



BUSINESS ON MARTHA'S VINEYARD

2003 SURVEY



Survey conducted for:

The Martha's Vineyard Chamber of Commerce
The Martha's Vineyard Commission

Survey conducted by the Center for Economic Development, University of Massachusetts
at Amherst

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Introduction

In the summer of 2003, The Martha's Vineyard Chamber of Commerce and the Martha's Vineyard Commission (MVC) entered into a partnership to carry out a comprehensive survey of Martha's Vineyard-based businesses. The broad goals of the survey were to help local agencies improve transportation, economic development, local planning, and service delivery on the Island. This was achieved by taking a snapshot of the operations, concerns and needs of the business community, including year-round, seasonal, and tourist-based businesses. The study was funded in part by MassHighway and the Federal Highway Administration; the University of Massachusetts and its Center for Economic Development assisted with data collection and analysis.

Methods

Data for this survey were collected via a mail questionnaire sent to all members of the Martha's Vineyard Chamber of Commerce and made available to other Island businesses. The survey was designed to take approximately thirty minutes to complete, and could be completed by business owners, managers or other stakeholders who could provide detailed employment/business information. Business owners completed 73% of the surveys, with another 19% completed by managers. The remaining surveys were completed by individuals with knowledge of the business, such as directors/managers of non-profit organizations.

The initial survey instrument was developed by the University of Massachusetts-Amherst with input and collaboration of the Martha's Vineyard Chamber of Commerce and the Martha's Vineyard Commission. The survey was designed to collect baseline information about Island businesses (e.g. longevity, specific location, type of industry, size), and information about transportation choices and attitudes, businesses' relationships with the Chamber of Commerce, and planning tools and regulations that impact local businesses.

Data for the survey were obtained between October 1, 2003 and December 20, 2003. During fall 2003, approximately 1000 surveys were mailed to Martha's Vineyard businesses. A total of 161 surveys were returned to the MVC and/or the Chamber of Commerce, representing a response rate of over 16%. Surveys that were returned after December 20, 2003 were not included in our analysis or findings. The surveys were completely confidential, and no identifying information was printed on the survey. For businesses with multiple locations, respondents were asked to complete one survey for each location; in such instances, the survey instrument asked respondents to photocopy the survey, or call the MVC for additional copies.

Executive Summary

Baseline Information about Martha's Vineyard Businesses

Of the 161 businesses completing the survey, there was a fairly even distribution according to general type of business; slightly more than one-quarter (26.4%) of the respondents reported lodging-type businesses, slightly more reported retail establishments (28.4%), and about one-quarter (25.6%) non-retail businesses. The remaining segment (19.6%) indicated some "other" type of business. Specifically, retail other than clothing, lodging, and real estate (including property rental) account for almost half (45.3%) of these remaining responses.

More than two-thirds (69.9%) of responses came from businesses located in Edgartown and Tisbury, with the rest distributed across four other Island towns. While there has been some new commercial development on the Vineyard, such as Upper Main St./Triangle in Edgartown and Upper State Rd. in Tisbury, nearly half (48.4%) of the responses came from businesses situated in traditional older town centers, such as Main and Water Sts. in Edgartown, and Circuit Avenue in Oak Bluffs. As noted later in the survey (Q. 41), an overwhelming majority of business owners (89.1%) agree or strongly agree that preserving the Vineyard's environment and character is a high priority, while a much smaller fraction (18.3%) agrees that promoting new development should be a high priority. Consistently, the respondents did not agree that control over the quality and quantity of development should be relaxed.

In general, Vineyard businesses tend to be small (in terms of number of employees, number of customers, square footage of business space, etc.), locally owned, stable, and mature. The average size of a business space is about 3,700 sq. ft., and while the average rent is \$2,229 (or \$0.60/sf), half of business owners report paying monthly rents of \$1,500 or less. Even more notable, more than half (55.3%) of businesses own the commercial space out of which they operate.

Despite national economic downturns, businesses in general appear to be fairly stable. A sizeable portion of the businesses reported no discernable change in economic activity between 2002 and 2003, while equal portions (21.8%) indicated they are faring more than 10% better or worse than the twelve months prior to completing the survey.

Finally, almost half (47.1%) of surveyed businesses have operated for twenty years or more. More than two-thirds, or 68.2% have operated for ten years or more, and a large majority— 88.5% have been operating for five years or longer. This maturity is coupled with a high-level of commitment to the Vineyard-based business, where 85.2% of owners live on-Island, 83.6% operate out of a single location, and 78.1% operated only a single business, creating a unique business climate on Martha's Vineyard.

Unlike other business locales, Martha's Vineyard continues to stand out because of its heavy reliance on seasonal tourism, with more than three-quarters (77.8%) reporting

that some portion of their business is dependent upon tourism. One-third of them reported more than 75% of their business as being tourism-driven. Comparatively, only about half reported being impacted at all by non-tourism factors like home building and renovation or real estate.

Because most Island businesses tend to be small, usually employing fewer than twenty individuals, it should be noted that very few businesses provide benefits, such as health or dental insurance, profit-sharing, or retirement plans. Though businesses tend to employ a high number of seasonal employees (in some cases more than the number of full- or part-time employees), only about 20% offer any housing for employees. While more than half of the businesses reported that all of their employees have stable, year-round housing, there is still a small percentage of businesses reporting that none of their employees have stable, year-round housing. The bulk (63.1%) of the businesses indicated that they are not interested in participating in a cooperative summer employee-housing program.

Travel Patterns and Preferences

While businesses reported a preference for employees to drive to work, a sizeable segment of workers used the Vineyard's public bus service for work trips or breaks. An overwhelming majority (86.1%) reported that their business is located within five minutes walk of a bus route. Extending walking time to ten minutes would include 93.5% of businesses. Accordingly, most businesses are satisfied with VTA bus service, with only 12.5% being dissatisfied or extremely dissatisfied with current services.

With regard to mobility and travel activity during the workday, businesses reported a median number of five work-related trips (e.g. pick-ups and deliveries) each summer week, while the average number of trips per week was fifteen. The majority of these trips are to or from commercial, industrial, or institutional locations, rather than residential locations. A full third reported that all of their deliveries/pick-ups require large trucks or tractor-trailers, but only a third of those (29.4%) offer their own dock or loading area. This likely results in increased congestion throughout the Vineyard.

Other Observations

Businesses on the Vineyard are part of a distinct community of stable, mature, small, locally owned businesses. As such, they tend to give back to the community (the average contribution to the community is \$7,811/year, with nearly 80% donating up to \$6,000/year). Businesses are generally satisfied with transit service and with the quality and character of development on the Island. However, the business community could benefit greatly from service improvements like public parking and public restrooms, which are dissatisfying at present.

1. Who filled out the survey?

Applicant	Count	Cum Count	Pct	Cum Pct
Business owner	117	117	73.1	73.1
Manager	31	148	19.4	92.5
Other	12	160	7.5	100.0

1b. If "other," who was that?

