

# BLACK BUSINESS SURVEY

## WHAT YOU THINK DOES MATTER!

Make your voice heard by participating in the Black Business Survey. The survey will be used to identify areas of praise and concern to either applaud or improve the quality of service at Black Owned Businesses.

## Take the Black Business Survey Today!

### Instructions:

The Black Business survey consists of single or multiple choice and descriptive text questions. Read each question carefully.

Please Note: It is very important for you to tell us exactly what you think and not respond with political correctness. Black business owners face numerous challenges and the only way they can conquer those challenges to get better is by knowing what their customers think and develop solutions to address their customers concerns.

1. Complete survey
2. Fold where indicated

#### Option 1

- \* Apply Postage
- \* Return via US Mail

#### Option 2

- \* Give to provider

#### Option 3

- \* Insert in Drop Boxes located in Black Owned Businesses in your community

Visit [www.boando.com](http://www.boando.com) for complete list of locations.

**Thank You For Your Participation.**

**BOANDO**  
907 MacDade Blvd  
Yeadon, PA 19050

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907 MacDade Blvd  
Yeadon, PA 19050

Place  
Stamp  
Here

Can you name five different types of BOBs?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What would BOBs need to do to get more of your business?

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Would you be willing to volunteer in the effort to create awareness related to supporting Black Owned Businesses?

- Yes, I would volunteer
- No, I would not volunteer
- Can not volunteer due to lifestyle constraints
- Unsure

Would you be willing to participate in future BOANDO Surveys?

- Yes
- No

If you answered "YES," to either of the two questions, please choose your preferred method of contact.

- Phone
- Visit
- Email
- US Mail

Your final thoughts or questions?

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Please use additional paper for your responses, if necessary.

Fold Here & Staple to Mail

Fold Here & Staple to Mail

# BLACK BUSINESS SURVEY

Complete your survey online at  
[www.boando.com/surveys/bbsurvey](http://www.boando.com/surveys/bbsurvey)



## Tell us about yourself...

Name \_\_\_\_\_ D.O.B. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

### Gender:

Male  Female  Other \_\_\_\_\_

### Race or Ethnic Group:

AA/Black  African  Asian  
 Hispanic  Native American  West Indian

### Marital Status:

Married  Divorced  Separated  Single

### Anniversary Date:

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

### Education:

Grade School  Some H.S.  H.S. Grad  
 Some College  College Grad  Trade School

### Income Level:

<\$20K  \$21K-\$40K  \$41-\$60K  
 \$61-\$100K  >\$100K

### Do you own (mortgage) or rent?

Own  Mortgaging Owner  Rent

### Your Interests:

Arts & Education  Automotive  Children  
 Fashion  Computers & Electronics  Dining & Entertainment  
 Health & Beauty  Home & Garden  Money & Investing  
 Moving  Pets  Real Estate  
 Sports & Fitness  Travel  Weddings

### Would you like to receive info on special offers from BOBs?

Yes  No

### Your preferred contact method:

Phone  E-mail  US Mail

### Would you like to receive a copy of the Black Yellow Pages?

Yes  No

## Begin the survey...

### How important is it for you to Support Black Owned Businesses?

1  2  3  4  5 1 Not Important - 5 Extremely Important

### What percentage of your disposable income do you spend at BOBs?

<10%  >10%  <25%  >25%  <50%  >50%

### Do you expect to pay less for goods and services at BOB's?

Yes  No

### How would you rate the appearance of most BOB's?

Excellent  Sufficient or average  
 Good  Needs improvement  Poor

### Do you think Black professionals e.g., Doctors, Lawyers, Accountants, are as good as White professionals?

Yes  No

### Are you surprised when you get good service at a BOB?

Yes  No

### Do you think that employees of BOBs provide the same level of service as employees of non-black owned businesses?

Yes  No

### When you have a problem at a BOB do you leave in silence?

Yes  No

### When you have a problem at a BOB do you bring it to the owner's attention?

Yes  No

### Do you think BOB employees are adequately trained?

Yes  No

### In general how would you rate the attitudes of BOB employees?

Excellent  Good  Sufficient or Average  
 Needs improvement  Poor

### Are BOB employees as punctual as you would like?

Yes  No

### How important is it to you that they arrive on time?

1  2  3  4  5 1 Not Important - 5 Extremely Important

### Do you think BOB's prices are higher than non-BOBs?

Yes  No

### Are you willing to pay a little more for goods/services at BOBs?

Yes  No

## Is it difficult to find BOBs that offer the goods and services you need

Yes  No  Sometimes

## Do you think BOBs adequately promote their businesses?

Yes  No

## How do you find BOB's? (1 is your first source 4 is your last source)

\_\_\_ Print Directories \_\_\_ Online Search Engines/Directories  
\_\_\_ Social Media \_\_\_ Referrals (Word of Mouth)

## Would you like to see more BOBs in your community?

Yes  No

## Have you ever avoided a business because it's Black owned?

Yes  No

## When it comes to financial or legal matters do you prefer to use a Black or White professional?

Black  White

## In general and in all honesty, do you trust Black business owners?

Yes  No

## If there was a form you could fill out at the store, online or in the privacy of your home to rate the business, would you participate?

Yes  No

## How would you rate Black owned businesses overall?

Excellent  Good  Sufficient or Average  
 Needs improvement  Poor

## How many BOBs have you patronized in the last 3 months?

0  <3  <5  <10  >10

## What's the name of the last BOB you supported?

\_\_\_\_\_

## Would you use the last BOB you supported again?

Yes  No

## Do you routinely refer BOBs to family, friends, or acquaintances?

Yes  No

## Do you find that you refer more non-BOBs than BOBs to family, friends, coworkers or acquaintances?

Yes  No

## How would you rate your overall experiences with BOB's?

Excellent  Sufficient or average  
 Good  Needs improvement  Poor