



BUSINESS SURVEY 2023

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AND

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AGENDA:

- Survey Stats for 2023
- 2023 Survey Findings
- Next Steps



2023 BUSINESS SURVEY



SURVEY INFO

- Closely duplicated 2020 survey for comparison purposes
- Approximately 30 survey questions & 10 demographic questions
- Survey ran approx. 8 weeks (May 9, 2023 – July 7, 2023)



LOGISTICS

- Direct email campaign
- Social media sharing/posting
- Website Widget
- Chamber of Commerce email/newsletter

Sample Size, Confidence, Margin of Error



Table 1.0

	2020 Survey	2023 Survey
Sample Size	156	147
Confidence Level	95%	95%
Margin of Error	+/- 4.5%	+/- 5%
Survey Period (Days)	84	59

2023 BUSINESS SURVEY FINDINGS

By Research Data Services, Inc.

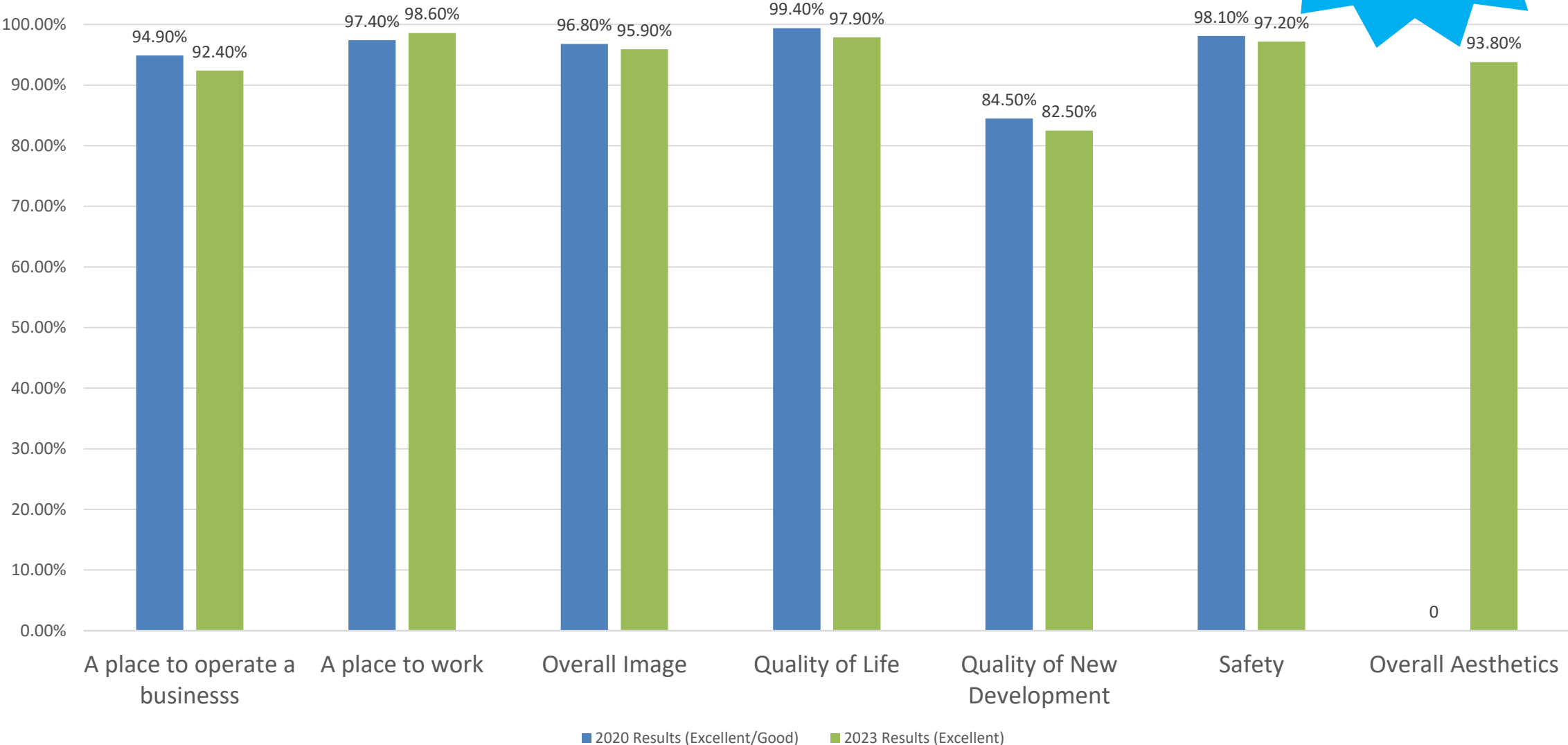


MAJOR FINDINGS – DUNEDIN AS A PLACE



91% Satisfaction with City Services

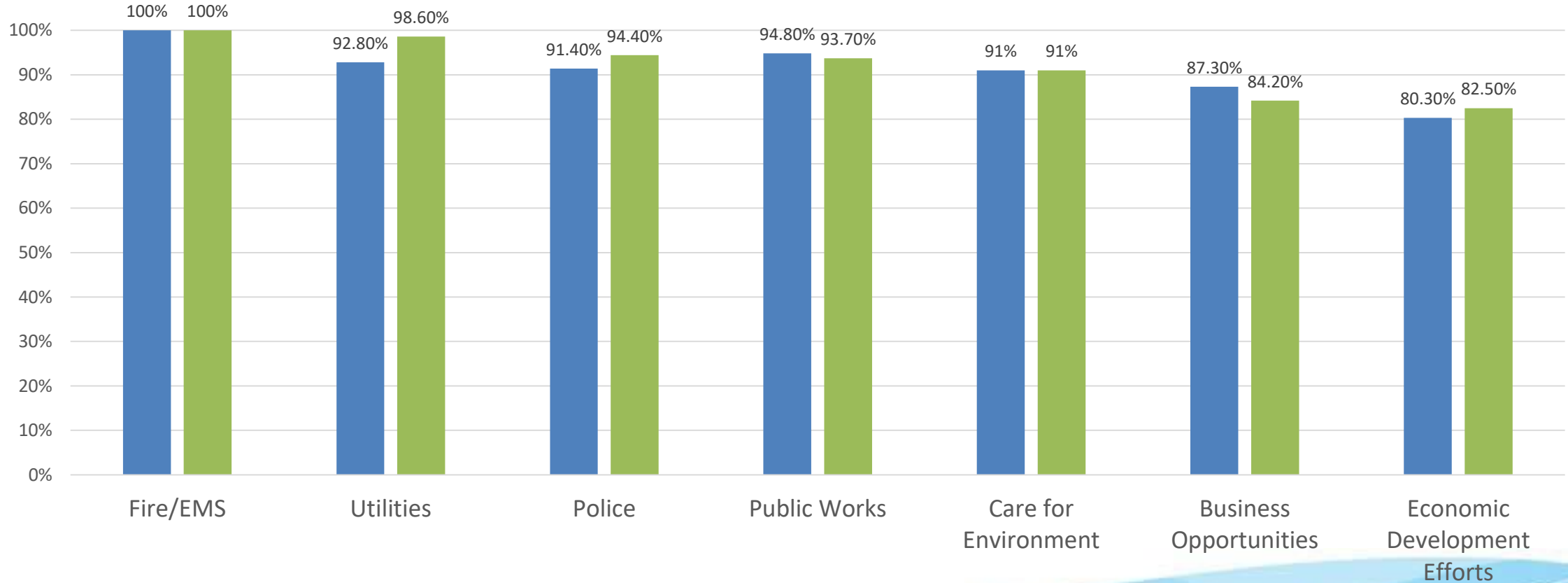
Overall Satisfaction Ratings



TOP RATED CITY SERVICES



Satisfaction Ratings

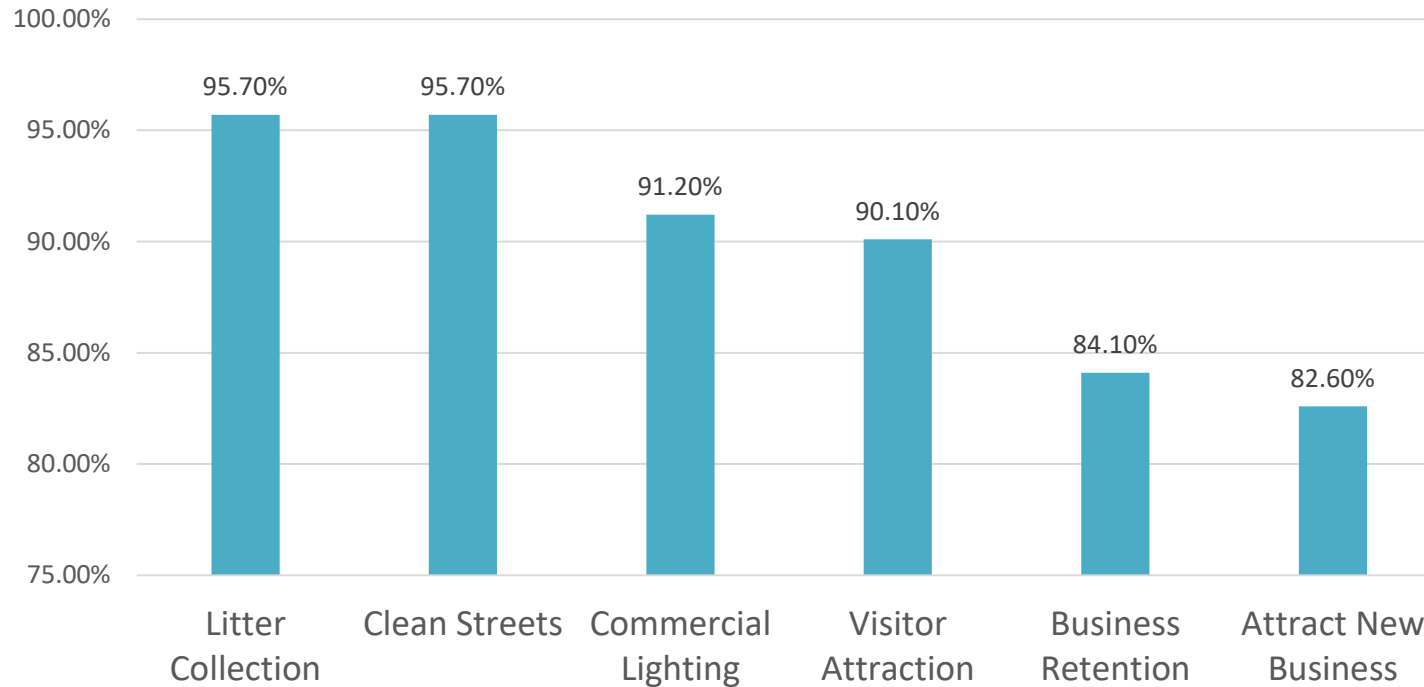


■ 2020 Results (Very Satisfied/Satisfied) ■ 2023 Results (Very Satisfied/Satisfied)

