

FLAGLER COUNTY
CHAMBER *of* COMMERCE
& AFFILIATES

Bunnell • Flagler Beach • Palm Coast

Flagler Business Survey

9/24/2011

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In keeping with commitments made to the business community and due to the confidential nature of some responses, the Flagler County Chamber of Commerce & Affiliates only shares a summary of the census, not the specific data collected.

Statistics and Methodology

There are three factors that determine the size of the confidence interval for a given confidence level: Sample size, Percentage and Population size

- **POPULATION = 8500**

- **SAMPLE SIZE = 1510**

- **CONFIDENCE LEVEL = 95%**

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

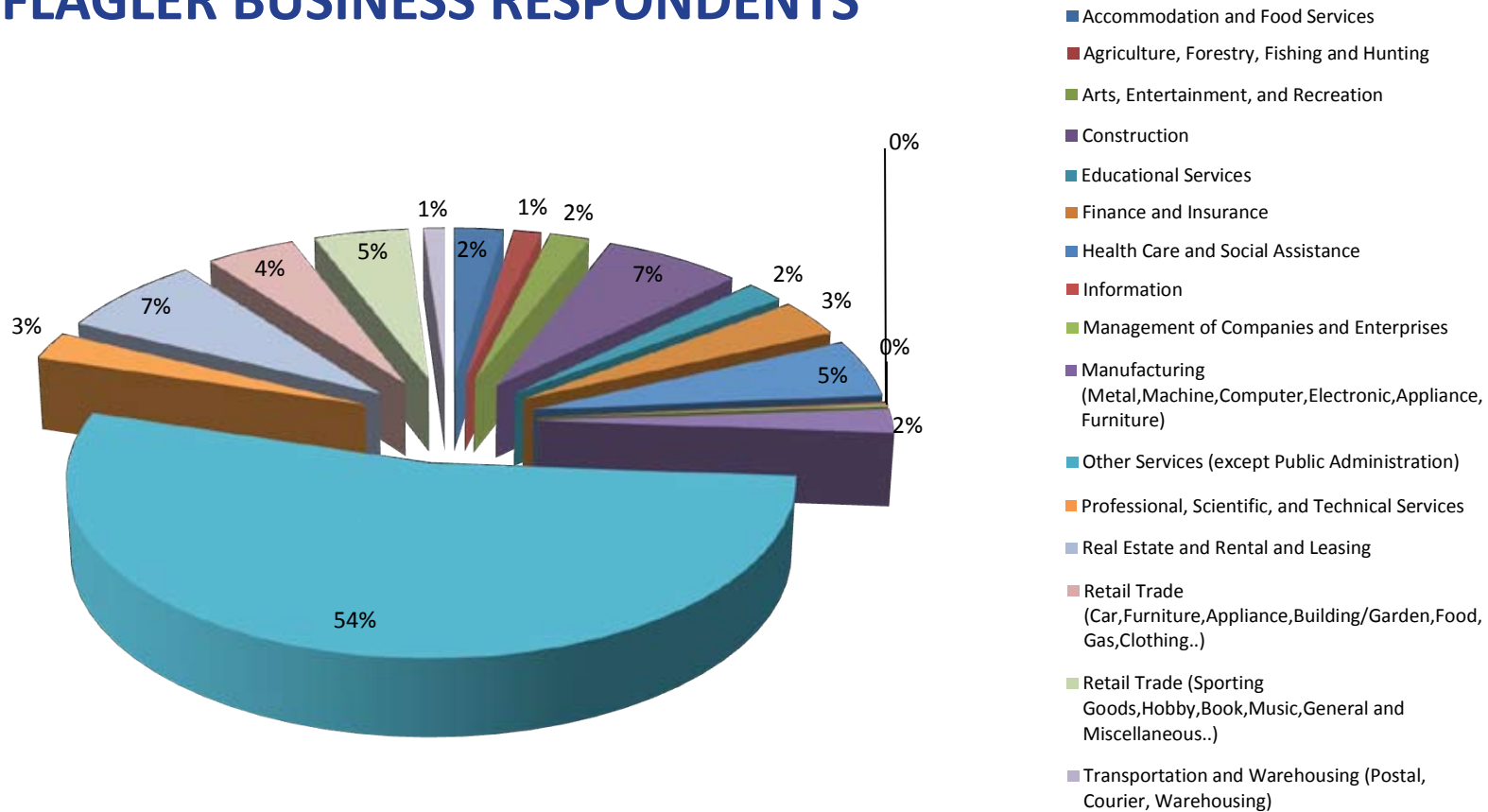
- **CONFIDENCE INTERVAL = 1.92**

The confidence interval (also called margin of error) is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 4 and 47% percent of your sample picks an answer you can be “sure” that if you had asked the question of the entire relevant population between 43% ($47-4$) and 51% ($47+4$) would have picked that answer.

Question #1

What type of business do you operate?

