

# Fort Lauderdale Business Survey

## Benchmarking Analysis

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2020

**Submitted to the City of Fort Lauderdale, FL**

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**March 2021**



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INSTITUTE

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# Benchmarking Summary Report

## Fort Lauderdale, Florida

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### Overview

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the winter of 2021 to a random sample of 1,145 businesses across the United States, and (2) a regional survey administered to a random sample of 237 businesses in Florida during the winter of 2021.

### Interpreting the Charts

**National and Regional Benchmarks.** The charts on the following pages show how the overall results for Fort Lauderdale compare to the national and regional averages based on the survey that was administered by ETC Institute to a random sample of 1,145 businesses in the U.S. and 237 businesses in Florida. Fort Lauderdale's results are shown in the charts as a blue bar, the Florida averages are shown as a red bar, and the U.S. averages are shown as a yellow bar.

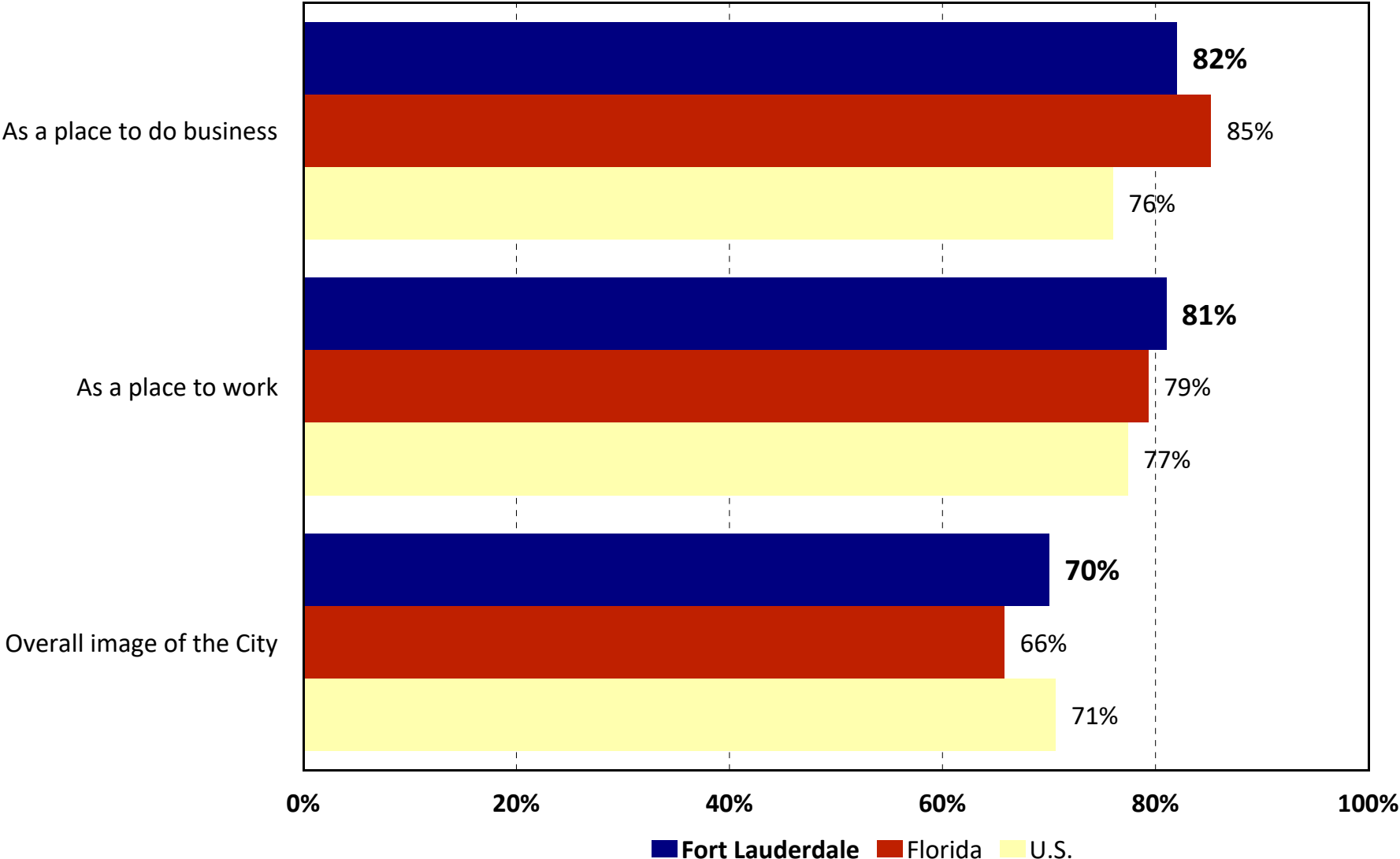
# National Benchmarks

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# Overall Opinion of the City

