THE NBS™

The National Business Survey™

Bloomington, MN

Technical Appendices
2020

NRC
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Contents

Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a "don't know" response option, two tables for that question are provided: the first that excludes the "don't know" responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Bloomington:	Excellent		Good		Fair		Poor		Total	
Bloomington as a place to work	36%	N=70	50%	N=96	11%	N=21	3%	N=6	100%	N=193
Bloomington as a place to visit	31%	N=60	48%	N=92	17%	N=33	3%	N=6	100%	N=191
Bloomington as a place to do business	30%	N=58	48%	N=92	13%	N=25	9%	N=18	100%	N=193
The overall quality of life in Bloomington	34%	N=61	49%	N=88	16%	N=28	2%	N=3	100%	N=180
Bloomington as a place for children and families	35%	N=55	41%	N=64	18%	N=29	6%	N=9	100%	N=157
Bloomington as a place for older adults	32%	N=50	47%	N=73	17%	N=26	4%	N=7	100%	N=156
Bloomington as a place for young adults	24%	N=36	35%	N=52	32%	N=48	9%	N=13	100%	N=149
Overall image or reputation of Bloomington	25%	N=49	50%	N=97	19%	N=36	6%	N=12	100%	N=194

Table 2: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Bloomington:	Excellent		Good		Fair		Poor		Don't know		Total	
Bloomington as a place to work	36%	N=70	49%	N=96	11%	N=21	3%	N=6	1%	N=2	100%	N=195
Bloomington as a place to visit	31%	N=60	47%	N=92	17%	N=33	3%	N=6	2%	N=3	100%	N=194
Bloomington as a place to do business	30%	N=58	47%	N=92	13%	N=25	9%	N=18	1%	N=1	100%	N=194
The overall quality of life in Bloomington	31%	N=61	45%	N=88	14%	N=28	2%	N=3	8%	N=15	100%	N=195
Bloomington as a place for children and families	28%	N=55	33%	N=64	15%	N=29	5%	N=9	19%	N=38	100%	N=195
Bloomington as a place for older adults	26%	N=50	37%	N=73	13%	N=26	4%	N=7	20%	N=39	100%	N=195
Bloomington as a place for young adults	19%	N=36	27%	N=52	25%	N=48	7%	N=13	23%	N=44	100%	N=193
Overall image or reputation of Bloomington	25%	N=49	50%	N=97	18%	N=36	6%	N=12	1%	N=1	100%	N=195

Table 3: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Total	
Overall economic health of Bloomington	14%	N=25	51%	N=88	26%	N=45	9%	N=15	100%	N=173
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington	13%	N=23	53%	N=92	29%	N=50	5%	N=8	100%	N=173
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	17%	N=32	54%	N=100	25%	N=46	4%	N=7	100%	N=185
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas)	29%	N=52	56%	N=100	12%	N=21	2%	N=4	100%	N=177
Overall feeling of safety in Bloomington	20%	N=39	46%	N=88	24%	N=47	9%	N=18	100%	N=192
Overall quality of natural environment in Bloomington	29%	N=53	55%	N=100	13%	N=24	2%	N=4	100%	N=181
Overall quality of parks and recreation opportunities	33%	N=58	54%	N=94	11%	N=20	2%	N=3	100%	N=175
Overall health and wellness opportunities in Bloomington	20%	N=33	60%	N=97	17%	N=27	2%	N=4	100%	N=161
Overall opportunities for education, culture and the arts	22%	N=34	55%	N=86	19%	N=29	4%	N=7	100%	N=156
Residents' connection and engagement with their community	16%	N=23	42%	N=62	35%	N=51	7%	N=10	100%	N=146

Table 4: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Bloomington	13%	N=25	46%	N=88	24%	N=45	8%	N=15	9%	N=17	100%	N=190
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington	12%	N=23	48%	N=92	26%	N=50	4%	N=8	10%	N=19	100%	N=192
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	17%	N=32	52%	N=100	24%	N=46	4%	N=7	4%	N=7	100%	N=192
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas)	27%	N=52	52%	N=100	11%	N=21	2%	N=4	8%	N=15	100%	N=192
Overall feeling of safety in Bloomington	20%	N=39	46%	N=88	24%	N=47	9%	N=18	1%	N=1	100%	N=193
Overall quality of natural environment in Bloomington	28%	N=53	52%	N=100	13%	N=24	2%	N=4	5%	N=10	100%	N=191
Overall quality of parks and recreation opportunities	30%	N=58	49%	N=94	10%	N=20	2%	N=3	9%	N=17	100%	N=192
Overall health and wellness opportunities in Bloomington	17%	N=33	50%	N=97	14%	N=27	2%	N=4	17%	N=32	100%	N=193

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall opportunities for education, culture and the arts	18%	N=34	45%	N=86	15%	N=29	4%	N=7	19%	N=36	100%	N=192
Residents' connection and engagement with their community	12%	N=23	32%	N=62	27%	N=51	5%	N=10	24%	N=46	100%	N=192

Table 5: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Bloomington to someone who asks	37%	N=68	45%	N=81	11%	N=20	7%	N=13	100%	N=182
Recommend working in Bloomington to someone who asks	44%	N=84	43%	N=82	8%	N=15	4%	N=8	100%	N=189
Recommend operating a business in Bloomington to someone who asks	37%	N=69	39%	N=74	10%	N=18	14%	N=27	100%	N=188
Keep your business in Bloomington for the next five years	58%	N=108	24%	N=44	8%	N=14	11%	N=20	100%	N=186

Table 6: Question 3 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Bloomington to someone who asks	35%	N=68	42%	N=81	10%	N=20	7%	N=13	5%	N=10	100%	N=192
Recommend working in Bloomington to someone who asks	44%	N=84	43%	N=82	8%	N=15	4%	N=8	1%	N=1	100%	N=190
Recommend operating a business in Bloomington to someone who asks	36%	N=69	38%	N=74	9%	N=18	14%	N=27	3%	N=5	100%	N=193
Keep your business in Bloomington for the next five years	56%	N=108	23%	N=44	7%	N=14	10%	N=20	4%	N=7	100%	N=193

