

City Docks

Survey Analysis – Summary Report

8/31/20 – 10/31/20

Survey Metrics

- **498 participants** – *the # of people who participated in the survey*
- **1,167 comments** – *the # of comments survey participants wrote in “other” section in regard to the 11 open response questions*
- **195 subscribers** – *the # of survey participants who subscribed*
- **17,325 responses** – *the # of responses survey participants gave in regard to the total number of 24 survey questions*
- **22,741 social impressions** – *the number of times City Docks appeared on display for others*

Survey was open from 8/31/20 - 10/31/20

Facebook Ad Metrics

- **Facebook ad** – 81 “like, love, or wow” emojis; 21 comments*; 29 shares
**comments on ad are incorporated into Q14 in survey*
- **24,680 impressions** – *the # of times City Docks Facebook ad was displayed, regardless if the ad was clicked on or not*
- **12,352 people reached** – *the # of people who see the City Docks Facebook ad*
- **509 link clicks** – *the # of times the City Docks Facebook ad was clicked on to navigate to the project website*

Facebook Ad ran from 8/31/20 – 10/31/20

Survey Analysis

Intro Question: 62% opted to start the survey first; 38% chose to read the project overview first

Q1. In which Alabama County do you reside?

- **93% of survey respondents reside in Alabama**
 - *Of those who specified which county: 89% live in Mobile County; 1% live in Baldwin; less than 5% live in the other (cumulative) counties specified*

Q2A. Do you travel to or through coastal areas of Alabama?

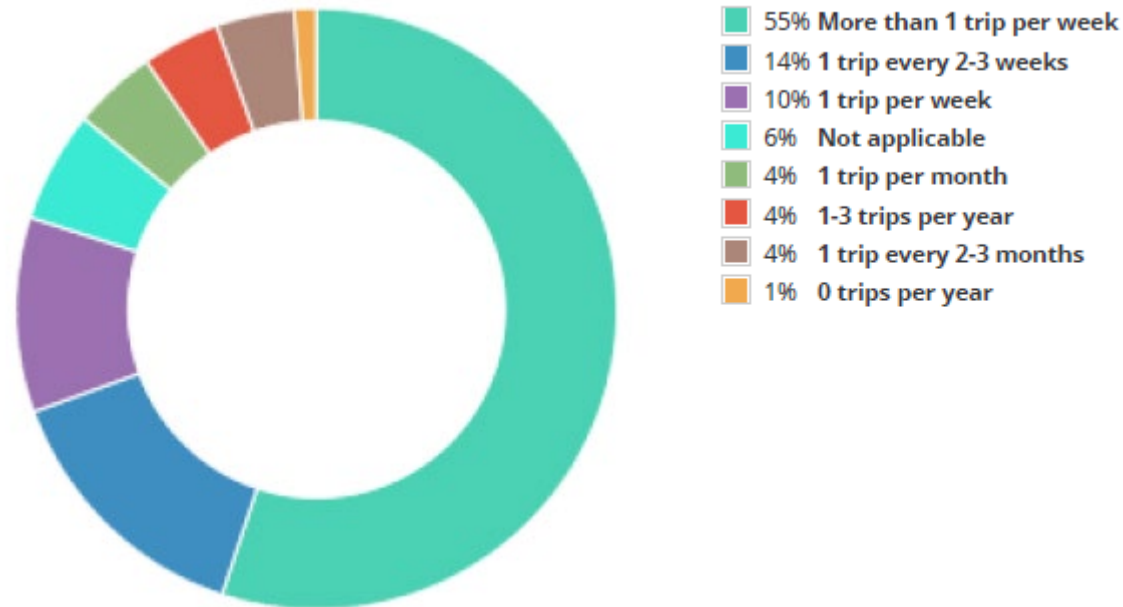
- **99% stated yes, they do travel to or through coastal areas of AL; 1% stated no**

Q2B. If “no”, would you consider traveling to coastal areas of Alabama in the future?

