

# Fort Lauderdale, FL

Business Survey Report  
November 2023



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# Executive Summary

- The large majority of surveyed businesses rated Fort Lauderdale as a good place to do business and a good place to work. Specifically, the surveyed businesses reported being most satisfied with the tourism in the city, local government policies towards businesses and the level of taxation.
- Local government policies towards businesses and level of taxation, as well as feeling of safety, were also mentioned as the most important factors when it comes to keeping businesses in Fort Lauderdale.
- A majority of the surveyed businesses also reported being satisfied with the business-related support services that are currently being offered by the local government. However, when asked what support they needed, businesses commonly mentioned better communication with the City.
- When asked about workshops that they may be interested in, the surveyed businesses most commonly mentioned finance and tax related workshops as well as marketing workshops.
- Lastly, 65% of surveyed businesses agreed that Fort Lauderdale is a nighttime destination. However, nearly half (49%) of the survey businesses reported that they are not interested in extending their current opening times, though 41% said that customer demand would influence their decision to do so.

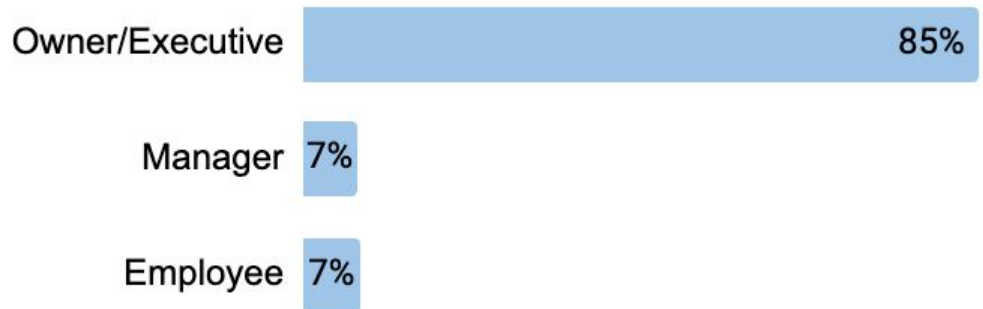
## Methodology

- The survey presented in this report was a pilot business survey that was live from July to November 2023. It included ten topic questions, of which two were open ended, in addition to 12 demographic questions. See the questionnaire [here](#), which was developed in partnership with Fort Lauderdale.
- Responses from 241 businesses in Fort Lauderdale were collected through this online survey, and were included in the analysis presented in this report. Of these responses, 139 were partial responses that answered a minimum of five questions, and were therefore included in this analysis. See next page for a full breakdown of the included sample.
- Each question presented in this report reflects the breakdown of the valid responses and excludes missing data (due to partials or the respondent skipping the question).
- All duplicate responses were removed from the data. Unique fingerprint IDs were used to identify which responses were duplicates.