FLAGLER BUSINESS RESPONDENTS

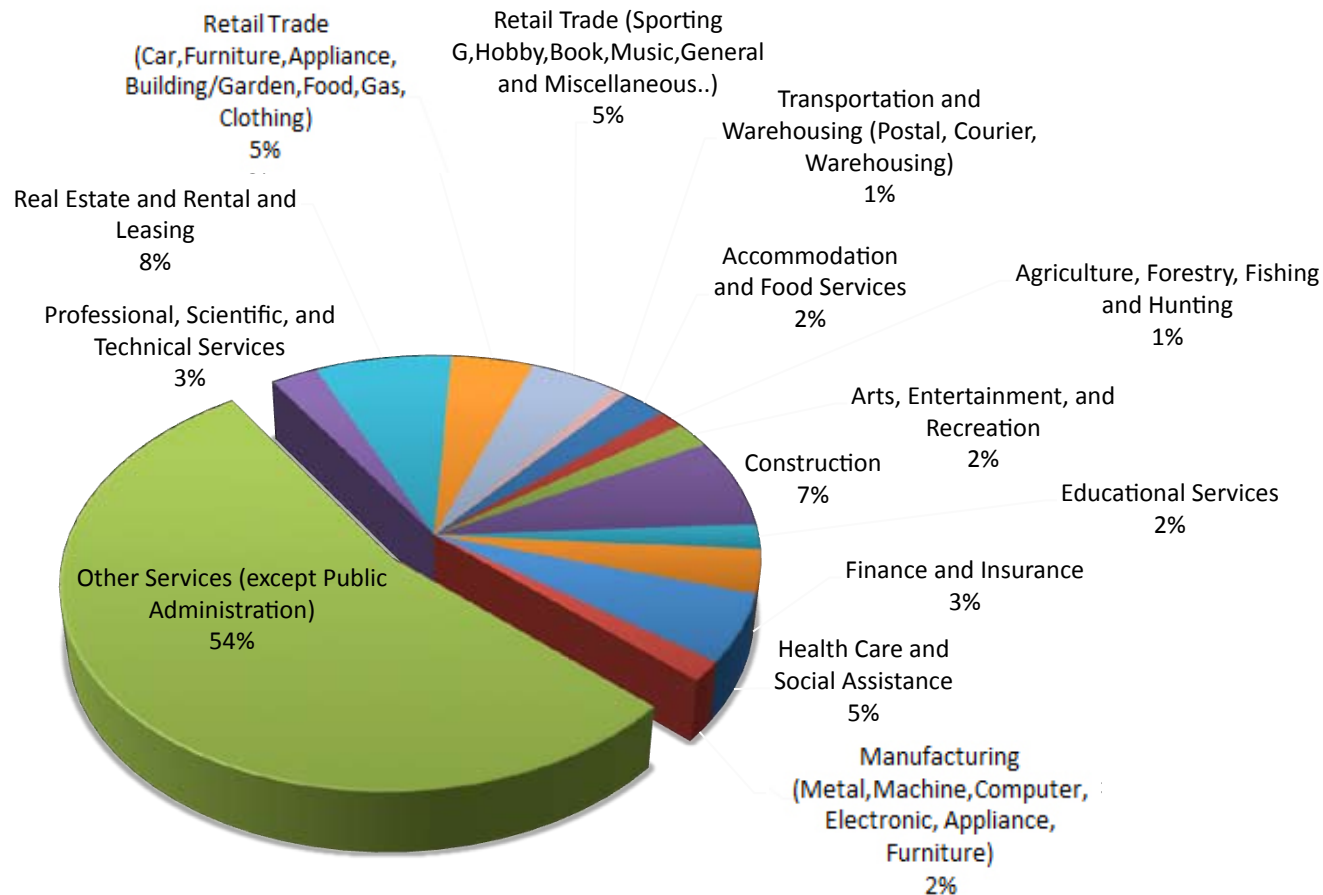


**Chart represents business classifications greater than 1% of population*

Question #1

What type of business do you operate?

FLAGLER BUSINESS RESPONDENTS



****Chart represents business classifications greater than 1% of population***

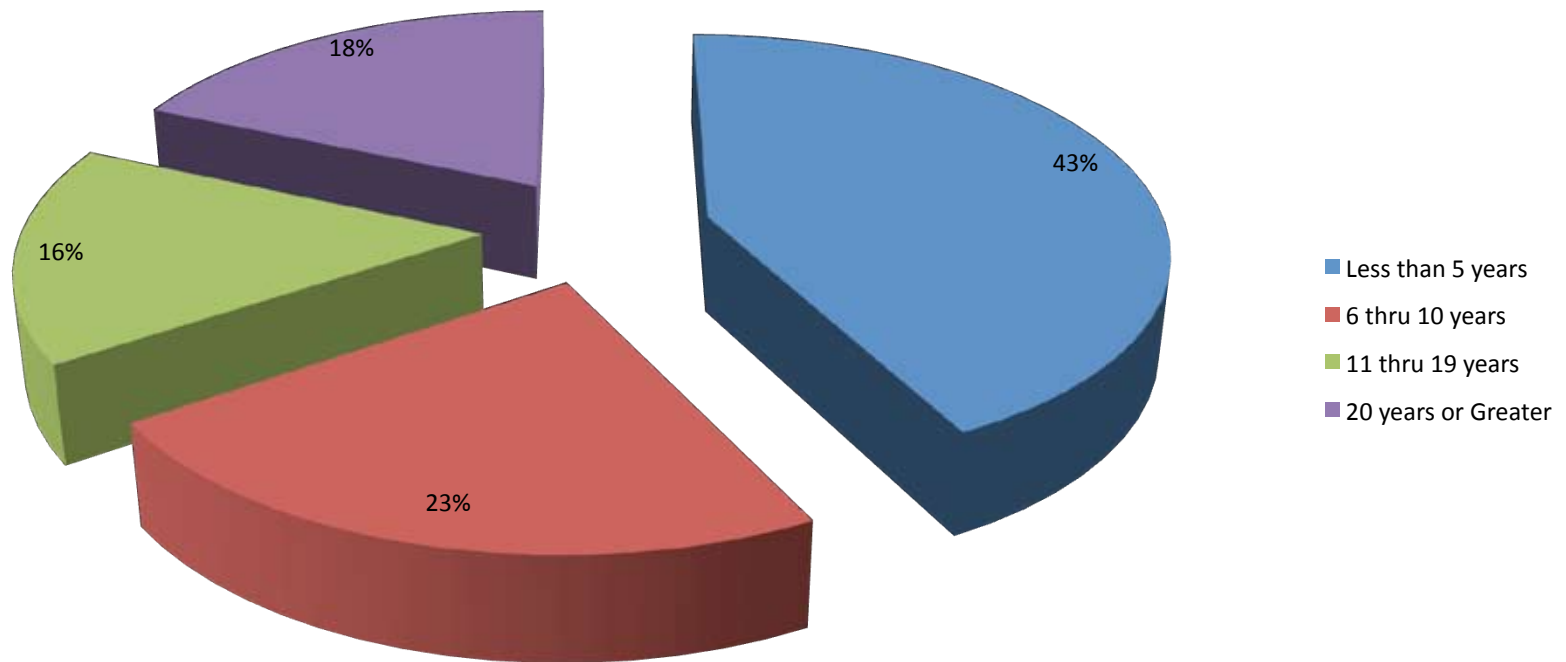
Other Services may include:

AC contractor	
Acting, Dance and Performing Arts	Catering
Administrative Support Services	Clock Service and repair
Aerial surveying	Commercial Cleaning
Alterations	Embroidery Services
Amusement vending	Entertainment/DJs
Animal Services	Event Material rentals
Antique Collection and Sales	Film and video production services
Auto body Repair and service	Fishing Charters
Beauty salon	Fitness Instructor
Bicycle repair	Flight instruction
Boat service and repair	Florist
Bobcat Service	Gutter Installation
Car washing and polishing	Land clearing Services
Carpet cleaning	Lawn care
Cabinet Installation	Pet Boarding and grooming

Question #2

How long have you been in operation in Flagler County?

FLAGLER BUSINESSES, NUMBER OF YEARS IN OPERATION

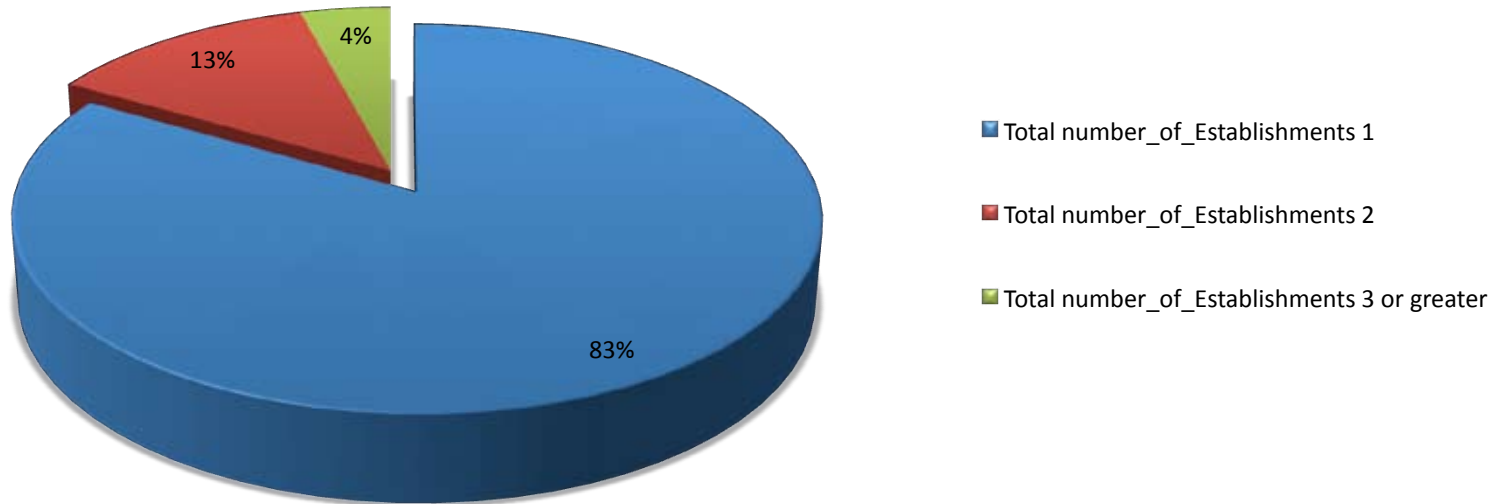


1,423 respondents

Question #3

How many establishments do you operate in Flagler County?

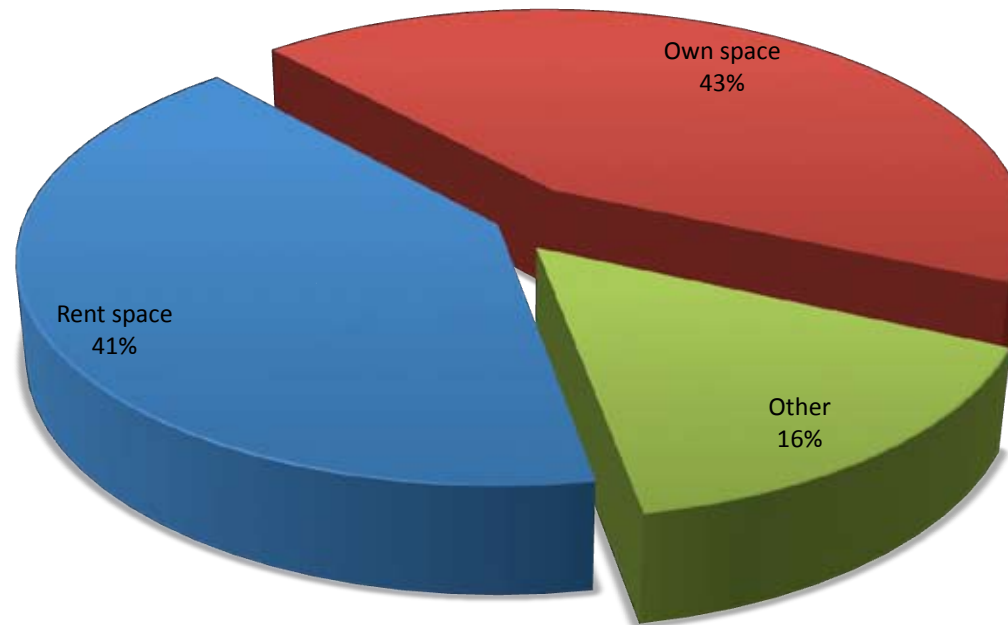
TOTAL NUMBER OF ESTABLISHMENTS



Question #4

Do you rent or own your business space?

