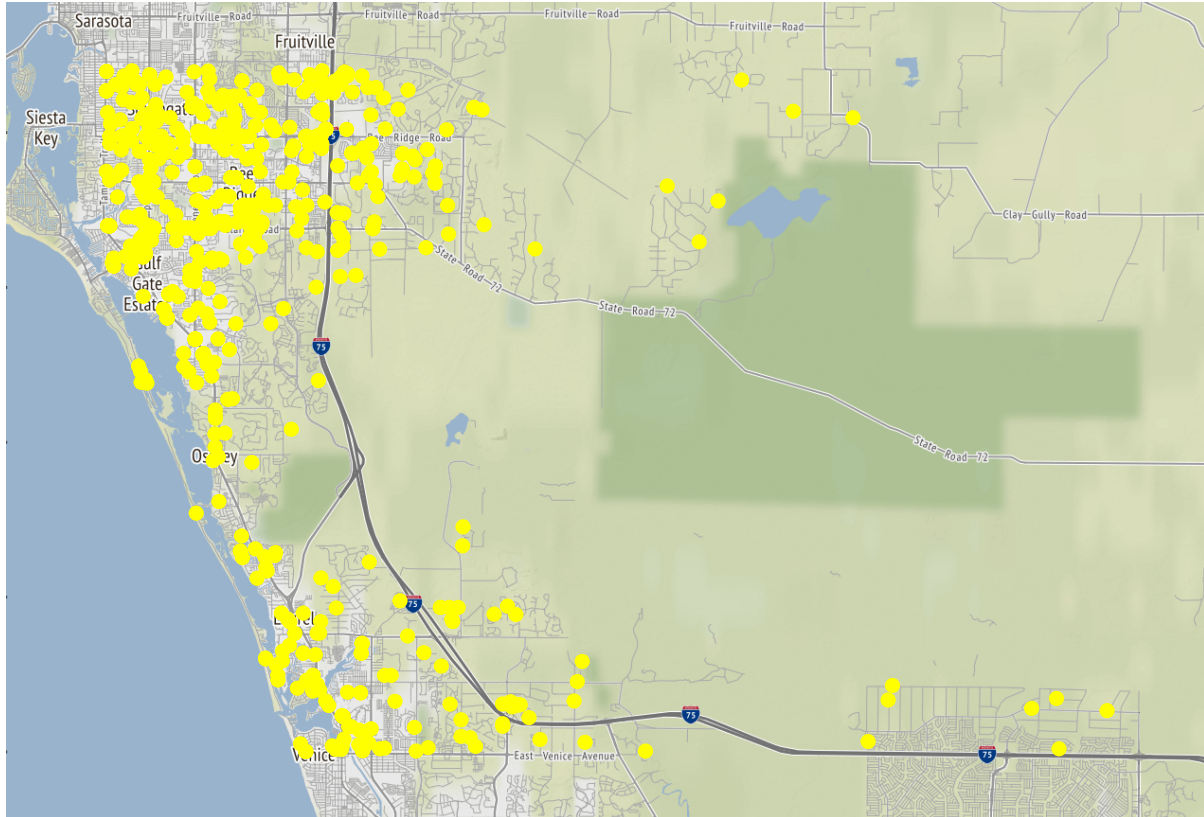


Sarasota EDC Business Survey 2019

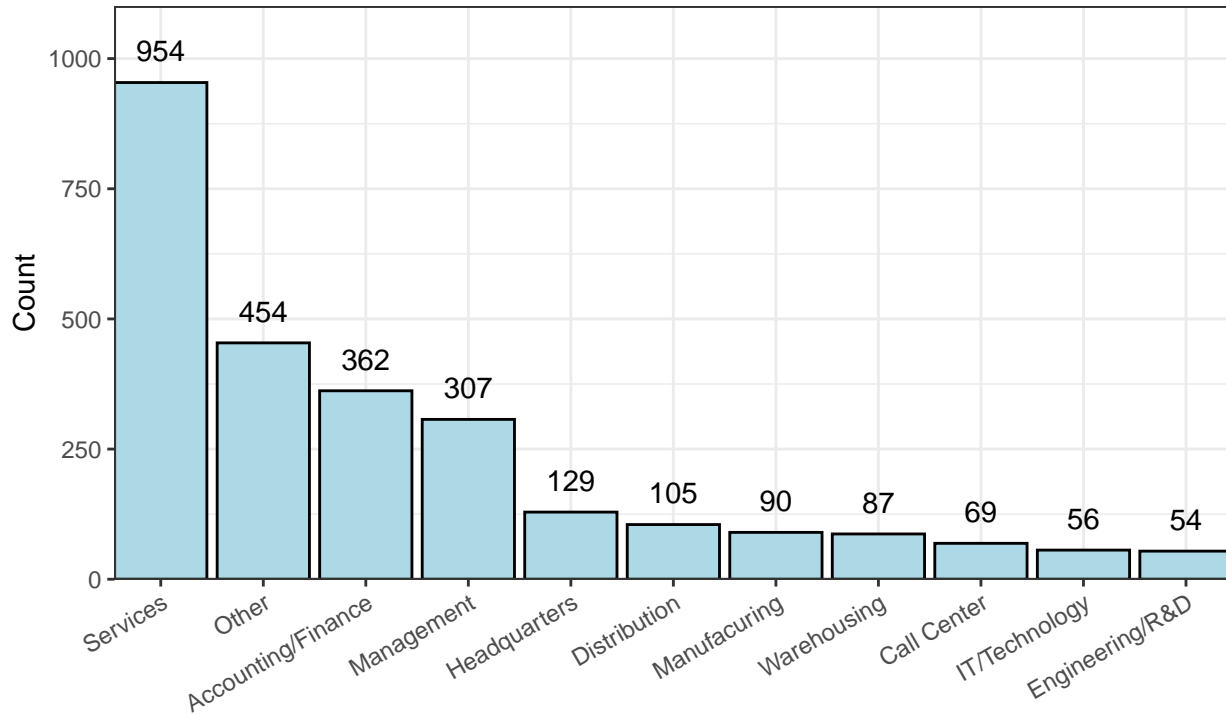
1,923 Total Respondents to the Survey

Survey Respondents Location in Sarasota County



Which Functions Occur At Your Business?