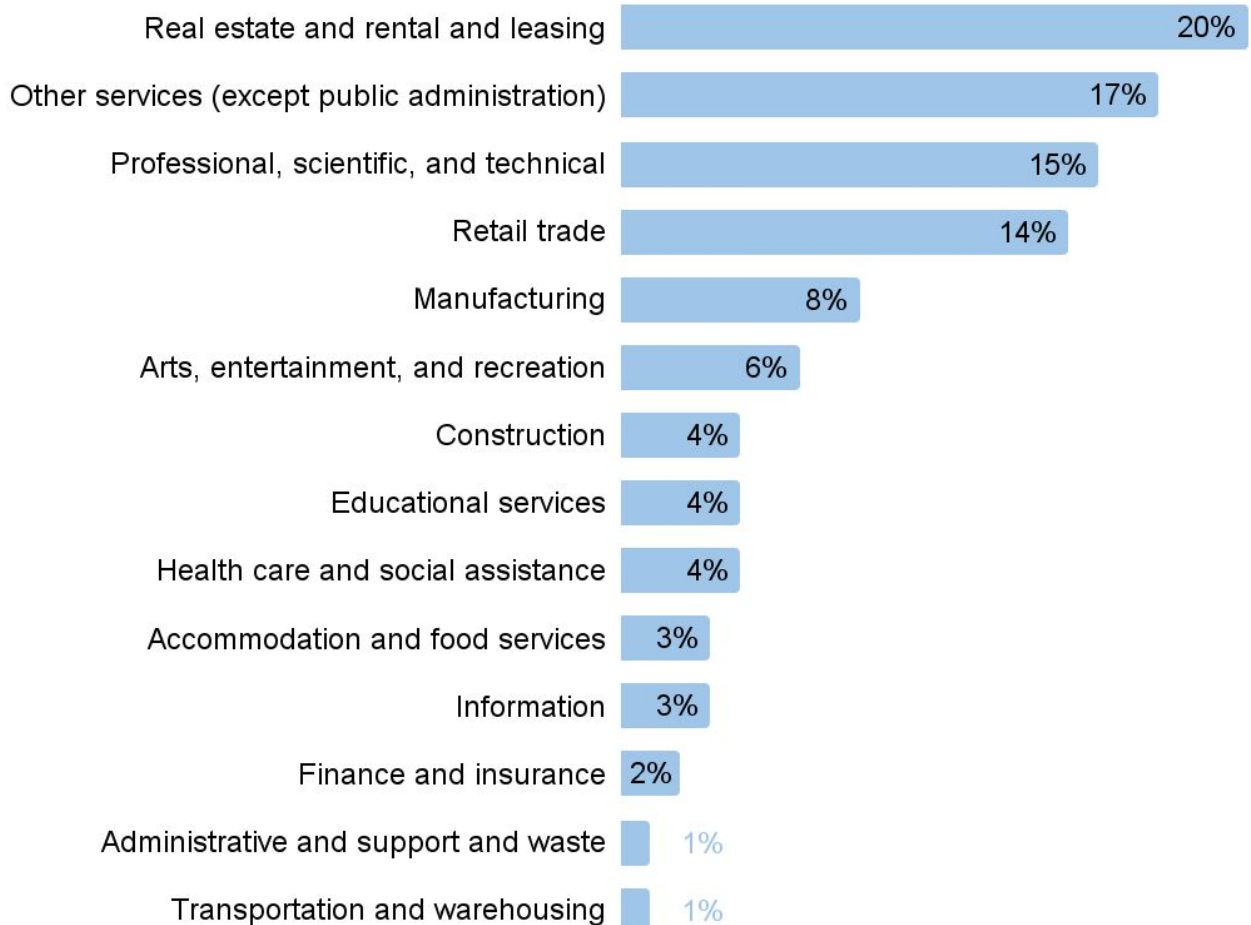
# Sample Breakdown

The large majority (85%) of those that responded to the survey were owners or executives of the business. The industry of the businesses that were mentioned varied greatly, however they were most commonly real estate related businesses.

