



Bloomington Seeks Opinions from Local Businesses

For Immediate Release

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Bloomington—The City of Bloomington is asking business owners and managers to share their views on City services and the economy in The National Business Survey™. The survey is designed to provide a baseline of the relationship between the City government and local businesses in order to gauge perceptions about the local economy and business climate.

The City of Bloomington contracted with National Research Center, Inc., of Boulder, Colorado, to administer The National Business Survey™, an instrument developed to provide cities with a high quality, cost-effective method to conduct market research.

The survey centers on community issues, City services and amenities in the community. It also focuses on the local business climate, workforce recruitment and retention, and the economy.

A random and scientific sample of 3,380 businesses is receiving invitations to participate in the online survey. Their confidential responses will be weighted and analyzed. The survey is being conducted from April 14 through May 26. The results will be made public in July.

The National Research Center has conducted the National Citizen Survey™ in Bloomington every year since 2012. Its next survey of Bloomington residents is scheduled for May 2015.

About The National Business Survey™

Recent years have found communities increasingly interested in hearing from businesses. The National Business Survey™ is an assessment survey tool developed by the National Research Center to gather opinions of business owners and managers on a range of community issues, services and amenities as well as many business and economic specific questions. Communities using the survey have reported that the tool strengthened communications with community stakeholders and identified clear priorities for use in goal and budget setting.

About National Research Center, Inc.

The National Research Center is a leader in the field of public sector research and evaluation, with clients from across the country and around the globe. The firm is comprised of an experienced team of social scientists who support cities, counties, foundations and nonprofit organizations in using research to help communities thrive. The National Research Center pioneered the development of The National Citizen Survey™, and continues to offer a suite of products designed to enhance the public voice and aid local decision-making.

For more information about The National Business Survey™ of Bloomington businesses, contact Community Services Director Diann Kirby at 952-563-8717 or dkirby@BloomingtonMN.gov

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