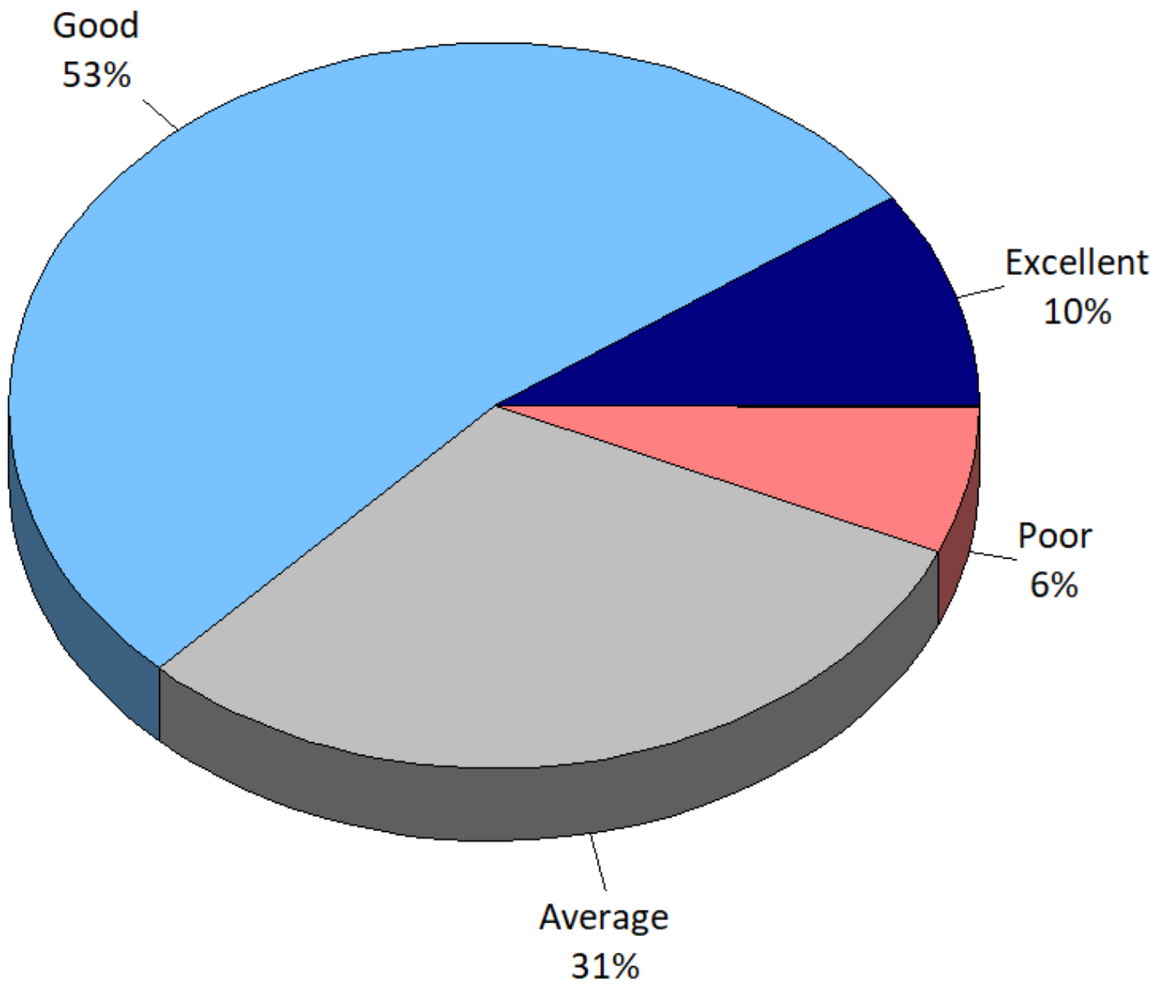
75% of Businesses Feel Sequim Is Welcoming and Inclusive

Topic #3

Businesses Gave High Ratings to City Services

Q5. How would you rate the City's customer service?

