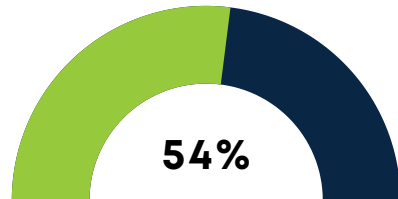
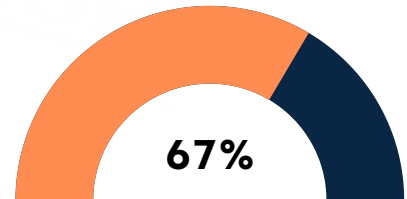


CITY OF SARASOTA - BRAND SURVEY SUMMARY OF RESULTS

TOTAL RESPONSES: 2681



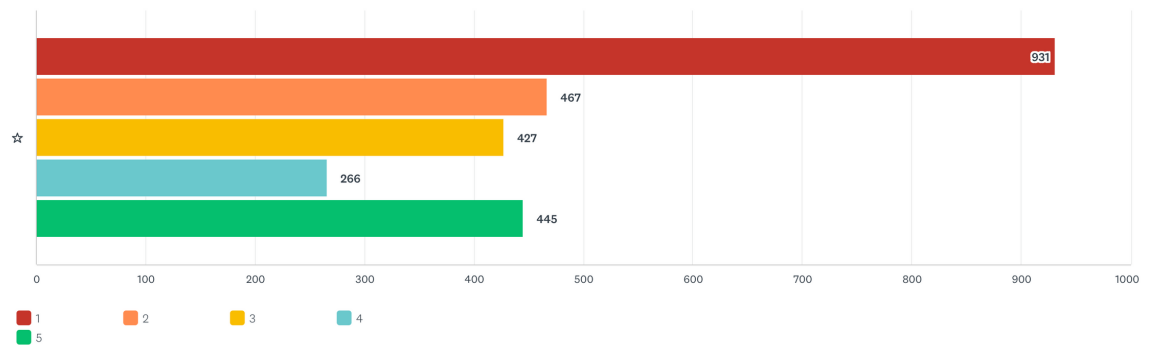
54% of people think the current logo is **unique**.



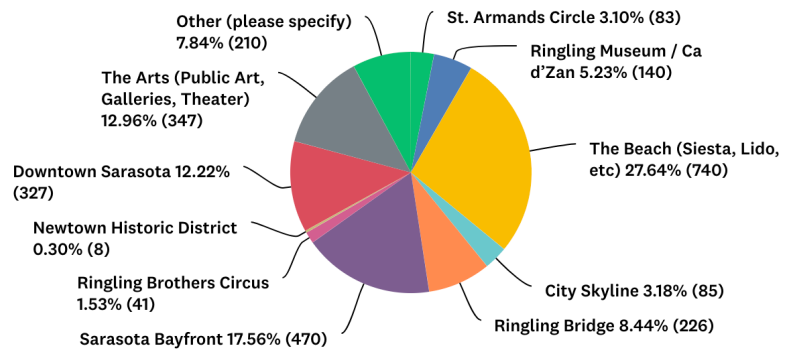
67% of respondents **dislike or are indifferent** to the current logo.

72%

of respondents do not think the logo represents Sarasota or are indifferent.



When people think of Sarasota, the first things that come to mind are the **beaches, the bayfront, the arts, and downtown**.