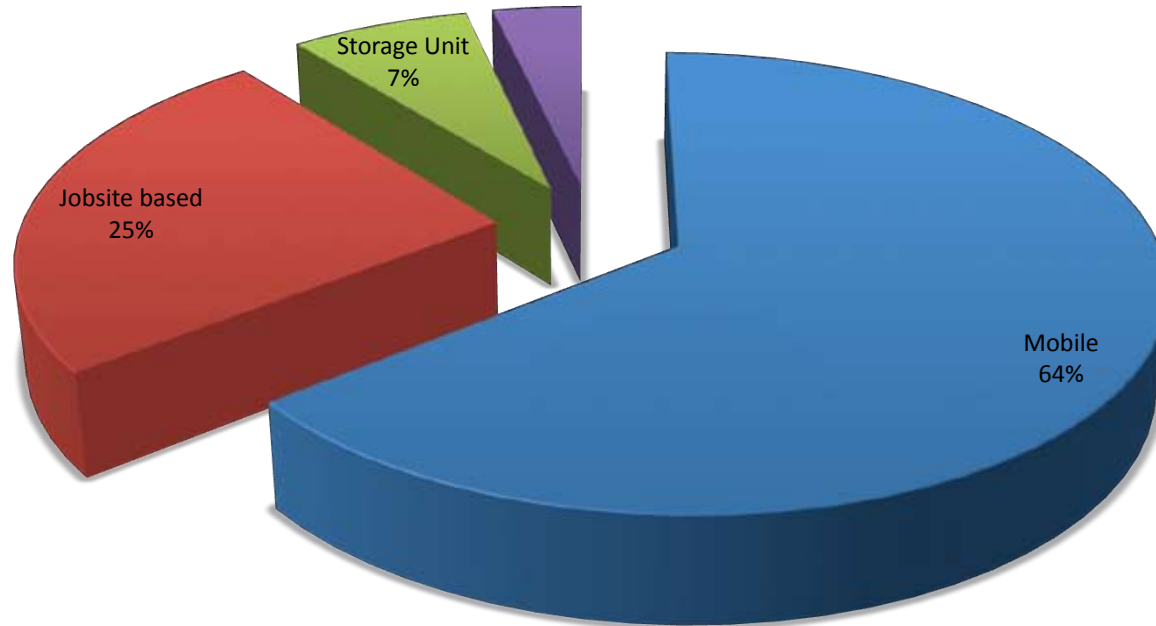
FLAGLER BUSINESS RESPONDENTS



Question #4a

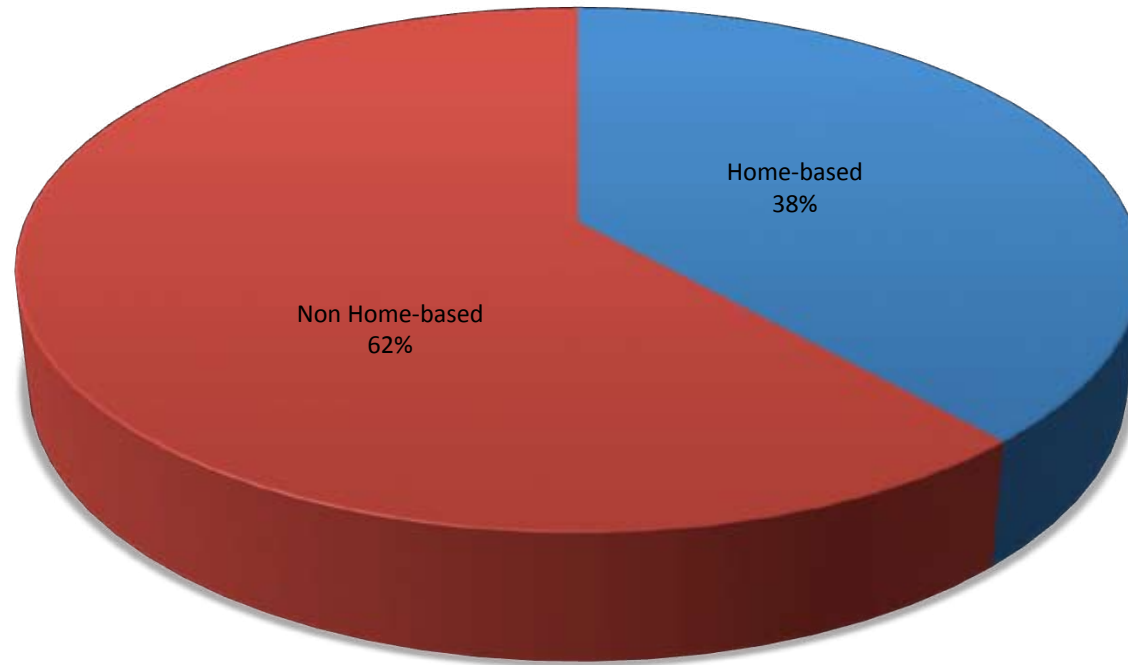
Other category detailed

DETAILED INFORMATION FOR “OTHER CATEGORY”



Question #5 Is your business home-based?