Applicant	Count	Cum Count	Pct	Cum Pct
Manager	1	1	10	10
Home owner	1	2	10	20
Executive Director	2	4	20	40
Director	1	5	10	50
CEO	2	7	20	70
Business owner and manager	1	8	10	80
We are seasonal	1	9	10	90
Other	1	10	10	100

2. Which of the following best describes this business?

Business	Count	Cum Count	Pct	Cum Pct
Lodgings	22	22	14.9	14.9
Restaurant or Beverage Services (sit down and/or take out; bar, etc.)	6	28	4.1	18.9
Wholesale Trade	3	31	2.0	20.9
Retail-Clothing	3	34	2.0	23.0
Retail-Other	28	62	18.9	41.9
Construction (building, remodeling)	6	68	4.1	45.9
Manufacturing	3	71	2.0	48.0
Property Maintenance (e.g. hose cleaning, lawn maintenance, landscaping)	2	73	1.4	49.3
Finance and Insurance	4	77	2.7	52.0
Real Estate (including property rental)	17	94	11.5	63.5
Delivery Services	1	95	0.7	64.2
Professional and Consulting Services	5	100	3.4	67.6
Educational, Health, Social Services	6	106	4.1	71.6
Agricultural, Forestry, Fishing	3	109	2.0	73.6
Transportation (e.g. vehicle rentals, taxis, tour buses)	5	114	3.4	77.0
Equipment Rentals (e.g. lawn equipment, carpentry equipment, party equipment, tents)	0	114	0.0	77.0
Warehousing, Storage, Utilities	0	114	0.0	77.0
Arts, Entertainment, Recreational	5	119	3.4	80.4
Other	29	148	19.6	100.0

2b. If other, what best describes this business

Business	Count	Cum Count	Pct	Cum Pct
Yacht repair	1	1	3.7	3.7
Service	1	2	3.7	7.4
Satellite installations	1	3	3.7	11.1
Sailboat charter	2	5	7.4	18.5
Repair Service	1	6	3.7	22.2
Religious org.	1	7	3.7	25.9
Public golf course	1	8	3.7	29.6
Private resort	1	9	3.7	33.3
Private club with food service	1	10	3.7	37.0
Photography	1	11	3.7	40.7
Non-profit	1	12	3.7	44.4
Marine service boat yard	1	13	3.7	48.1
Law	1	14	3.7	51.9
Justice of the Peace	1	15	3.7	55.6
Housing Authority	2	17	7.4	63.0
Floral	1	18	3.7	66.7
Day spa	1	19	3.7	70.4
Communications	1	20	3.7	74.1
Catering	1	21	3.7	77.8
Boat rentals	1	22	3.7	81.5
Bike rentals	1	23	3.7	85.2
Auto and truck repair business	1	24	3.7	88.9
Alterations	1	25	3.7	92.6
Aerial photo tours	1	26	3.7	96.3
Accommodations reservations	1	27	3.7	100.0

2c. Which of the following best describes this business(collapsed list)?

Type of Business	Count	Cum Count	Pct	Cum Pct
Lodging	39	39	26.4	26.4
Retail	42	81	28.4	54.8
Non-Retail	38	119	25.6	80.4
Other	29	148	19.6	100.0

3. In what town is this business located?

Town	Count	Cum Count	Pct	Cum Pct
Aquinnah	2	2	1.3	1.3
Chilmark	7	9	4.5	5.8
Edgartown	54	63	34.6	40.4
Oak Bluffs	24	87	15.4	55.8
Tisbury	55	142	35.3	91.0
West Tisbury	14	156	9.0	100.0

4. What type of area is this business located in?

Area	Count	Cum Count	Pct	Cum Pct
An older town center (e.g. on or near Main or Water streets in Edgartown, Circuit Ave. in Oak Bluffs, Main St. in Vineyard Haven, Menemsha, West Tisbury town center)	75	75	48.4	48.4
A newer commercial area (e.g. Upper main St/ Triangle in Edgartown, Upper State Road in Tisbury, North Tisbury)	20	95	12.9	61.3
Airport Business Park	5	100	3.2	64.5
Residential Area (older town neighborhood or newer subdivision)	41	141	26.5	91.0
Rural area	14	155	9.0	100.0

5. How long has this business been in operation in Martha's Vineyard?

Number of Years	Count	Cum Count	Pct	Cum Pct
0.5	1	1	0.6	0.6
0.6	1	2	0.6	1.3
1	3	5	1.9	3.2
1.5	1	6	0.6	3.8
2	2	8	1.3	5.1
3	7	15	4.5	9.6
4	3	18	1.9	11.5
5	8	26	5.1	16.6
6	8	34	5.1	21.7
7	5	39	3.2	24.8
8	4	43	2.5	27.4
9	7	50	4.5	31.8
10	5	55	3.2	35.0
12	8	63	5.1	40.1
13	3	66	1.9	42.0

5. How long has this business been in operation in Martha's Vineyard? (cont.)

Number of Years	Count	Cum Count	Pct	Cum Pct
15	6	72	3.8	45.9
16	2	74	1.3	47.1
17	4	78	2.5	49.7
18	4	82	2.5	52.2
19	1	83	0.6	52.9
20	16	99	10.2	63.1
21	3	102	1.9	65.0
22	1	103	0.6	65.6
23	2	105	1.3	66.9
24	1	106	0.6	67.5
25	11	117	7.0	74.5
26	1	118	0.6	75.2
28	1	119	0.6	75.8
30	8	127	5.1	80.9
32	2	129	1.3	82.2
33	1	130	0.6	82.8
35	1	131	0.6	83.4
40	4	135	2.5	86.0
41	1	136	0.6	86.6
49	1	137	0.6	87.3
50	2	139	1.3	88.5
52	1	140	0.6	89.2
57	1	141	0.6	89.8
61	1	142	0.6	90.4
62	1	143	0.6	91.4
65	1	144	0.6	91.7
67	1	145	0.6	92.4
75	1	146	0.6	93.0
80	1	147	0.6	93.6
92	1	148	0.6	94.3
95	1	149	0.6	94.9
98	1	150	0.6	95.5
100	2	152	1.3	96.8
105	1	153	0.6	97.5
147	1	154	0.6	98.1
150	1	155	0.6	98.7
157	1	156	0.6	99.4
168	1	157	0.6	100.0

Mean = 25.37 years

6. Does this business have other branch locations?

Response	Count	Cum Count	Pct	Cum Pct
Yes	26	26	16.4	16.4
No	133	159	83.6	100.0

6b. How many of those branches are on the Vineyard?

Number	Count	Cum Count	Pct	Cum Pct
One	14	14	73.7	73.7
Two	3	17	15.8	89.5
Three	0	17	0.0	89.5
Four	2	19	10.5	100.0

6c. How many of those branches are Off-Island?