Table 7: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In Bloomington's commercial areas during the day	55%	N=102	33%	N=61	5%	N=10	5%	N=10	2%	N=3	100%	N=186
In Bloomington's commercial areas after dark	15%	N=27	38%	N=67	23%	N=41	15%	N=27	8%	N=15	100%	N=177

Table 8: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In Bloomington's commercial areas during the day	54%	N=102	32%	N=61	5%	N=10	5%	N=10	2%	N=3	2%	N=3	100%	N=189
In Bloomington's commercial areas after dark	14%	N=27	35%	N=67	22%	N=41	14%	N=27	8%	N=15	6%	N=12	100%	N=189

Table 9: Question 5 without "don't know" responses

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Total	
Cleanliness of Bloomington	30%	N=58	56%	N=108	13%	N=25	1%	N=2	100%	N=193
Overall appearance of Bloomington	26%	N=50	59%	N=113	15%	N=28	1%	N=2	100%	N=193
Vibrancy of downtown/commercial area	12%	N=22	53%	N=100	30%	N=57	5%	N=10	100%	N=189
Overall quality of commercial development in Bloomington	16%	N=30	50%	N=91	30%	N=54	4%	N=8	100%	N=183
Overall opportunity for business growth and expansion	20%	N=35	38%	N=67	31%	N=54	12%	N=21	100%	N=177
Opportunities for tourism	24%	N=40	39%	N=64	28%	N=46	9%	N=14	100%	N=164
Public places where people want to spend time	17%	N=30	48%	N=83	29%	N=50	5%	N=9	100%	N=172
Historical preservation in Bloomington	19%	N=21	42%	N=48	33%	N=37	6%	N=7	100%	N=113
Hotel and lodging options	51%	N=93	38%	N=70	9%	N=16	2%	N=4	100%	N=183
Opportunities to attend cultural/arts/music activities	22%	N=33	45%	N=68	26%	N=40	7%	N=11	100%	N=152
Quality of internet connection	24%	N=43	50%	N=89	20%	N=36	6%	N=11	100%	N=179
Coverage of internet connection	25%	N=43	49%	N=85	20%	N=34	6%	N=11	100%	N=173
Quality of shopping opportunities	39%	N=75	45%	N=86	13%	N=25	3%	N=6	100%	N=192
Variety of shopping opportunities	35%	N=66	46%	N=88	17%	N=33	2%	N=4	100%	N=191
Quality of restaurants and places to eat	21%	N=40	50%	N=94	24%	N=45	5%	N=9	100%	N=188
Variety of restaurants and places to eat	23%	N=44	45%	N=84	24%	N=45	8%	N=15	100%	N=188
Quality of service establishments (e.g., salons, dry cleaners, etc.)	24%	N=40	58%	N=98	17%	N=29	2%	N=3	100%	N=170
Variety of service establishments (e.g., salons, dry cleaners, etc.)	25%	N=43	46%	N=78	26%	N=44	3%	N=5	100%	N=170

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Total	
Quality of employment opportunities	22%	N=34	53%	N=82	22%	N=34	3%	N=5	100%	N=155
Variety of employment opportunities	19%	N=30	54%	N=84	23%	N=36	3%	N=5	100%	N=155
Availability of jobs that pay a livable wage	17%	N=23	45%	N=63	34%	N=47	4%	N=6	100%	N=139

Table 10: Question 5 with "don't know" responses

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Cleanliness of Bloomington	30%	N=58	56%	N=108	13%	N=25	1%	N=2	0%	N=0	100%	N=193
Overall appearance of Bloomington	26%	N=50	59%	N=113	15%	N=28	1%	N=2	0%	N=0	100%	N=193
Vibrancy of downtown/commercial area	11%	N=22	52%	N=100	30%	N=57	5%	N=10	2%	N=3	100%	N=192
Overall quality of commercial development in Bloomington	16%	N=30	47%	N=91	28%	N=54	4%	N=8	5%	N=10	100%	N=193
Overall opportunity for business growth and expansion	18%	N=35	35%	N=67	28%	N=54	11%	N=21	8%	N=16	100%	N=193
Opportunities for tourism	21%	N=40	33%	N=64	24%	N=46	7%	N=14	15%	N=28	100%	N=192
Public places where people want to spend time	16%	N=30	43%	N=83	26%	N=50	5%	N=9	10%	N=20	100%	N=192
Historical preservation in Bloomington	11%	N=21	25%	N=48	19%	N=37	4%	N=7	41%	N=80	100%	N=193
Hotel and lodging options	49%	N=93	37%	N=70	8%	N=16	2%	N=4	4%	N=8	100%	N=191
Opportunities to attend cultural/arts/music activities	17%	N=33	35%	N=68	21%	N=40	6%	N=11	21%	N=40	100%	N=192
Quality of internet connection	23%	N=43	47%	N=89	19%	N=36	6%	N=11	6%	N=11	100%	N=190
Coverage of internet connection	23%	N=43	45%	N=85	18%	N=34	6%	N=11	9%	N=18	100%	N=191
Quality of shopping opportunities	39%	N=75	45%	N=86	13%	N=25	3%	N=6	0%	N=0	100%	N=192
Variety of shopping opportunities	34%	N=66	46%	N=88	17%	N=33	2%	N=4	1%	N=1	100%	N=192
Quality of restaurants and places to eat	21%	N=40	49%	N=94	24%	N=45	5%	N=9	2%	N=3	100%	N=191
Variety of restaurants and places to eat	23%	N=44	44%	N=84	24%	N=45	8%	N=15	2%	N=3	100%	N=191
Quality of service establishments (e.g., salons, dry cleaners, etc.)	21%	N=40	51%	N=98	15%	N=29	2%	N=3	11%	N=21	100%	N=191
Variety of service establishments (e.g., salons, dry cleaners, etc.)	22%	N=43	41%	N=78	23%	N=44	3%	N=5	11%	N=22	100%	N=192
Quality of employment opportunities	18%	N=34	43%	N=82	18%	N=34	3%	N=5	19%	N=37	100%	N=192

