

## **BOISE VALLEY ECONOMIC PARTNERSHIP**

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### **Marketing Researcher Identifies Retention and Expansion Factors**

Marketing research by Boise State professor Trina Segó for the Boise Valley Economic Partnership (BVEP) has indicated an overall optimism among large and small business owners, but growing concern for the quality of roads and interstate highways in the Treasure Valley.

Segó conducted the survey in November 2007 for BVEP, which is the regional economic development organization for the Boise metro area. The survey of local business owners and senior managers was conducted to measure which factors affect whether a local business will stay or expand in the Treasure Valley.

Her research identified the following factors that positively affect retention and expansion efforts:

- 87.6 percent cited “local economic growth over the last several years”
- 84.6 percent cited “quality of life”
- 82.6 percent cited “expectations about the future of local economic growth”
- 80 percent cited “local demand for the products/services that your company provides”

The following factors were identified by the largest number of respondents as factors that have a negative affect on their company’s retention and expansion plans:

- 38.8 percent cited “condition of local road system”
- 38.2 percent cited “condition of the interstate highway system”
- 37.4 percent cited “condition of the local public transportation system”