Based on the 2019 Sarasota EDC Survey

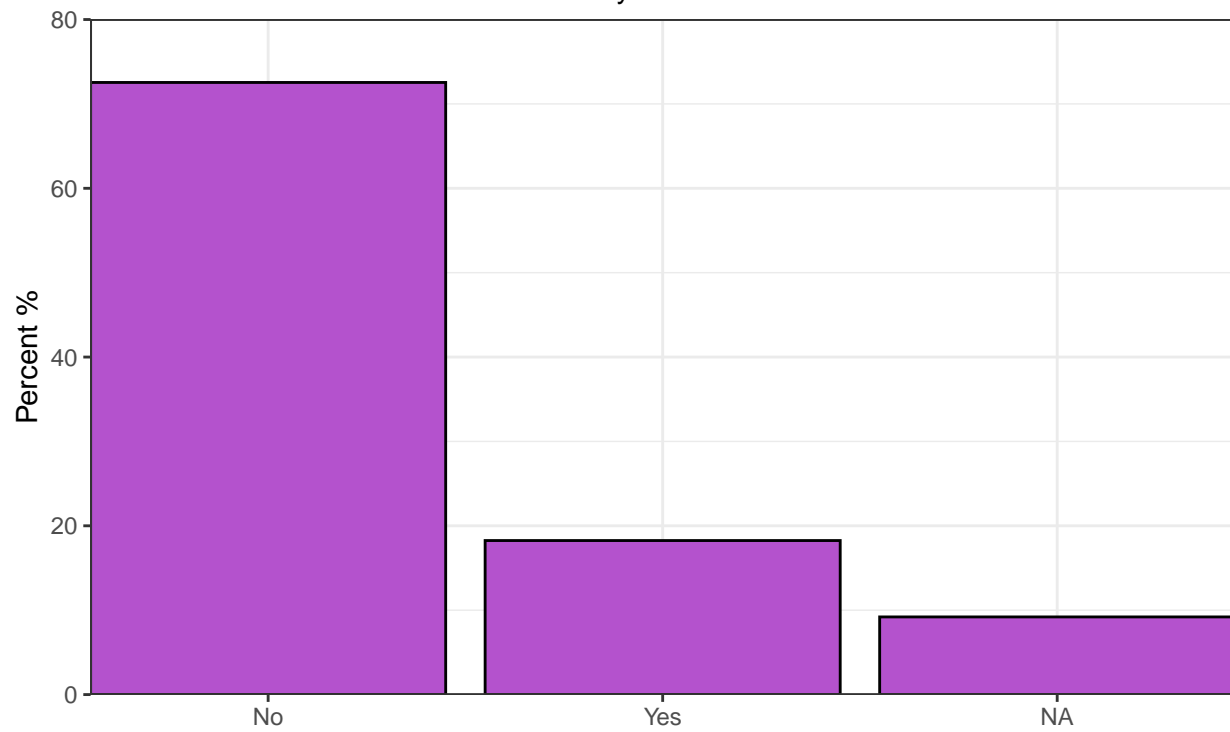


‘Services’ is by far the most common response, followed by ‘Other’. With only 1,923 responses, this means that ‘Services’ account for nearly half of the businesses that responded.

A minor issue with the business type category is that businesses could mark more than one and larger businesses are more likely to mark more boxes. This means the actual numbers for each category is skewed a bit higher due to these larger businesses.

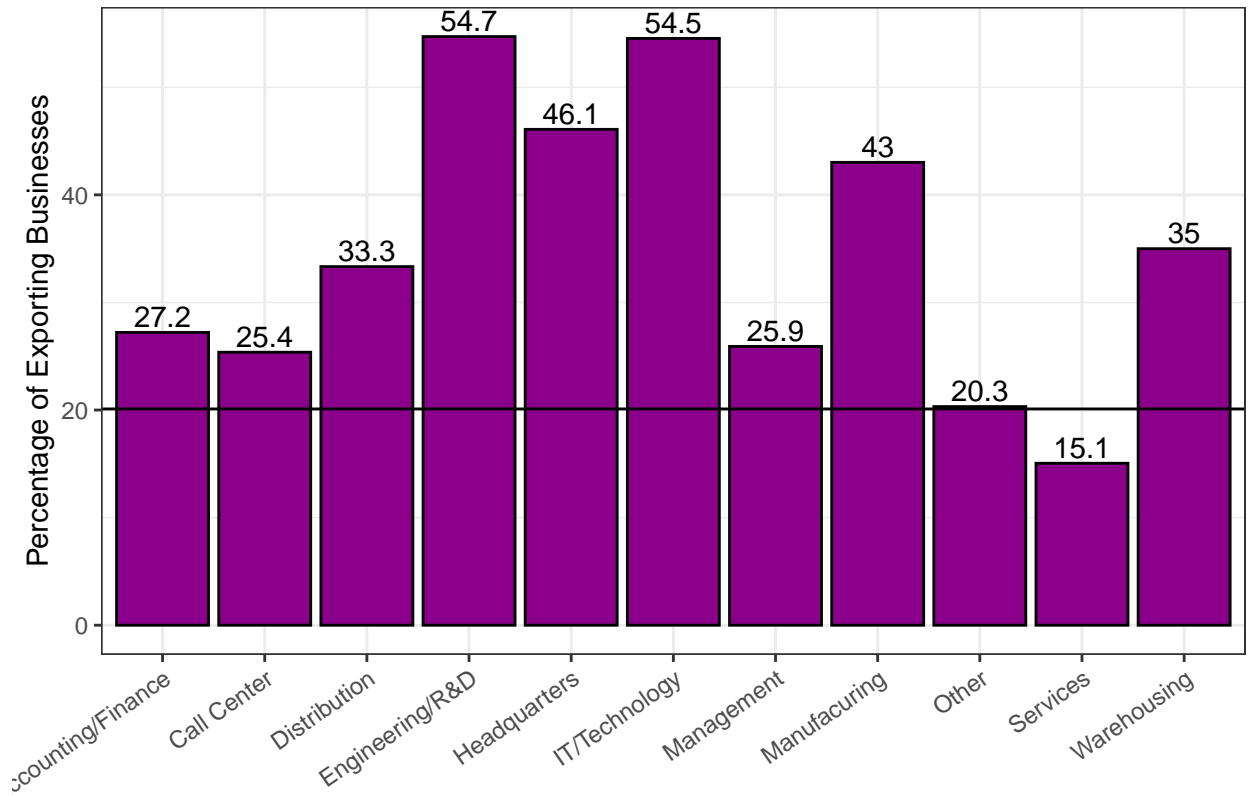
Is Most Of Your Revenue Generated Outside Sarasota?

Based on the 2019 Sarasota EDC Survey



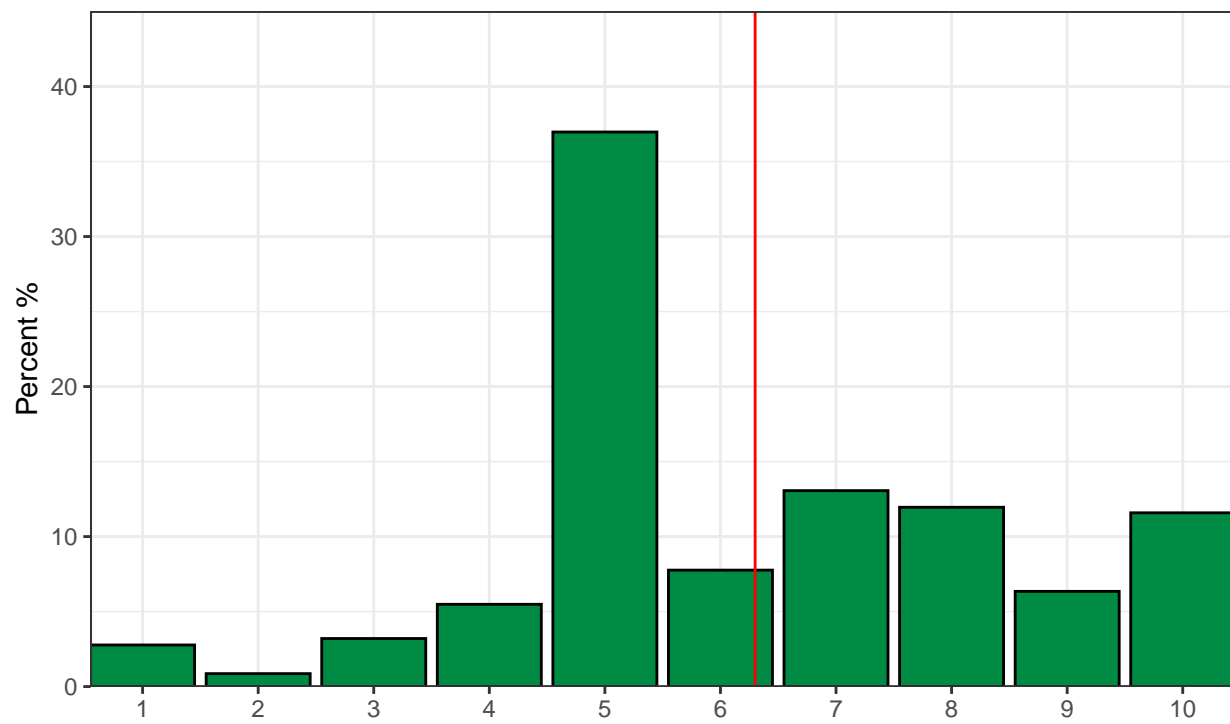
Percentage of Businesses that Export for Each Business Type

(Export meaning most revenue is generated from outside Sarasota county)



How Do You Rate The Economic Outlook For The Coming Year?