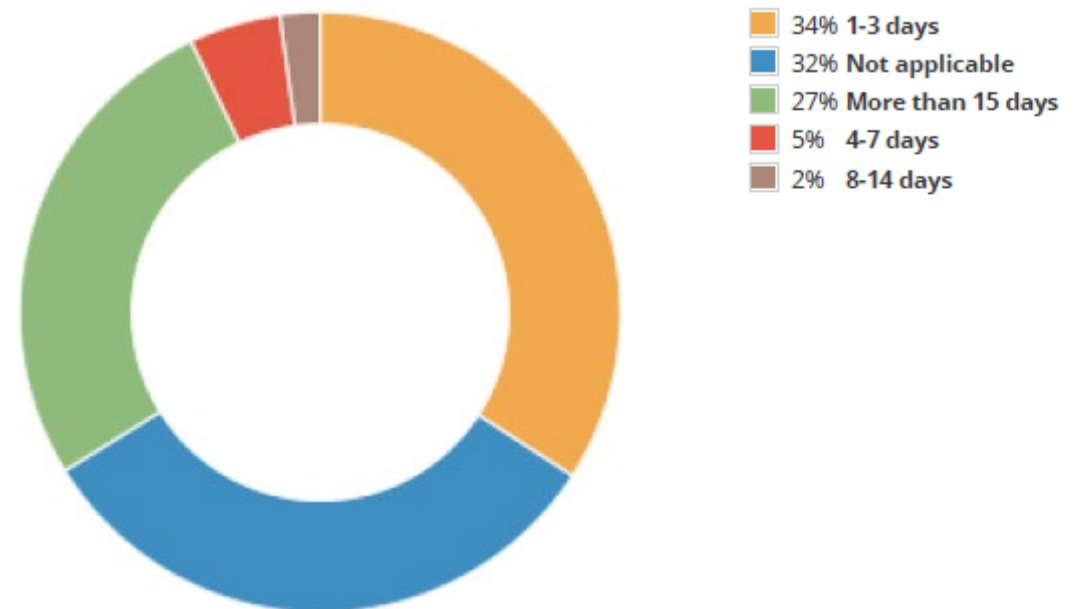
- **96% stated yes, they would consider travel to or through coastal areas of AL; 4% stated others**

Survey Analysis

Q4. In a typical year (January – December), how often do you travel to or through coastal Alabama for the purposes indicated in Q3?