Please rate each of the following characteristics as they relate to Bloomington as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Variety of employment opportunities	16%	N=30	44%	N=84	19%	N=36	3%	N=5	19%	N=37	100%	N=192
Availability of jobs that pay a livable wage	12%	N=23	33%	N=63	24%	N=47	3%	N=6	28%	N=53	100%	N=192

Table 11: Question 6

How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?	Percent	Number
Major problem	10%	N=19
Moderate problem	12%	N=23
Minor problem	33%	N=62
Not at all a problem	45%	N=86
Total	100%	N=190

Table 12: Question 7 without "don't know" responses

Thinking about Bloomington's workforce, please rate each of the following characteristics as they relate to Bloomington:	Excellent		Good		Fair		Poor		Total	
Variety of housing options for people who work in Bloomington	17%	N=26	58%	N=88	22%	N=33	3%	N=4	100%	N=151
Affordability of housing for people who work in Bloomington	14%	N=18	45%	N=57	35%	N=44	6%	N=8	100%	N=127
Cost of living in Bloomington	10%	N=15	47%	N=74	33%	N=51	10%	N=16	100%	N=156
Quality of childcare	16%	N=9	51%	N=28	29%	N=16	4%	N=2	100%	N=55
Affordability of childcare	11%	N=6	41%	N=23	34%	N=19	14%	N=8	100%	N=56
Variety of transportation options for people who work in Bloomington	13%	N=20	47%	N=71	28%	N=43	11%	N=17	100%	N=151
Ease of parking at workplaces	34%	N=60	55%	N=98	11%	N=19	1%	N=2	100%	N=179

Table 13: Question 7 with "don't know" responses

Thinking about Bloomington's workforce, please rate each of the following characteristics as they relate to Bloomington:	Excellent		Good		Fair		Poor		Don't know		Total	
Variety of housing options for people who work in Bloomington	14%	N=26	46%	N=88	17%	N=33	2%	N=4	21%	N=41	100%	N=192
Affordability of housing for people who work in Bloomington	10%	N=18	30%	N=57	23%	N=44	4%	N=8	32%	N=61	100%	N=188
Cost of living in Bloomington	8%	N=15	39%	N=74	27%	N=51	8%	N=16	19%	N=36	100%	N=192
Quality of childcare	5%	N=9	15%	N=28	8%	N=16	1%	N=2	71%	N=134	100%	N=189
Affordability of childcare	3%	N=6	12%	N=23	10%	N=19	4%	N=8	71%	N=136	100%	N=192
Variety of transportation options for people who work in Bloomington	10%	N=20	37%	N=71	23%	N=43	9%	N=17	21%	N=40	100%	N=191
Ease of parking at workplaces	31%	N=60	51%	N=98	10%	N=19	1%	N=2	7%	N=13	100%	N=192

Table 14: Question 8 without "don't know" responses

Please rate each of the following characteristics as they relate to Bloomington as a place to develop job and workforce skills:	Excellent		Good		Fair		Poor		Total	
The quality of the public school system at producing graduates who are career-ready	14%	N=16	48%	N=53	23%	N=26	14%	N=16	100%	N=111
The quality of the public school system at producing graduates who are college-ready	22%	N=24	44%	N=48	25%	N=27	10%	N=11	100%	N=110
Access to institutions of higher education (colleges, universities)	29%	N=40	48%	N=67	20%	N=28	4%	N=5	100%	N=140
Access to trade schools	21%	N=25	43%	N=52	23%	N=28	13%	N=15	100%	N=120
Variety of education/training opportunities to build work skills	16%	N=19	38%	N=45	36%	N=42	10%	N=12	100%	N=118
Affordability of education/training opportunities to build work skills	16%	N=16	32%	N=33	38%	N=39	14%	N=14	100%	N=102
Overall quality of education/training opportunities in your community	17%	N=21	42%	N=51	34%	N=41	7%	N=8	100%	N=121

Table 15: Question 8 with "don't know" responses

Please rate each of the following characteristics as they relate to Bloomington as a place to develop job and workforce skills:	Excellent		Good		Fair		Poor		Don't know		Total	
The quality of the public school system at producing graduates who are career-ready	8%	N=16	28%	N=53	14%	N=26	8%	N=16	41%	N=78	100%	N=189
The quality of the public school system at producing graduates who are college-ready	13%	N=24	25%	N=48	14%	N=27	6%	N=11	42%	N=80	100%	N=190
Access to institutions of higher education (colleges, universities)	21%	N=40	35%	N=67	15%	N=28	3%	N=5	26%	N=50	100%	N=190

Please rate each of the following characteristics as they relate to Bloomington as a place to develop job and workforce skills:	Excellent		Good		Fair		Poor		Don't know		Total	
Access to trade schools	13%	N=25	28%	N=52	15%	N=28	8%	N=15	37%	N=69	100%	N=189
Variety of education/training opportunities to build work skills	10%	N=19	24%	N=45	22%	N=42	6%	N=12	38%	N=72	100%	N=190
Affordability of education/training opportunities to build work skills	9%	N=16	18%	N=33	21%	N=39	7%	N=14	46%	N=86	100%	N=188
Overall quality of education/training opportunities in your community	11%	N=21	27%	N=51	22%	N=41	4%	N=8	36%	N=68	100%	N=189