## Respondent's position



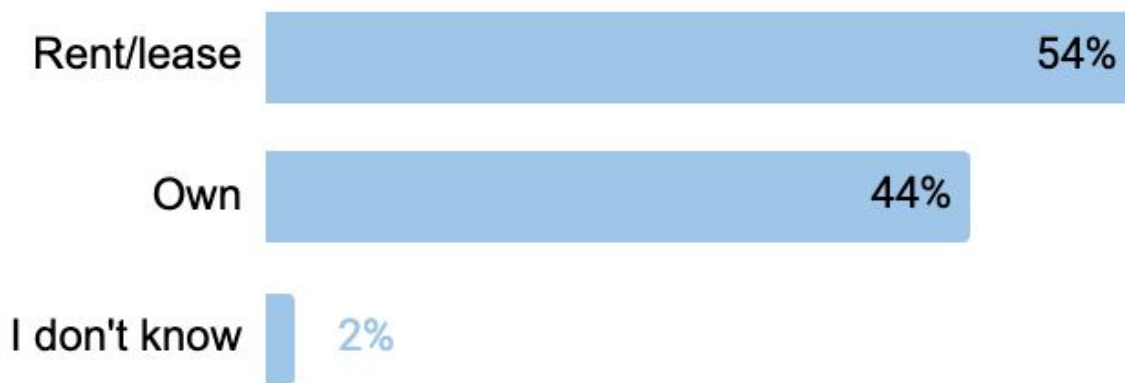
## Business' industry



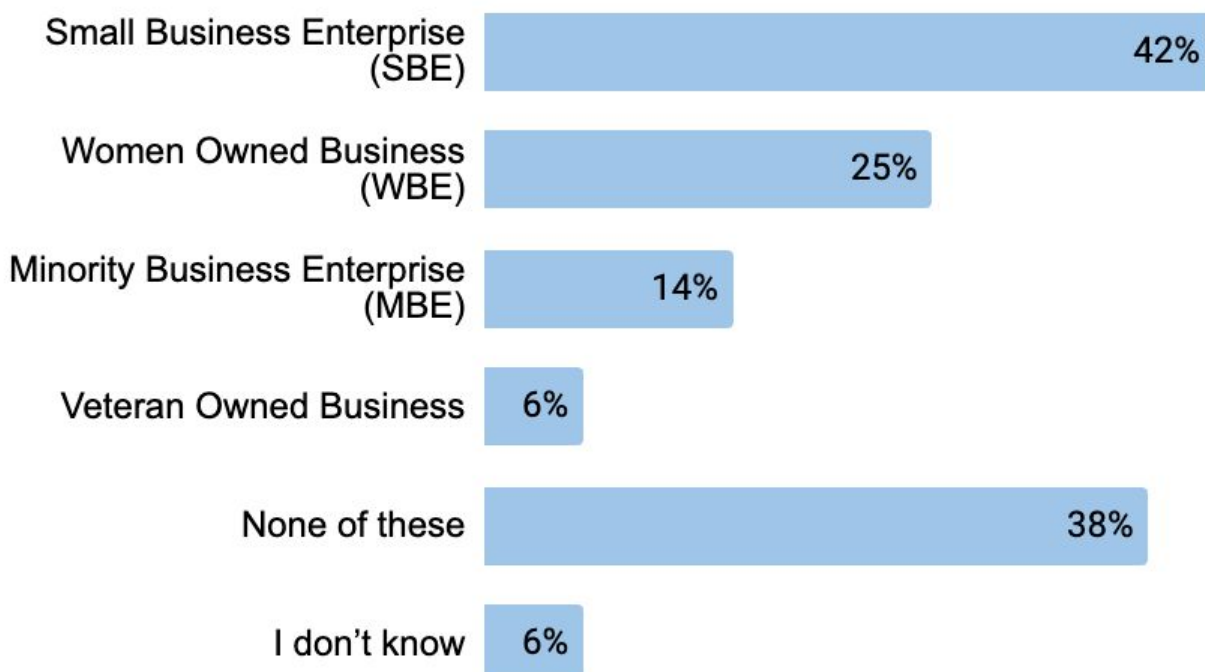
# Sample Breakdown

Over half (54%) of the surveyed businesses rent or lease their facilities, as compared to 44% who own them. They were also most commonly categorized as small business enterprises (42%) or women owned businesses (25%).

## Business facility



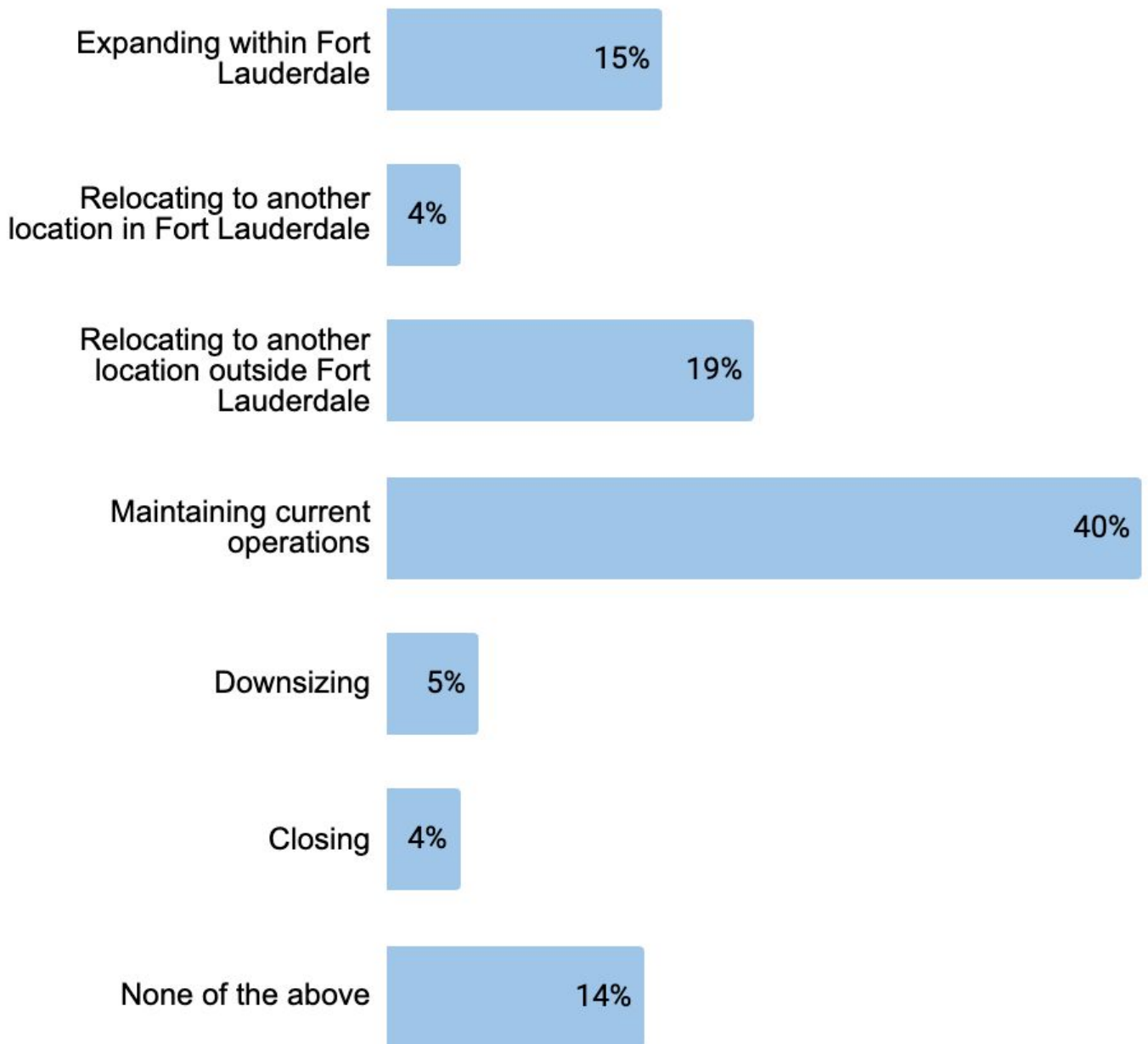
## Business type



# Sample Breakdown

40% of the surveyed businesses reported that they plan to maintain current operations in the next year. However, 19% reported that they are planning to relocate to a location outside of Fort Lauderdale and 15% reported that they are planning to expand within Fort Lauderdale.