Number	Count	Cum Count	Pct	Cum Pct
One	7	7	53.8	53.8
Two	2	9	15.4	69.2
Five	1	10	7.7	76.9
Nine	2	12	15.4	92.3
Ten to Forty-nine	0	12	0.0	92.3
Fifty	1	13	7.7	100.0

7. Does the owner of this business own any other businesses, in whole or in part?

Response	Count	Cum Count	Pct	Cum Pct
Yes	34	34	21.9	21.9
No	121	155	78.1	100.0

7b. How many of those businesses are on the Vineyard?

Number	Count	Cum Count	Pct	Cum Pct
Zero	1	1	4.0	4.0
One	14	15	56.0	60.0
Two	5	20	20.0	80.0
Three	5	25	20.0	100.0

7c. How many of those businesses are Off-Island?

Number	Count	Cum Count	Pct	Cum Pct
Zero	3	3	25.0	25.0
One	3	6	25.0	50.0
Two	3	9	25.0	75.0
Three	1	10	8.3	83.3
Four	1	11	8.3	91.7
Nine	1	12	8.3	100.0

8. Is Martha's Vineyard the business owner's primary residence?

Response	Count	Cum Count	Pct	Cum Pct
Yes	132	132	85.2	85.2
No	23	155	14.8	100.0

8b. If no, please specify the town or state of the owner's primary residence?

Residence	Count	Cum Count	Pct	Cum Pct
Massachusetts	5	5	29.4	29.4
Other	9	14	52.9	82.3
Summer residence	1	15	5.9	88.2
Corporate offices in Florida & Washington DC	1	16	5.9	94.1
Corporate owned	1	17	5.9	100.0

8c. If no, please specify the town or state of the owner's primary residence?

Residence	Count	Cum Count	Pct	Cum Pct
Smithfield, Rhode Island	1	1	5.9	5.9
Rhode Island	1	2	5.9	11.8
New York	3	5	17.6	29.4
New Jersey	1	6	5.9	35.3
Newburyport, Massachusetts	1	7	5.9	41.2
New Bedford, Massachusetts	1	8	5.9	47.1
Florida	1	9	5.9	52.9
Washington DC	1	10	5.9	58.8
Brookline, Massachusetts	1	11	5.9	64.7
Bourne, Massachusetts	1	12	5.9	70.6
Berkeley, California	1	13	5.9	76.5
Barnstable, Massachusetts	1	14	5.9	82.4
Summer residence	1	15	5.9	88.2
Corporate offices in Florida & Washington DC	1	16	5.9	94.1
Corporate owned	1	17	5.9	100.0

9. What is the type of business?

Type	Count	Cum Count	Pct	Cum Pct
Sole proprietorship	71	71	47.0	47.0
Partnership	16	87	10.6	57.6
"S" corporation	46	133	30.5	88.1
"C" corporation	18	151	11.9	100.0

10. How was the business acquired?

Acquirement	Count	Cum Count	Pct	Cum Pct
Present owner started this business	94	94	59.9	59.9
Present owner bought out the previous owner	40	134	25.5	85.4
Present owner inherited or took over the business from family	13	147	8.3	93.6
Other	10	157	6.4	100.0

10b. If other, how was it acquired?

Acquirement	Count	Cum Count	Pct	Cum Pct
State charter	1	1	12.5	12.5
Startup	1	2	12.5	25.0
Previous owner sold condo units	1	3	12.5	37.5
Mgl	1	4	12.5	50.0
Established by community leaders	1	5	12.5	62.5
Created by tribal resolution	1	6	12.5	75.0
Present owner bought/inherited/took over from family	1	7	12.5	87.5
Auction	1	8	12.5	100.0

11. What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct	Cum Pct
0 – 160	11	11	8.9	8.9
161 – 450	11	22	8.9	17.9
451– 750	14	36	11.4	29.3
751 – 1,100	23	59	18.7	48.0
1,101 – 1,441	10	69	8.1	56.1
1,442 – 1,800	10	79	8.1	64.2
1,801 – 3,200	19	98	15.4	79.7
3,201 – 5,000	11	109	8.9	88.6
5,001 – 8,000	14	123	11.4	100.0

Mean = 3702.00 square feet

11. What is the approximate area of the business premises?

Square feet	Aquinnah Count	Chilmark Count	Edgartown Count	Oak Bluffs Count	Tisbury Count	W. Tisbury Count
0 – 160	0	2	3	1	2	2
161 – 450	1	0	5	1	1	3
451– 750	0	1	4	4	5	0
751 – 1,100	0	0	13	1	6	2
1,101 – 1,441	0	0	2	2	5	2
1,442 – 1,800	0	0	2	3	4	1
1,801 – 3,200	0	1	5	1	10	1
3,201 – 5,000	0	0	6	1	3	0
5,001 – 8,000	0	0	0	0	2	1
> 8,001	0	0	5	3	3	0

11a. Aquinnah – What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct.	Cum Pct.
0 – 160	0	0	0	0
161 – 450	1	1	100	100
451– 750	0	1	0	100
751 – 1,100	0	1	0	100
1,101 – 1,441	0	1	0	100
1,442 – 1,800	0	1	0	100
1,801 – 3,200	0	1	0	100
3,201 – 5,000	0	1	0	100
5,001 – 8,000	0	1	0	100
> 8,001	0	1	0	100

11b. Chilmark – What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct.	Cum Pct.
0 – 160	2	2	50	50
161 – 450	0	2	0	50
451– 750	1	3	25	75
751 – 1,100	0	3	0	75
1,101 – 1,441	0	3	0	75
1,442 – 1,800	0	3	0	75
1,801 – 3,200	1	4	25	100
3,201 – 5,000	0	4	0	100
5,001 – 8,000	0	4	0	100
> 8,001	0	4	0	100

11c. Edgartown – What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct.	Cum Pct.
0 – 160	4	4	8.7	8.7
161 – 450	5	9	10.9	19.6
451– 750	4	13	8.7	28.3
751 – 1,100	13	26	28.3	56.5
1,101 – 1,441	2	28	4.3	60.9
1,442 – 1,800	2	30	4.3	65.2
1,801 – 3,200	5	35	10.9	76.1
3,201 – 5,000	6	41	13.0	89.1
5,001 – 8,000	0	41	0.0	89.1
> 8,001	5	46	10.9	100.0

11d. Oak Bluffs – What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct.	Cum Pct.
0 – 160	1	1	5.9	5.9
161 – 450	1	2	5.9	11.8
451– 750	4	6	23.5	35.3
751 – 1,100	1	7	5.9	41.2
1,101 – 1,441	2	9	11.8	52.9
1,442 – 1,800	3	12	17.6	70.6
1,801 – 3,200	1	13	5.9	76.5
3,201 – 5,000	1	14	5.9	82.4
5,001 – 8,000	0	14	0.0	82.4
> 8,001	3	17	17.6	100.0

11e. Tisbury – What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct.	Cum Pct.
0 – 160	2	2	4.9	4.9
161 – 450	1	3	2.4	7.3
451– 750	5	8	12.2	19.5
751 – 1,100	6	14	14.6	34.1
1,101 – 1,441	5	19	12.2	46.3
1,442 – 1,800	4	23	9.8	56.1
1,801 – 3,200	10	33	24.4	80.5
3,201 – 5,000	3	36	7.3	87.8
5,001 – 8,000	2	38	4.9	92.7
> 8,001	3	41	7.3	100.0

11f. West Tisbury – What is the approximate area of the business premises?

