



**Virginia Tech Business Technology Center  
and  
Southside Business Technology Center**

**Client Survey 2007**

**The Virginia Tech Center for Survey Research**

**May 2007**



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# 1

## Introduction

The Virginia Tech Center for Survey Research (CSR) was contracted by the Virginia Tech Business Technology Center and the Southside Business Technology Center to implement a survey of recent clients in order to assess client satisfaction and in order to garner information that could be used in improving the services provided to clients. The survey project was designed to identify the benefits and business impacts stemming from the services provided by the two Business Technology Centers and to identify any areas for possible improvement in services. Specifically, the CSR was engaged to administer a telephone survey to clients identified as having recently used the services of either of the two Business Technology Centers.

As part of the administration of the Business Technology Center Survey, the CSR obtained 24 completed telephone interviews. This document summarizes the data collection procedures for the study and provides the results of the survey in statistical format.

A copy of the Business Technology Center Survey is included in *Appendix A*. *Appendix B* includes tables of response frequency tabulations to all closed-ended (fixed choice) survey items for Virginia Tech Business Technology Center clients. *Appendix C* includes tables of response frequency tabulations to all closed-ended (fixed choice) survey items for Southside Business Technology Center clients. *Appendix D* includes tables of response frequency tabulations to all closed-ended (fixed choice) survey items for all respondents combined.

## 2

### **Methodology**

#### **Sampling Design**

All records on two databases provided to the Center for Survey Research by the Virginia Tech Business Technology Center and the Southside Business Technology Center were selected for inclusion in the study. The CSR attempted to locate current telephone numbers for all records by performing business listing searches if the telephone numbers provided to CSR were no longer viable.

#### **Survey Instrument Design**

The survey instrument used in the study was developed by the two Business Technology Centers in conjunction with the Virginia Tech Center for Survey Research for telephone administration. The survey instrument was designed to gather information about how each client selected for participation in the study learned of the Business Technology Center and why each client chose to engage one of the Centers to provide services. A variety of general satisfaction items were also included in the survey in order to assess the performance of the Business Technology Centers in providing services to the individual clients. The business impacts of the services provided were measured with a number of survey items related to the creation of jobs,

investments, and revenue associated with the services provided by the Business Technology Centers.

A final open-ended survey item asked respondents to provide more information about their experiences with the Business Technology Center(s) and any additional information that could be shared that might help the Centers to continuously improve services.

All survey items were developed in order to preclude the greatest level of response bias possible, and such that the survey instrument could be administered in fully scripted format utilizing a Computer Assisted Telephone Interviewing (CATI) program in a standardized fashion.

### **Data Collection Procedures**

All telephone calls for the survey were made by CSR staff members utilizing a Computer Assisted Telephone Interviewing (CATI) system at the Blacksburg, Virginia location of the Virginia Tech Center for Survey Research. All calls for the survey project were made during March 2007. The CSR wrote a calling program to be used with CATI for administering the Business Technology Center Survey. The program provides scripted survey items, precludes out of range responses, and facilitates real-time data entry of all responses gathered on the telephone.

Each interviewer collecting data for the survey participated in a project-specific training session for the project. All interviewers working on the project have worked on a variety of survey projects and have participated in training sessions in both interviewing techniques and CATI. All interviews were monitored by a CSR Phonebank Supervisor in order to ensure data

accuracy and proper interviewing protocol. Clarifying notes for specific survey items appeared on the CATI screens for interviewers to ensure that identical prompts were used for respondents requesting additional information about survey items or response categories.

The CSR programmed all call scheduling such that each sample member remaining as a non-respondent at the completion of the project was attempted to be reached six times on average at different times of day on different days of the week. A total of 36 telephone numbers were attempted during the survey administration. Firms for which no working number could be located were excluded from the eligible sample pool (N=4). After the elimination of all ineligible records described above, the remaining number of eligible sample members was 32. A total of 24 interviews were completed for this study representing a response rate of 75 percent.