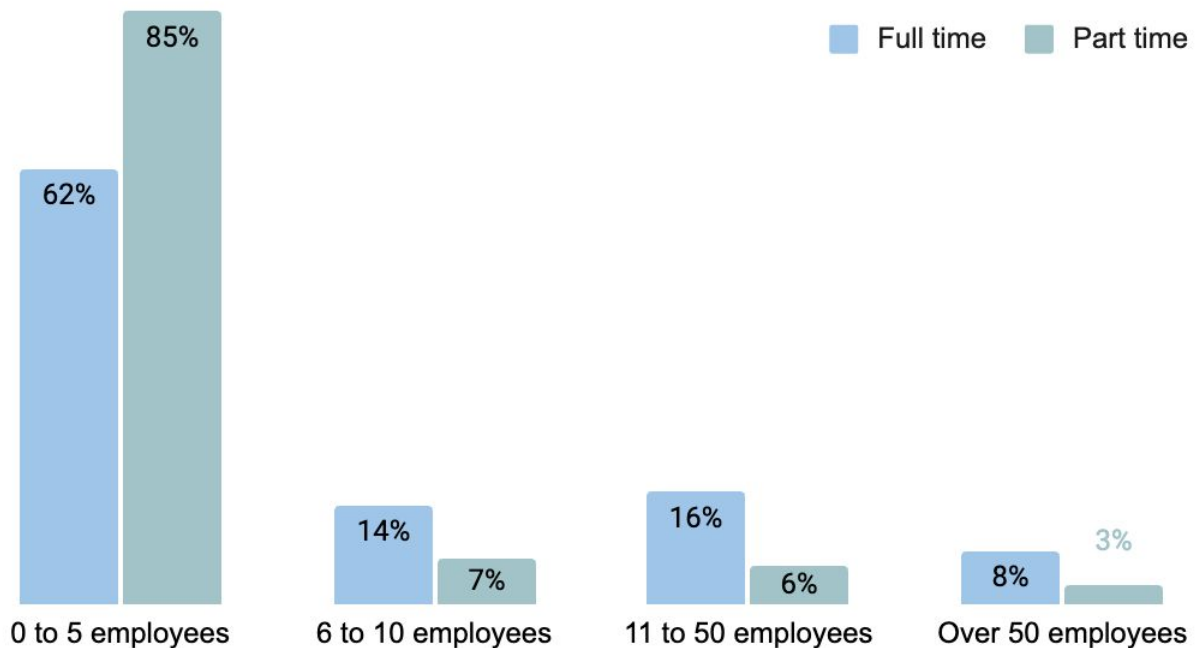
## Plans for next year



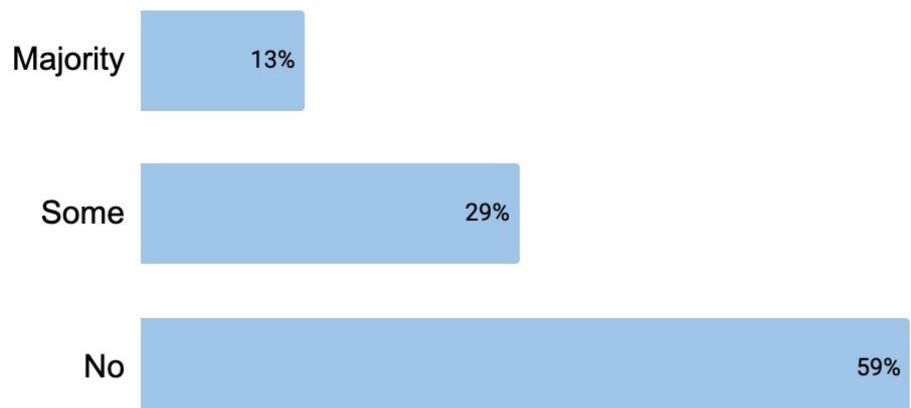
# Sample Breakdown

The businesses that were surveyed most commonly reported having between 0 to 5 full time or part time employees. The majority of them (59%) also reported that their employees cannot telecommute.