Table 16: Question 9 without "don't know" responses

Please rate the quality of each of the following services provided by the City of Bloomington.	Excellent		Good		Fair		Poor		Total	
Police services	52%	N=97	39%	N=73	6%	N=12	2%	N=3	100%	N=185
Fire services	57%	N=102	42%	N=76	1%	N=1	0%	N=0	100%	N=179
Crime prevention	26%	N=46	49%	N=86	20%	N=35	4%	N=7	100%	N=174
Traffic enforcement	28%	N=48	49%	N=85	19%	N=33	5%	N=8	100%	N=174
Street repair	15%	N=29	52%	N=97	27%	N=51	6%	N=11	100%	N=188
Street cleaning	30%	N=55	49%	N=91	18%	N=33	3%	N=6	100%	N=185
Street lighting	25%	N=47	56%	N=104	16%	N=30	3%	N=5	100%	N=186
Snow removal	42%	N=79	41%	N=76	14%	N=27	3%	N=5	100%	N=187
Sidewalk maintenance	26%	N=44	50%	N=86	19%	N=33	5%	N=9	100%	N=172
Bus or transit services	18%	N=24	50%	N=68	25%	N=34	8%	N=11	100%	N=137
Traffic flow on major streets	15%	N=29	52%	N=99	24%	N=46	8%	N=16	100%	N=190
Amount of public parking in commercial areas	31%	N=57	57%	N=106	11%	N=21	1%	N=1	100%	N=185
Ease of travel by car in Bloomington	32%	N=62	55%	N=105	12%	N=22	1%	N=2	100%	N=191
Ease of travel by bicycle in Bloomington	16%	N=18	51%	N=56	25%	N=28	7%	N=8	100%	N=110
Ease of walking in Bloomington (path/sidewalk connectivity, etc.)	19%	N=31	53%	N=84	27%	N=43	1%	N=1	100%	N=159
Traffic management during construction	12%	N=21	51%	N=92	28%	N=51	10%	N=18	100%	N=182
Garbage collection	29%	N=42	53%	N=77	8%	N=12	10%	N=15	100%	N=146
Recycling	27%	N=40	53%	N=77	12%	N=18	8%	N=11	100%	N=146

Please rate the quality of each of the following services provided by the City of Bloomington.	Excellent		Good		Fair		Poor		Total	
Storm drainage	24%	N=38	58%	N=91	13%	N=21	5%	N=8	100%	N=158
Power (electric and/or gas) utility	30%	N=53	55%	N=96	11%	N=20	3%	N=5	100%	N=174
Utility billing	28%	N=44	51%	N=79	14%	N=21	7%	N=11	100%	N=155
Land use, planning, and zoning	19%	N=26	46%	N=65	25%	N=35	10%	N=14	100%	N=140
Building permits and inspections	21%	N=27	42%	N=53	27%	N=34	10%	N=13	100%	N=127
Code enforcement (weeds, signs, etc.)	14%	N=19	47%	N=64	26%	N=35	13%	N=17	100%	N=135
Economic development	19%	N=28	44%	N=66	27%	N=40	10%	N=15	100%	N=149
Public information services	25%	N=37	49%	N=73	19%	N=29	7%	N=10	100%	N=149
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	28%	N=34	50%	N=61	16%	N=20	6%	N=7	100%	N=122
City-sponsored special events	20%	N=26	53%	N=68	20%	N=26	7%	N=9	100%	N=129
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	37%	N=65	45%	N=78	16%	N=28	2%	N=4	100%	N=175

Table 17: Question 9 with "don't know" responses

Please rate the quality of each of the following services provided by the City of Bloomington.	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	51%	N=97	38%	N=73	6%	N=12	2%	N=3	3%	N=6	100%	N=191
Fire services	53%	N=102	40%	N=76	1%	N=1	0%	N=0	6%	N=12	100%	N=191
Crime prevention	24%	N=46	45%	N=86	18%	N=35	4%	N=7	9%	N=17	100%	N=191
Traffic enforcement	25%	N=48	45%	N=85	17%	N=33	4%	N=8	9%	N=17	100%	N=191
Street repair	15%	N=29	51%	N=97	27%	N=51	6%	N=11	2%	N=3	100%	N=191
Street cleaning	29%	N=55	48%	N=91	17%	N=33	3%	N=6	3%	N=5	100%	N=190
Street lighting	25%	N=47	54%	N=104	16%	N=30	3%	N=5	3%	N=5	100%	N=191
Snow removal	41%	N=79	40%	N=76	14%	N=27	3%	N=5	2%	N=4	100%	N=191
Sidewalk maintenance	23%	N=44	45%	N=86	17%	N=33	5%	N=9	9%	N=18	100%	N=190
Bus or transit services	13%	N=24	36%	N=68	18%	N=34	6%	N=11	28%	N=53	100%	N=190

Please rate the quality of each of the following services provided by the City of Bloomington.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	15%	N=29	52%	N=99	24%	N=46	8%	N=16	1%	N=1	100%	N=191
Amount of public parking in commercial areas	30%	N=57	55%	N=106	11%	N=21	1%	N=1	3%	N=6	100%	N=191
Ease of travel by car in Bloomington	32%	N=62	55%	N=105	12%	N=22	1%	N=2	0%	N=0	100%	N=191
Ease of travel by bicycle in Bloomington	9%	N=18	29%	N=56	15%	N=28	4%	N=8	42%	N=80	100%	N=190
Ease of walking in Bloomington (path/sidewalk connectivity, etc.)	16%	N=31	44%	N=84	23%	N=43	1%	N=1	17%	N=32	100%	N=191
Traffic management during construction	11%	N=21	48%	N=92	27%	N=51	9%	N=18	5%	N=9	100%	N=191
Garbage collection	22%	N=42	40%	N=77	6%	N=12	8%	N=15	24%	N=45	100%	N=191
Recycling	21%	N=40	41%	N=77	9%	N=18	6%	N=11	23%	N=44	100%	N=190
Storm drainage	20%	N=38	48%	N=91	11%	N=21	4%	N=8	17%	N=32	100%	N=190
Power (electric and/or gas) utility	28%	N=53	50%	N=96	10%	N=20	3%	N=5	9%	N=17	100%	N=191
Utility billing	23%	N=44	41%	N=79	11%	N=21	6%	N=11	19%	N=36	100%	N=191
Land use, planning, and zoning	14%	N=26	34%	N=65	18%	N=35	7%	N=14	27%	N=51	100%	N=191
Building permits and inspections	14%	N=27	28%	N=53	18%	N=34	7%	N=13	33%	N=63	100%	N=190
Code enforcement (weeds, signs, etc.)	10%	N=19	34%	N=64	18%	N=35	9%	N=17	29%	N=56	100%	N=191
Economic development	15%	N=28	35%	N=66	21%	N=40	8%	N=15	22%	N=42	100%	N=191
Public information services	20%	N=37	39%	N=73	16%	N=29	5%	N=10	20%	N=37	100%	N=186
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=34	32%	N=61	10%	N=20	4%	N=7	36%	N=69	100%	N=191
City-sponsored special events	14%	N=26	36%	N=68	14%	N=26	5%	N=9	31%	N=58	100%	N=187
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	34%	N=65	41%	N=78	15%	N=28	2%	N=4	8%	N=16	100%	N=191