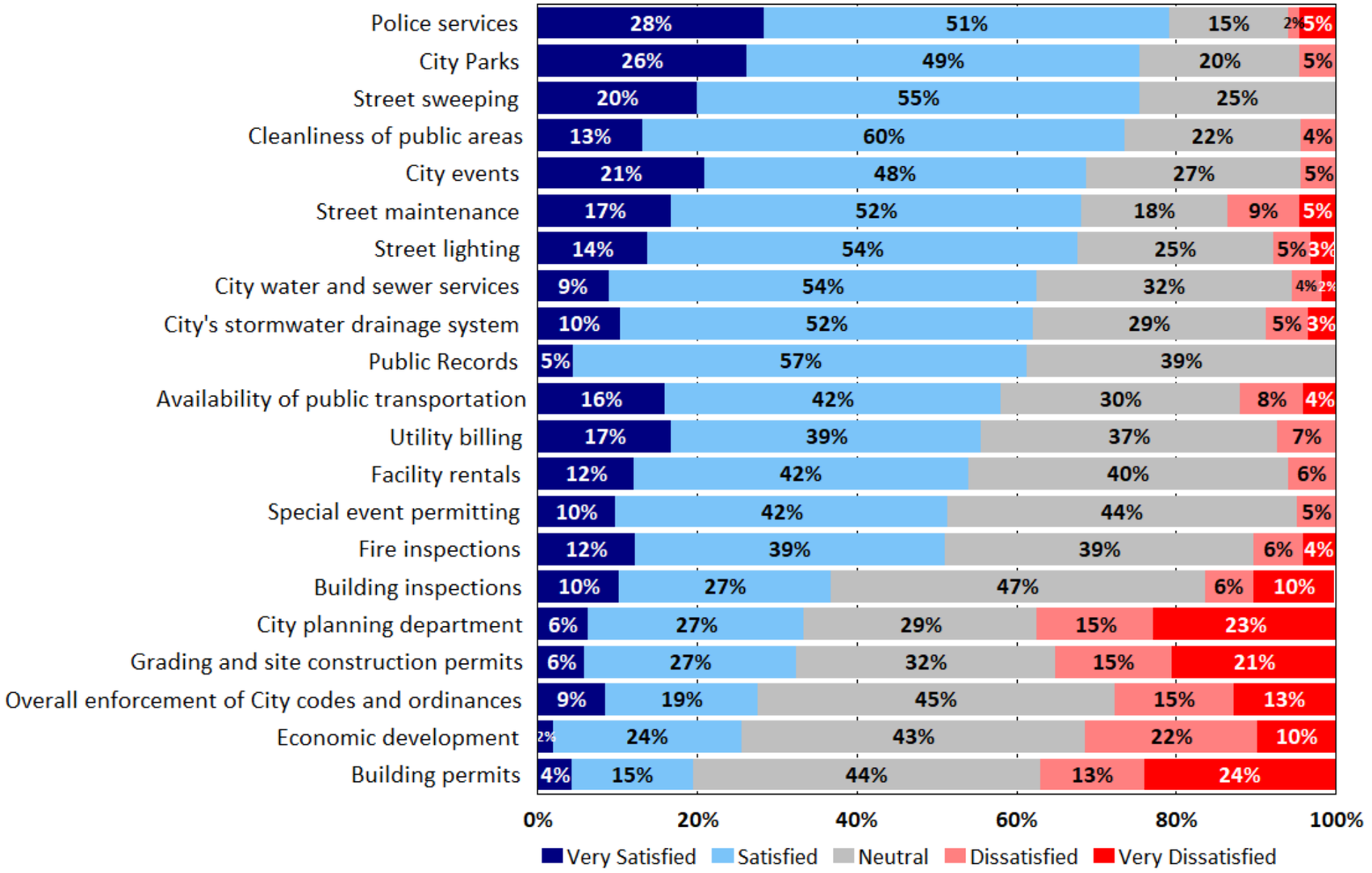
by percentage of respondents (excluding "don't know")



Businesses Gave High Ratings to Customer Service from the City

Q6. Rating overall satisfaction with City services with regard to how they affect your business's ability to operate