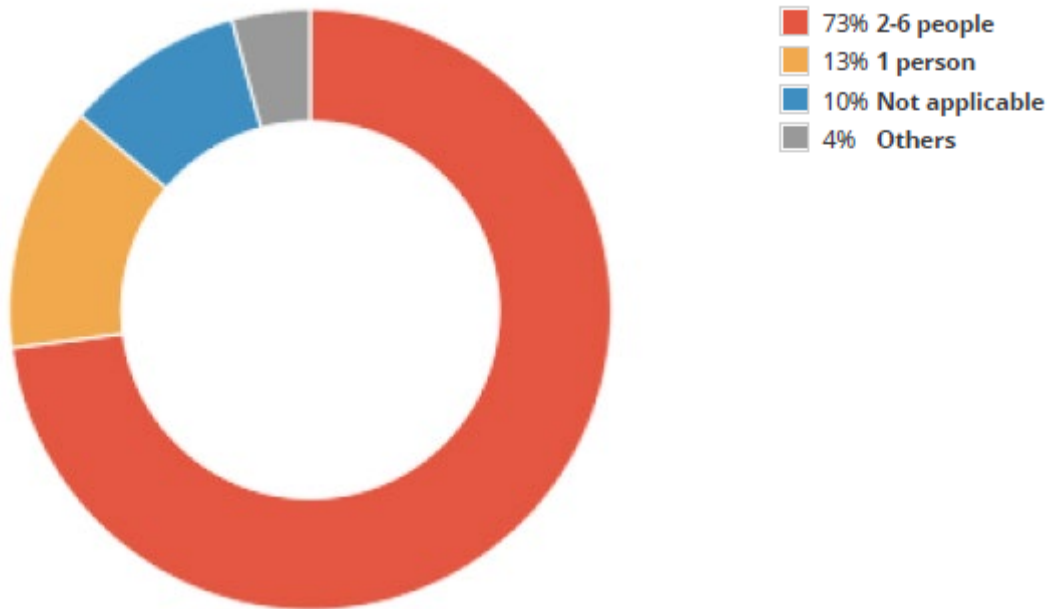


Q5. On average, how long does your typical trip to or through Alabama's coastal region last?

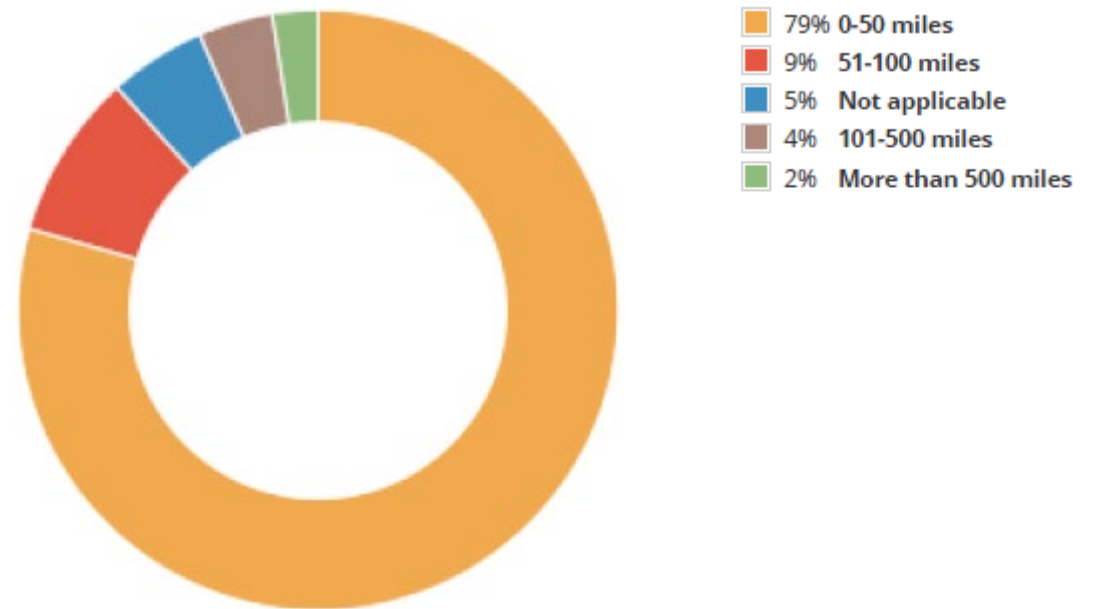


Survey Analysis

Q6. On average, how many people in your household travel with you on your typical trip to or through Alabama's coastal region?