Table 18: Question 10 without "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Bloomington	30%	N=55	48%	N=87	16%	N=30	5%	N=10	100%	N=182
The Federal Government	9%	N=15	43%	N=73	38%	N=65	9%	N=16	100%	N=169

Table 19: Question 10 with "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Bloomington	29%	N=55	46%	N=87	16%	N=30	5%	N=10	4%	N=7	100%	N=189
The Federal Government	8%	N=15	39%	N=73	34%	N=65	8%	N=16	11%	N=20	100%	N=189

Table 20: Question 11 without "don't know" responses

Please rate the following categories of Bloomington government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Bloomington	19%	N=31	40%	N=64	28%	N=45	13%	N=21	100%	N=161
The overall direction that Bloomington is taking	16%	N=27	40%	N=67	24%	N=41	20%	N=34	100%	N=169
Overall confidence in Bloomington government	18%	N=31	38%	N=65	23%	N=39	20%	N=34	100%	N=169
Generally acting in the best interest of the community	18%	N=31	43%	N=73	17%	N=29	21%	N=35	100%	N=168
Being honest	24%	N=37	41%	N=64	19%	N=30	17%	N=26	100%	N=157

Table 21: Question 11 with "don't know" responses

Please rate the following categories of Bloomington government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Bloomington	16%	N=31	34%	N=64	24%	N=45	11%	N=21	15%	N=29	100%	N=190
The overall direction that Bloomington is taking	14%	N=27	36%	N=67	22%	N=41	18%	N=34	10%	N=19	100%	N=188
Overall confidence in Bloomington government	17%	N=31	35%	N=65	21%	N=39	18%	N=34	9%	N=17	100%	N=186
Generally acting in the best interest of the community	16%	N=31	39%	N=73	15%	N=29	19%	N=35	11%	N=20	100%	N=188
Being honest	19%	N=37	34%	N=64	16%	N=30	14%	N=26	17%	N=33	100%	N=190

Table 22: Question 12 without "don't know" responses

Please rate the job the Bloomington government does:	Excellent		Good		Fair		Poor		Total	
Informing businesses of community issues and values	17%	N=29	40%	N=69	24%	N=41	19%	N=32	100%	N=171
Communicating during City construction (e.g., streets, utilities, etc.)	18%	N=32	40%	N=69	28%	N=49	13%	N=23	100%	N=173
Welcoming business involvement	14%	N=22	43%	N=65	22%	N=33	21%	N=32	100%	N=152
Retaining existing businesses	11%	N=16	36%	N=53	33%	N=48	20%	N=29	100%	N=146
Attracting new businesses	11%	N=14	35%	N=44	31%	N=39	22%	N=27	100%	N=124
Supporting or creating new jobs	12%	N=14	34%	N=41	34%	N=40	20%	N=24	100%	N=119

Table 23: Question 12 with "don't know" responses

Please rate the job the Bloomington government does:	Excellent		Good		Fair		Poor		Don't know		Total	
Informing businesses of community issues and values	15%	N=29	37%	N=69	22%	N=41	17%	N=32	10%	N=18	100%	N=189
Communicating during City construction (e.g., streets, utilities, etc.)	17%	N=32	37%	N=69	26%	N=49	12%	N=23	8%	N=15	100%	N=188
Welcoming business involvement	12%	N=22	34%	N=65	17%	N=33	17%	N=32	20%	N=37	100%	N=189
Retaining existing businesses	9%	N=16	28%	N=53	26%	N=48	15%	N=29	22%	N=42	100%	N=188
Attracting new businesses	7%	N=14	23%	N=44	21%	N=39	14%	N=27	34%	N=64	100%	N=188
Supporting or creating new jobs	7%	N=14	22%	N=41	21%	N=40	13%	N=24	37%	N=70	100%	N=189

Table 24: Question 13 without "don't know" responses

Please rate the amount of growth in your company:	Large increase		Small increase		No change		Small decrease		Large decrease		Total	
Over the PAST five years	17%	N=32	41%	N=75	24%	N=44	11%	N=21	6%	N=11	100%	N=183
Expected in the NEXT five years	16%	N=28	49%	N=83	24%	N=40	6%	N=10	5%	N=9	100%	N=170

Table 25: Question 13 with "don't know" responses

Please rate the amount of growth in your company:	Large increase		Small increase		No change		Small decrease		Large decrease		Don't know		Total	
Over the PAST five years	17%	N=32	40%	N=75	23%	N=44	11%	N=21	6%	N=11	3%	N=5	100%	N=188
Expected in the NEXT five years	15%	N=28	44%	N=83	21%	N=40	5%	N=10	5%	N=9	10%	N=19	100%	N=189

Table 26: Question 14

What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	7%	N=13
Somewhat positive	22%	N=41
Neutral	25%	N=47
Somewhat negative	30%	N=57
Very negative	16%	N=31
Total	100%	N=189

Table 27: Question 15s

Is your business planning to hire in the next 6 to 12 months?	Percent	Number
No	45%	N=84
Yes	36%	N=67
Not sure	20%	N=37
Total	100%	N=188

Table 28: Question 16

If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please select all that apply.)	Percent	Number
Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)	25%	N=25
Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck drivers, typists)	37%	N=38
Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)	44%	N=45
Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants)	24%	N=24

Total may exceed 100% as respondents could select more than one option.