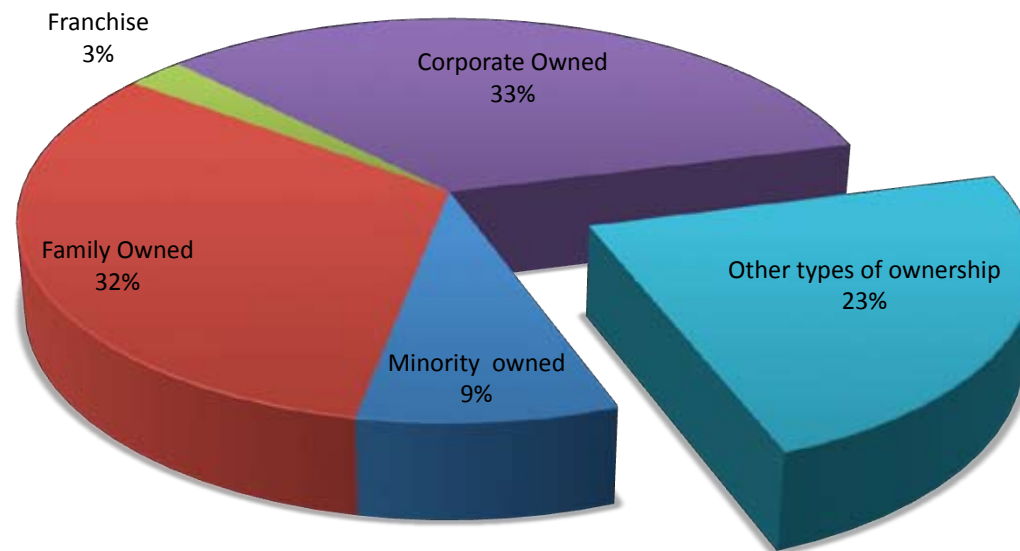
FLAGLER BUSINESS RESPONDENTS



Question #6

What is the ownership structure of your business?