## Number of employees



## Do employees telecommute

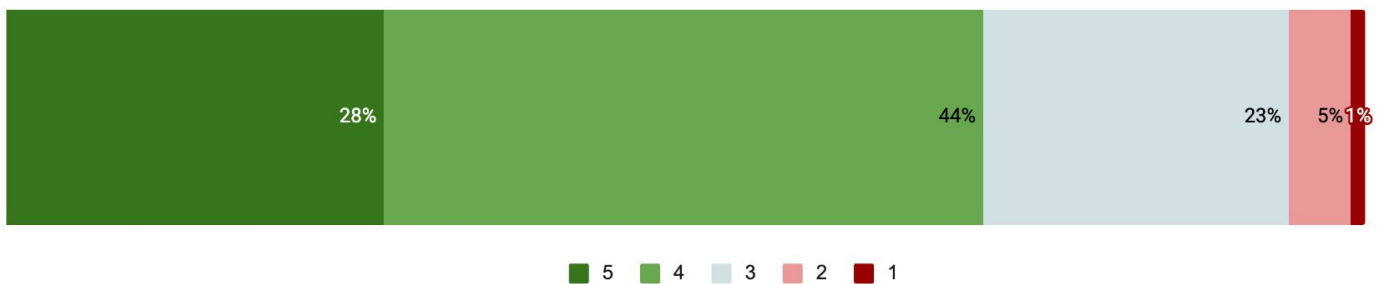




## How would you rate the City as a place to do business?

Scale from 1 (poor) to 5 (excellent)

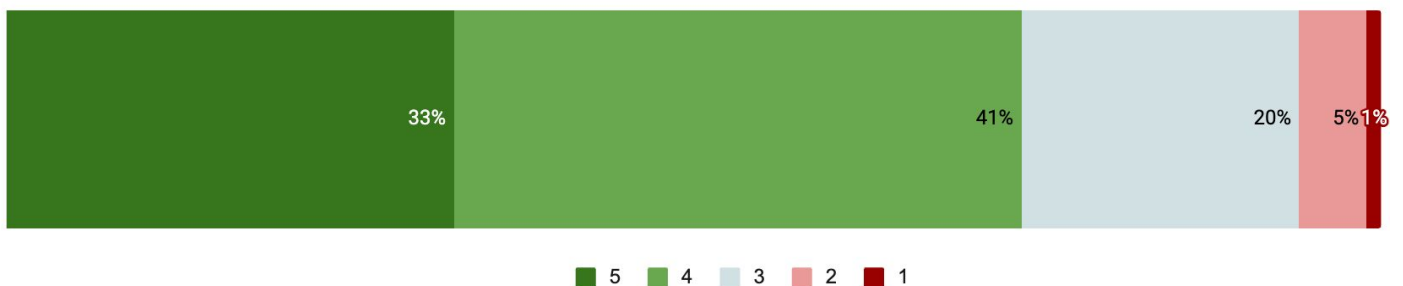
The large majority of surveyed businesses (**72%**) were **satisfied** (4 or 5 on scale) with the City as a place to do business (4 or 5 on the scale). In comparison, only **6%** were **dissatisfied** with the City as a place to do business (1 or 2 on the scale), and **23%** were **neutral** (3 on the scale).



## How would you rate the City as a place to work?

Scale from 1 (poor) to 5 (excellent)

The large majority of surveyed businesses (**74%**) were **satisfied** (4 or 5 on scale) with the City as a place to work (4 or 5 on the scale). In comparison, only **6%** of respondents were **dissatisfied** with the City as a place to work (1 or 2 on the scale), and **20%** were **neutral** (3 on the scale).