Table 29: Question 17 without "don't know" responses

Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:	Fully		Mostly		Somewhat		Slightly		Not at all		Total	
The educational qualifications	38%	N=68	43%	N=76	11%	N=20	5%	N=9	2%	N=4	100%	N=177
The skills needed	41%	N=73	41%	N=73	13%	N=23	3%	N=6	2%	N=3	100%	N=178

Table 30: Question 17 with "don't know" responses

Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:	Fully		Mostly		Somewhat		Slightly		Not at all		Don't know		Total	
The educational qualifications	37%	N=68	41%	N=76	11%	N=20	5%	N=9	2%	N=4	4%	N=8	100%	N=185
The skills needed	39%	N=73	39%	N=73	12%	N=23	3%	N=6	2%	N=3	4%	N=8	100%	N=186

Table 31: Question 18 without "don't know" responses

Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:	Major challenge		Moderate challenge		Minor challenge		Not at all a challenge		Total	
Too many under-qualified employees/applicants	21%	N=30	38%	N=54	17%	N=25	24%	N=34	100%	N=143
Too many overqualified employees/applicants	6%	N=9	9%	N=12	19%	N=27	66%	N=92	100%	N=140
Lack of higher education opportunities (e.g., universities, colleges)	3%	N=4	5%	N=6	21%	N=25	71%	N=84	100%	N=119
Lack of trade schools and other adult training programs	10%	N=13	13%	N=16	26%	N=32	51%	N=64	100%	N=125
Lack of quality public schools	7%	N=9	7%	N=9	17%	N=21	68%	N=82	100%	N=121
Too many workers without a high school degree or equivalent	4%	N=5	3%	N=4	17%	N=22	75%	N=95	100%	N=126
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	5%	N=6	12%	N=16	17%	N=23	66%	N=87	100%	N=132
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	7%	N=9	11%	N=15	15%	N=20	67%	N=88	100%	N=132
Lack of childcare opportunities	3%	N=3	11%	N=10	27%	N=25	58%	N=53	100%	N=91
Lack of affordable, reliable public transportation	4%	N=5	14%	N=18	24%	N=30	58%	N=73	100%	N=126
Lack of affordable, quality housing	6%	N=7	17%	N=20	18%	N=21	58%	N=67	100%	N=115
Cost of living	9%	N=12	17%	N=22	30%	N=38	44%	N=56	100%	N=128
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	2%	N=2	11%	N=13	24%	N=29	63%	N=76	100%	N=120
Failed drug tests	3%	N=3	5%	N=6	14%	N=17	78%	N=93	100%	N=119

Table 32: Question 18 with "don't know" responses

Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:	Major challenge		Moderate challenge		Minor challenge		Not at all a challenge		Don't know		Total	
Too many under-qualified employees/applicants	16%	N=30	29%	N=54	13%	N=25	18%	N=34	23%	N=43	100%	N=186
Too many overqualified employees/applicants	5%	N=9	6%	N=12	15%	N=27	49%	N=92	25%	N=46	100%	N=186
Lack of higher education opportunities (e.g., universities, colleges)	2%	N=4	3%	N=6	14%	N=25	46%	N=84	35%	N=65	100%	N=184
Lack of trade schools and other adult training programs	7%	N=13	9%	N=16	17%	N=32	35%	N=64	32%	N=60	100%	N=185
Lack of quality public schools	5%	N=9	5%	N=9	11%	N=21	45%	N=82	34%	N=62	100%	N=183
Too many workers without a high school degree or equivalent	3%	N=5	2%	N=4	12%	N=22	52%	N=95	32%	N=58	100%	N=184
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	3%	N=6	9%	N=16	13%	N=23	48%	N=87	28%	N=51	100%	N=183
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	5%	N=9	8%	N=15	11%	N=20	48%	N=88	29%	N=53	100%	N=185
Lack of childcare opportunities	2%	N=3	5%	N=10	14%	N=25	29%	N=53	51%	N=93	100%	N=184
Lack of affordable, reliable public transportation	3%	N=5	10%	N=18	16%	N=30	39%	N=73	32%	N=59	100%	N=185
Lack of affordable, quality housing	4%	N=7	11%	N=20	11%	N=21	37%	N=67	37%	N=68	100%	N=183
Cost of living	7%	N=12	12%	N=22	21%	N=38	31%	N=56	30%	N=55	100%	N=183
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	1%	N=2	7%	N=13	16%	N=29	41%	N=76	35%	N=65	100%	N=185
Failed drug tests	2%	N=3	3%	N=6	9%	N=17	50%	N=93	36%	N=66	100%	N=185

Table 33: Question 19 without "not applicable" responses

How much of a problem, if at all, are the following issues for your business as a result of the COVID-19 pandemic?	Major problem		Moderate problem		Minor problem		Not a problem		Total	
Decline in business/sales	40%	N=74	24%	N=44	16%	N=29	21%	N=38	100%	N=185
Not having the funds to pay our employees	19%	N=32	14%	N=23	15%	N=26	52%	N=89	100%	N=170
Difficulty paying our commercial rent, commercial mortgage or lines of credit	18%	N=31	10%	N=17	21%	N=36	51%	N=87	100%	N=171
Reduced access to customers due to State or local regulations	32%	N=53	20%	N=34	20%	N=33	29%	N=48	100%	N=168

How much of a problem, if at all, are the following issues for your business as a result of the COVID-19 pandemic?	Major problem		Moderate problem		Minor problem		Not a problem		Total	
Complying with State or local regulations	13%	N=23	15%	N=26	22%	N=38	49%	N=84	100%	N=171
Enforcing public health policies and regulations on customers (e.g. social distancing, mask use, etc.)	12%	N=21	18%	N=31	24%	N=42	47%	N=82	100%	N=176
Not knowing current rules and regulations for operating a business under COVID-19	5%	N=8	8%	N=13	16%	N=26	72%	N=118	100%	N=165
Customers not complying with social distance measures, masks, etc.	6%	N=10	13%	N=23	27%	N=47	54%	N=93	100%	N=173
Getting the supplies we need /supply chain breakdowns	7%	N=12	23%	N=41	26%	N=46	45%	N=80	100%	N=179
Ability to conduct business with foreign trade partners	9%	N=9	8%	N=8	21%	N=22	62%	N=64	100%	N=103
Lack of technology/web resources to complete on-line sales	1%	N=2	9%	N=12	15%	N=21	74%	N=102	100%	N=137
Fear of a second wave of the virus resulting in need to close business again	24%	N=41	21%	N=36	24%	N=42	31%	N=53	100%	N=172
Concern about the liability of our customers or clients being exposed to COVID-19 on the job	14%	N=24	19%	N=34	31%	N=54	36%	N=64	100%	N=176