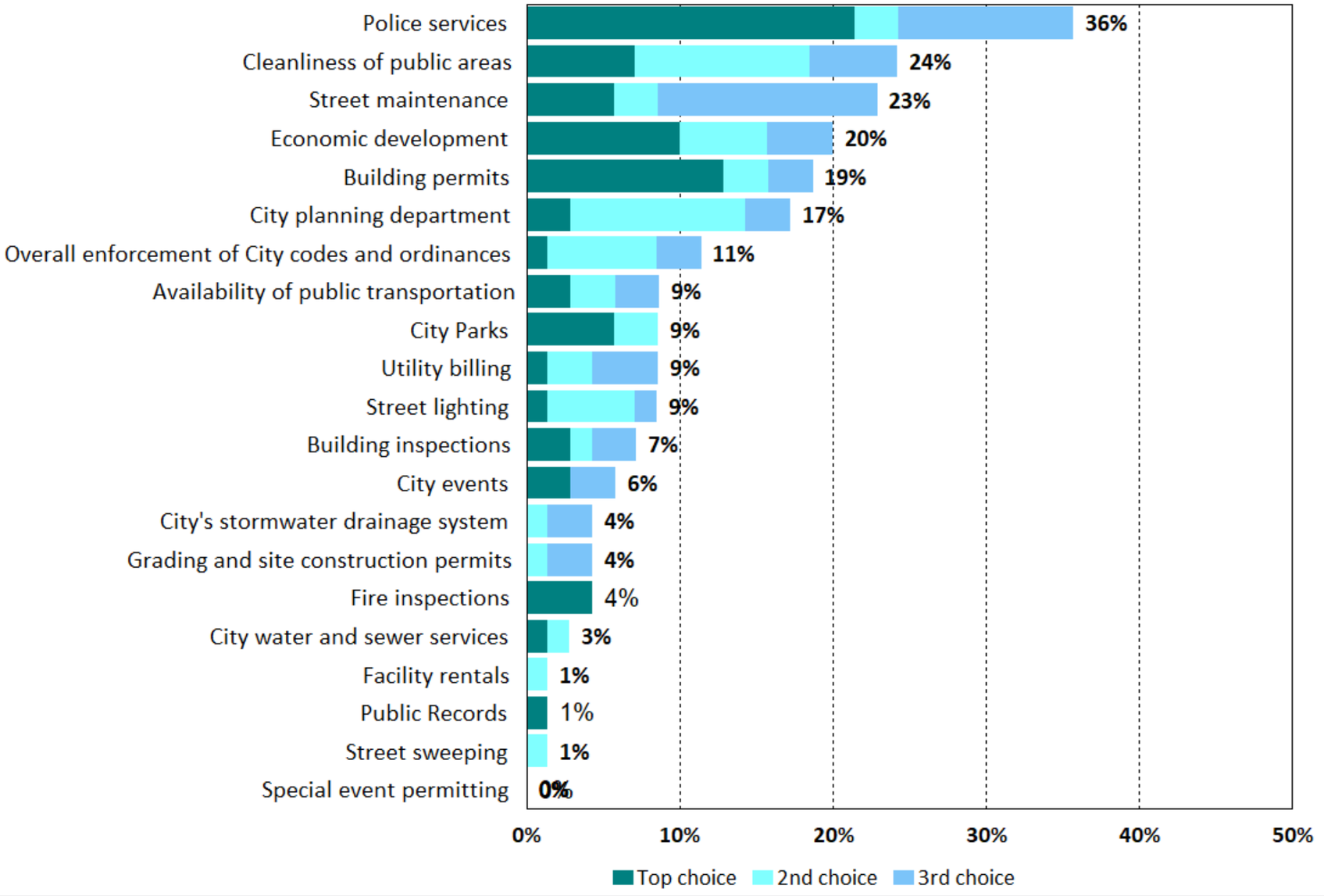
by percentage of respondents (excluding "don't know")



Businesses Gave High Ratings to City Services

Q7. Which THREE City services are MOST IMPORTANT to your business?