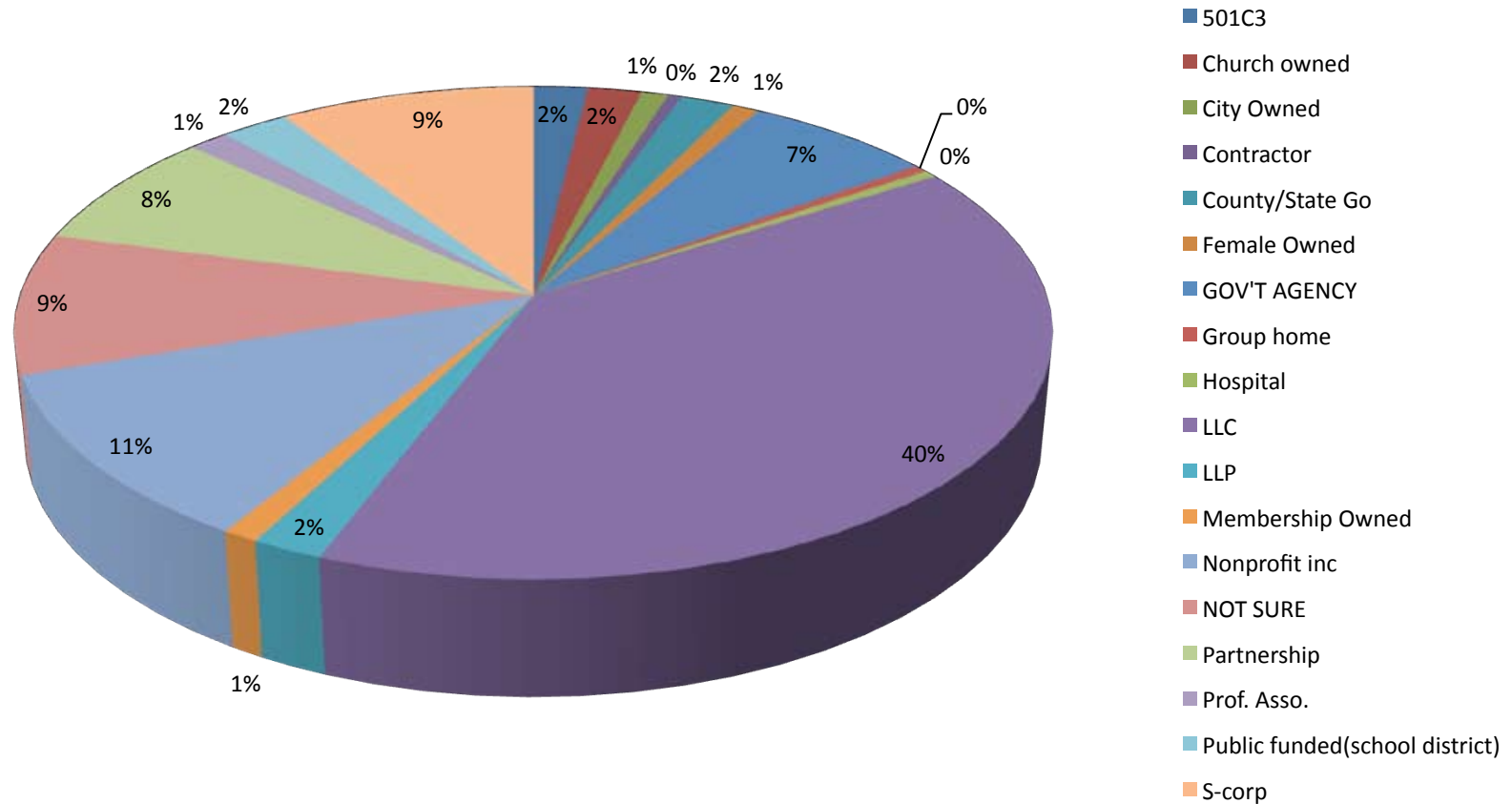
FLAGLER BUSINESS RESPONDENTS



Question #6a

“Other types of ownership” detailed

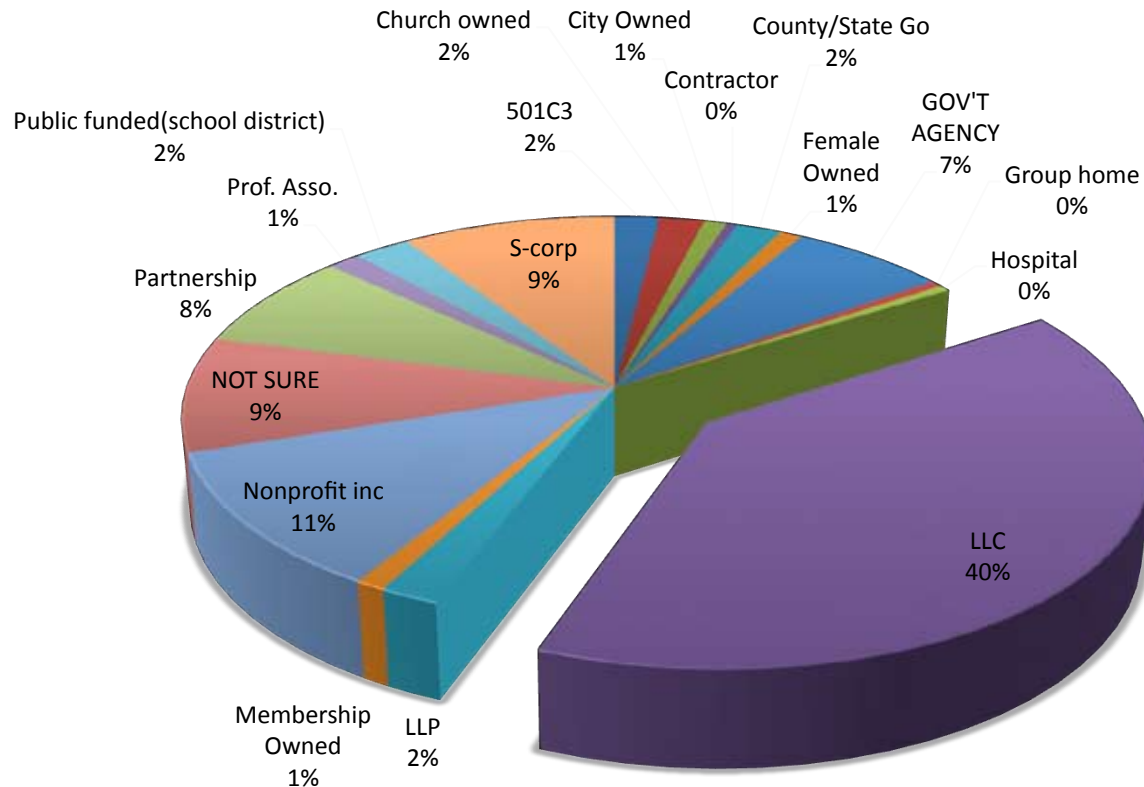
DETAILED



Question #6a

“Other types of ownership” detailed

DETAILED OWNERSHIP

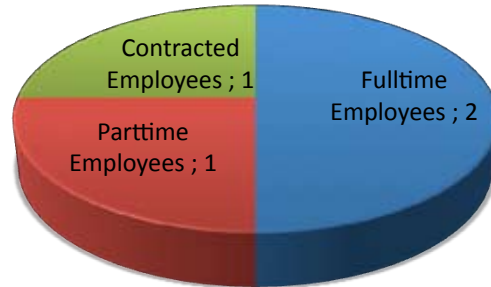


Question #7

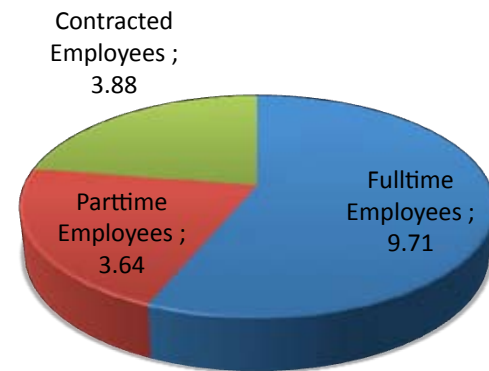
What is the number of employees that you currently have on your payroll?