Square feet	Count	Cum Count	Pct.	Cum Pct.
0 – 160	2	2	16.7	16.7
161 – 450	3	5	25.0	41.7
451– 750	0	5	0.0	41.7
751 – 1,100	2	7	16.7	58.3
1,101 – 1,441	1	8	8.3	66.7
1,442 – 1,800	1	9	8.3	75.0
1,801 – 3,200	1	10	8.3	83.3
3,201 – 5,000	0	10	0.0	83.3
5,001 – 8,000	1	11	8.3	91.7
> 8,001	0	11	0.0	91.7

12. Does this business own or rent its present location?

Response	Count	Cum Count	Pct	Cum Pct
Own	84	84	55.3	55.3
Rent	55	139	36.2	91.4
Work form home	13	152	8.6	100.0

13. If renting what is this business's approximate monthly rent?

Monthly Rent	Count	Cum Count	Pct	Cum Pct
\$0 – \$800	11	11	23.9	23.9
\$801 – \$1,500	12	23	26.1	50.0
\$1,501 – \$3,200	11	34	23.9	73.9
\$3,201 – \$8,000	12	46	26.1	100.0

Mean = \$2229.65

14. What percentage of this business is dependent on each of the following factors?

Factors	0%		Less than 25%		25% - 50%		51% - 75%		Greater than 75%	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Year-Round residents	21	14.6	47	32.6	35	24.3	29	20.1	12	8.3
Seasonal Residents (owner or renter staying 30 days or more)	14	10.1	33	23.9	45	32.6	32	23.2	14	10.1
Vacationers and Transients (visitors staying at least one night)	28	20.6	34	25.0	23	16.9	16	11.8	35	25.7
Day trippers (visitors not staying overnight)	72	61.5	33	28.2	5	4.3	4	3.4	3	2.6
Tourism	29	23.2	21	16.8	18	14.4	13	10.4	44	35.2
Home Building & Remodeling Activity	50	43.9	27	23.7	13	11.4	14	12.3	10	8.8
Real Estate: Sales and Rentals	59	46.8	24	19.0	10	7.9	8	6.3	25	19.8
Weddings	49	40.8	48	40.0	11	9.2	3	2.5	9	7.5
Supplies or Services from Off-Island	53	46.9	20	17.7	12	10.6	7	6.2	21	18.6
Sales or Services to Off-Island customers or clients	55	47.4	30	25.9	5	4.3	8	6.9	18	15.5

15. To measure general economic activity based on sales and transactions, what best describes how this business is fairing compared to twelve months ago?

Economic Activity	Count	Cum Count	Pct	Cum Pct
Over 10% better than last year	32	32	21.8	21.8
Over 5% better than last year	19	51	12.9	34.7
About the same as last year	52	103	35.4	70.1
Over 5% less than last year	12	115	8.2	78.2
Over 10% less than last year	32	147	21.8	100.0

16. In the past year, approximately how many employees did this business employ each month?

Month	Full-time Employees	Part-time Employees	Seasonal Employees	Number of Businesses Closed
January	6.64	4.20	1.36	31
February	5.88	2.94	1.50	32
March	5.99	3.06	1.50	27
April	5.87	3.15	3.40	12
May	5.98	3.93	7.28	3
June	6.09	4.43	11.89	0
July	6.42	4.68	13.07	0
August	6.10	4.78	12.86	0
September	5.98	4.46	9.14	0
October	5.94	4.00	5.02	3
November	5.91	3.20	1.62	12
December	5.99	3.06	1.39	17

* During the months when the business was closed, there were zero employees employed during the first four months. For the remaining months, the number of employees employed was too small to calculate results.

16a. In the past year, approximately how many employees did this business employ each month? – replies for lodging

Month	Full-time Employees	Part-time Employees	Seasonal Employees	Number of Businesses Closed
January	2.88	2.38	1.00	7
February	2.88	2.23	1.00	7
March	2.88	2.23	1.00	6
April	3.00	2.00	6.70	1
May	3.05	2.01	8.34	0
June	3.11	2.21	10.40	0
July	3.12	2.28	11.34	0
August	3.12	2.28	10.00	0
September	3.12	2.14	6.29	0
October	3.06	1.92	7.45	1
November	2.94	2.00	3.66	4
December	2.94	2.00	1.00	6

16b. In the past year, approximately how many employees did this business employ each month? replies for retail businesses

Month	Full-time Employees	Part-time Employees	Seasonal Employees	Number of Businesses Closed
January	5.96	3.06	.34	13
February	5.00	3.13	.34	14
March	5.63	3.25	.34	13
April	5.42	3.24	1.17	6
May	5.56	5.34	2.34	1
June	5.61	5.64	5.17	0
July	5.63	6.16	6.58	0
August	5.63	6.23	6.77	0
September	5.42	5.40	4.63	0
October	5.42	4.21	2.34	2
November	5.36	3.88	1.34	4
December	5.68	3.41	1.11	6

16c. In the past year, approximately how many employees did this business employ each month? replies for non-retail businesses

Month	Full-time Employees	Part-time Employees	Seasonal Employees	Number of Businesses Closed
January	10.66	8.79	3.25	4
February	9.23	4.46	3.25	4
March	9.23	4.46	3.25	3
April	8.93	4.29	2.25	1
May	9.04	4.34	16.40	0
June	9.04	4.67	24.06	0
July	9.04	4.67	26.00	0
August	9.00	4.86	26.00	0
September	8.86	4.79	22.25	0
October	8.86	4.77	8.80	0
November	9.46	4.75	2.00	2
December	9.46	5.00	2.80	2

17. During your busiest time of year, what percentage of these employees lives Off-Island and commute to work on the Vineyard?

Percent	Count	Cum Count	Pct	Cum Pct
0	123	123	91.8	91.8
1 – 50	8	131	6.0	97.8
51 – 100	3	134	2.2	100.0

17b. What percentage of those employees are commuting by ferry?

Percent	Count	Cum Count	Pct	Cum Pct
0	44	44	81.5	81.5
1 – 50	8	52	14.8	96.3
51 – 90	2	54	3.7	100.0

17c. What percentage of those employees are commuting by air?