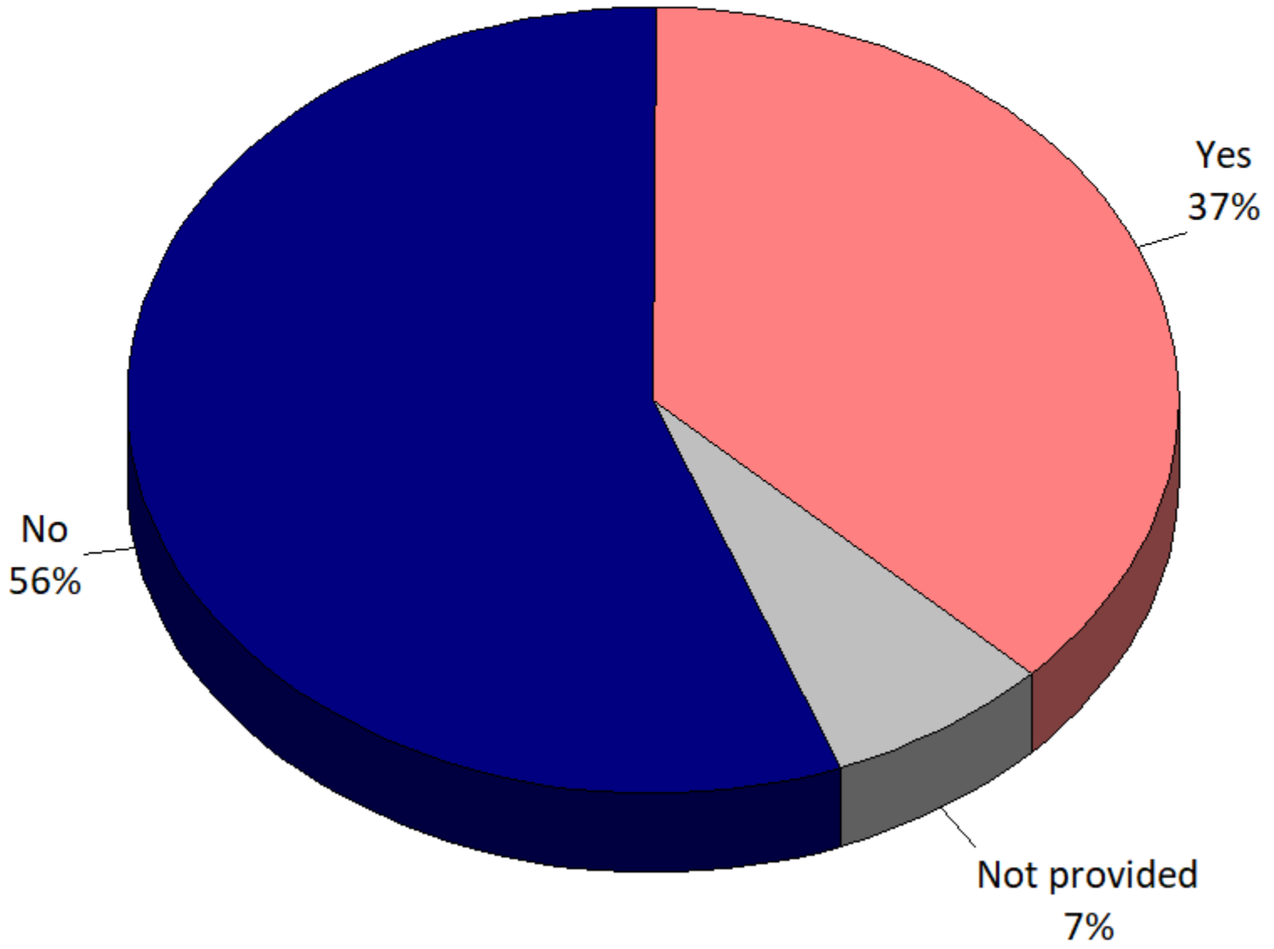
by percentage of respondents who selected the items as one of their top three choices