## Fort Lauderdale vs. Florida vs. the U.S.

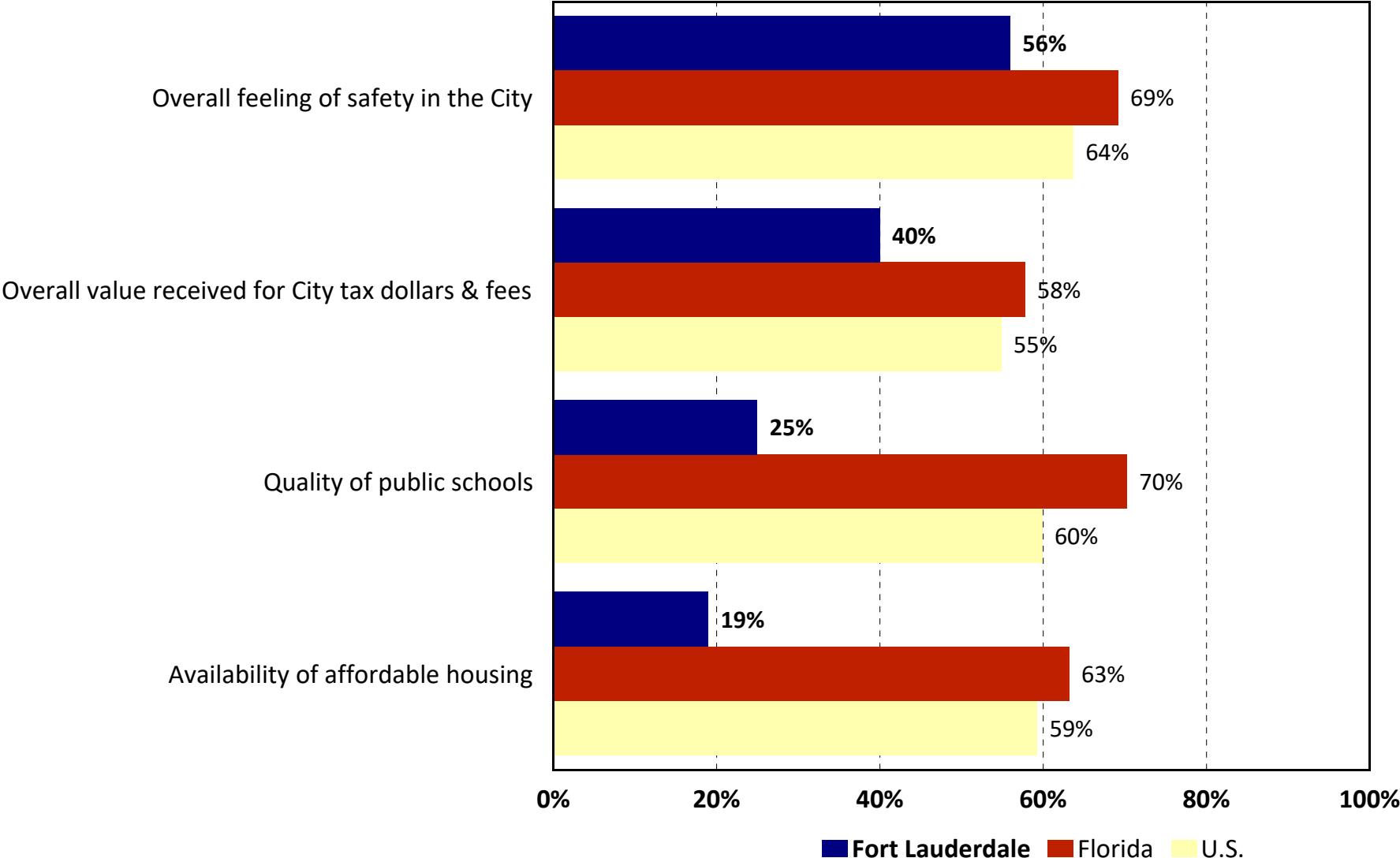
by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)