Percent	Count	Cum Count	Pct	Cum Pct
0	47	47	95.9	95.9
5	1	48	2.0	98.0
10	1	49	2.0	100.0

18. During an average week in the summer, what percentage of these employees are not U.S. citizens?

Percent	Count	Cum Count	Pct	Cum Pct
0	90	90	76.3	76.3
5	1	91	0.8	77.1
10	4	95	3.4	80.5
15	2	97	1.7	82.2
17	1	98	0.8	83.1
20	1	99	0.8	83.9
30	2	101	1.7	85.6
39	1	102	0.8	86.4
48	1	103	0.8	87.3
50	8	111	6.8	94.1
55	1	112	0.8	94.9
57	1	113	0.8	95.8
65	1	114	0.8	96.6
75	1	115	0.8	97.5
90	1	116	0.8	98.3
100	2	118	1.7	100.0

18b. Area of Origin of Employees.

Percent	South America	Central America	The Caribbean	Western Europe	Eastern Europe	Other
0	14	28	15	17	15	26
1-10	5	0	5	5	5	1
11-25	5	0	2	2	5	1
26-40	0	0	3	0	2	0
41-50	3	0	1	2	0	0
51-75	0	0	0	0	1	0
76-99	0	0	0	0	0	0
100	1	0	2	0	0	0

18b. What percentage are from South America?

Percent	Count	Cum Count	Pct	Cum Pct
0	6	6	30.0	30.0
5	1	7	5.0	35.0
10	4	11	20.0	55.0
20	3	14	15.0	70.0
25	2	16	10.0	80.0
47	1	17	5.0	85.0
50	2	19	10.0	95.0
100	1	20	5.0	100.0

18c. What percentage are from Central America?

Percent	Count	Cum Count	Pct	Cum Pct
0	6	6	100.0	100.0

18d. What percentage are from the Caribbean?

Percent	Count	Cum Count	Pct	Cum Pct
0	5	5	27.8	27.8
1	2	7	11.1	38.9
3	1	8	5.6	44.4
8	1	9	5.6	50.0
10	1	10	5.6	55.6
20	1	11	5.6	61.1
25	1	12	5.6	66.7
26	1	13	5.6	72.2
29	1	14	5.6	77.8
33	1	15	5.6	83.3
50	1	16	5.6	88.9
100	2	18	11.1	100.0

18e. What percentage are from Western Europe?

Percent	Count	Cum Count	Pct	Cum Pct
0	5	5	31.3	31.3
1	2	7	12.5	43.7
2	1	8	6.2	50.0
5	2	10	12.5	62.5
10	2	12	12.5	75.0
17	1	13	6.2	81.2
25	1	14	6.2	87.5
50	2	16	12.5	100.0

18f. What percentage are from Eastern Europe?

Percent	Count	Cum Count	Pct	Cum Pct
0	5	5	27.8	27.8
1	1	6	5.6	33.3
3	1	7	5.6	38.9
5	2	9	11.1	50.0
10	1	10	5.6	55.6
13	1	11	5.6	61.1
14	1	12	5.6	66.7
15	1	13	5.6	72.2
20	2	15	11.1	83.3
30	2	17	11.1	94.4
75	1	18	5.6	100.0

18g. What percentage are from other countries not stated?

Percent	Count	Cum Count	Pct	Cum Pct
0	5	5	71.4	71.4
8	1	6	14.3	85.7
25	1	7	14.3	100.0

18h. What are the other countries not stated?

Countries	Count	Cum Count	Pct	Cum Pct
Canada	1	1	33.3	33.3
Bulgaria	1	2	33.3	66.7
Brazil	1	3	33.3	100.0

19a. Does this business offer Health Insurance to its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	64	64	39.8	39.8
No	97	161	60.2	100.0

19b. Does this business offer Dental Insurance to its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	22	22	13.7	13.7
No	139	161	86.3	100.0

19c. Does this business offer 401k/Retirement to its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	22	22	13.7	13.7
No	139	161	86.3	100.0

19d. Does this business offer Profit Sharing to its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	16	16	9.9	9.9
No	145	161	90.1	100.0

19e. Does this business offer other benefits to its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	17	17	10.6	10.6
No	144	161	89.4	100.0

19e. If other, please specify.

Benefits	Count	Cum Count	Pct	Cum Pct
Web site listing of our church for weddings	1	1	5.6	5.6
Unemployment	1	2	5.6	11.1
SEP	1	3	5.6	16.7
Paid Vacations, Holidays, Time off	2	5	11.1	27.8
Life ins, Vacation	1	6	5.6	33.3
Life ins	1	7	5.6	38.9
Housing/Housing at low cost	4	11	22.2	61.1
Food/Bonuses	1	12	5.6	66.7
Flexible benefits	1	13	5.6	72.2
Dues, Continuing Education, Paid Vacation	1	14	5.6	77.8
Discounted Services and Supplies	1	15	5.6	83.3
Bonus	3	18	16.7	100.0

19f. Does this business offer none of these, or any other, benefits to its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	67	67	41.6	41.6
No	94	161	58.4	100.0

20. Approximately what percentage of year-round employees has stable, year-round housing?

Percent	Count	Cum Count	Pct	Cum Pct
0	9	9	7.4	7.4
1	1	10	0.8	8.2
2	1	11	0.8	9.0
8	1	12	0.8	9.8
12	1	13	0.8	10.7
20	3	16	2.5	13.1
25	1	17	0.8	13.9
33.3	1	18	0.8	14.8
40	1	19	0.8	15.6
50	6	25	4.9	20.5
60	2	27	1.6	22.1
67	1	28	0.8	23.0
70	1	29	0.8	23.8
75	3	32	2.5	26.2
80	4	36	3.3	29.5
90	5	41	4.1	33.6
90.9	1	42	0.8	34.4
95	3	45	2.5	36.9
100	77	122	63.1	100.0

21. Does this business provide housing for any of its employees?

Response	Count	Cum Count	Pct	Cum Pct
Yes	29	29	21.5	21.5
No	106	135	78.5	100.0

21b. For how many year-round employees does this business provide housing for?

Number	Count	Cum Count	Pct	Cum Pct
0	4	4	19.0	19.0
1	10	14	47.6	66.7
2	4	18	19.0	85.7
4	2	20	9.5	95.2
11	1	21	4.8	100.0

21c. For how many seasonal employees does this business provide housing for?

Number	Count	Cum Count	Pct	Cum Pct
1	6	6	27.3	27.3
3	2	8	9.1	36.4
4	2	10	9.1	45.5
5	1	11	4.5	50.0
6	1	12	4.5	54.5
7	1	13	4.5	59.1
8	2	15	9.1	68.2
10	1	16	4.5	72.7
11	1	17	4.5	77.3
14	1	18	4.5	81.8
15	1	19	4.5	86.4
20	1	20	4.5	90.9
25	1	21	4.5	95.5
30	1	22	4.5	100.0

22. Would this business be interested in participating in cooperative housing that provides seasonal housing for summer workers?