Other Findings

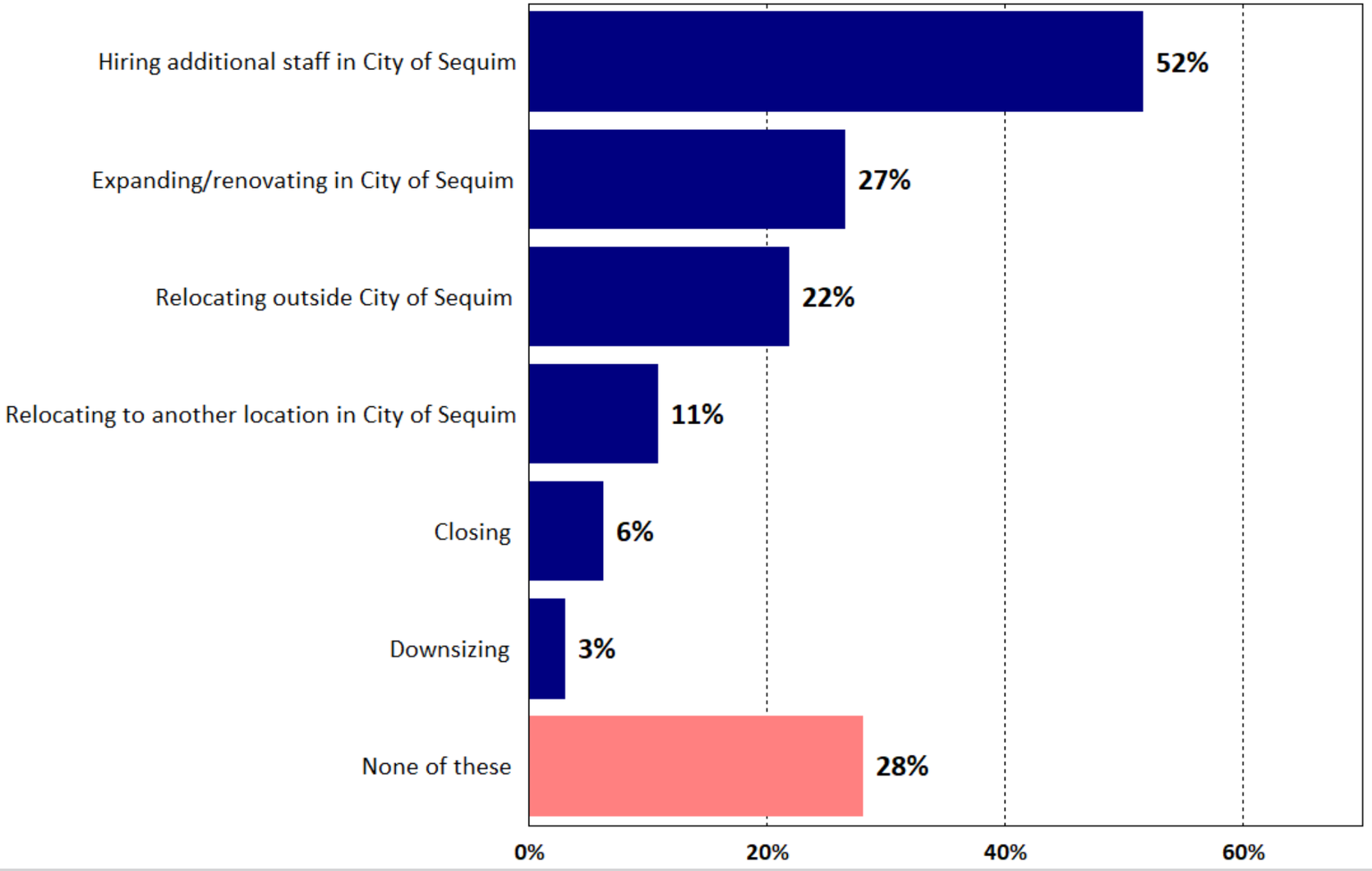
Q9. Are there any barriers to your company's growth in Sequim?