Source: ETC Institute (2020)

# Ratings of Perceptions of the City Fort Lauderdale vs. Florida vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

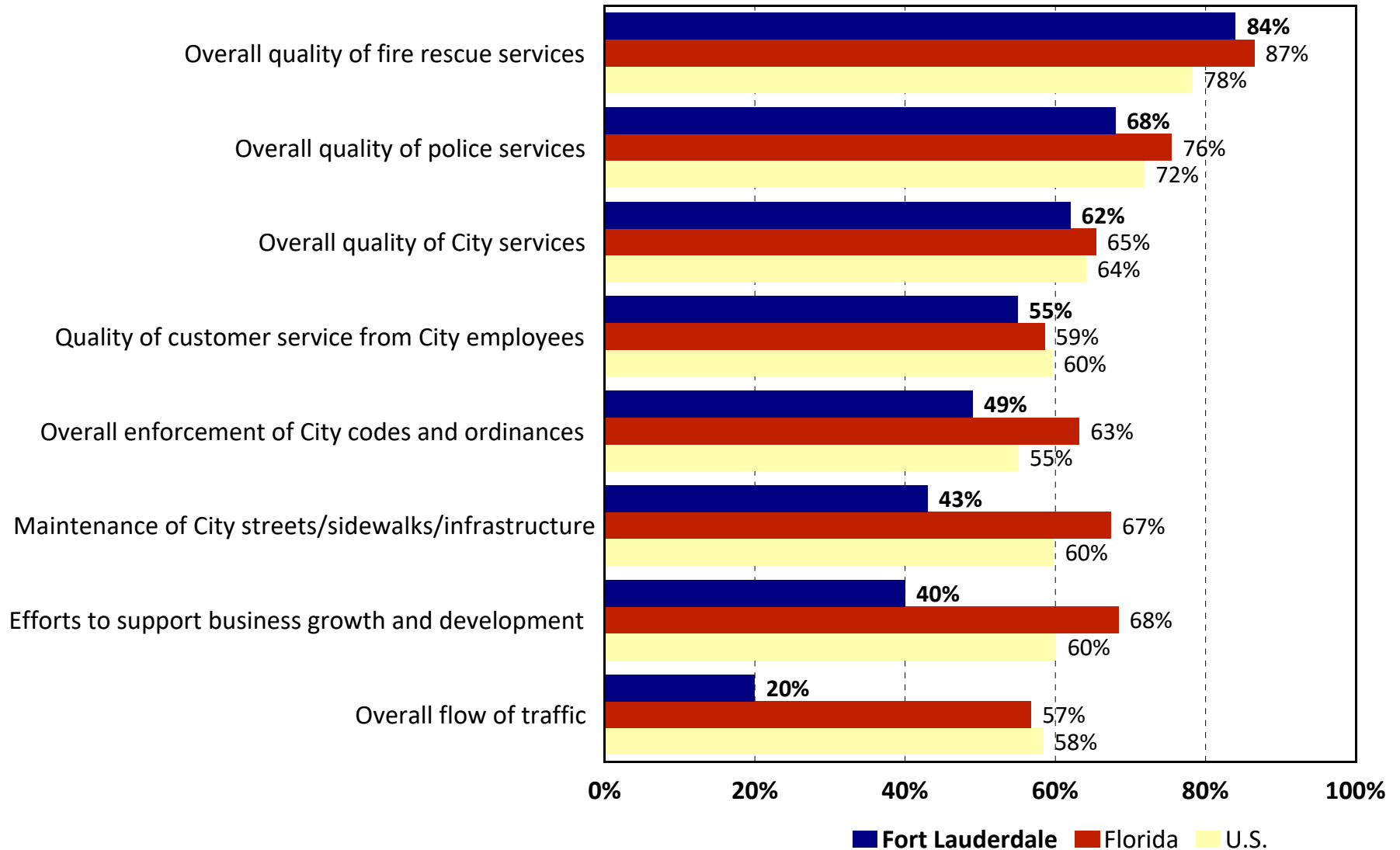


Source: ETC Institute (2020)