Response	Count	Cum Count	Pct	Cum Pct
Most probably, depending on the details	20	20	14.2	14.2
Perhaps, need more information	35	55	24.8	39.0
No	86	141	61.0	100.0

23. What is the approximate combined monetary value of this business's contributions, if any, of money, goods, or services to Island public services or non-profit organizations in the past year?

Dollars	Count	Cum Count	Pct	Cum Pct
0	9	9	7.3	7.3
100	3	12	2.4	9.7
200	5	17	4.0	13.7
300	2	19	1.6	15.3
500	13	32	10.5	25.8
600	1	33	0.8	26.6
1,000	17	50	13.7	40.3
1,120	1	51	0.8	41.1
1,200	2	53	1.6	42.7
1,500	10	63	8.1	50.8
2,000	14	77	11.3	62.1
2,500	3	80	2.4	64.5
2,670	1	81	0.8	65.3
3,000	5	86	4.0	69.4
3,500	1	87	0.8	70.2
4,000	2	89	1.6	71.8
5,000	8	97	6.5	78.2
5,500	1	98	0.8	79.0
6,000	2	100	1.6	80.6
7,000	2	102	1.6	82.3
8,000	1	103	0.8	83.1
9,000	1	104	0.8	83.9
10,000	7	111	5.6	89.5
15,000	1	112	0.8	90.3
20,000	2	114	1.6	91.9
25,000	2	116	1.6	93.5
30,000	2	118	1.6	95.2
35,000	1	119	0.8	96.0
50,000	2	121	1.6	97.6
75,000	1	122	0.8	98.4
125,000	1	123	0.8	99.2
200,000	1	124	0.8	100.0

24. During the summer, approximately how many employees use the following means of transportation for various purposes?

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	5.48	2.18	3.20	2.10	3.12
Going for a meal or break	3.19	2.00	2.64	1.60	5.58
Work-related trips	2.86	1.61	9.36	0.67	3.53

24a. Aquinnah

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	1.00	0	0	0	0
Going for a meal or break	1.00	0	0	0	0
Work-related trips	1.00	0	0	0	0

24b. Chilmark

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	3.71	0.14	0	0	0
Going for a meal or break	0.29	0.14	0	0	0
Work-related trips	0.43	0.14	0	0.14	0

24c. Edgartown

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	3.96	0.37	1.13	0.85	0.87
Going for a meal or break	1.13	0.20	0.43	0.24	1.68
Work-related trips	1.48	0.29	1.90	0.09	0.67

24d. Oak Bluffs

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	2.34	0.12	0.58	0.41	1.29
Going for a meal or break	0.29	0.16	0	0.04	1.08
Work-related trips	0.67	0.12	0	0	0.42

24e. Tisbury

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	3.93	0.55	0.30	0.44	0.78
Going for a meal or break	1.2	0.33	0.11	0.15	1.90
Work-related trips	1.76	0.40	0	0	0.53

24f. West Tisbury

Percent	Car	Truck	Bus	Bicycle	Walk
Coming to work	1.36	0.50	0.29	0.14	0.29
Going for a meal or break	0.86	0.57	0	0.14	0.07
Work-related trips	0.50	0.57	0	0	0.07

25. Approximately how many non-delivery, work-related round trips does this business make on an average summer day?

Number of Non-Delivery Trips	Count	Cum Count	Pct	Cum Pct
0	31	31	27.9	27.9
0.5	1	32	0.9	28.8
1	25	57	22.5	51.4
2	22	79	19.8	71.2
3	12	91	10.8	82.0
4	3	94	2.7	84.7
5	2	96	1.8	86.5
6	5	101	4.5	91.0
8	1	102	0.9	91.9
10	2	104	1.8	93.7
12	1	105	0.9	94.6
14	1	106	0.9	95.5
15	1	107	0.9	96.4
20	1	108	0.9	97.3
21	1	109	0.9	98.2
25	1	110	0.9	99.1
30	1	111	0.9	100.0

26. Does this business provide cars, vans or trucks for employee use?

Response	Count	Cum Count	Pct	Cum Pct
Yes	36	36	24.5	24.5
No	111	147	75.5	100.0

26b. How many cars are provided for employee use?

Number of Cars	Count	Cum Count	Pct	Cum Pct
0	3	3	18.8	18.8
1	10	13	62.5	81.2
2	2	15	12.5	93.7
9	1	16	6.2	100.0

26c. How many vans/trucks are provided for employee use?

Number of Vans/Trucks	Count	Cum Count	Pct	Cum Pct
0	1	1	3.1	3.1
1	16	17	50.0	53.1
2	8	25	25.0	78.1
3	2	27	6.2	84.4
4	2	29	6.2	90.6
5	1	30	3.1	93.7
6	0	30	0.0	93.7
7	0	30	0.0	93.7
8	1	31	3.1	96.9
9	0	31	0.0	96.9
10	1	32	3.1	100.0

27. Does this business provide off-street parking?

Response	Count	Cum Count	Pct	Cum Pct
Yes	96	96	66.7	66.7
No	48	144	33.3	100.0

27b. How many of those off-street parking spaces are for employees?

Number of Employee Spaces	Count	Cum Count	Pct	Cum Pct
0	5	5	6.9	6.9
1	9	14	12.5	19.4
2	12	26	16.7	36.1
3	16	42	22.2	58.3
4	5	47	6.9	65.3
5	6	53	8.3	73.6
6	3	56	4.2	77.8
8	3	59	4.2	81.9
9	1	60	1.4	83.3
10	4	64	5.6	88.9
12	1	65	1.4	90.3
15	1	66	1.4	91.7
20	3	69	4.2	95.8
30	1	70	1.4	97.2
40	1	71	1.4	98.6
45	1	72	1.4	100.0

27c. How many of those off-street parking spaces are for customers?

Number of Customer Spaces	Count	Cum Count	Pct	Cum Pct
0	7	7	10.8	10.8
1	0	7	0.0	10.8
2	5	12	7.7	18.5
3	7	19	10.8	29.2
4	5	24	7.7	36.9
5	4	28	6.2	43.1
6	3	31	4.6	47.7
7	1	32	1.5	49.2
8	2	34	3.1	52.3
9	0	34	0.0	52.3
10	12	46	18.5	70.8
11	0	46	0.0	70.8
12	1	47	1.5	72.3
13	0	47	0.0	72.3
14	1	48	1.5	73.8
15	2	50	3.1	76.9
20	5	55	7.7	84.6
25	3	58	4.6	89.2
30	1	59	1.5	90.8
35	1	60	1.5	92.3
36	1	61	1.5	93.8
40	1	62	1.5	95.4
50	2	64	3.1	98.5
275	1	65	1.5	100.0

28. About how far away is the nearest bus route (in minutes)?

Minutes Walk	Count	Cum Count	Pct	Cum Pct
0	2	2	1.9	1.9
0.5	1	3	0.9	2.8
1	22	25	20.4	23.1
2	30	55	27.8	50.9
3	9	64	8.3	59.3
4	3	67	2.8	62.0
5	26	93	24.1	86.1
6	0	93	0.0	86.1
7	1	94	0.9	87.0
8	2	96	1.9	88.9
9	0	96	0.0	88.9
10	5	101	4.6	93.5
15	3	104	2.8	96.3
20	3	107	2.8	99.1
25	1	108	0.9	100.0

28b. About how far away is the nearest bus route (in feet)?