SATISFACTION WITH CITY EFFORTS



2023 Results (Very Satisfied/Satisfied)



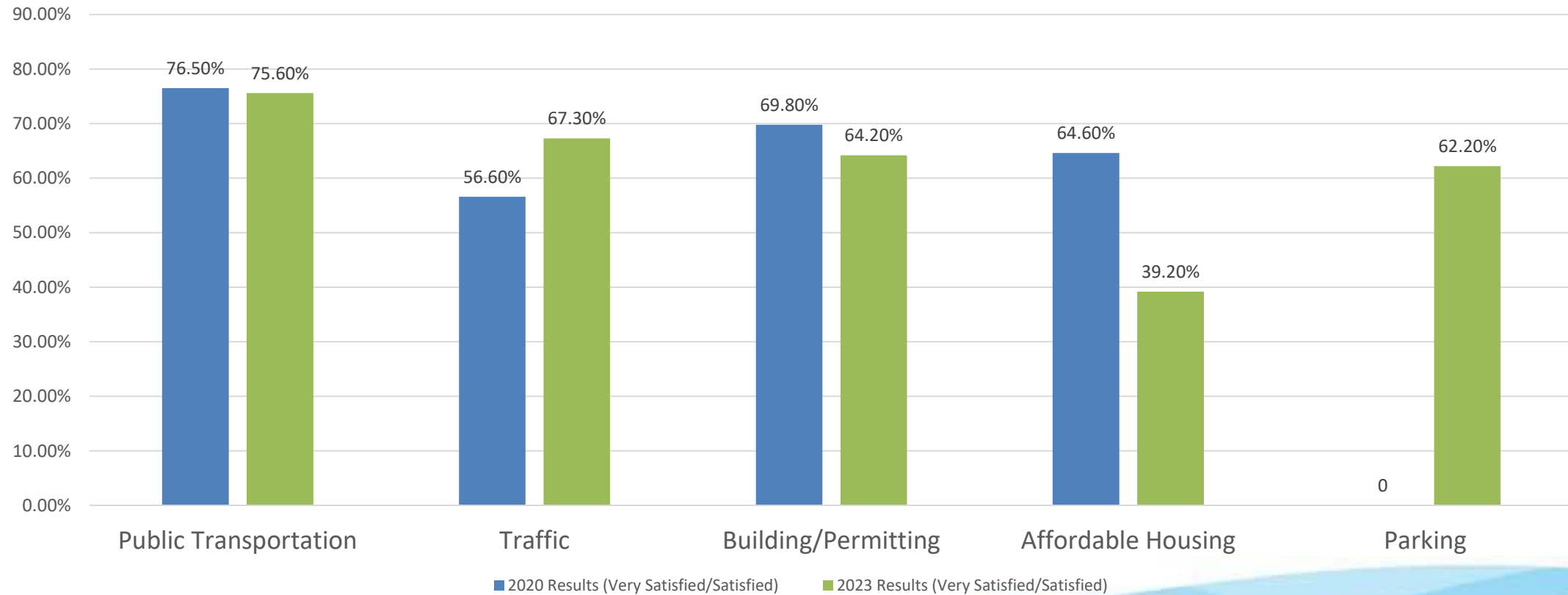
Top 5 Most Important to Businesses:

- 1) Business Retention
- 2) Business Growth
- 3) Attract Visitors
- 4) Ease Traffic Congestion
- 5) Creating attractions & events