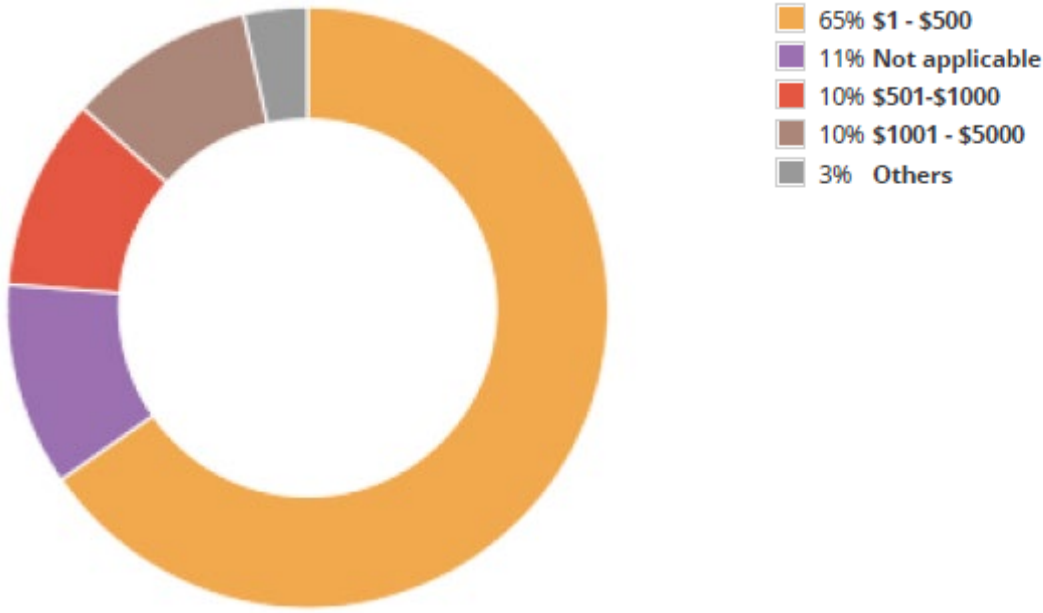


Q7. On average, how far do you travel from your home (one way) for a typical trip to or through Alabama's coastal region?



Survey Analysis

Q8. On average, how much does your household spend on a typical trip to or through Alabama's coastal region?



Survey Analysis

Q9. Please indicate your level of interest in participating in the following activities when traveling to Alabama coastal areas.

	No interest	Slight interest	Moderate interest	Strong interest
Purchasing fresh seafood from a fishing vessel	5% No interest	8% Slight interest	18% Moderate interest	68% Strong interest
Walking on a nature trail	5% No interest	19% Slight interest	32% Moderate interest	44% Strong interest
Canoeing or kayaking	20% No interest	21% Slight interest	22% Moderate interest	37% Strong interest
Taking a fishing trip on a private boat	9% No interest	18% Slight interest	21% Moderate interest	52% Strong interest
Taking a fishing trip on a charter boat	21% No interest	25% Slight interest	26% Moderate interest	28% Strong interest
Attending a coastal farmer's market	3% No interest	13% Slight interest	29% Moderate interest	55% Strong interest
Birdwatching	28% No interest	33% Slight interest	20% Moderate interest	19% Strong interest

Attending a coastal festival	3% No interest	14% Slight interest	25% Moderate interest	58% Strong interest
Beachcombing	8% No interest	18% Slight interest	28% Moderate interest	46% Strong interest
Staying overnight at a camp or lodge	19% No interest	21% Slight interest	26% Moderate interest	34% Strong interest
Shore fishing	12% No interest	17% Slight interest	26% Moderate interest	45% Strong interest
Shopping	9% No interest	17% Slight interest	32% Moderate interest	42% Strong interest
Eating fresh seafood	2% No interest	4% Slight interest	10% Moderate interest	84% Strong interest
Visiting museums and culturally significant sites	6% No interest	21% Slight interest	30% Moderate interest	42% Strong interest
Employment	37% No interest	16% Slight interest	14% Moderate interest	33% Strong interest

Survey Analysis

Q10. Have you ever visited the coastal town of Bayou La Batre, Alabama?

