2:00 P. M. 10. Locally Owned Business Initiative

a. Results of resident survey

THE ATTACHED IS A POWERPOINT PRESENTATION THAT BOB DUFFY, PLANNING DIRECTOR WILL BE GIVING

City of Sanibel
Planning Department

Summary of Responses

RESIDENT SURVEY

Locally Owned Business Initiative

As Presented to City Council

March 7, 2006

SUMMARY OF RESIDENT SURVEY
PURPOSE OF SURVEY

- Local businesses facing economic and market challenges
- City Council has adopted a goal to create a Local Business Initiative
- Improve communication, an understanding of issues and a partnership between the City, business and residents.
- To hear what residents have to say about local businesses

SUMMARY OF RESIDENT SURVEY

- **Survey Questions, Mailing and Response**
- **Characteristics of Respondents**
- **What the Respondents Said About:**
  - Purchasing Goods and Services
  - Importance of Preserving Local Business
  - Importance of Architectural Appearance

SUMMARY OF RESIDENT SURVEY
SURVEY QUESTIONS

1. How many vehicle trips off Island this past week?
2. Purpose of trips?
3. Reasons for purchasing goods and services off-Island?
4. Where does household primarily purchase goods and services?
5. Household size?
6. Length of time you have lived on Sanibel?
7. How important is the preservation and protection of Sanibel's Small Businesses? Why?
8. How important is the Architectural Appearance of Sanibel's business corridor? Why?
9. How many times did you come to Sanibel as a visitor prior to becoming a property owner?
10. Additional comments

SUMMARY OF RESIDENT SURVEY
SURVEY MAILING AND RESPONSE

- 7,200 Surveys mailed to all Sanibel property owners on January 9, 2006
- 2,221 Surveys completed and returned as of March 3, 2006
- 30.8% Response

SUMMARY OF RESIDENT SURVEY
CHARACTERISTICS OF SURVEY RESPONDENTS

- **Size of household**

1 Person	13%
2 Persons	73%
3 Persons	6%
4 or More Persons	8%

- **Length of time lived on Sanibel?**

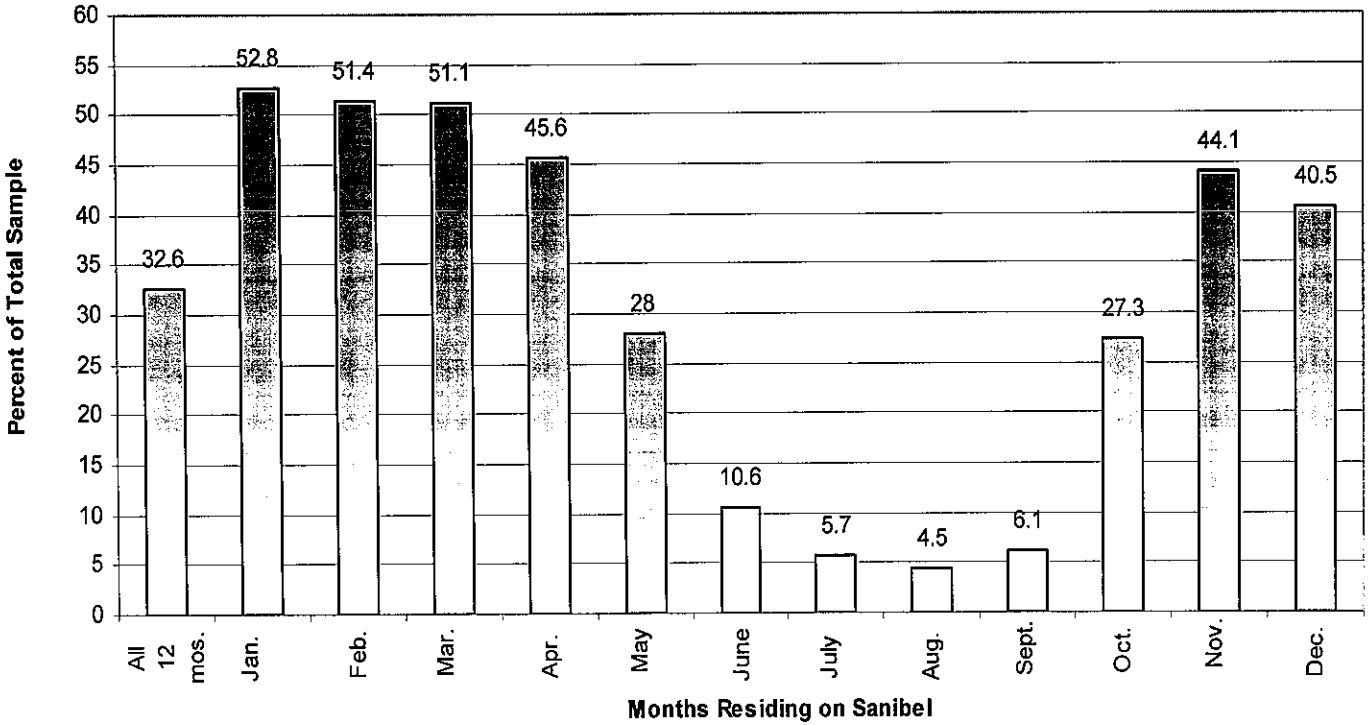
Less than 1 Year	2.8%
1 to 5 Years	22.4%
6 to 10 Years	22.4%
11 to 25 Years	37.2%
26 or more Years	18.2%