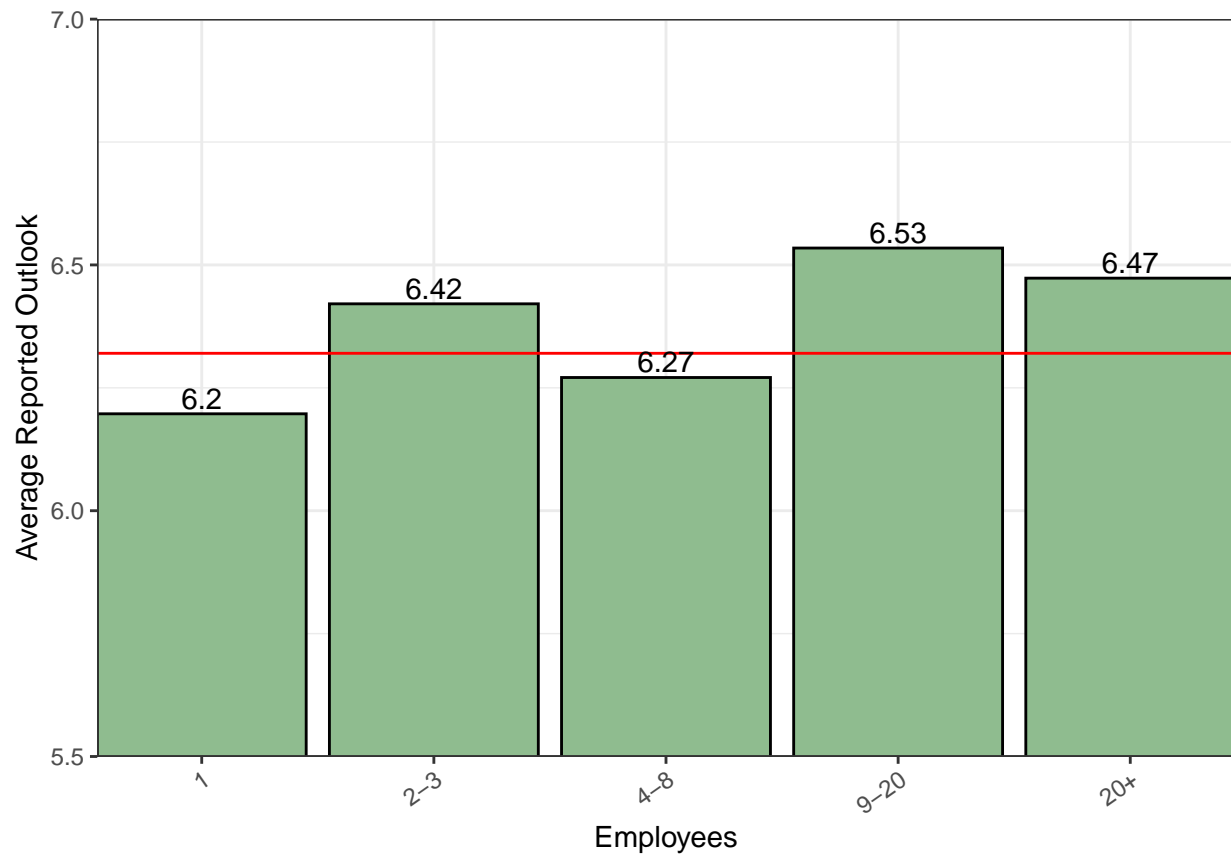
Based on the 2019 Sarasota EDC Survey



Average response: 6.3

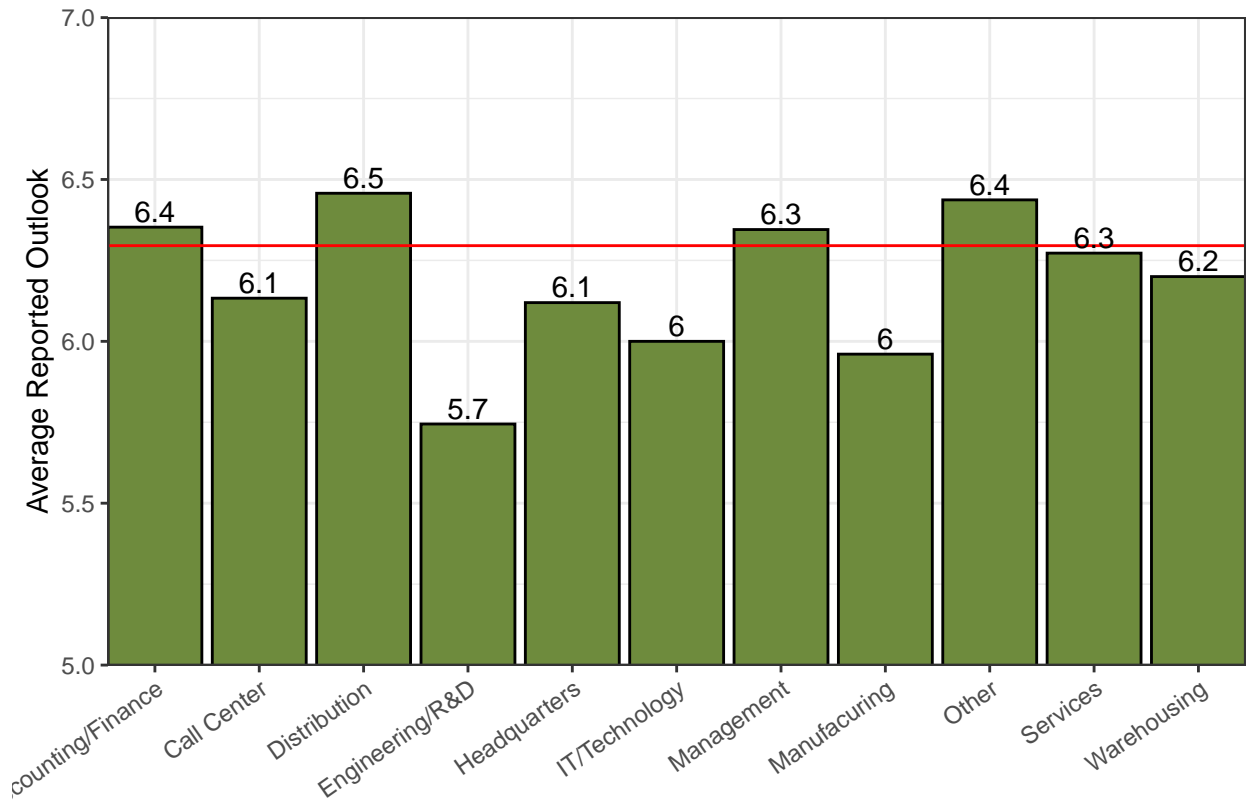
Average Response on Business Outlook by Number of Employees

Note: 768 (about 49%) of businesses in the survey only have 1 employee.