CITY SERVICES OPPORTUNITY AREAS



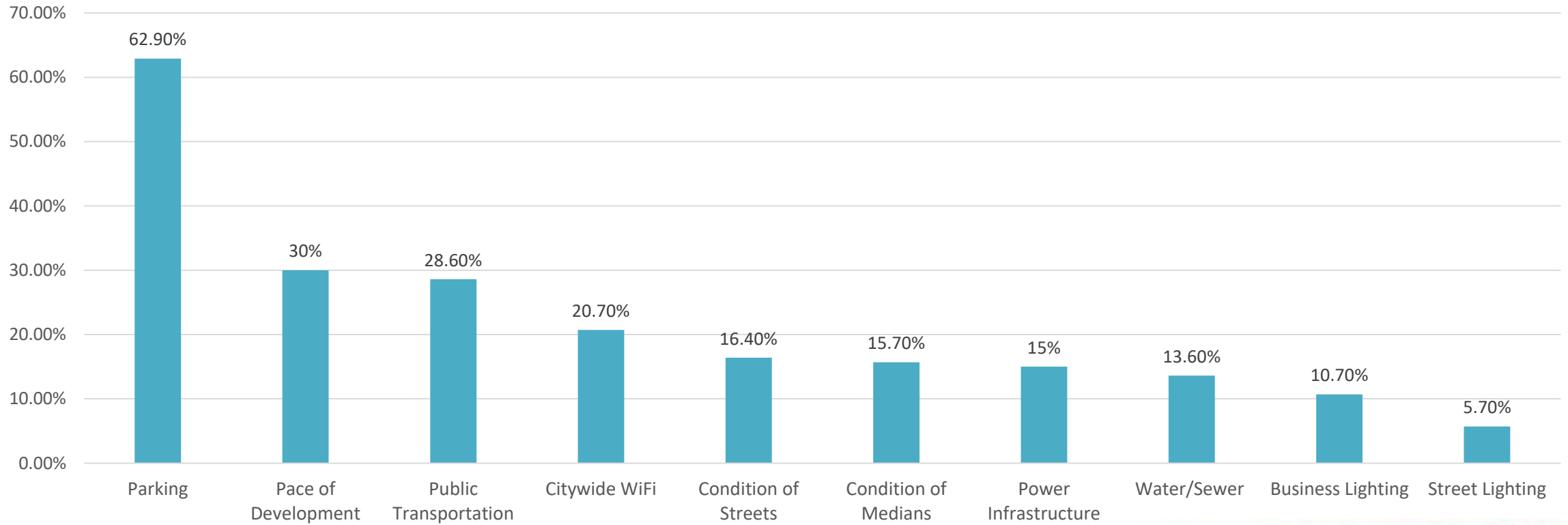
Satisfaction Ratings



INFRASTRUCTURE & MAINTENANCE – CONCERN AREAS

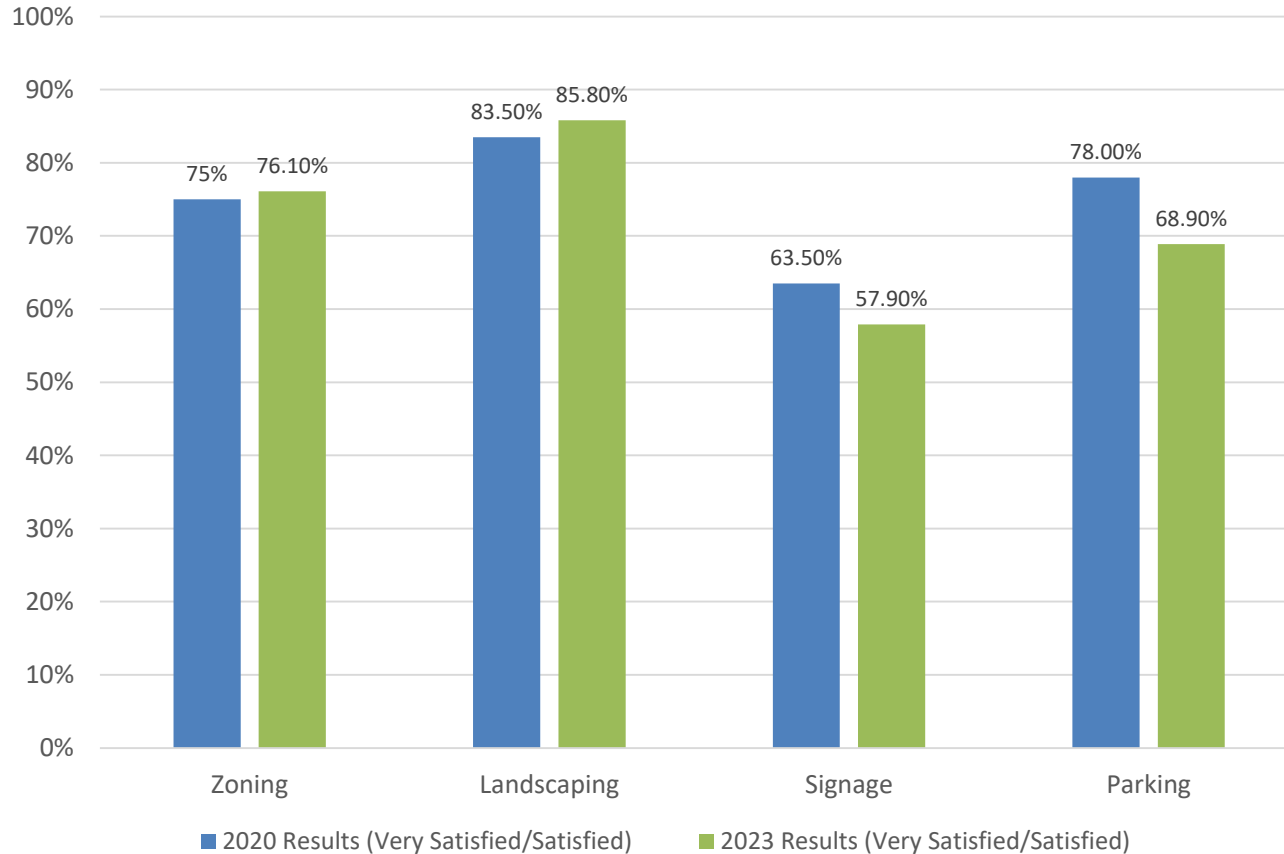


Areas of Concern





Satisfaction Ratings

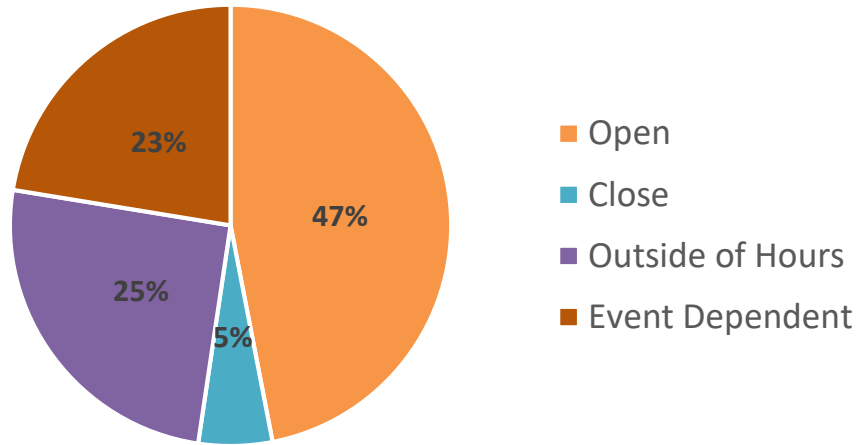


Demand for Online Services:

- 1) Permitting
- 2) Business Tax Receipt
- 3) Incident Reporting
- 4) Utilities Services
- 5) Special Events
- 6) Golf Cart Registration



Events Impacting Business Operating Hours



Event Information Highlights:

- 1) Majority of businesses stay open during events
- 2) 1 in 5 Businesses report increase in business following events
- 3) Most positive = Spring Training (49%)
- 4) Most negative = Mardi Gras (14.4%)
- 5) 65.7% of respondents are involved with City Events

City Event Impacts:

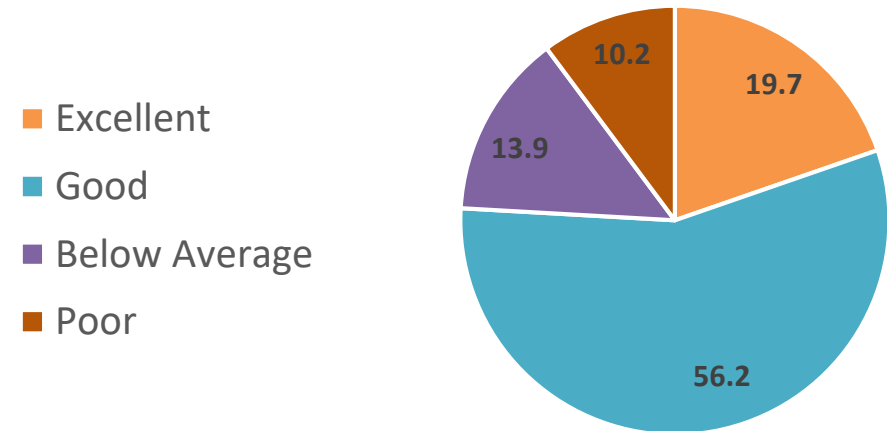
	Increase	Decrease	Stay the same
Level of staffing (n = 134)	19.4%	7.5%	73.1%
Hours (n = 132)	12.1	9.1	78.8
Customer traffic (n = 132)	28.8	18.9	52.3
Sales (n = 129)	25.6	17.8	56.6



Communications Update:

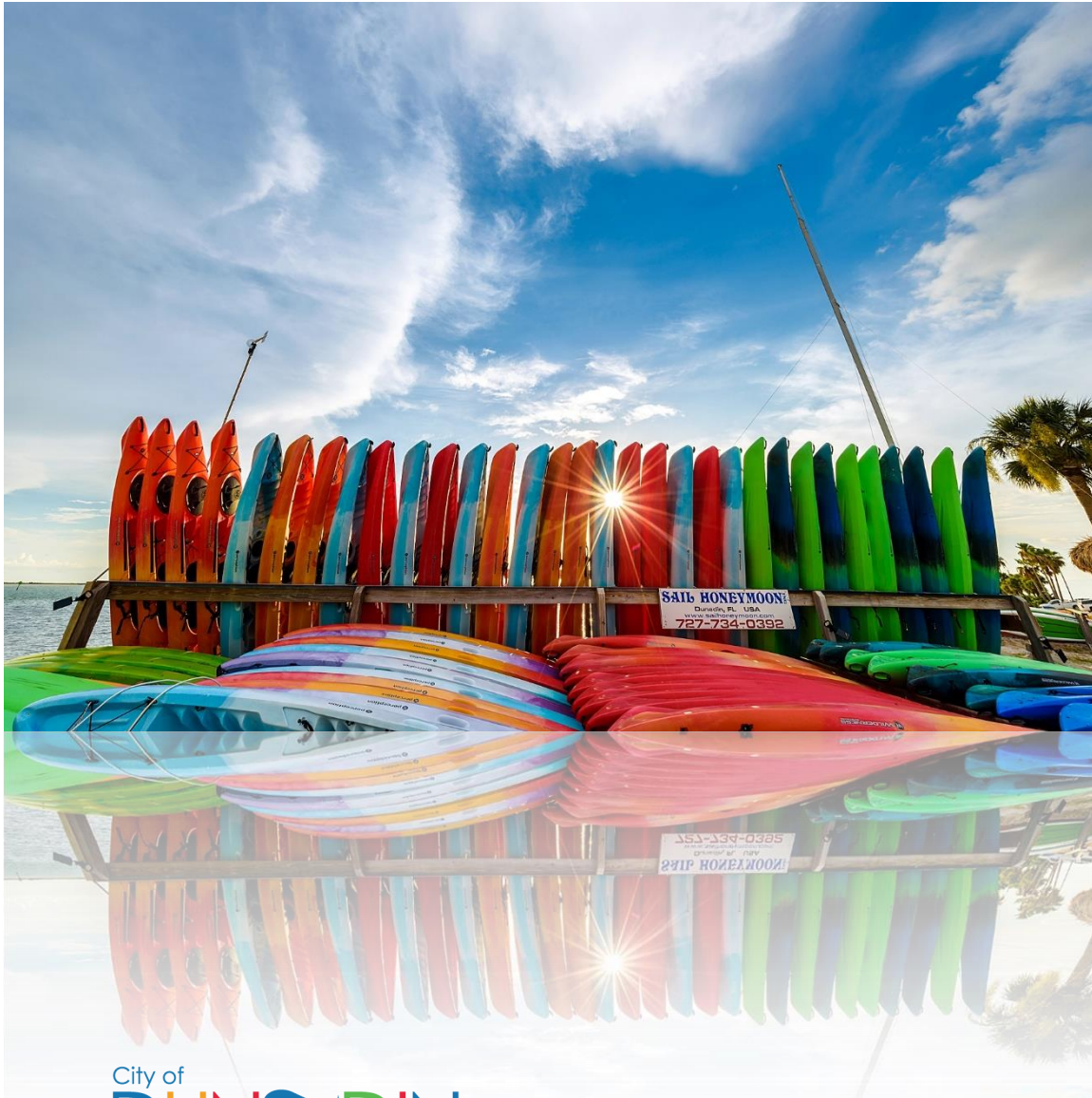
- 1) 75.9% rate City Communications as excellent/good
- 2) 81.4% of Businesses use dunedingov.com
- 3) Social Media is used nearly equally as often as website
- 4) Prominent Sources of Information:
 - a) City Website (39.3%)
 - b) Social Media (38.6%)
 - c) Chamber of Commerce (34.3%)

City Communications Ratings



2023 BUSINESS SURVEY– NEXTSTEPS

- Digest raw data and survey results
- Development of an Action Plan
- Work with BRC and DT Task Force



QUESTIONS