- **97% said yes; 3% said no**

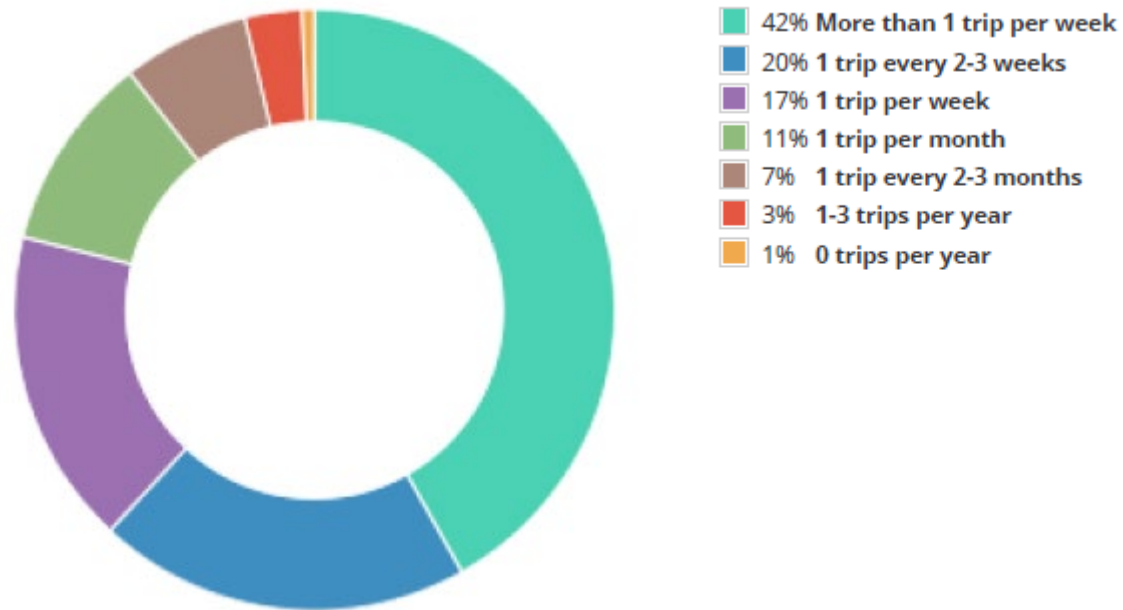
Q11. What have been your top 3 reasons for visiting Bayou La Batre? (Please only select up to 3)

- **67% To purchase seafood**
- **63% For recreation: Fishing**
- **48% To visit family**
- **44% To sightsee**
- **22% For work: Other employment**
- **20% Other (see word cloud to the right)**
- **18% For recreation: Ecotourism**
- **12% For work: Commercial fishing**
- **7% For work: Ship building**



Survey Analysis

Q15. If the improvements you selected above were provided at Bayou La Batre City Docks, how many trips might you make to the site in a typical year (January-December)?



Survey Analysis

Q16. Do you live or work in (or near) the town of Bayou La Batre?

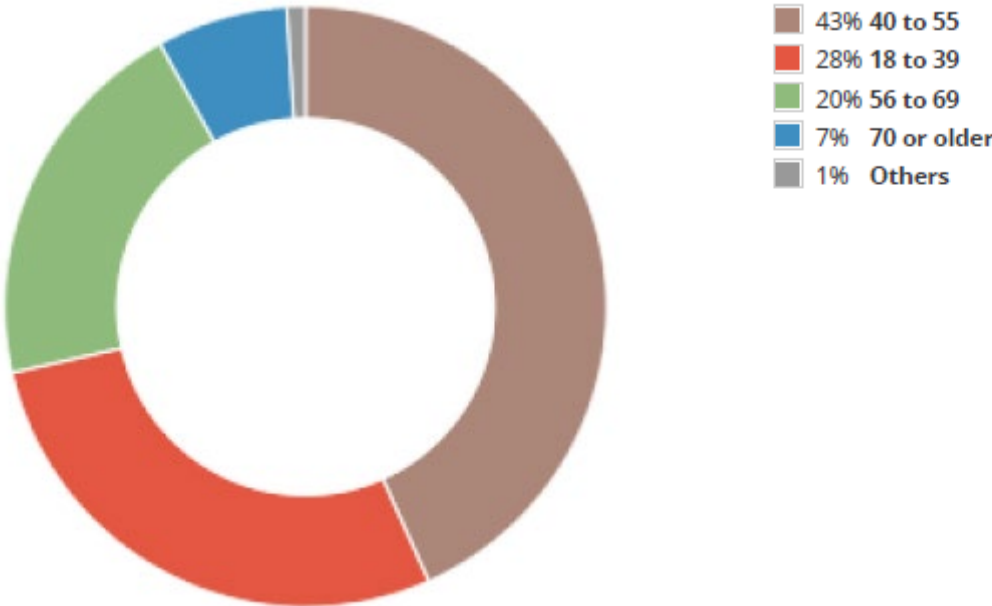
- **78% said yes; 22% said no**

Q17. Where do you typically get your information about Bayou La Batre community affairs and programs?