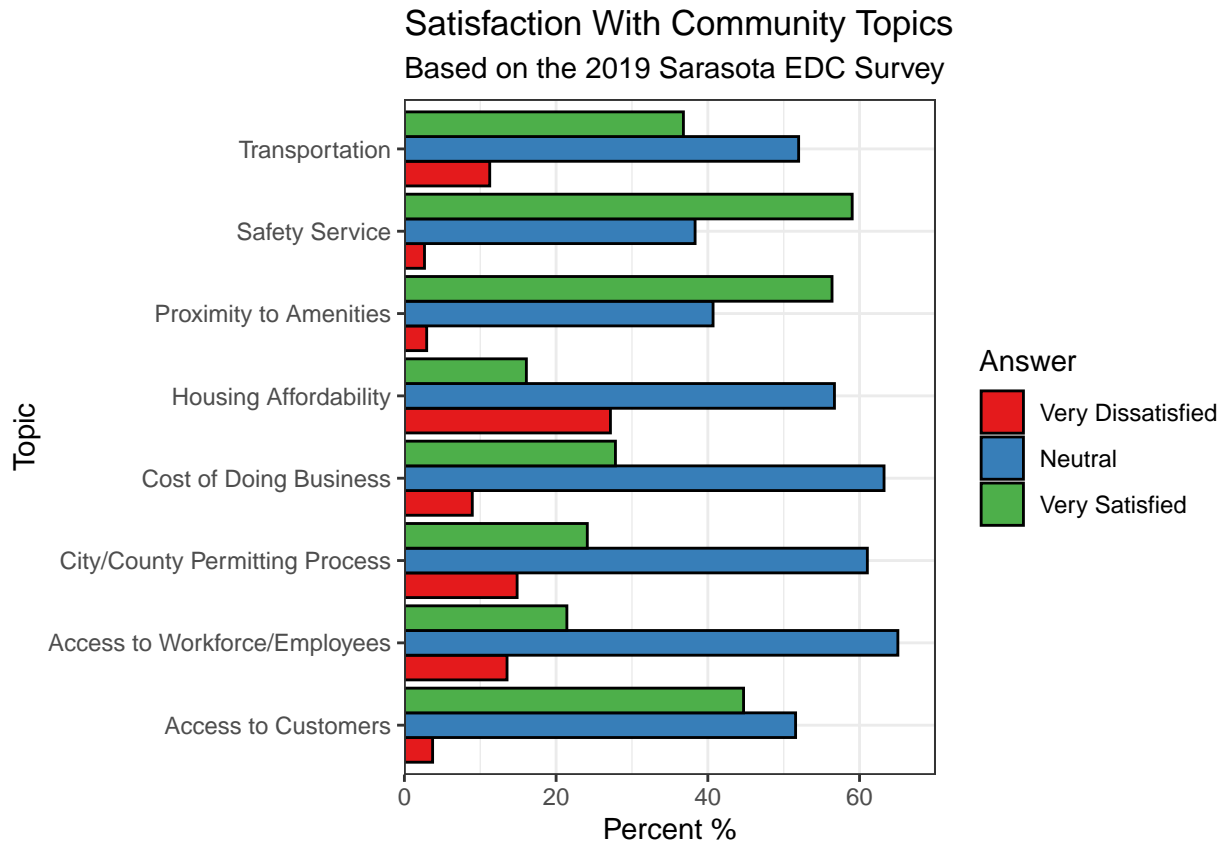


Average = 6.3

Average Response on Business Outlook for Each Business Type



Average = 6.3

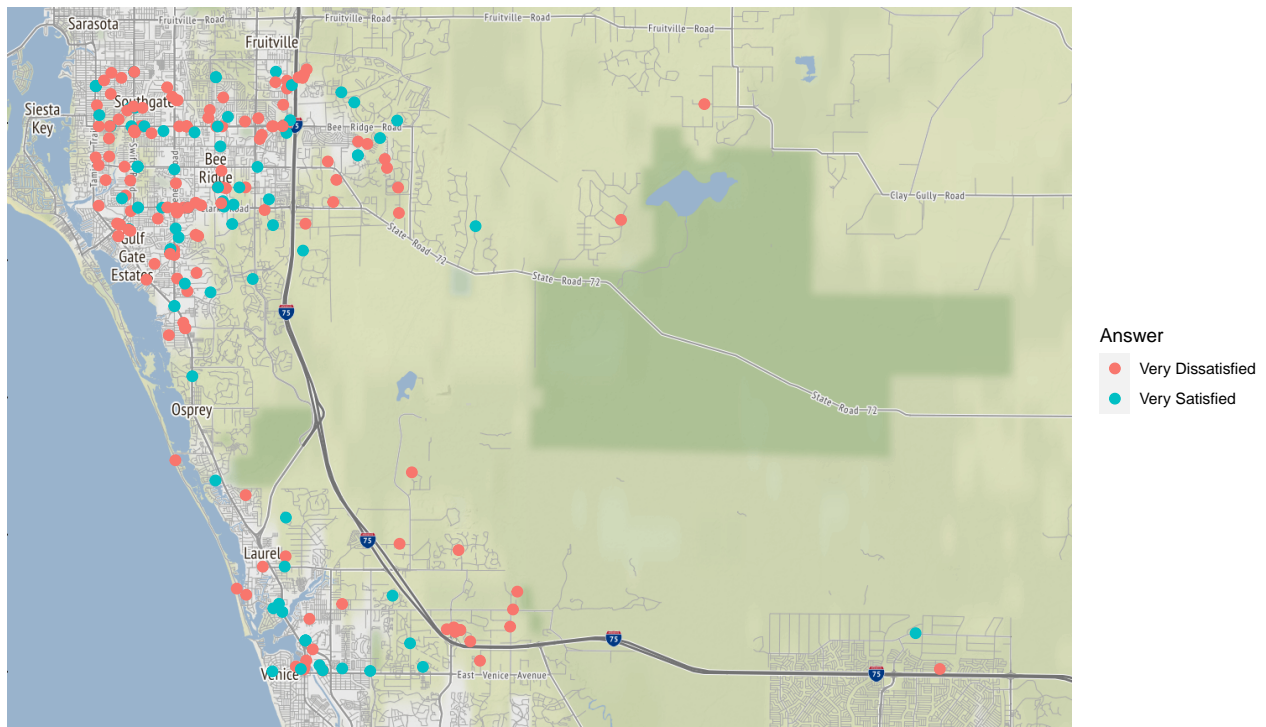


The topic with the lowest satisfaction is housing affordability, with 27% of survey respondents who answered the question stating they were very dissatisfied.

Proximity to Amenities	Housing Affordability		
	Very.Dissatisfied	Neutral	Very.Satisfied
Very Dissatisfied	0.60	0.30	0.09
Neutral	0.21	0.76	0.03
Very Satisfied	0.30	0.44	0.26

We find that of businesses that are very dissatisfied with *proximity to amenities*, 60% of them are also dissatisfied with *housing affordability*.