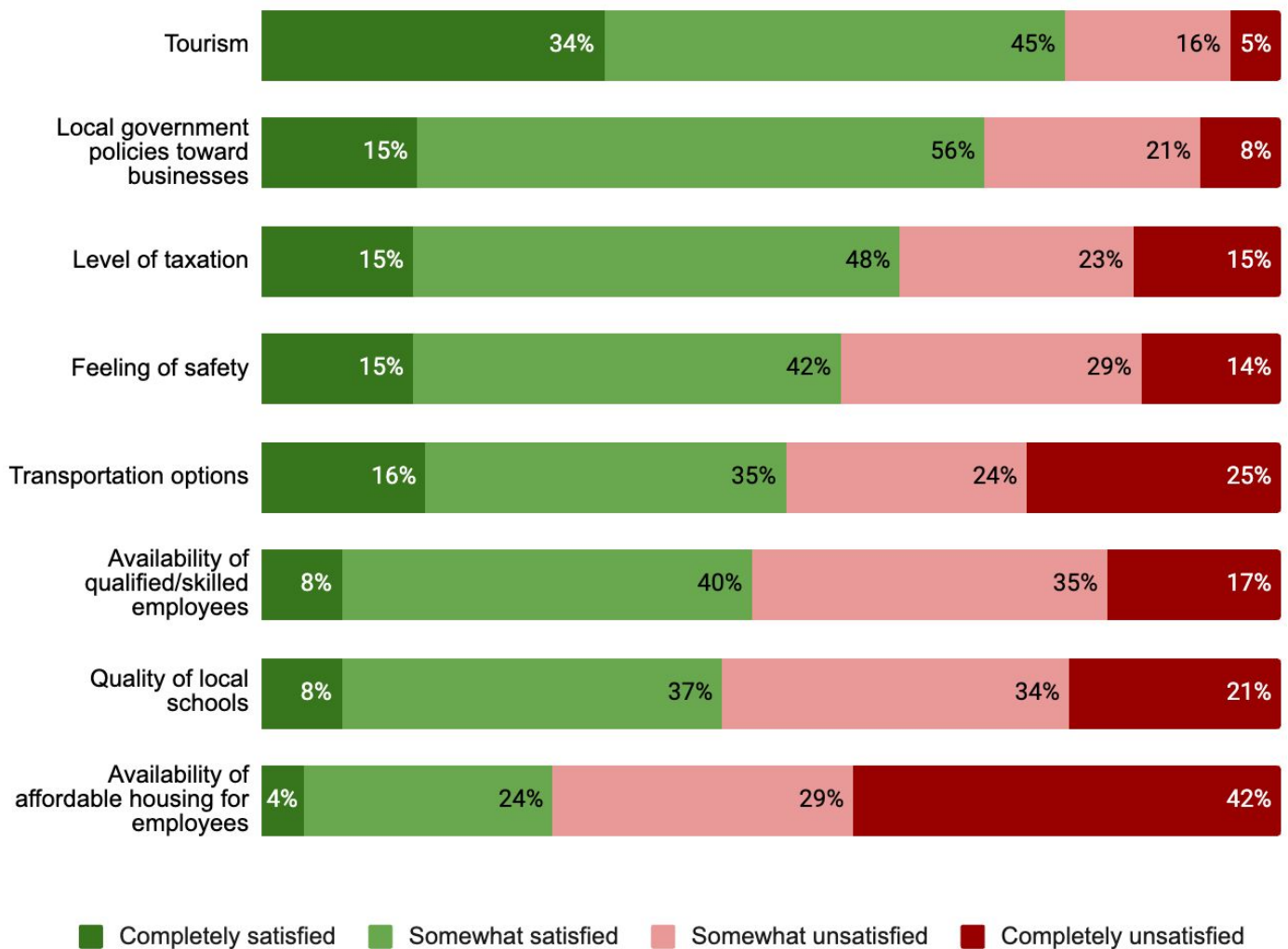


# How satisfied are you with each of the following?

Scale from Completely satisfied to Completely unsatisfied

Of the surveyed businesses, **satisfaction was found to be highest regarding tourism**, for which 34% reported being completely satisfied and 45% reported being somewhat satisfied. Additionally, over half of the surveyed businesses were also satisfied with local government policies towards businesses, level of taxation, feeling of safety and transportation options.

Conversely, **satisfaction was found to be lowest for availability of affordable housing for employees**, with only 42% reporting being completely unsatisfied and only 28% reporting being completely or somewhat satisfied.

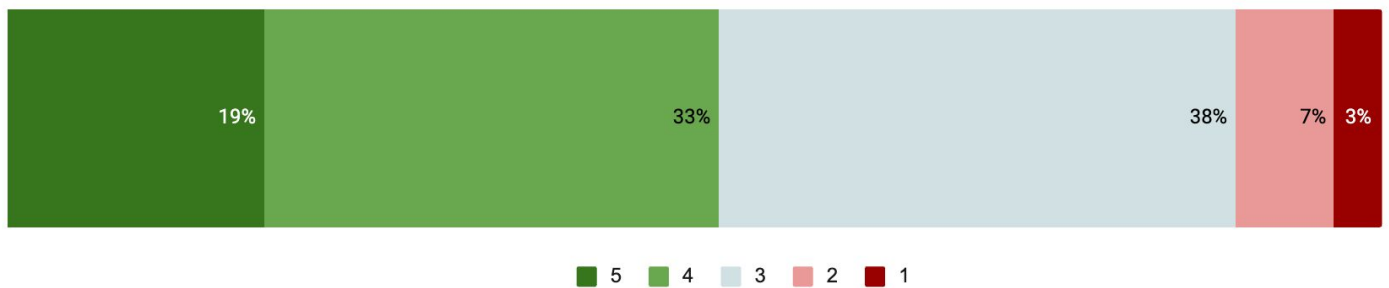




# How satisfied are you with the local government's business-related support services?

Scale from 1 (very dissatisfied) to 5 (very satisfied)