Feet	Count	Cum Count	Pct	Cum Pct
2	1	1	2.6	2.6
4	1	2	2.6	5.1
10	2	4	5.1	10.3
20	2	6	5.1	15.4
25	2	8	5.1	20.5
30	2	10	5.1	25.6
40	1	11	2.6	28.2
50	6	17	15.4	43.6
100	8	25	20.5	64.1
200	4	29	10.3	74.4
300	3	32	7.7	82.1
500	4	36	10.3	92.3
800	1	37	2.6	94.9
1,500	1	38	2.6	97.4
5,000	1	39	2.6	100.0

29. How many customers come to the establishment on an average summer day?

Number of Customers	Count	Cum Count	Pct	Cum Pct
0	23	23	16.3	16.3
1 – 5	30	53	21.1	37.4
6 – 20	30	83	21.1	58.5
21 – 100	27	110	19.0	77.5
101 – 300	22	132	15.5	93.0
301 – 1,000	7	139	4.9	97.9
More than 1,000	3	142	2.1	100.0

30. About how many total pick-ups or deliveries are made to or from this business in an average summer week?

Total Pick-ups or Deliveries	Count	Cum Count	Pct	Cum Pct
0	10	10	8.5	8.5
1	9	19	7.7	16.2
2	12	31	10.3	26.5
3	13	44	11.1	37.6
4	3	47	2.6	40.2
5	13	60	11.1	51.3
6	2	62	1.7	53.0
7	5	67	4.3	57.3
8	3	70	2.6	59.8
10	11	81	9.4	69.2
12	5	86	4.3	73.5
14	1	87	0.9	74.4
15	6	93	5.1	79.5
20	6	99	5.1	84.6
21	1	100	0.9	85.5
22	1	101	0.9	86.3
25	4	105	3.4	89.7
30	1	106	0.9	90.6
40	2	108	1.7	92.3
50	3	111	2.6	94.9
100	4	115	3.4	98.3
150	1	116	0.9	99.1
300	1	117	0.9	100.0

30b. In an average summer week, what percent of this business's pickups or deliveries are to or from commercial, industrial, or institutional locations?

Percent	Count	Cum Count	Pct	Cum Pct
0	6	6	8.8	8.8
1	1	7	1.5	10.3
3	1	8	1.5	11.8
10	1	9	1.5	13.2
20	2	11	2.9	16.2
25	2	13	2.9	19.1
50	7	20	10.3	29.4
60	1	21	1.5	30.9
65	1	22	1.5	32.4
66	1	23	1.5	33.8
75	3	26	4.4	38.2
80	1	27	1.5	39.7
90	5	32	7.4	47.1
95	4	36	5.9	52.9
99	1	37	1.5	54.4
100	31	68	45.6	100.0

30b. In an average summer week, what percent of this business's pick-ups or deliveries are made to or from residential locations?

Percent	Count	Cum Count	Pct	Cum Pct
0	9	9	20.5	20.5
1	1	10	2.3	22.7
5	5	15	11.4	34.1
10	4	19	9.1	43.2
20	1	20	2.3	45.5
25	2	22	4.5	50.0
33	1	23	2.3	52.3
35	1	24	2.3	54.5
40	1	25	2.3	56.8
50	7	32	15.9	72.7
75	2	34	4.5	77.3
80	1	35	2.3	79.5
90	1	36	2.3	81.8
99	1	37	2.3	84.1
100	7	44	15.9	100.0

30c. In an average summer week, what percent of this business's pick-ups or deliveries are made to or from On-Island?

Percent	Count	Cum Count	Pct	Cum Pct
0	7	7	11.9	11.9
2	1	8	1.7	13.6
5	7	15	11.9	25.4
10	3	18	5.1	30.5
20	2	20	3.4	33.9
25	5	25	8.5	42.4
50	9	34	15.3	57.6
75	1	35	1.7	59.3
80	3	38	5.1	64.4
90	6	44	10.2	74.6
95	2	46	3.4	78.0
99	1	47	1.7	79.7
100	12	59	20.3	100.0

30c. In an average summer week, what percent of this business's pick-ups or deliveries are made to or from Off-Island?

Percent	Count	Cum Count	Pct	Cum Pct
0	8	8	12.1	12.1
1	1	9	1.5	13.6
5	2	11	3.0	16.7
10	5	16	7.6	24.2
20	2	18	3.0	27.3
25	5	23	7.6	34.8
50	11	34	16.7	51.5
60	1	35	1.5	53.0
75	3	38	4.5	57.6
80	3	41	4.5	62.1
90	5	46	7.6	69.7
95	4	50	6.1	75.8
99	1	51	1.5	77.3
100	15	66	22.7	100.0

30d. In an average summer week, what percent of this business's pick-ups or deliveries are made by car or van?

Percent	Count	Cum Count	Pct	Cum Pct
0	4	4	7.5	7.5
05	1	5	1.9	9.4
2	1	6	1.9	11.3
5	1	7	1.9	13.2
10	6	13	11.3	24.5
20	3	16	5.7	30.2
25	6	22	11.3	41.5
40	2	24	3.8	45.3
50	6	30	11.3	56.6
60	1	31	1.9	58.5
75	1	32	1.9	60.4
80	2	34	3.8	64.2
90	3	37	5.7	69.8
95	1	38	1.9	71.7
100	15	53	28.3	100.0

30d. In an average summer week, what percent of this business's pick-ups or deliveries are made by large trucks or tractor-trailers?

Percent	Count	Cum Count	Pct	Cum Pct
0	10	10	16.4	16.4
3	1	11	1.6	18.0
5	1	12	1.6	19.7
10	3	15	4.9	24.6
20	1	16	1.6	26.2
25	2	18	3.3	29.5
40	1	19	1.6	31.1
50	5	24	8.2	39.3
60	2	26	3.3	72.6
75	6	32	9.8	52.5
80	3	35	4.9	57.4
90	5	40	8.2	65.6
95	1	41	1.6	67.2
98	1	42	1.6	68.9
100	19	61	31.1	100.0

31. Does this business have its own off-street truck dock or loading area?

Response	Count	Cum Count	Pct	Cum Pct
Yes	40	40	29.4	29.4
No	96	136	70.6	100.0

32. Is this business a member of the Chamber of Commerce? [Reminder: the questionnaires were distributed primarily to Chamber members]

Response	Count	Cum Count	Pct	Cum Pct
Yes	153	153	96.8	96.8
No	5	158	3.2	100.0

33. Does this business currently have a written business plan?

Response	Count	Cum Count	Pct	Cum Pct
Yes	42	42	27.6	27.6
No	110	152	72.4	100.0

33b. If yes, please specify how many years this plan was originally written for?