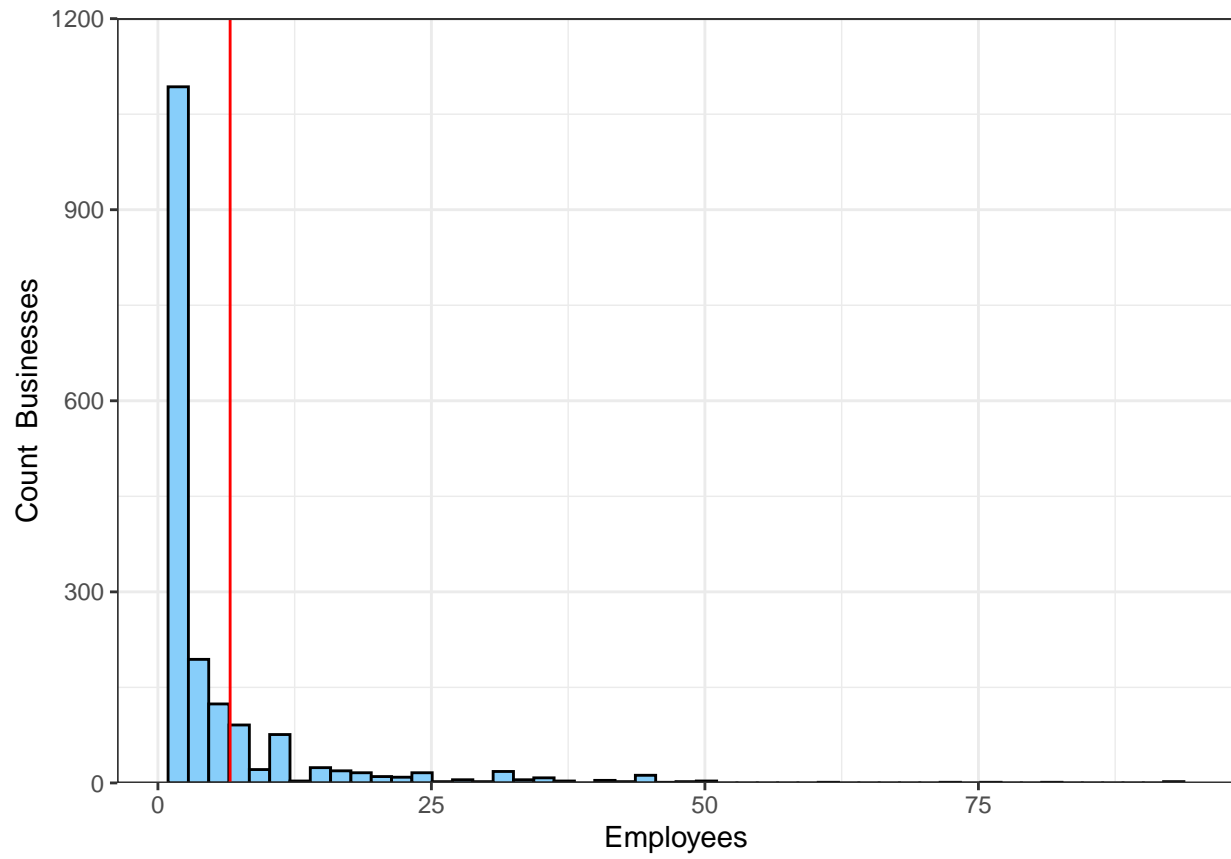
Housing Affordability



There doesn't appear to be any strong clusters of satisfied or dissatisfied businesses when it comes to housing affordability. However, we would broadly state that of the businesses that responded, those in Venice are more often satisfied than dissatisfied, while businesses in Sarasota that are near the waterfront are more often dissatisfied than satisfied.

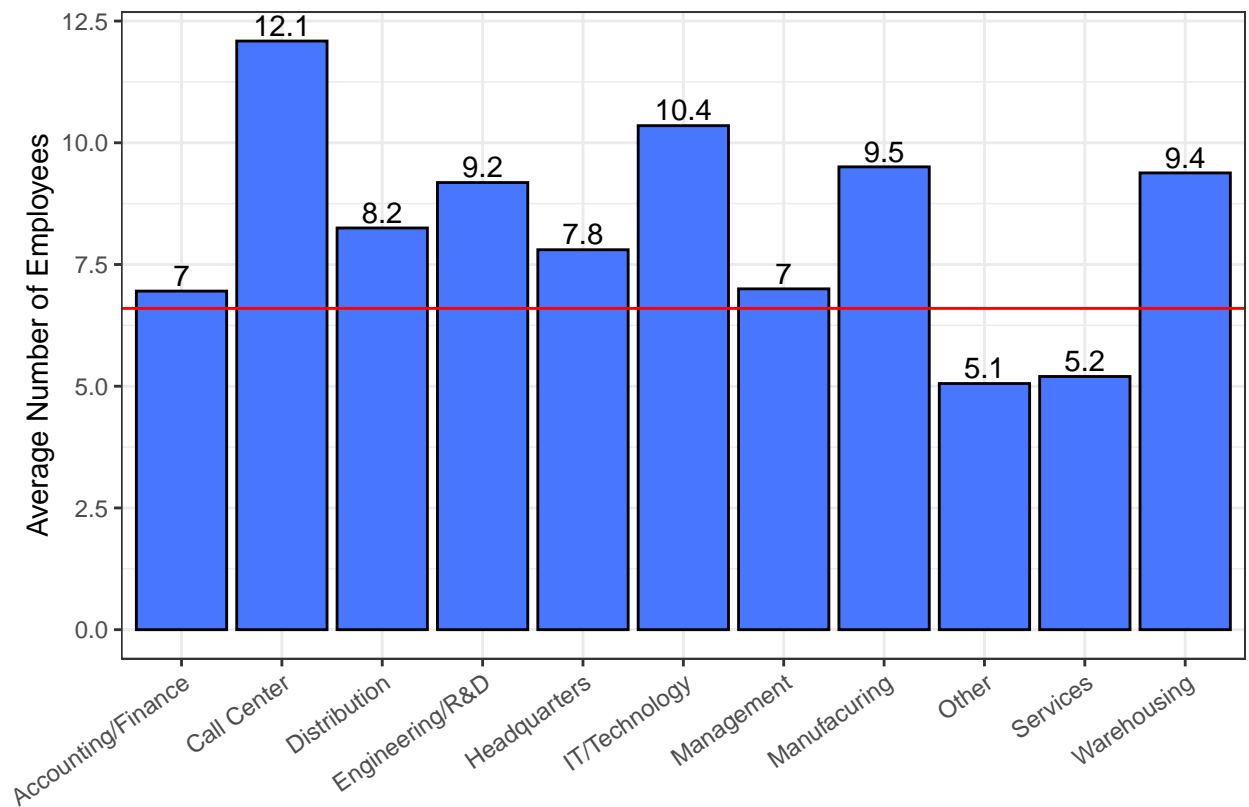
Employment

How Many Employees Do You Have At Your Sarasota Location?