The CSR utilizes a call conversion protocol in which all calls coded as “soft refusals” are re-attempted at a later date (up to two attempts). A call is coded as a “soft refusal” when the potential respondent refuses but does not indicate a reason for exclusion from the calling pool. The CSR does not re-attempt calls with sample members who request to be removed from the study population. Such calls are coded as “hard refusals” and are immediately removed from the calling pool.

All records with refusal dispositions are treated as eligible sample and as non-respondents in calculating the eligible sample for the study. All temporarily disconnected telephone numbers are also attempted periodically throughout the duration of the study.

**Table 1** provides an overview of the final call dispositions for all sample members.



<b>Total Initial Sample</b>	36
<b>Ineligible Sample:</b>	
Non-working telephone number (out of service/wrong/disconnected numbers)	4
<b>Eligible Sample</b>	32
<b>Completed Interviews:</b>	24
<b>Non-respondents:</b>	
Final disposition of no answer, busy, answering machine or callback after a minimum of six attempts	4
Refusals	4

### 3 Data Tabulation, Reporting, and Storage

All survey responses were tabulated by the Center for Survey Research and appear in *Appendices B-D* in this document. All cases included in the final dataset for the project represent fully completed interviews. Attempts to fully complete interviews with respondents completing partial interviews were made when a call disposition of soft refusal or callback was coded after the partial completion. Partially completed interviews were not included in the final

number of survey completions used in the tabulations, nor in the final dataset. Thus, there is no missing data on the dataset unless a question was skipped due to a branching pattern based on a respondent's survey answer to a particular item.

The response category "DK/RF" reflected on the tabulated survey results represents cases in which a respondent was unable to answer a question, or indicated a response of "don't know" to a particular survey question.

When viewing the tabulated data, the term "frequency" represents the number of respondents (e.g., the number of respondents who were asked a question or the number of respondents who answered using a specific response category). The term "valid percent" represents the percentage of total responses excluding any respondents who skipped the item due to a survey branching pattern. The CSR assigned a unique identifying respondent number to each survey respondent. This respondent number is included along with each respondent's data on the final dataset.

The CSR cleaned and formatted all open-ended responses for clarity to eliminate spelling and grammatical errors and to allow for streamlined presentation of the responses for inclusion in this summary.

A compact disk including the final SPSS dataset created by the CSR from which the tabulations in this summary were derived accompanies this document.

All electronic files of the survey instrument and data are the property of the Virginia Tech Business Technology Center and the Southside Business Technology Center. However, the

Center for Survey Research will retain copies of all project materials for a period of at least one year.



**Appendix A:**

**Southside Business Technology Center Client Impact Evaluation Results  
for FY 2005-2006**

Company Name					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Company 1	1	9.1	9.1	9.1
	Company 2	1	9.1	9.1	18.2
	Company 3	1	9.1	9.1	27.3
	Company 4	1	9.1	9.1	36.4
	Company 5	1	9.1	9.1	45.5
	Company 6	1	9.1	9.1	54.5
	Company 7	1	9.1	9.1	63.6
	Company 8	1	9.1	9.1	72.7
	Company 9	1	9.1	9.1	81.8
	Company 10	1	9.1	9.1	90.9
	Company 11	1	9.1	9.1	100.0
	<b>Total</b>		11	100.0	100.0

Business Center ID					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Southside Business Technology Center	11	100.0	100.0	100.0

How did you first learn about the Business Technology Center?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A friend, William Fray.	1	9.1	9.1	9.1
	Back when the City of Martinsville announced its opening.	1	9.1	9.1	18.2
	Friend (financial advisor).	1	9.1	9.1	27.3
	Incubator in Martinsville.	1	9.1	9.1	36.4



Located in same building.	1	9.1	9.1	45.5
Met them at Chamber of Commerce meeting.	1	9.1	9.1	54.5
Office next door to my own.	1	9.1	9.1	63.6
Our executive director is affiliated with them.	1	9.1	9.1	72.7
Through local chamber of commerce.	1	9.1	9.1	81.8
Wife works in the same building.	1	9.1	9.1	90.9
Word of mouth.	1	9.1	9.1	100.0
<b>Total</b>	<b>11</b>	<b>100.0</b>	<b>100.0</b>	