# Satisfaction With City Services

## Fort Lauderdale vs. Florida vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

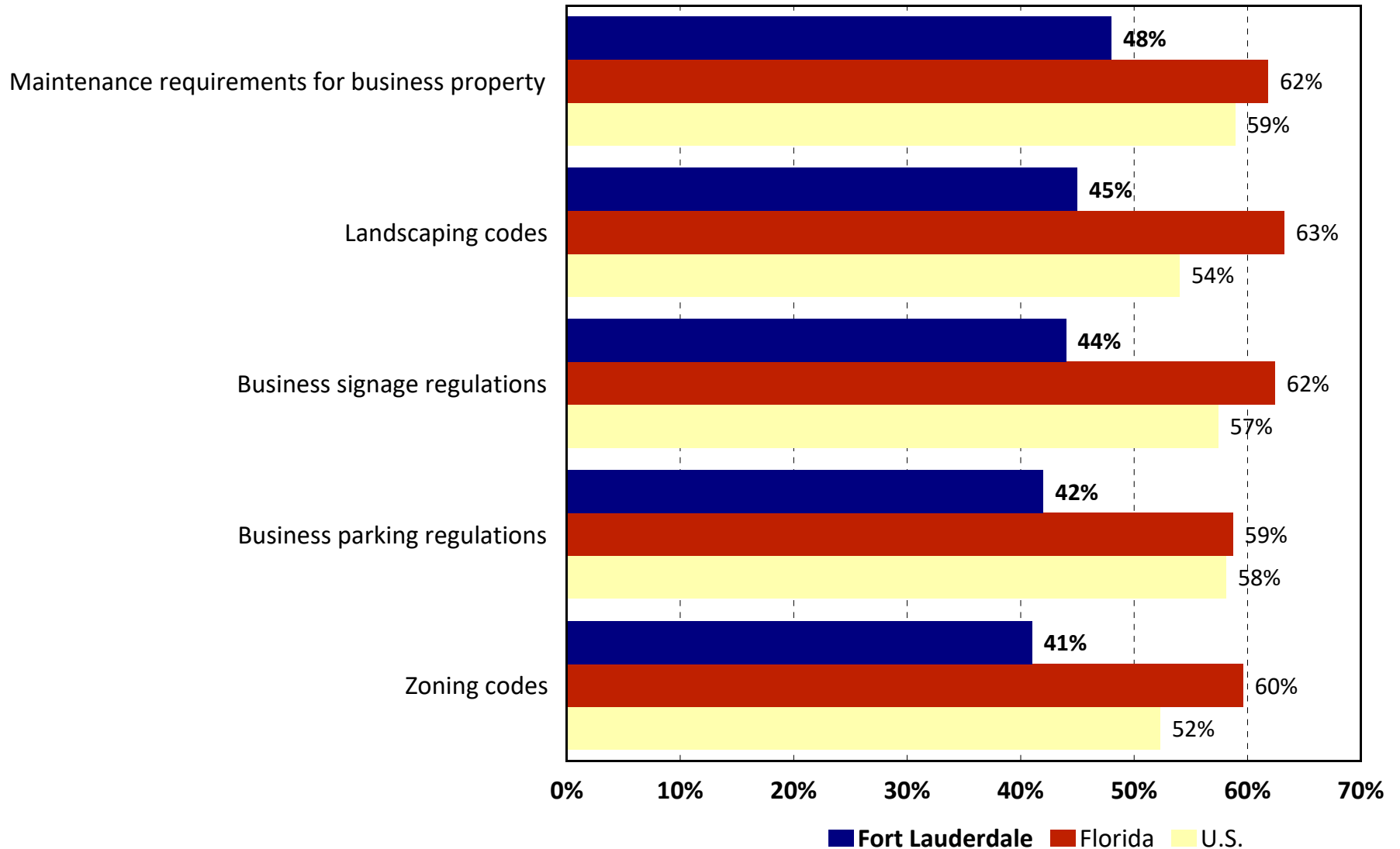


Source: ETC Institute (2020)