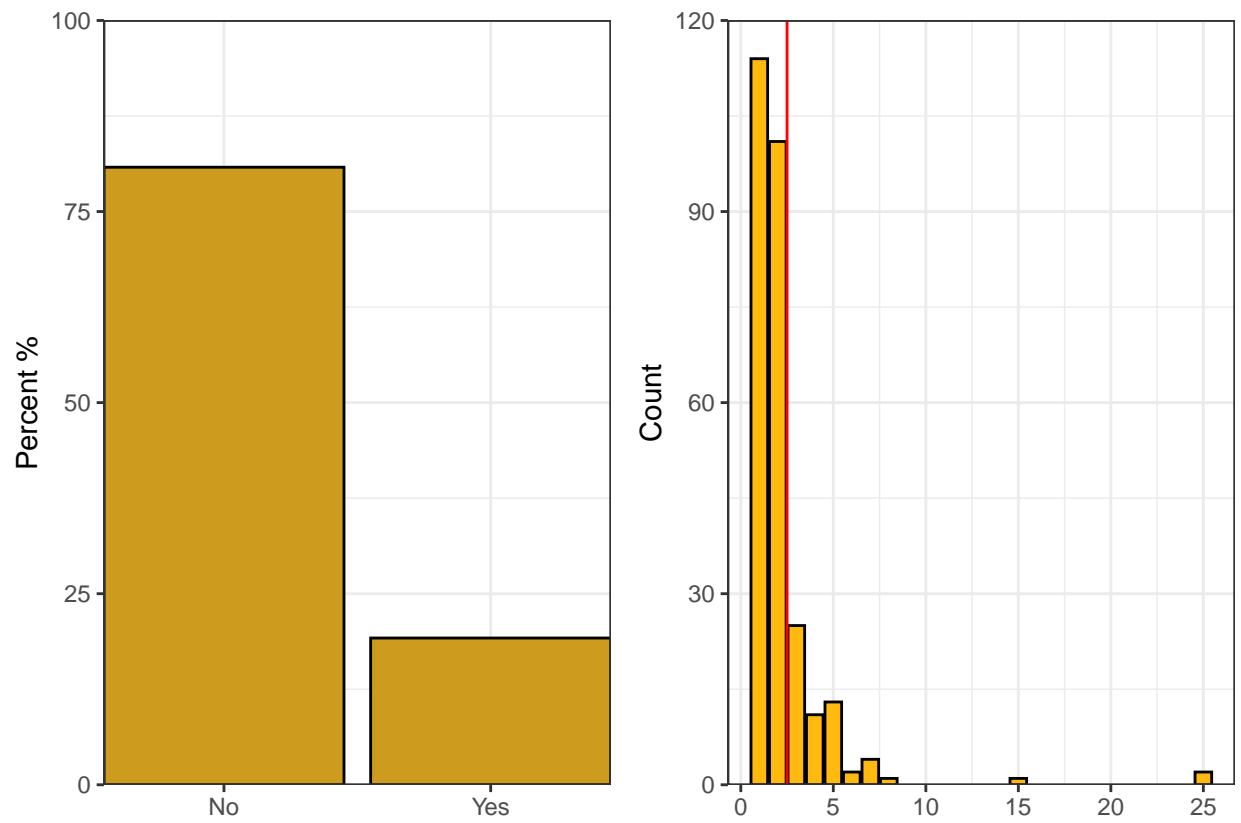
Average Number of Employees: 6.6

Average Number of Employees for Each Business Type



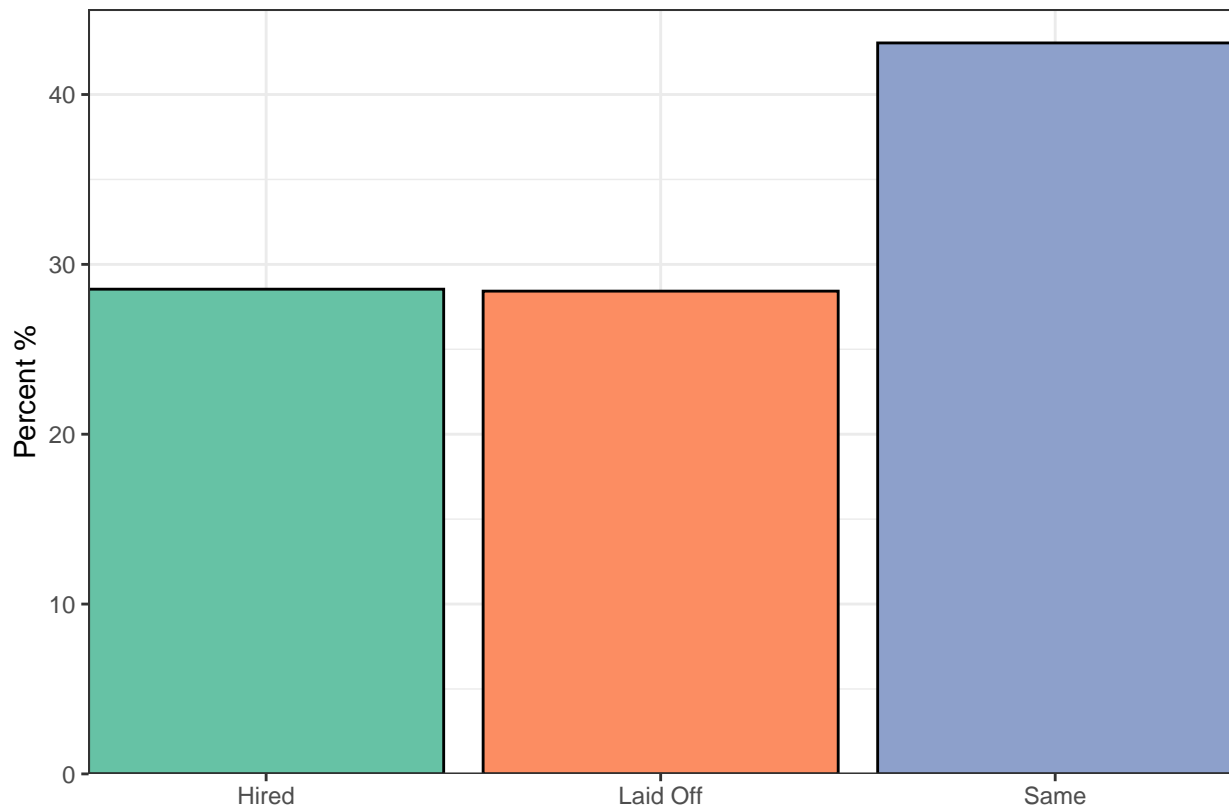
Keep in mind that the 'Services' and 'Other' categories are very large, accounting for nearly 70% of businesses - this is why the average is low when most of the categories are above (some much higher above) the average line.

Do You Have Intentions Of Hiring Additional Employees In The Coming Year? If So, How Many?



Average number of employees expected to hire: 2.5

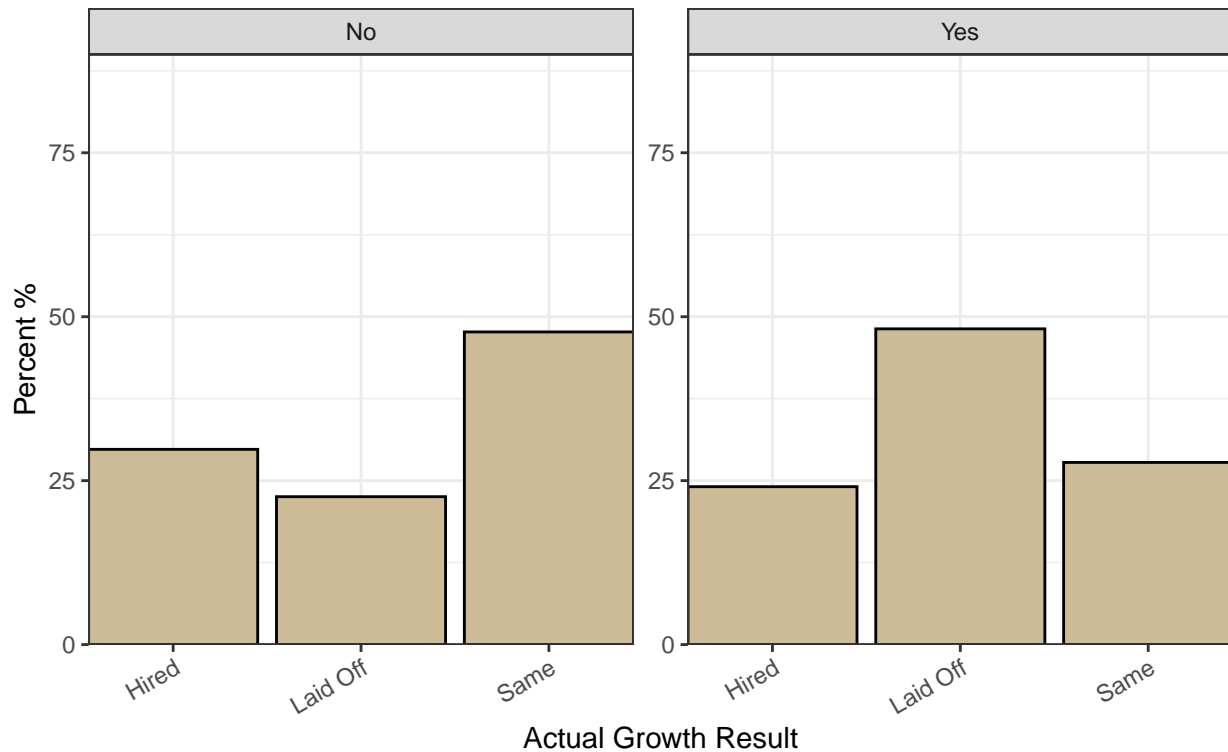
Employment Growth - 2019 to March 2020



About 20% of businesses said they planned to hire employees in 2019, but we find that about 29% of them did hire employees from 2019 to March 2020.