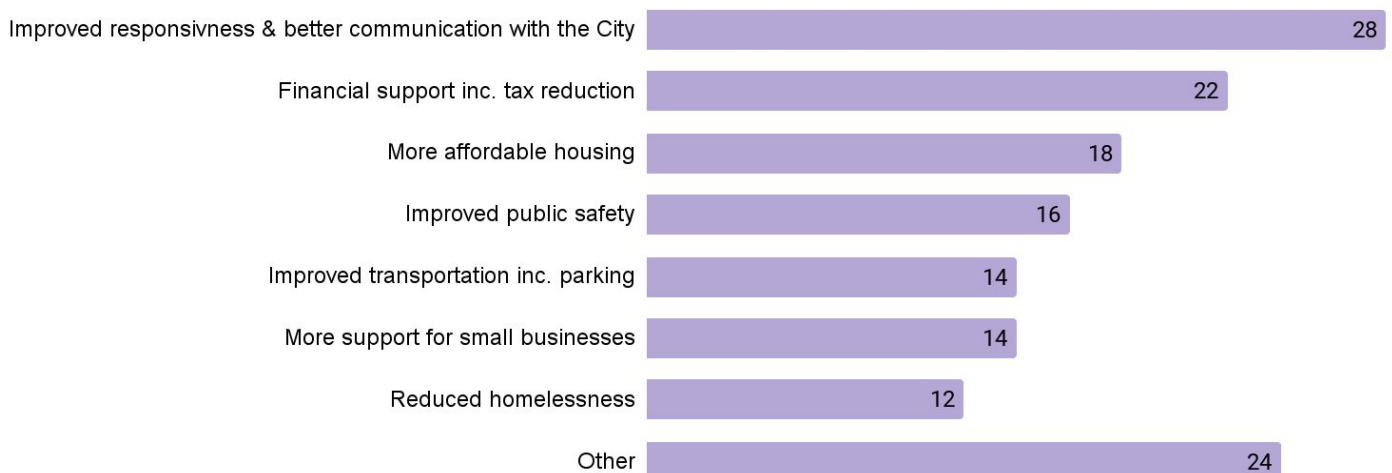
The majority of surveyed businesses (**51%**) were **satisfied** (4 or 5 on scale) with the local government's business-related support services. In comparison, only **10%** were **dissatisfied** (1 or 2 on the scale), and **38%** were **neutral** (3 on the scale).



## What support is needed?

Open text

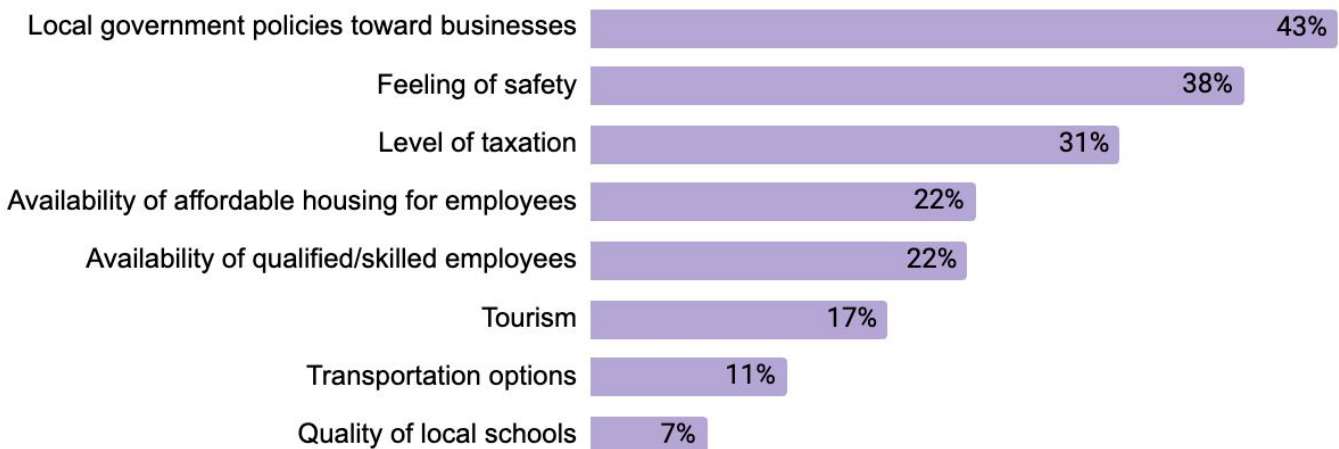
**Improved responsiveness and better communication from the City** was the support respondents most commonly reported needing. **Financial support** (including tax breaks), **more affordable housing** and **improved public safety** were all also commonly mentioned. Some of the 'other' responses included more support in general and support with networking.



# Which of the following are most important to keeping your business in Fort Lauderdale?

Choose up to 3 options

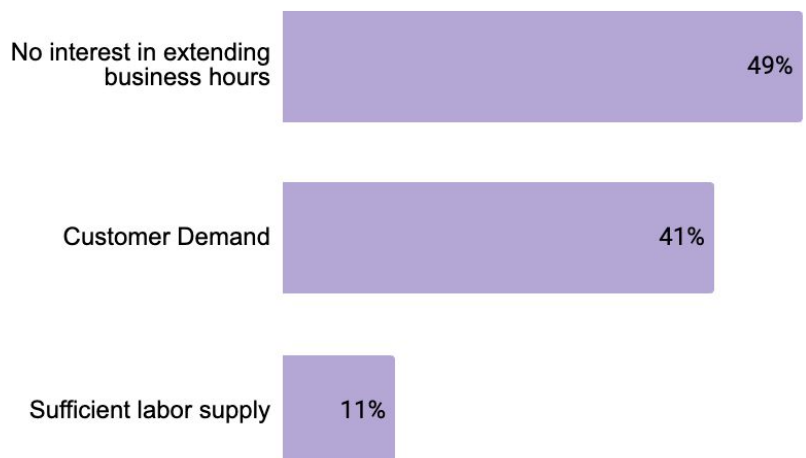
**Local government policies towards businesses** was most commonly selected as an important factor for keeping businesses in Fort Lauderdale (selected by 43% of surveyed businesses). **Feeling of safety** and **level of taxation** were also commonly selected (38%, and 31%, respectively). Conversely, **quality of local schools**, **transportation options** and **tourism** were least commonly selected (7%, 11%, and 17%, respectively).