**WHO TOOK
THE SURVEY?**

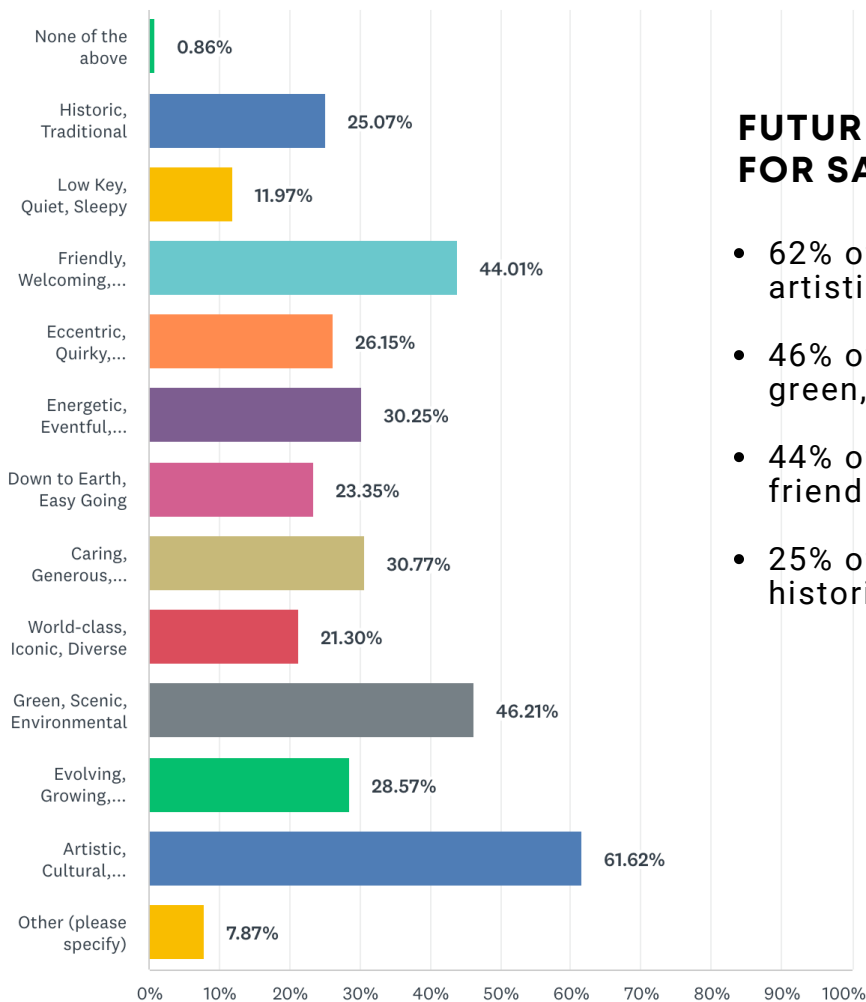
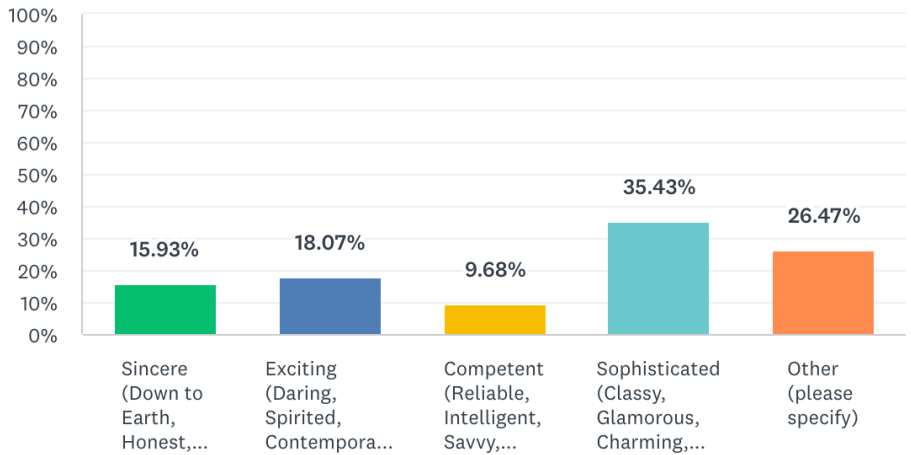
95%
of respondents
live in Sarasota

85%
are full-time
residents

54%
have lived here
at least 11 years

HOW PEOPLE SEE SARASOTA

54% of respondents view Sarasota as sophisticated and exciting.



FUTURE ASPIRATIONS FOR SARASOTA

- 62% of people aspire for Sarasota to be artistic, cultural, and creative
- 46% of people aspire for Sarasota to be green, scenic, and environmental
- 44% of people aspire for Sarasota to be friendly, welcoming, and outgoing
- 25% of people aspire for Sarasota to be historic and traditional

WHAT COMES TO MIND WHEN LOOKING AT THE CURRENT LOGO

John Ringling Gay font St Armands represent Sarasota representing city Weird design Cultural odd Irrelevant Florence guy seems naked man image confusing home love something David statue representative man Perfect don't style Historic Art history Florence Italy Greek statue looks statute Italy make sense history colors S City Sarasota Boring really city anything Old David logo Dated think Ringling copy Ringling Museum Ugly Art Artsy David sculpture Sarasota nothing Sarasota Outdated see statue Michelangelo David statue David strength logo t understand Classic beautiful artistic connection Nothing St Armand culture David Florence museum change represent naked Old fashioned wonder Classy replica doesn't place arts culture related sure figure Traditional ancient Michelangelo Greece iconic tradition good know statue much Old school Class people mean sophisticated

ADDITIONAL DEMOGRAPHICS