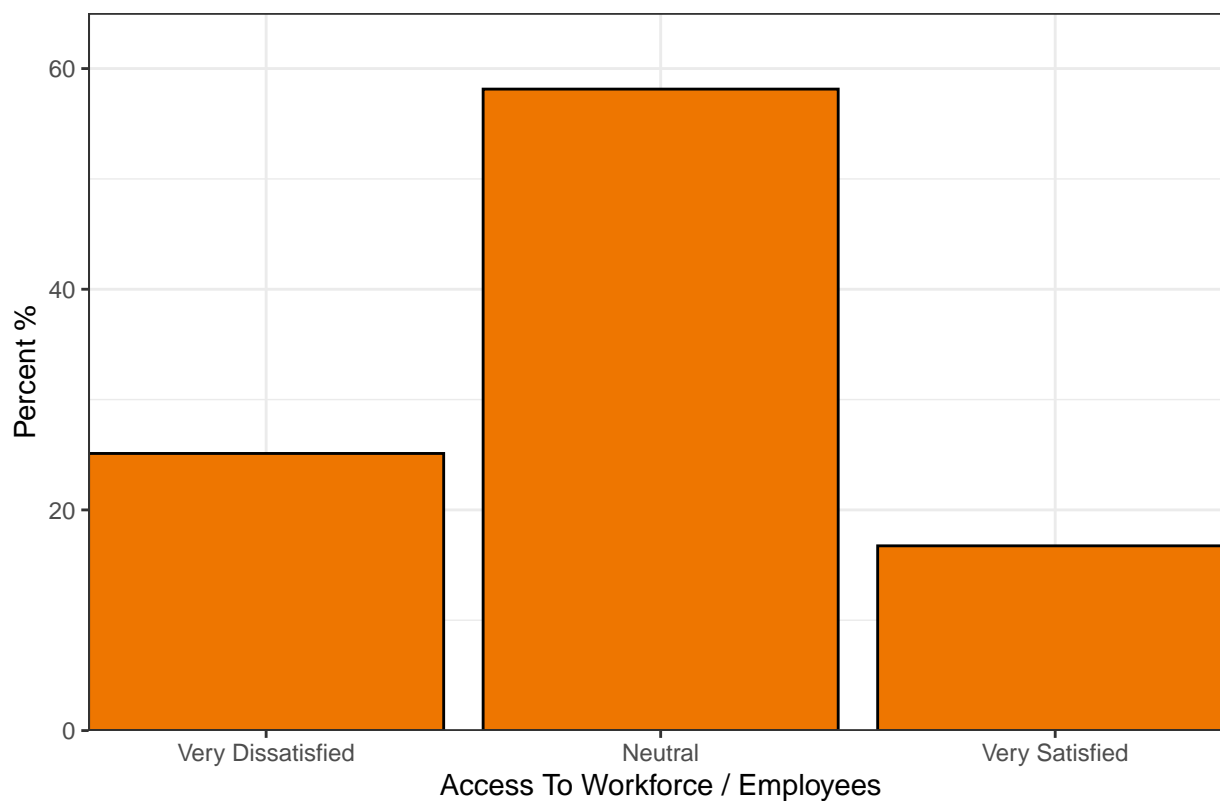
Plans to Hire vs. Actual Employment Growth

Plan to hire in 2019?



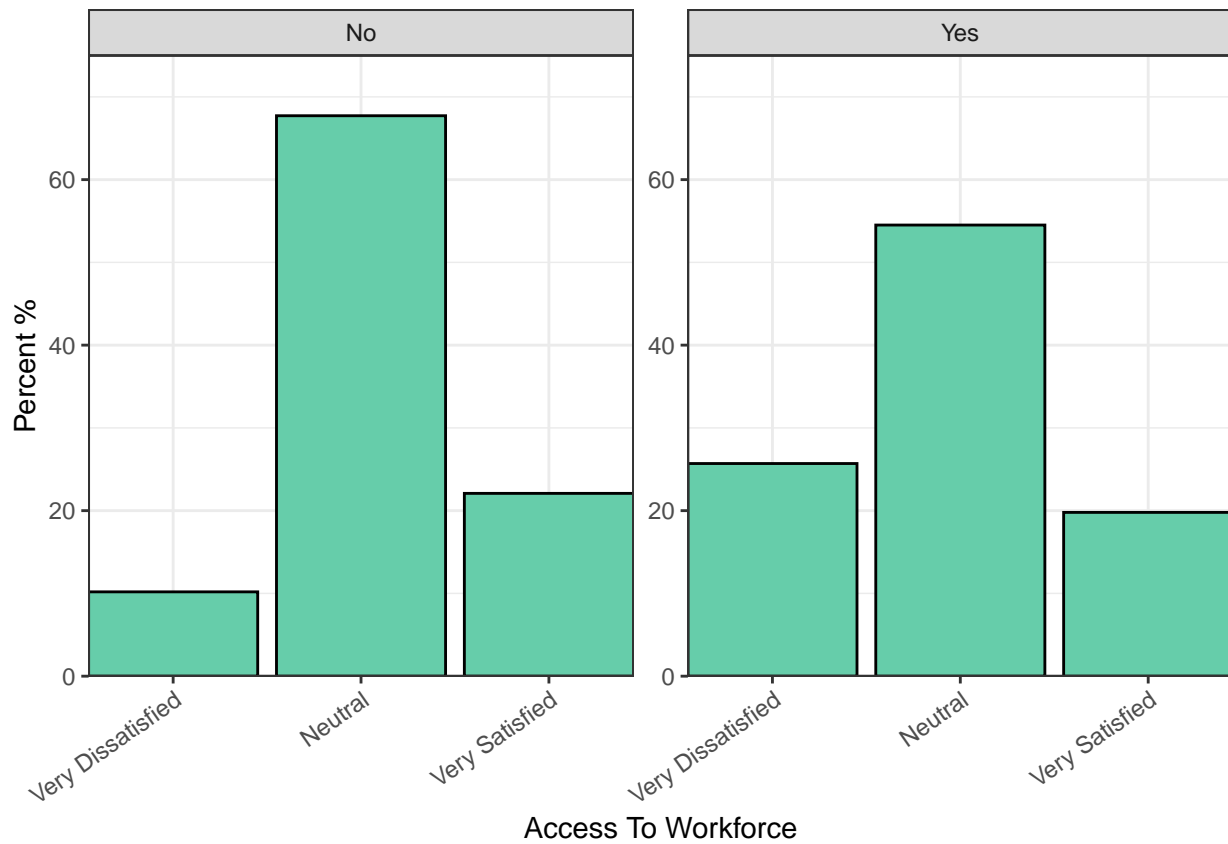
Interestingly, of the businesses that did plan to hire new staff, only about 24% did so while nearly 50% actually ended up laying off some workers. Conversely, those who said they didn't plan on hiring new employees actually hired relatively more employees from 2019 to March 2020 - about 29%. These companies were more stable as well, most often keeping the same number of employees.

Those Who Said They Planned To Hire In 2019 But Did Not



We find that of the businesses that planned to hire in 2019 but did not, 25% said they were very dissatisfied with access to workforce, significantly higher than the overall, of which only about 14% said they were very dissatisfied.

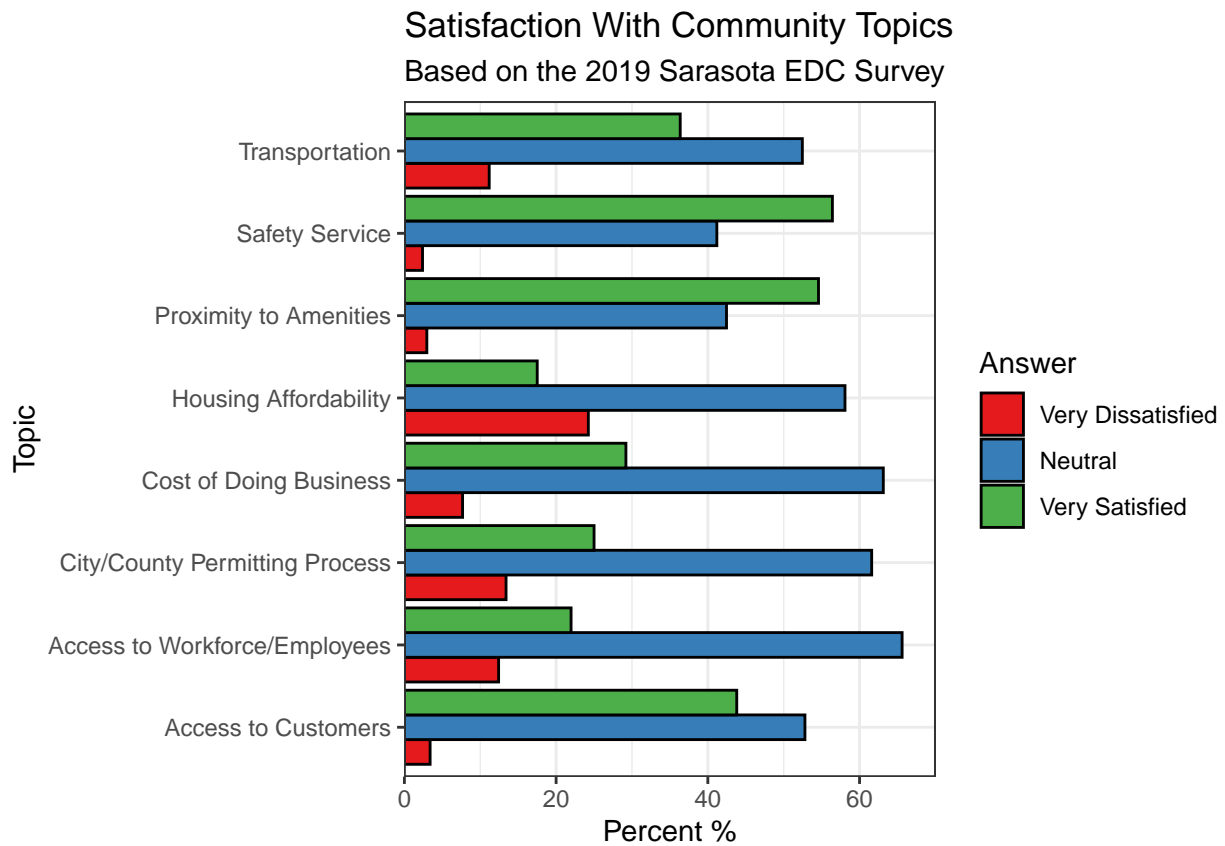
Do you plan to hire additional employees?