Number of Years	Count	Cum Count	Pct	Cum Pct
0.15	1	1	2.7	2.7
0.5	1	2	2.7	5.4
1	5	7	13.5	18.9
2	4	11	10.8	29.7
3	5	16	13.5	43.2
5	17	33	45.9	89.2
7	1	34	2.7	91.9
8	1	35	2.7	94.6
10	2	37	5.4	100.0

34. What promotion method has generated the most customers or clients for this business?

Promotion Method	Count	Cum Count	Pct	Cum Pct
Word of mouth	66	66	52.0	52.0
Professional networking	5	71	3.9	55.9
Direct mailings	0	71	0.0	55.9
Sponsorship of events	0	71	0.0	55.9
Business web site	24	95	18.9	74.8
Online advertisement	5	100	3.9	78.7
Advertisement in newspapers and periodicals	10	110	7.9	86.6
Advertisement in "Island Book"	4	114	3.1	89.8
Advertisement on the radio	2	116	1.6	91.3
Advertisement on commercial television	1	117	0.8	92.1
Advertisement on cable public access television	0	117	0.0	92.1
Other	10	127	7.9	100.0

34b. If other, what promotional method is that?

Promotional Method	Count	Cum Count	Pct	Cum Pct
Yellow pages	1	1	9.1	9.1
Reputation	1	2	9.1	18.2
Referrals from local rental agents & Chamber of Commerce	1	3	9.1	27.3
Brochure	3	6	27.3	54.5
Longevity	1	7	9.1	63.6
Free events	1	8	9.1	72.7
Been here before	1	9	9.1	81.8
A mix of all of the above (previous list)	1	10	9.1	90.9
Not applicable	1	11	9.1	100.0

35. What was this business's advertising budget for this calendar year?

Advertising Budget	Count	Cum Count	Pct	Cum Pct
None	6	6	3.8	3.8
Under \$500	19	25	12.0	15.8
\$500 - \$1,000	20	45	12.7	28.5
\$1,000 - \$5,000	61	106	38.6	67.1
\$5,000 - \$10,000	16	122	10.1	77.2
Greater than \$10,000	36	158	22.8	100.0

36-38 These four questions dealt with the services provided by the Chamber of Commerce to its members. The results have been omitted from this general summary to which they were not pertinent.

39. Considering your employees, customers, or suppliers, how satisfied are you with the following forms of transportation on the island as it effects your business?

Form of Transportation	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Mean
	n	%	n	%	n	%	n	%	n	%	
	SSA Ferries	12	8.3	33	22.9	35	24.3	54	37.5	10	
Private Ferries	3	2.5	0	0.0	68	56.7	42	35.0	7	5.8	3.42
Cruise Ships	13	11.5	8	7.1	70	61.9	19	16.8	3	2.7	2.92
Commercial Airlines	2	1.6	12	9.4	60	47.2	46	36.2	7	5.5	3.35
General Aviation (Private Planes)	4	3.5	3	2.7	69	61.1	35	31.0	2	1.8	3.25
Auto Rental	1	0.8	13	10.8	67	55.8	37	30.8	2	1.7	3.22
Bicycle Rental	3	2.5	1	0.8	57	48.3	44	37.3	13	11.0	3.53
Moped Rental	43	38.1	10	8.8	46	40.7	13	11.5	1	0.9	2.28
VTA Buses	7	5.4	9	7.0	34	26.4	50	38.8	29	22.5	3.66
Tour Buses/ Trolley	7	5.9	8	6.8	69	58.5	31	26.3	3	2.5	3.13
Taxi's	7	5.5	12	9.4	55	43.0	40	31.3	14	10.9	3.33

40. Considering your customers, how satisfied are you with the following public services?

Public Service	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Mean
	n	%	n	%	n	%	n	%	n	%	
Public Restrooms	28	20.0	45	32.1	31	22.1	35	25.0	1	0.7	2.54
Directional Signage	15	11.0	26	19.1	52	38.2	39	28.7	4	2.9	2.94
Trash Receptacles	15	10.9	39	28.3	50	36.2	31	22.5	3	2.2	2.77
Public Parking	58	41.4	44	31.4	24	17.1	14	10.0	0	0.0	1.96

41. To what extent do you agree or disagree with the following statements?

Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
	n	%	n	%	n	%	n	%	N	%	
Preserving the Vineyard's environment and character is a high priority for Martha's Vineyard	2	1.3	2	1.3	13	8.3	45	28.8	94	60.3	4.46
Promoting new development and growth is a high priority for Martha's Vineyard	36	23.5	49	32.0	40	26.1	16	10.5	12	7.8	2.47
The Vineyard's summer population should not increase very much	11	7.1	22	14.3	38	24.7	42	27.3	41	26.6	3.52
The Vineyard's summer population could grow considerably without problems	50	32.3	64	41.3	29	18.7	9	5.8	3	1.9	2.04
The Vineyard's year-round population should not increase very much	15	9.6	43	27.6	44	28.2	33	21.25	21	13.5	3.01
The Vineyard's year-round population could grow considerably without any major problems	42	27.1	48	31.0	28	18.1	33	21.3	4	2.6	2.41
The Vineyard needs more resort, tourist-oriented, active recreational facilities	28	18.2	50	32.5	32	20.8	30	19.5	14	9.1	2.69
Control over the quality and quantity of development should be relaxed	57	37.3	52	34.0	26	17.0	10	6.5	8	5.2	2.08
Controls over the quantity and quality of development should be made stricter	12	7.8	34	22.1	42	27.3	38	24.7	28	18.2	3.23
The island road system should be expanded as a way to handle increased traffic	40	25.6	48	30.8	31	19.9	27	17.3	10	6.4	2.48
The Vineyard should make every effort to attract more visitors	39	24.8	29	18.5	42	26.8	29	18.5	18	11.5	2.73
Even though it might mean not being able to get a ferry reservation when an individual wants it, the summer car capacity should continue to be limited to 1995 levels	28	17.9	42	26.9	27	17.3	37	23.7	22	14.1	2.89

The shortage of moderate and affordable year-round housing has a direct impact on this business' ability to recruit and keep employees	18	11.6	22	14.2	24	15.5	35	22.6	56	36.1	3.57
Sewage and septic capacity is a factor limiting the size or operations of this business	42	27.6	49	32.2	28	18.4	16	10.5	17	11.2	2.45