Why did you choose the Business Technology Center to assist you with your business needs?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At an after hour meeting, Eva Doss spoke, liked her approach.	1	9.1	9.1	9.1
	Didn't know where else to turn. Looking to get things done.	1	9.1	9.1	18.2
	I liked her and her ethics.	1	9.1	9.1	27.3
	I needed a business plan. They seemed competent. The prices were reasonable.	1	9.1	9.1	36.4
	Impressed with expertise.	1	9.1	9.1	45.5
	Limited availability.	1	9.1	9.1	54.5
	Price and my level of confidence in them.	1	9.1	9.1	63.6
	Referred.	1	9.1	9.1	72.7
	Seemed competent in developing business plans.	1	9.1	9.1	81.8
	Sounded like they could help us.	1	9.1	9.1	90.9
	Thought they would do a competent job.	1	9.1	9.1	100.0
<b>Total</b>	<b>11</b>	<b>100.0</b>	<b>100.0</b>		

Overall, how satisfied were you with the services you received from the BTC?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	11	100.0	100.0	100.0

Give your experience with the BTC, would you use their services again if you had such a need in the future?					
		Frequency	Percent	Valid Percent	Cumulative Percent



<b>Valid</b>	<b>Yes</b>	11	100.0	100.0	100.0
<b>The services provided by the BTC on my project led to increased revenue for my business. Do you...</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	6	54.5	54.5	54.5
	<b>Somewhat Agree</b>	3	27.3	27.3	81.8
	<b>Don't Know</b>	2	18.2	18.2	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The services provided by the BTC led to the creation of jobs.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	4	36.4	36.4	36.4
	<b>Somewhat Agree</b>	5	45.5	45.5	81.8
	<b>Don't Know</b>	2	18.2	18.2	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The services provided by the BTC led to the increased investments by my business.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	4	36.4	36.4	36.4
	<b>Somewhat Agree</b>	2	18.2	18.2	54.5
	<b>Somewhat Disagree</b>	1	9.1	9.1	63.6
	<b>Strongly Disagree</b>	1	9.1	9.1	72.7
	<b>Don't Know</b>	3	27.3	27.3	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The services provided by the BTC led to cost savings for my business.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	4	36.4	36.4	36.4
	<b>Somewhat Agree</b>	3	27.3	27.3	63.6
	<b>Somewhat Disagree</b>	1	9.1	9.1	72.7
	<b>Strongly Disagree</b>	1	9.1	9.1	81.8



	<b>Don't Know</b>	2	18.2	18.2	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The services led to the avoidance of unnecessary investments by my company.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	7	63.6	63.6	63.6
	<b>Somewhat Agree</b>	1	9.1	9.1	72.7
	<b>Strongly Disagree</b>	1	9.1	9.1	81.8
	<b>Don't Know</b>	2	18.2	18.2	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The services helped my company to be more competitive.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	6	54.5	54.5	54.5
	<b>Somewhat Agree</b>	2	18.2	18.2	72.7
	<b>Strongly Disagree</b>	2	18.2	18.2	90.9
	<b>Don't Know</b>	1	9.1	9.1	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The BTC staff had the necessary expertise for my project.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	9	81.8	81.8	81.8
	<b>Somewhat Agree</b>	2	18.2	18.2	100.0
	<b>Total</b>	11	100.0	100.0	

<b>The BTC staff was easy to work with.</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Strongly Agree</b>	10	90.9	90.9	90.9
	<b>Somewhat Agree</b>	1	9.1	9.1	100.0
	<b>Total</b>	11	100.0	100.0	



**Can you estimate what the additional revenues for your organization will be within the next 2 years as a result of the BTC project?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$100,000	1	9.1	9.1	9.1
	\$150,000	1	9.1	9.1	18.2
	\$250,000	1	9.1	9.1	27.3
	\$300,000	1	9.1	9.1	36.4
	\$500,000	1	9.1	9.1	45.5
	Don't Know	5	45.5	45.5	90.9
	Refuse to Answer	1	9.1	9.1	100.0
	<b>Total</b>		11	100.0	100.0