# What factors would influence your decision to extend your current business hours?

Single select

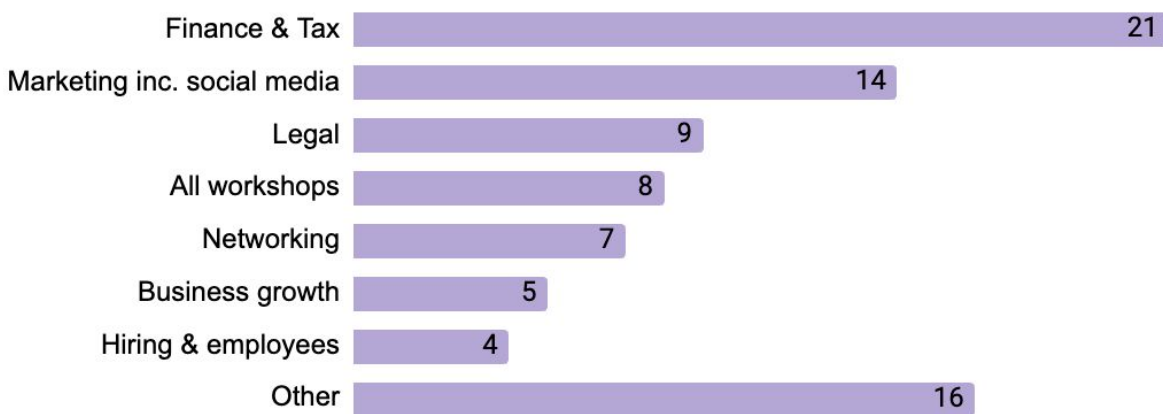
Just under half (49%) of surveyed businesses reported that they had **no interest in extending their businesses hours**. A further 41% reported that customer demand would influence their decision to extent their current business hours, and 11% reported that sufficient labor supply would.



# What types of business development workshops would you be interested in attending?

Open text

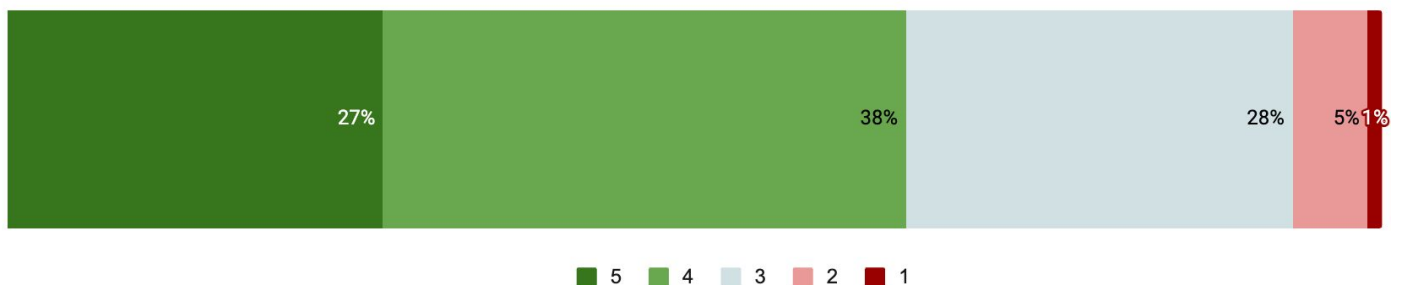
**Finance and tax** workshops were the workshops that respondents most commonly mentioned being interested in. **Marketing** and **legal** workshops were also commonly mentioned. Some of the 'other' responses that were mentioned included workshops about hospitality and customer service.



# To what extent do you consider Fort Lauderdale a nighttime destination?

Scale from 1 (strongly disagree) to 5 (strongly agree)

The majority of surveyed businesses (**65%**) **agreed** (4 or 5 on the scale) that Fort Lauderdale is a nighttime destination. In comparison, only **6%** of respondents **disagreed** (1 or 2 on the scale), and **28%** were **neutral** (3 on the scale).





# Conclusion and Takeaways

- Overall, the businesses analyzed in this report were found to be largely satisfied with Fort Lauderdale as a place to do business and a place to work. Importantly, the majority of them also reported being satisfied with the support services offered by their local government.
- Specifically, tourism, local government policies and taxation were the areas that the surveyed businesses were most satisfied with.
- Local government policies towards businesses, feeling of safety and level of taxation were also the areas that were rated most important for keeping businesses in Fort Lauderdale.
- Respondents reported that they would most like to receive support in the form of better communication with the City and would most like workshops relating to the topics of finance and tax.
- Lastly, this pilot survey was able to collect over 200 responses, from a variety of businesses. However, there were still a large number of businesses in the city that did not complete the survey and so it may be worth considering additional distribution techniques in order to increase response rate for future surveys.