Table 34: Question 19 with "not applicable" responses

How much of a problem, if at all, are the following issues for your business as a result of the COVID-19 pandemic?	Major problem		Moderate problem		Minor problem		Not a problem		Not applicable		Total	
Decline in business/sales	39%	N=74	23%	N=44	15%	N=29	20%	N=38	3%	N=6	100%	N=191
Not having the funds to pay our employees	17%	N=32	12%	N=23	14%	N=26	47%	N=89	10%	N=19	100%	N=189
Difficulty paying our commercial rent, commercial mortgage or lines of credit	16%	N=31	9%	N=17	19%	N=36	46%	N=87	10%	N=18	100%	N=189
Reduced access to customers due to State or local regulations	28%	N=53	18%	N=34	17%	N=33	25%	N=48	12%	N=23	100%	N=191
Complying with State or local regulations	12%	N=23	14%	N=26	20%	N=38	44%	N=84	10%	N=18	100%	N=189
Enforcing public health policies and regulations on customers (e.g. social distancing, mask use, etc.)	11%	N=21	16%	N=31	22%	N=42	43%	N=82	8%	N=15	100%	N=191
Not knowing current rules and regulations for operating a business under COVID-19	4%	N=8	7%	N=13	14%	N=26	62%	N=118	13%	N=24	100%	N=189
Customers not complying with social distance measures, masks, etc.	5%	N=10	12%	N=23	25%	N=47	49%	N=93	9%	N=17	100%	N=190
Getting the supplies we need /supply chain breakdowns	6%	N=12	22%	N=41	24%	N=46	42%	N=80	5%	N=10	100%	N=189

How much of a problem, if at all, are the following issues for your business as a result of the COVID-19 pandemic?	Major problem		Moderate problem		Minor problem		Not a problem		Not applicable		Total	
Ability to conduct business with foreign trade partners	5%	N=9	4%	N=8	12%	N=22	34%	N=64	46%	N=87	100%	N=190
Lack of technology/web resources to complete on-line sales	1%	N=2	6%	N=12	11%	N=21	54%	N=102	28%	N=53	100%	N=190
Fear of a second wave of the virus resulting in need to close business again	22%	N=41	19%	N=36	22%	N=42	28%	N=53	8%	N=15	100%	N=187
Concern about the liability of our customers or clients being exposed to COVID-19 on the job	13%	N=24	18%	N=34	29%	N=54	34%	N=64	7%	N=13	100%	N=189

Table 35: Question 20

Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?	Percent	Number
Serious shortage (more than 25%)	42%	N=80
Moderate shortage (11%-24%)	19%	N=37
Small shortage (less than 10%)	17%	N=33
No shortage	9%	N=17
Will experience increased revenues	8%	N=15
Too soon to tell	4%	N=8
Total	100%	N=190

Table 36: Question D1

Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)	Percent	Number
Agriculture or farming	1%	N=1
Arts, audio, video technology and communications	2%	N=4
Banking/financial services/credit unions	3%	N=5
Business, industry, and trade associations	5%	N=10
Construction	4%	N=7
Education and training	4%	N=7
Financial activities	4%	N=7
Health care and health services	9%	N=17

Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)	Percent	Number
Information/media	0%	N=0
Legal	3%	N=5
Leisure and hospitality (travel, lodging, restaurants, bars, entertainment)	5%	N=9
Manufacturing	5%	N=9
Marketing, sales and services	3%	N=6
Non-profit charitable organization	1%	N=1
Other services (cleaning, dog walking, beauty, etc.)	5%	N=9
Professional and business services/consulting	16%	N=30
Public service and government	0%	N=0
Shopping and retail	12%	N=22
Technology and computers	2%	N=4
Transportation and automotive services	8%	N=16
Utilities (gas, electric, water, internet, cable)	0%	N=0
Wholesale trade/sales	3%	N=6
Other	8%	N=16
Total	100%	N=191

Table 37: Question D2

What is your position in this organization?	Percent	Number
Owner	63%	N=120
Administrative Assistant	3%	N=5
Manager or Administrator	30%	N=57
Other	5%	N=9
Total	100%	N=191

Table 38: Question D3

How many years has your business been located in Bloomington?	Percent	Number
Less than 1 year	2%	N=4
1-5 years	20%	N=38
6-10 years	10%	N=20
More than 10 years	68%	N=131
Total	100%	N=193

Table 39: Question D4

Is this business home-based?	Percent	Number
Yes	17%	N=32
No	83%	N=160
Total	100%	N=192

Table 40: Question D5

What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Bloomington sites?	Percent	Number
Pre-revenue	4%	N=7
Less than $100,000	14%	N=25
$100,000 to $499,999	29%	N=52
$500,000 to $999,999	13%	N=24
$1,000,000 to $4,999,999	21%	N=37
$5,000,000 or more	19%	N=34
Total	100%	N=179

Table 41: Question D6

Including you, about how many employees work for your company? (Please include employment for worksites in this community.)	Percent	Number
1-9 employees	61%	N=114
10-99 employees	30%	N=57
100-499 employees	6%	N=11
500+ employees	3%	N=5
Total	100%	N=187

Table 42: Question D7

Approximately what percent of your workforce at this location do you think lives in Bloomington?	Percent	Number
Less than 10%	43%	N=82
10-24%	20%	N=39
25-49%	9%	N=17
50-74%	8%	N=15
75% or more	17%	N=32
Don't know	4%	N=7
Total	100%	N=192

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative business opinion is comprised of business perspectives gathered in surveys from communities whose business owners and/or managers evaluated the same kinds of topics on The National Business Survey™. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. Comparisons are made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Bloomington's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.). The second column is the rank assigned to Bloomington's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Bloomington's rating to the benchmark.