# Satisfaction With Codes and Ordinances

## Fort Lauderdale vs. Florida vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

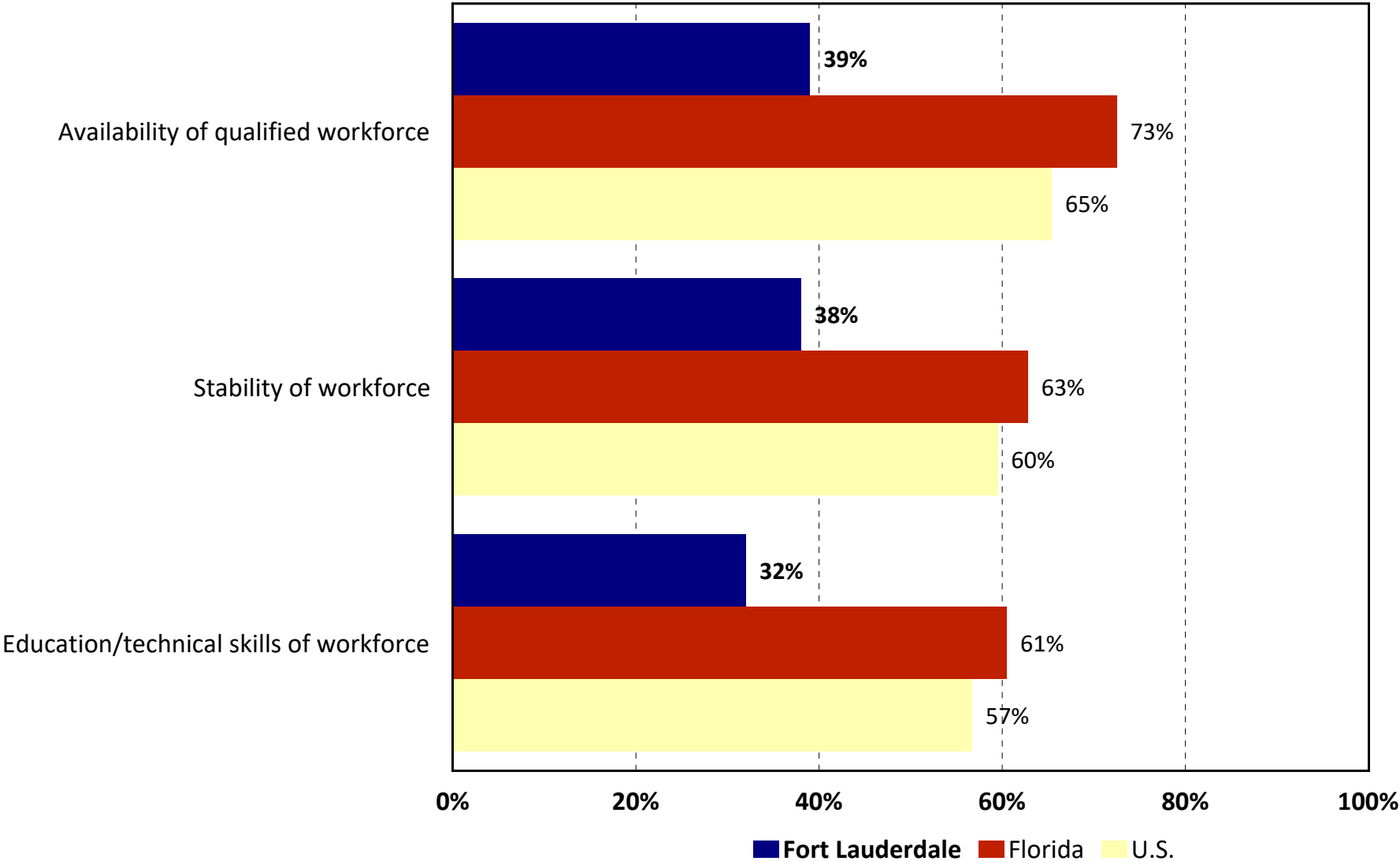


Source: ETC Institute (2020)

# Ratings of the Workforce

## Fort Lauderdale vs. Florida vs. the U.S.

by percentage of businesses that rated the item as a 3 or 4 on a 4-point scale (excluding “don’t know”)



Source: ETC Institute (2020)