

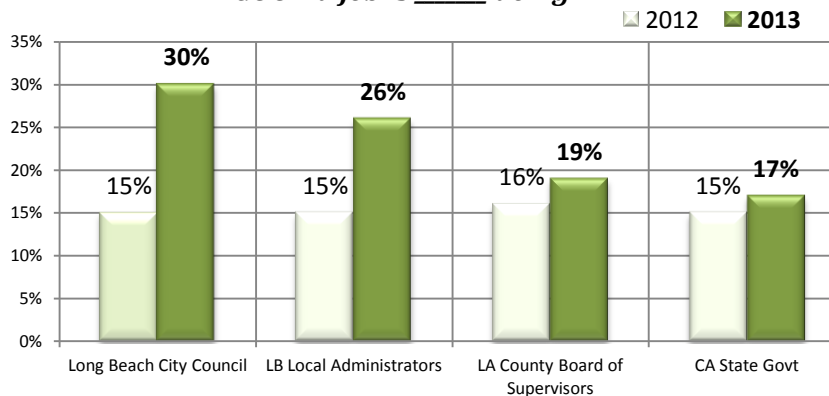


# Long Beach Small Business Monitor

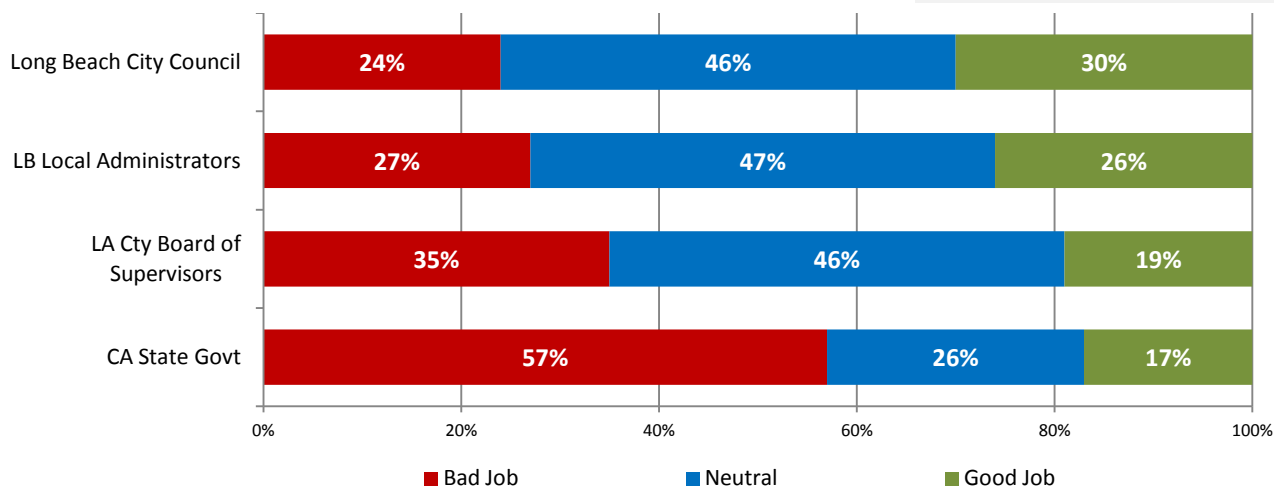
## Small Business Rates Gov't Performance: Significant Improvement Versus Last Year

**More Long Beach Small Businesses give local government a good job performance rating in this year's survey.** As shown in the charts below, in terms of positive support of small business, good job performance ratings of the Long Beach City Council have doubled since last year. According to the owners and managers in our survey, 30% gave the LB City Council a good rating, and for the first time, more gave a good rating than a bad rating. Ratings for those that implement policy, Long Beach City Administrators, are also heading in the positive direction, up 11%.

**Q: In terms of supporting small business, how GOOD a job is \_\_\_\_ doing?**



**2013 Job Performance Ratings -**  
**Q: In terms of supporting small business how good or bad a job is \_\_\_\_ doing?**



## About the Survey

The purpose of the Long Beach Small Business Monitor is to provide the greater Long Beach community with an understanding of the expectations and desires of small business owners.

The results are based on surveys of small business owners in Long Beach with 50 employees or less – the average business size in this survey is 9 employees.

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## Company Size and Years in Business: Rating Local Government

Micro small businesses (fewer than 5 employees) have a more positive impression of the performance of the Long Beach City Council than larger businesses with more employees (33% versus 24%)

Still, it is the newest businesses in Long Beach that are least satisfied with the job performance of local government. This is one area that could use more support as new businesses struggle to get off the ground. Just 22% of newer business owners and managers in our survey feel LB City Government in general is supportive, a percentage significantly lower than responses of businesses that have been around for more than 5 years.

% Rating <b>Good Job</b> Supporting of Long Beach Small Businesses	All Long Beach Small Business	Fewer Than 5 Employees	5 to 50 Employees
Long Beach City Council	30%	<b>33%</b> ←	24%
Long Beach Administrators	26%	27%	27%
LA Cty Board of Supervisors	19%	20%	19%
CA State Gov't	17%	17%	16%

% Rating <b>Good Job</b> Supporting Long Beach Small Businesses	All Long Beach Small Business	In Business Less Than 5 Years	In Business 5 or More Years
Long Beach City Council	30%	<b>22%</b>	<b>32%</b> ←
Long Beach Administrators	26%	<b>22%</b>	<b>29%</b> ←
LA Cty Board of Supervisors	19%	10%	<b>24%</b>
CA State Gov't	17%	22%	15%

### Group Presentations & Sponsorship Information

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## Thank You to Our Respondents!

"THANK YOU!" To the more than 100 Long Beach small business owners, managers and supervisors who completed the 2013 survey of small business.

### Methodology

Results are based on a probability sampling of small businesses in Long Beach, CA (50 employees or less). Under the direction of Dr. Flexo, Marketing Systems Group ([www.m-s-g.com](http://www.m-s-g.com)) generated a random sample from their frame of all small businesses with addresses in Long Beach. The sample was sent to Opinion Access Corporation a professional data collection facility ([www.opinionaccess.com](http://www.opinionaccess.com)). Each record was called by a professionally trained interviewer at OAC. A final sample of 100 interviews with small business was collected using this industry standard procedure.

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