DETAILED OWNERSHIP

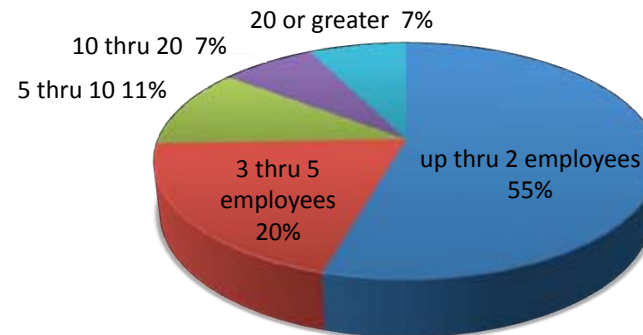
Median number of employees



Average number of employees



Employer size based on number of employees

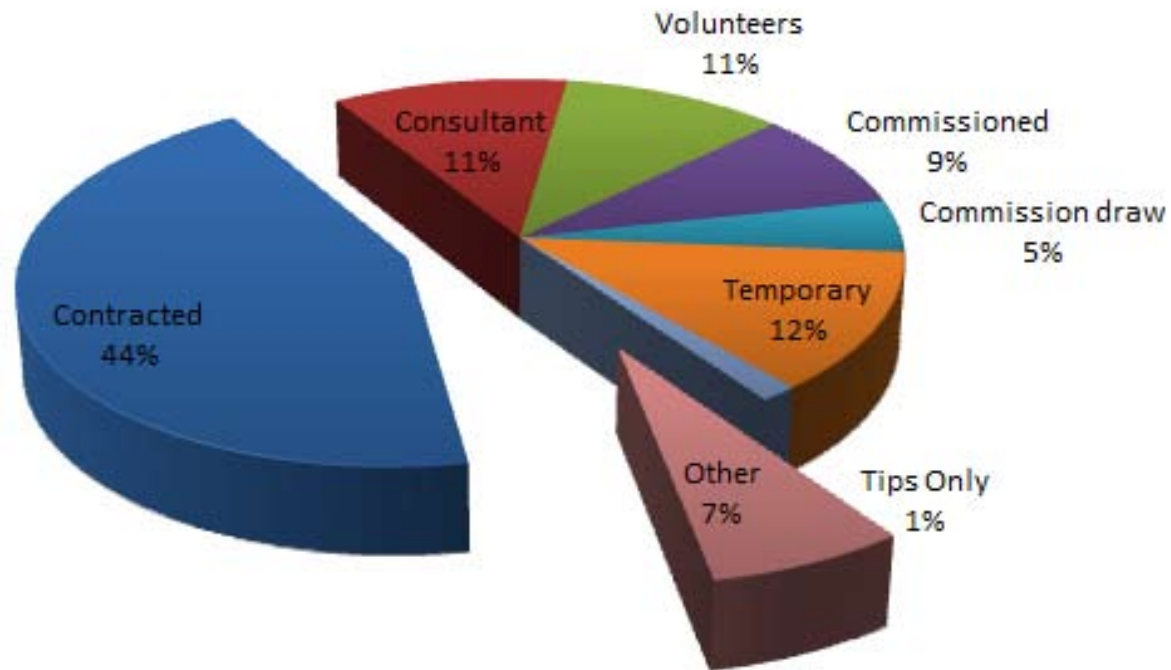


Question #8

Do you employ individuals other than your regular part-time and full-time employees?

FLAGLER BUSINESS RESPONDENTS

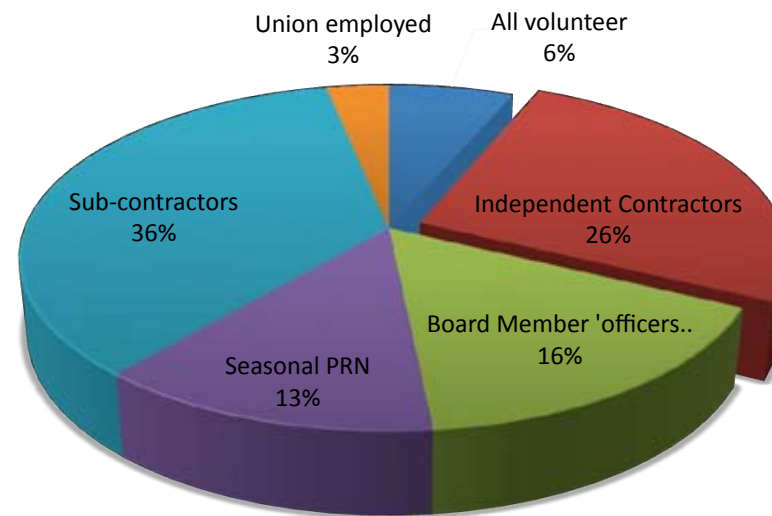
3.72% answered yes



Question #8a

Detail of “Other Category” response

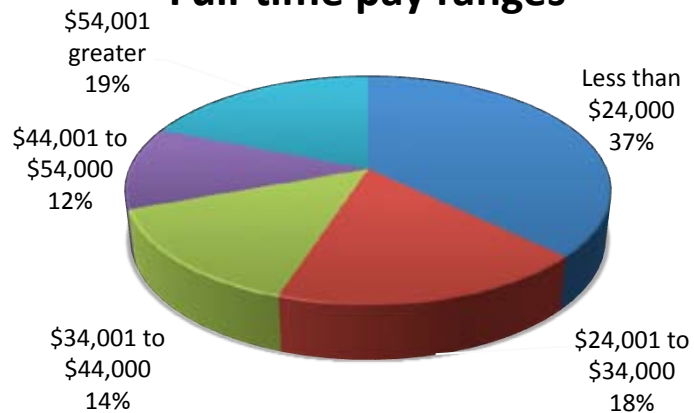
“OTHER CATEGORY” DETAIL
3.72% answered yes



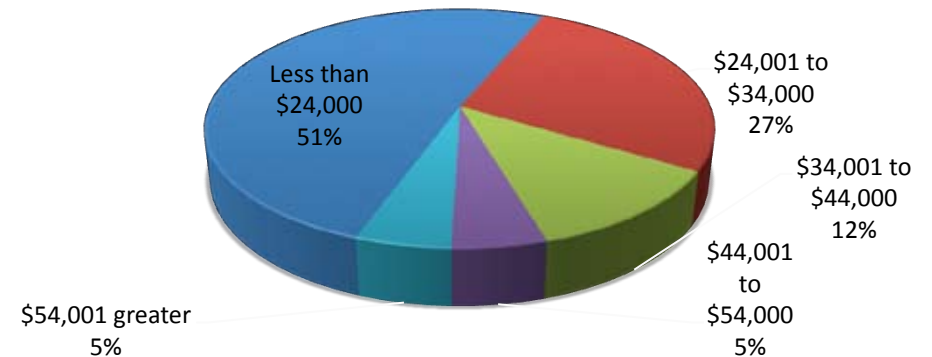
Question #9

What is the annual salary paid to your employees?