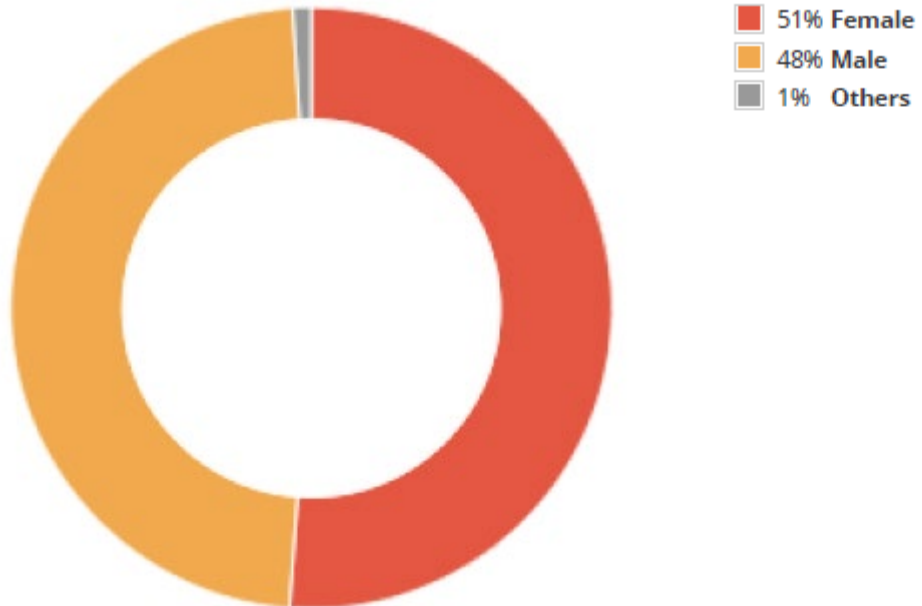
- **75% Social media**
- **56% Local conversations**
- **45% Internet**
- 15% TV
- 14% Newspaper
- 11% Other
- 9% Mail

Survey Analysis

Q19. What is your age?

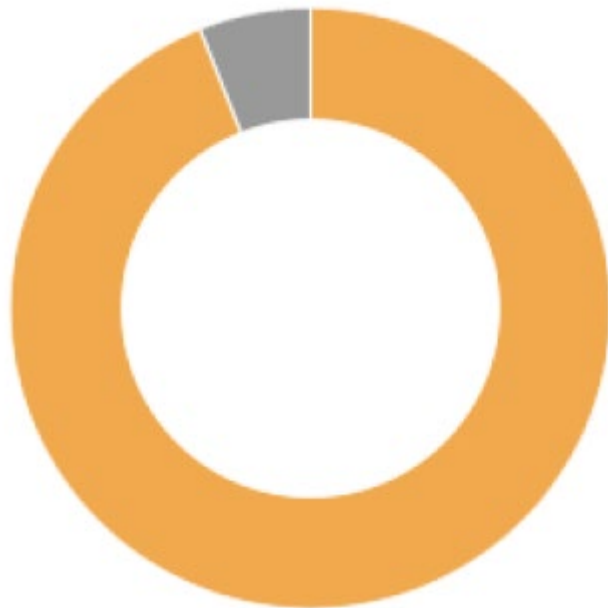


Q20. What is your gender?



Survey Analysis

Q21. What is your race?



94% White
6% Others

Q22. What is your zip code?



Survey Analysis

Q23. *What category best describes your education level?*

