
<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (to previous year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>239</td>
<td>+ 7.17%</td>
</tr>
<tr>
<td>November</td>
<td>231</td>
<td>+ 4.52%</td>
</tr>
<tr>
<td>December</td>
<td>220</td>
<td>+ 23.60%</td>
</tr>
<tr>
<td>Total</td>
<td>690</td>
<td>+ 10.93%</td>
</tr>
</tbody>
</table>

Note: The significant increase from Q4 2015 to Q4 2016 is due to TTX TNC registration requirement, increased Business Portal inquiries, and OSB Case Manager returning from maternity leave.

**OFFICE OF SMALL BUSINESS DASHBOARD | OCTOBER – DECEMBER 2016**

Clients by Language

- Chinese: 2.5%
- English: 90.6%
- Spanish: 7.0%

Clients by Race

- African American: 13.1%
- Arab: 6.0%
- Asian: 22.8%
- Caucasian or White: 20.6%
- Latino or Hispanic: 3.7%
- Other: 3.7%

Clients by Supervisorial District

- D1: 3%
- D2: 3%
- D3: 9%
- D4: 7%
- D5: 8%
- D6: 6%
- D7: 2%
- D8: 7%
- D9: 7%
- D10: 8%
- D11: 6%
- Non SF: 14%
- Unknown: 17%

Clients by Industry

- Merch/Broker: 43.7%
- Bldg. Contractor: 43.7%
- Accomodations: 2.4%
- Services**: 2.4%
- Retail: 3.0%
- Wholesale: 3.0%
- Transportation: 3.0%

**Services include professional and personal services such as beauty, consulting, janitorial, legal, medical and miscellaneous services.**
OSB in the Community

- OSB staff led 4 Starting a Small Business in San Francisco workshops at the SBA and Renaissance Center to a total of 103 attendees.
- OSB staff participated at the Merchant Walk in District 4 and reached out to 65 merchants.
- OSB staff did a Chinese Radio Show with District 4’s Aide and IIN staff.

OSB Trends

- Overall total clients served in Q4 decreased compared to Q3 due to the holidays and TNC drivers had to register by August 31, 2016 in order to be compliant.
- Total clients served in Q4 were up compared to Q4 in 2015.

OSB Notable Clients/Cases

- There were no notable cases in Q4
**Business Portal by the Numbers**

<table>
<thead>
<tr>
<th>Location</th>
<th>Sessions</th>
<th>%</th>
<th>Users</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF</td>
<td>7,921</td>
<td>40%</td>
<td>4,981</td>
<td>37%</td>
</tr>
<tr>
<td>CA (non-SF)</td>
<td>5,107</td>
<td>26%</td>
<td>3,654</td>
<td>27%</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>3,462</td>
<td>18%</td>
<td>2,477</td>
<td>18%</td>
</tr>
<tr>
<td>International</td>
<td>3,117</td>
<td>16%</td>
<td>2,393</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,607</strong></td>
<td></td>
<td><strong>13,505</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Highlights**

- Usership on the Business Portal decreased in most categories compared to the last quarter. The number of San Francisco Users decreased by 1,482 while the number of California Users decreased by 2,363. The number of San Francisco sessions decreased by 2,427 while the number of California sessions decreased by 3,338. These decreases are due to the TNC drivers (Uber & Lyft) needing to have a business registration by August 31, 2016 in order to be compliant.
- There were 12,808 (65%) new visitors while 6,799 (35%) are returning visitors to the Portal. That’s an decrease from last quarter. Again, it’s due to the TNC drivers registering for a business license.
- Top Pages: After the homepage, the top three pages accessed are (1) Permits & Licenses (2) Register Your Business (3) Start a Business.
- Starter Kits: The most popular starter kits are (1) Short Term Rental, (2) Food Truck, and (3) Restaurant. Announced in end of 2015, short-term rentals now need to have a business registration, hence the top rank for the starter kits.

**Starter Kit Pageviews**

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Rental</td>
<td>1,958</td>
<td>49%</td>
</tr>
<tr>
<td>Food Truck</td>
<td>673</td>
<td>17%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>530</td>
<td>13%</td>
</tr>
<tr>
<td>Salon</td>
<td>189</td>
<td>5%</td>
</tr>
<tr>
<td>Business Consultant</td>
<td>185</td>
<td>5%</td>
</tr>
<tr>
<td>Retail</td>
<td>177</td>
<td>4%</td>
</tr>
<tr>
<td>Small Contractor</td>
<td>153</td>
<td>4%</td>
</tr>
<tr>
<td>Cleaning Business</td>
<td>147</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,012</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Browsers**

- Chrome 57%
- Safari 23%
- Firefox 9%
- Internet Explorer 7%
- Mozilla 1%
- Other 1%
- Edge 2%

**Devices**

- Desktop 75%
- Mobile 22%
- Tablet 3%