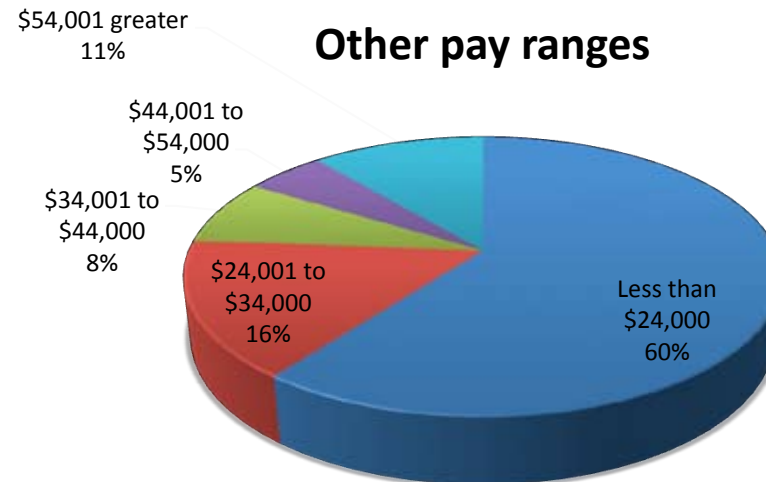
Full-time pay ranges



Part-time pay ranges



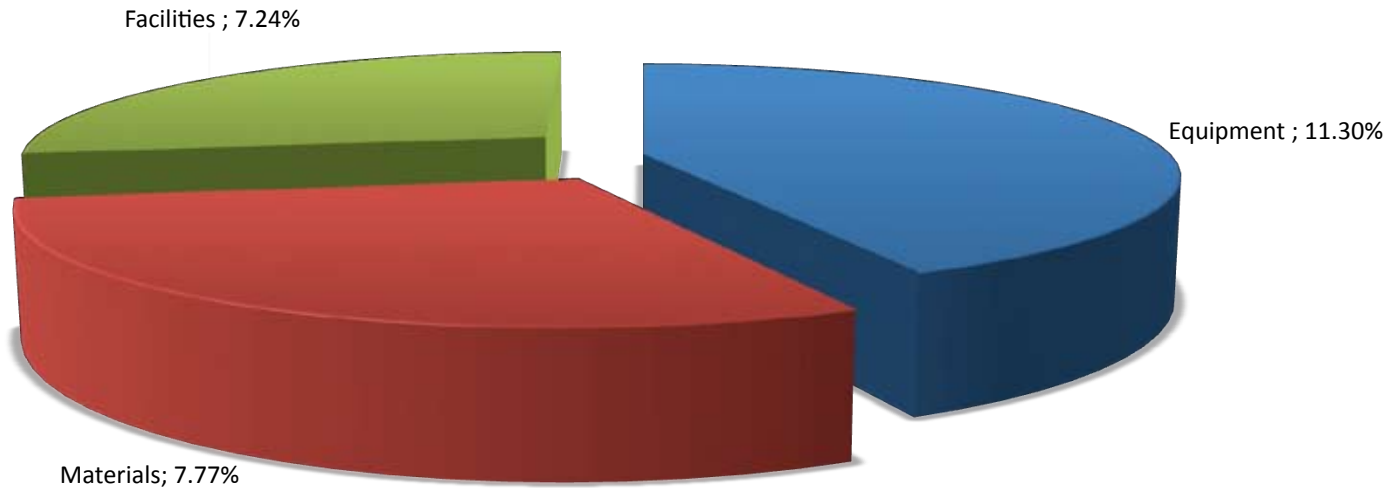
Other pay ranges



Question #10

Do you plan to expand operations within the next 6 months?
Via investments in Equipment, Materials, Facility

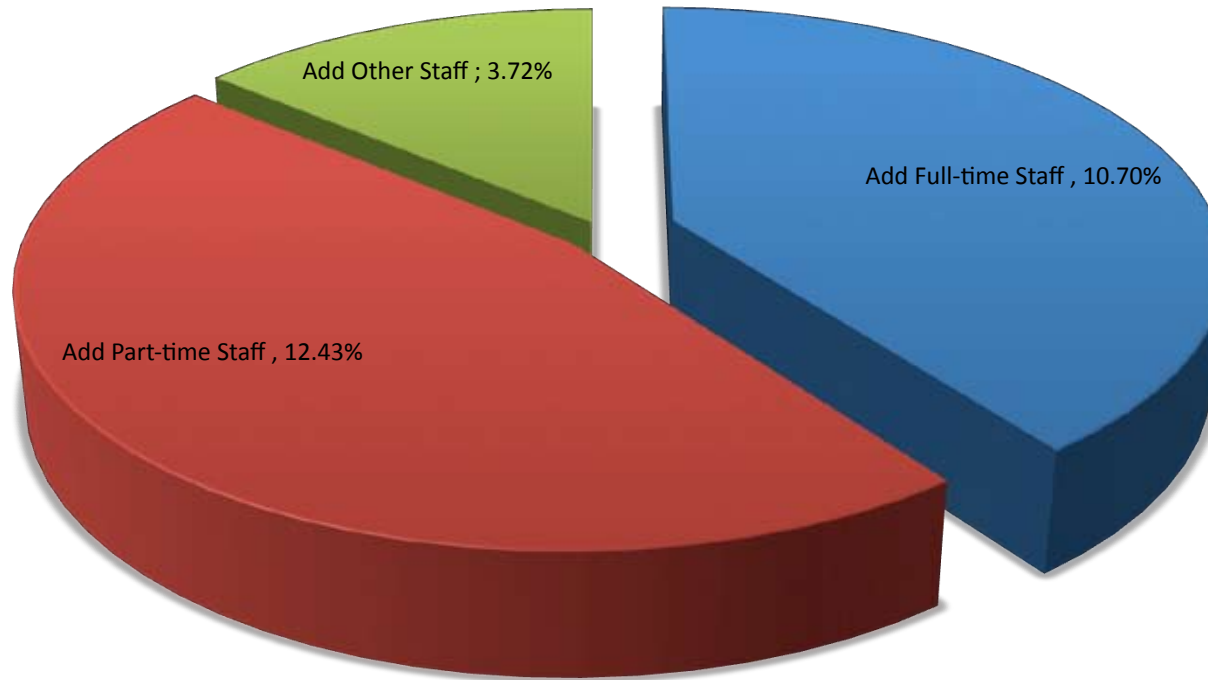
FLAGLER BUSINESSES



1,504 respondents
396 stated "Yes"

Question #11

Do you plan to hire additional staff within the next 6 months?



1,504 respondents
404 stated "Yes"

Question #12

What is the best way to reach you?

FLAGLER BUSINESS RESPONDENTS

