

Summary results from Zoomerang open-ended questions

Question 4: “In a word or two, what are the unique advantages of the SLO area for a high-tech firm?”

- 1) Quality of life (32)
- 2) Cal Poly (30)
- 3) Location [between L.A. & S.F.] (17)
- 4) Educated workforce (10)
- 5) Potential (6)
- 6) Available infrastructure (5)
- 7) Strong business community (4)
- 8) Cost-of-living [compared to L.A./Bay Area] (3)
- 9) Emphasis on “buy local”
- 10) Little competition
- 11) Growth market for niche products

Question 7: “In a sentence or two, why is it difficult to start a high-tech firm in the SLO area?”

- 1) Cost of living/housing (22)
- 2) Lack of qualified employees (12)
- 3) Government regulations/anti-growth (9)
- 4) Lack of investors/venture capital (9)
- 5) Small market [if customer base is local] (9)

- 6) Location/too remote (7)
- 7) Rental costs/space (5)
- 8) Number of IT providers already here (3)
- 9) Lack of infrastructure (2)
- 10) Anti-business community (2)
- 11) View of new businesses as competition, instead of collaborators
- 12) Lack of young professionals to network with

Question 8: "In a sentence or two, why is it difficult to grow a high-tech firm in the SLO area?"

- 1) Lack of qualified workers (18)
- 2) Cost of living (18)
- 3) Low salaries (9)
- 4) Anti-growth attitudes (6)
- 5) Remote location [air travel costs] (6)
- 6) Government regs (6)
- 7) Lack of infrastructure (5)
- 8) Lack of capital/investors (3)
- 9) Lack of "critical mass" (2)

Question 11: "In a sentence or two, what do you think is the single greatest obstacle to the ongoing development of the high-tech industry in the SLO area?"

- 1) Cost of living/housing costs (18)
- 2) Lack of qualified employees (9)
- 3) Government regulations (10)
- 4) Anti-business sentiment (7)
- 5) Lack of capital (6)
- 6) Remote location [cost of flying] (6)
- 7) Lack of infrastructure (4)
- 8) Laid-back attitude (3)
- 9) Lack of critical mass (3)
- 10) Focus locally on ag/tourism, instead of high-tech industry (3)