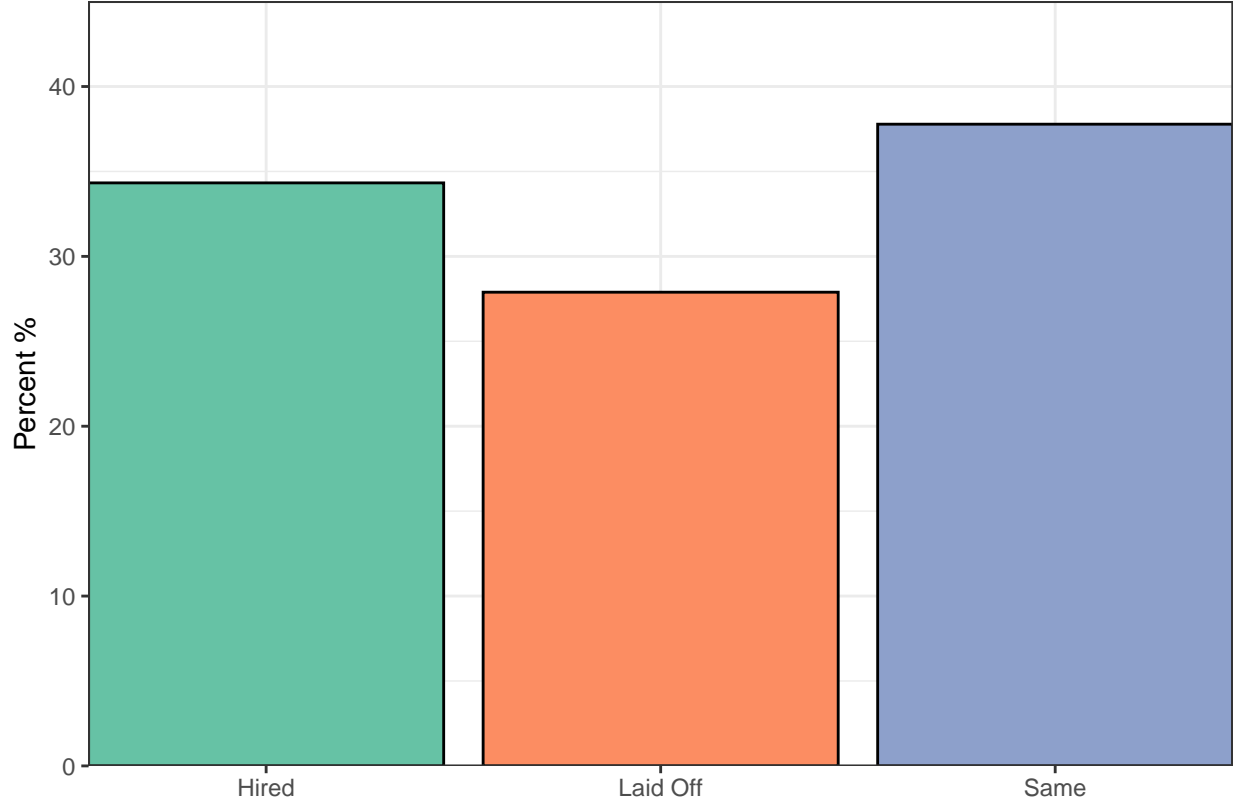
We find that of all companies that planned to hire additional employees, about 26% of them were very dissatisfied with *access to employees/workforce*, compared to 10% of the companies that don't plan to hire additional employees.

Non-Services

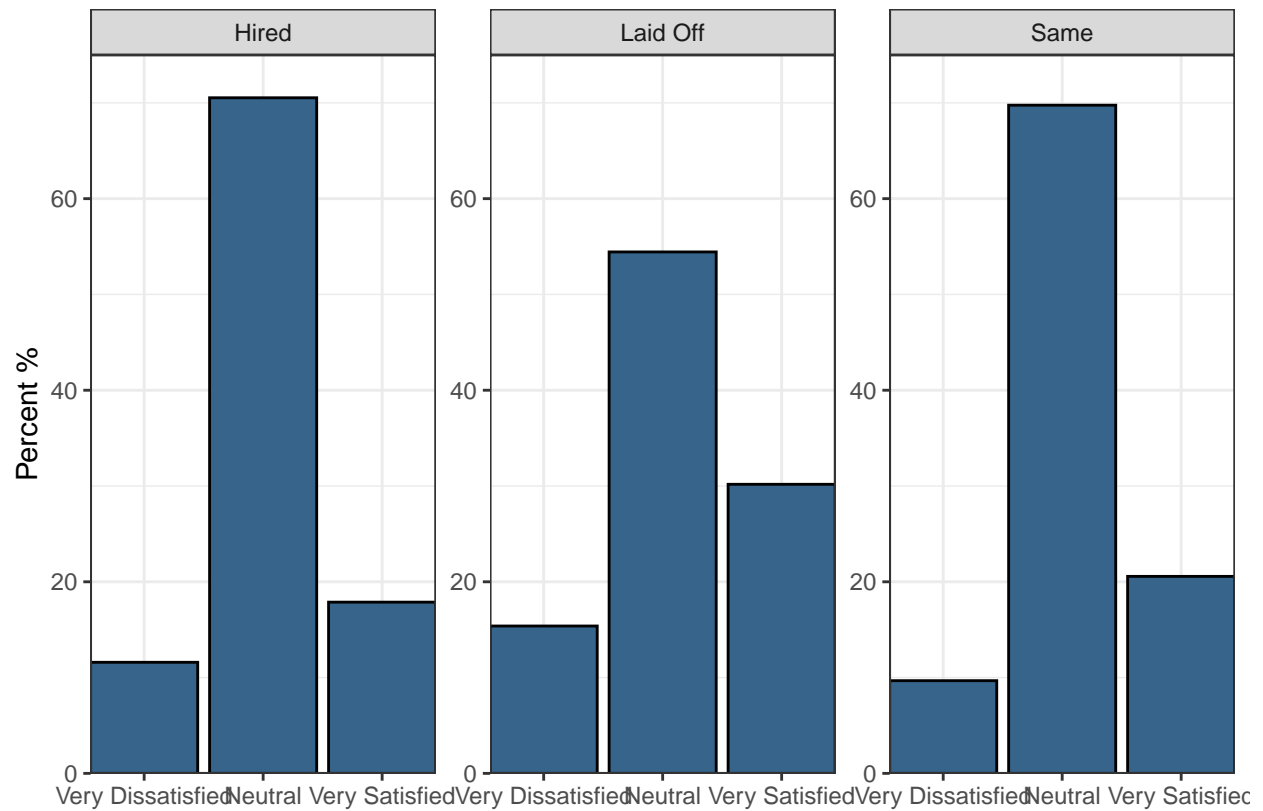
Excluding the businesses that are in 'services', we looked at the data once again to see how different the results looked.



Employment Growth - 2019 to March 2020 - Non Services



Access To Workforce / Employees - Non Services



We see very similar trends, even with the removal of services, so there are no topics that are strongly influenced by this type of business.