- **How many times did you come to Sanibel as a visitor prior to becoming a property owner?**

Born Here	0.4%
Once	17.1%
Two to Five	31.1%
Six to Ten	16.6%
Eleven or More	32.0%
No Response	2.8%

SUMMARY OF RESIDENT SURVEY
CHARACTERISTICS OF SURVEY RESPONDENTS

Which Months of the Year Do You Typically Reside in Your Sanibel Home?



SUMMARY OF RESIDENT SURVEY
WHAT THE RESPONDENTS SAID

Number of Vehicle Trips Off-Island This Past Week?

-	0 Trips	5.8%
-	1 Trip	17.6%
-	2 Trips	18.8%
-	3 Trips	17.6%
-	4 Trips	9.6%
-	5 Trips	6.9%
-	6 Trips	3.2%
-	7 Trips	2.7%
-	Other	17.8%

SUMMARY OF RESIDENT SURVEY
WHAT THE RESPONDENTS SAID

Purpose of Trip? (Check all the apply)

Grocery Shopping	66.3%
Home Improvement	42.7%
Retail Shopping	41.9%
Gasoline	40.0%
Apparel Shopping	25.4%
Automotive Care/Maintenance	25.3%
Specialty Groceries	22.1%
Plants and Landscape Supplies	18.1%
Fine and Casual Dining	14.9 – 16.6%

Reasons for Purchasing Goods Off-Island?

- Lower Prices
- Availability and Selection
- Goods and Services Not Provided on Island

SUMMARY OF RESIDENT SURVEY
WHAT THE RESPONDENTS SAID

Where does your household primarily purchase each of these goods and services?

Goods/Services	On-Island	Immediately Off-Island	Lee County	Beyond Region (Include Web)
Fine Dining	1702	114	320	
Banking	1562	92	178	
Pharmacy	1453	236	250	
Casual Dining	1373	249	397	
Ice Cream	1295	143	207	
Groceries	966	959	572	
Personal Care	958	440	475	
Gasoline	755	734	803	
Office Supplies	712	166	898	
Specialty Groceries	698	521	615	
Plants & Landscaping Supplies	644	271	936	
Apparel	581	317	894	
Medical Care	496	380	946	
Home Improvement	407	359	1391	
Home Furnishings	117	312	1463	

SUMMARY OF RESIDENT SURVEY
WHAT THE RESPONDENTS SAID

How Important is the Preservation and Protection of Sanibel's Small Businesses?

Why?

Makes Sanibel Unique	Convenience and Fun
No Chains or Franchises	Part of Sanibel Experience
Unique Shops	Reduce Congestion
Feeling of Community and Small Town	Local Economy

Choices	% Of Respondents Answering	
Very Important	58.8%	**90%**
Important	31.2%	
Slightly Important	7.5%	**10%**
Not Important	2.5%	

SUMMARY OF RESIDENT SURVEY
WHAT THE RESPONDENTS SAID

How Important is the Architectural Appearance of Sanibel's Business Corridor?

Very Important	56.5%	**87.4%**
Important	30.9%	
Slightly Important	7.6%	**8.6%**
Not Important	1.0%	

Why?

- Uniqueness, Ambiance and Charm
- Preserve Island Image, Character, Color and Style
- Small Town Look Important
- Property Values
- Should not be Naples or Fort Myers
- No Suburban Sprawl, Big Boxes and Cookie Cutter Buildings
- Appearance Sets Tone for Island
- Should Reflect Sanibel

SUMMARY OF RESIDENT SURVEY
WHERE DO WE GO FROM HERE

- Make Copies of Complete Survey Available on City's Web Site
- Summary Report to be Prepared for Distribution
- Convene Local Business Roundtables as Part of City Council's Small Business Initiative

City of Sanibel
Planning Department

Summary of Responses

RESIDENT SURVEY

Locally Owned Business Initiative

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