**How many jobs would you estimate will be created in the next 2 years because of the BTC project?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	9.1	9.1	9.1
	1	1	9.1	9.1	18.2
	10	1	9.1	9.1	27.3
	14	1	9.1	9.1	36.4
	2	1	9.1	9.1	45.5
	3	1	9.1	9.1	54.5
	7	1	9.1	9.1	63.6
	At least 4	1	9.1	9.1	72.7
	Don't Know	2	18.2	18.2	90.9
	Refuse to Answer	1	9.1	9.1	100.0
	<b>Total</b>		11	100.0	100.0

**How much are you expecting to invest as a result of the BTC project?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$10,000	2	18.2	18.2	18.2
	\$150,000	1	9.1	9.1	27.3



	<b>\$20,000</b>	1	9.1	9.1	36.4
	<b>\$400-450,000</b>	1	9.1	9.1	45.5
	<b>\$500,000</b>	2	18.2	18.2	63.6
	<b>Don't Know</b>	3	27.3	27.3	90.9
	<b>Refuse to Answer</b>	1	9.1	9.1	100.0
	<b>Total</b>	11	100.0	100.0	

**What is your expected approximate total cost savings over the next 2 years as a result of the project?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>\$0</b>	1	9.1	9.1	9.1
	<b>\$150,000</b>	1	9.1	9.1	18.2
	<b>\$300,000</b>	1	9.1	9.1	27.3
	<b>\$40-50,000</b>	2	18.2	18.2	45.5
	<b>\$75,000</b>	1	9.1	9.1	54.5
	<b>Don't Know</b>	4	36.4	36.4	90.9
	<b>Refuse to Answer</b>	1	9.1	9.1	100.0
	<b>Total</b>	11	100.0	100.0	

**What is your expected approximate savings resulting from the avoidance of unnecessary investments?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>\$0</b>	1	9.1	9.1	9.1
	<b>\$20,000</b>	1	9.1	9.1	18.2
	<b>\$300,000</b>	1	9.1	9.1	27.3
	<b>\$40,000</b>	1	9.1	9.1	36.4
	<b>\$50-100,000</b>	1	9.1	9.1	45.5
	<b>Don't Know</b>	4	36.4	36.4	81.8
	<b>Priceless</b>	1	9.1	9.1	90.9
	<b>Refuse to Answer</b>	1	9.1	9.1	100.0
	<b>Total</b>	11	100.0	100.0	

**Is there anything the BTC staff in particular could have done to improve the service they provided your company?**

		Frequency	Percent	Valid Percent	Cumulative Percent
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<b>Valid</b>	<b>No</b>	11	100.0	100.0	100.0
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<b>Is there anything else about your experiences with the BTC you can share that might help them improve their services?</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Don't Know</b>	1	9.1	9.1	9.1
	<b>I don't know. I was really happy with the experience.</b>	1	9.1	9.1	18.2
	<b>I think they have a great value to Martinsville, and the region. Keep doing what they are doing.</b>	1	9.1	9.1	27.3
	<b>It's a good resource to have when necessary.</b>	1	9.1	9.1	36.4
	<b>No, but they are a needed asset for this area, especially with the loss of the textile jobs.</b>	1	9.1	9.1	45.5
	<b>No, they were really good and competent. Very customer oriented.</b>	1	9.1	9.1	54.5
	<b>Nope. They were on point.</b>	1	9.1	9.1	63.6
	<b>There were communication problems between them at first.</b>	1	9.1	9.1	72.7
	<b>To be honest, there was nothing they needed to work on. They were very efficient and helpful.</b>	1	9.1	9.1	81.8
	<b>Very helpful for small companies.</b>	1	9.1	9.1	90.9
	<b>Wonderful, great analysis.</b>	1	9.1	9.1	100.0
	<b>Total</b>		11	100.0	100.0



**CSR**

Virginia Tech Center for Survey Research

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