by percentage of respondents



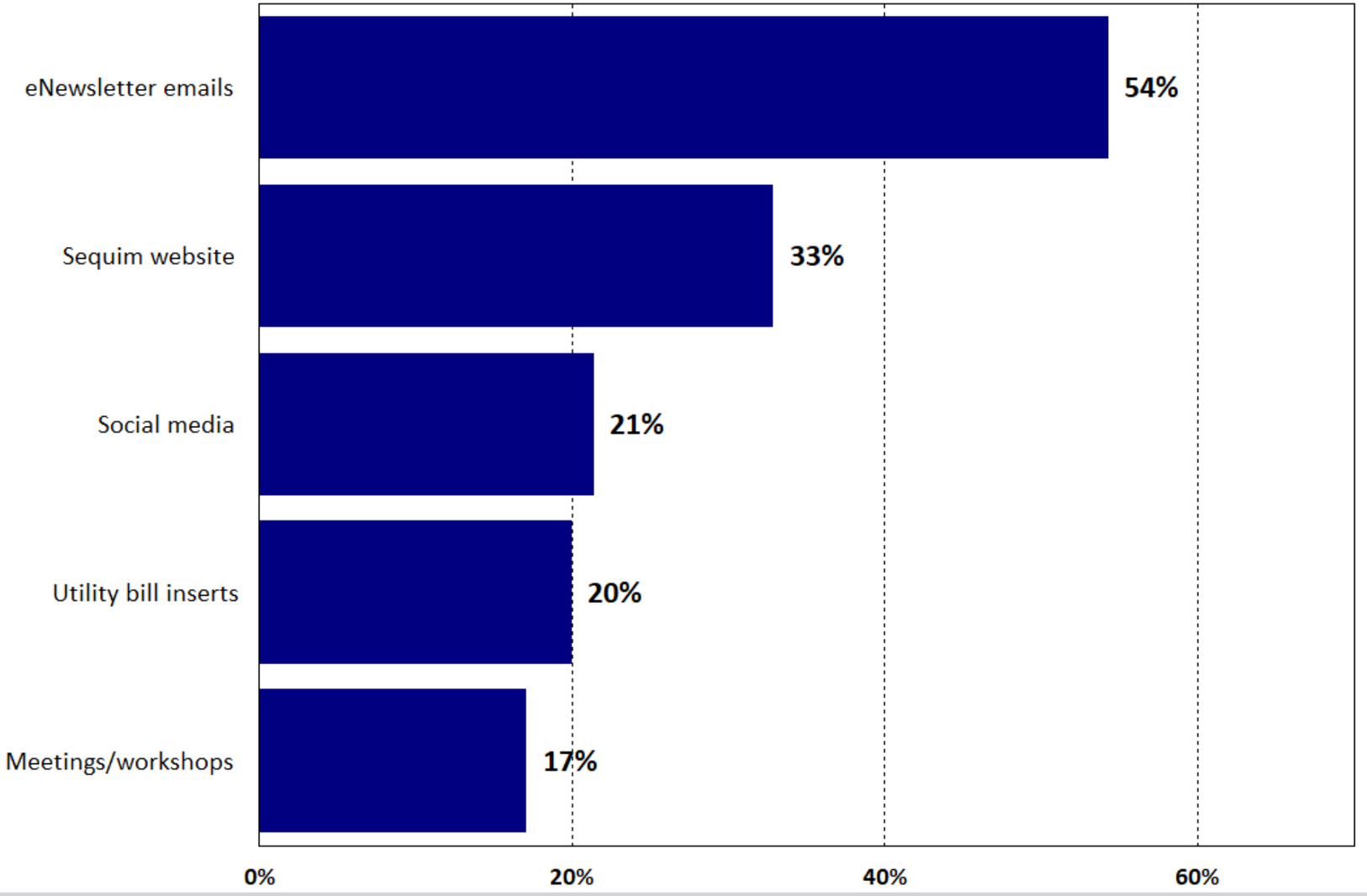
Q11. In the next 5 years, is your business considering any of the following in the City of Sequim?

by percentage of respondents (multiple selections could be made) (without "don't know")



Q22. What are the best ways for the City of Sequim to communicate important information to your business?

by percentage of respondents (multiple selections could be made)



Summary

- **Businesses Have a Positive Perception of Sequim**
- **Businesses Gave High Satisfaction Ratings for City Services**
- **Items with the Most Impact on Businesses Staying in Sequim for the Next 10 Years:**
  - **Overall Feeling of Safety in Sequim**
  - **Access to Housing Options for Workforce**
  - **Quality of Life in the City**
- **Top Priorities for City Services:**
  - **Police Services**
  - **Cleanliness of Public Areas**
  - **Street Maintenance**

Questions?

Thank You!!