In that final column, Bloomington's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Bloomington business owners or managers is statistically similar to or different (greater or lesser) than the benchmark.

National Benchmark Comparisons

Table 43: QUALITY OF LIFE

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Bloomington as a place for young adults	59%	NA	NA	NA
Bloomington as a place for older adults	79%	2	10	Higher
Bloomington as a place for children and families	76%	NA	NA	NA
The overall quality of life in Bloomington	83%	11	13	Similar

Table 44: QUALITY OF FACETS OF LIVABILITY

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Residents' connection and engagement with their community	58%	6	6	Lower
Overall opportunities for education, culture and the arts	77%	8	8	Lower
Overall health and wellness opportunities in Bloomington	81%	6	6	Lower
Overall quality of parks and recreation opportunities	87%	NA	NA	NA
Overall quality of natural environment in Bloomington	85%	5	8	Similar
Overall feeling of safety in Bloomington	66%	6	6	Lower
Overall quality of the utility infrastructure	86%	NA	NA	NA
Overall design or layout of residential and commercial areas	71%	5	6	Similar
Overall quality of the transportation system	66%	4	6	Similar
Overall economic health of Bloomington	65%	11	13	Lower

Table 45: SAFETY IN COMMERCIAL AREAS

Percent very or somewhat safe	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Safety in Bloomington's commercial areas after dark	53%	9	9	Lower
Safety in Bloomington's commercial areas during the day	88%	8	9	Lower

Table 46: COMMUNITY AMENITIES IN BLOOMINGTON

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Coverage of internet connection	74%	NA	NA	NA
Quality of internet connection	74%	NA	NA	NA
Opportunities to attend cultural/arts/music activities	66%	NA	NA	NA
Hotel and lodging options	89%	NA	NA	NA
Historical preservation in Bloomington	61%	NA	NA	NA
Public places where people want to spend time	66%	6	6	Lower
Overall appearance of Bloomington	84%	9	12	Similar
Cleanliness of Bloomington	86%	9	11	Similar
Overall image or reputation of Bloomington	75%	9	11	Lower
Bloomington as a place to visit	80%	5	6	Lower

Table 47: BUSINESS AND SERVICE AMENITIES IN BLOOMINGTON

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Variety of service establishments	71%	NA	NA	NA
Quality of service establishments	81%	NA	NA	NA
Variety of restaurants and places to eat	68%	NA	NA	NA
Quality of restaurants and places to eat	71%	NA	NA	NA
Variety of shopping opportunities	81%	NA	NA	NA
Quality of shopping opportunities	84%	6	11	Similar
Opportunities for tourism	63%	NA	NA	NA
Overall opportunity for business growth and expansion	58%	NA	NA	NA
Overall quality of commercial development in Bloomington	66%	8	12	Lower
Vibrancy of downtown/commercial area	65%	6	6	Lower

Table 48: DISRUPTIVE, NUISANCE, AND ILLEGAL BEHAVIORS

Percent not at all a problem	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Disruptive, nuisance, or illegal behaviors a problem for business	45%	NA	NA	NA

Table 49: GOVERNMENT SUPPORT FOR THE BUSINESS COMMUNITY

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Supporting or creating new jobs	46%	4	7	Lower
Attracting new businesses	47%	6	8	Lower
Retaining existing businesses	47%	4	6	Lower
Welcoming business involvement	57%	5	10	Similar
Communicating during City construction	58%	NA	NA	NA
Informing businesses of community issues and values	57%	8	10	Lower
Bloomington as a place to do business	78%	6	13	Similar

Table 50: RECOMMEND AND INTENTION TO STAY

Percent very or somewhat likely	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Keep your business in Bloomington for the next five years	82%	13	13	Lower
Recommend operating a business in Bloomington to someone who asks	76%	8	9	Lower
Recommend working in Bloomington	88%	NA	NA	NA
Recommend living in Bloomington	82%	NA	NA	NA

Table 51: EMPLOYMENT IN BLOOMINGTON

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Availability of jobs that pay a livable wage	62%	NA	NA	NA
Variety of employment opportunities	74%	NA	NA	NA
Quality of employment opportunities	75%	6	11	Higher
Bloomington as a place to work	86%	9	12	Similar

Table 52: WORKFORCE SUPPORTS IN BLOOMINGTON

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Ease of parking at workplaces	88%	NA	NA	NA
Variety of transportation options for people who work in Bloomington	60%	NA	NA	NA
Affordability of childcare	52%	NA	NA	NA
Quality of childcare	67%	NA	NA	NA
Cost of living in Bloomington	57%	NA	NA	NA
Affordability of housing for people who work in Bloomington	59%	NA	NA	NA

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Variety of housing options for people who work in Bloomington	75%	3	11	Higher

Table 53: WORKFORCE EDUCATION AND SKILL SUPPORTS IN BLOOMINGTON

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Overall quality of education/training opportunities in your community	60%	NA	NA	NA
Affordability of education/training opportunities to build work skills	48%	NA	NA	NA
Variety of education/training opportunities to build work skills	54%	5	7	Lower
Access to trade schools	64%	NA	NA	NA
Access to institutions of higher education	76%	NA	NA	NA
Public school system producing college-ready graduates	65%	NA	NA	NA
Public school system producing career-ready graduates	62%	NA	NA	NA

Table 54: WORKFORCE READINESS IN BLOOMINGTON

Percent fully or mostly possess	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The skills needed	82%	NA	NA	NA
The educational qualifications	81%	NA	NA	NA

Table 55: WORKFORCE CHALLENGES IN BLOOMINGTON

Percent major or moderate challenge	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Failed drug tests	8%	NA	NA	NA
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	12%	NA	NA	NA
Cost of living	27%	NA	NA	NA
Lack of affordable, quality housing	23%	NA	NA	NA
Lack of affordable, reliable public transportation	18%	NA	NA	NA
Lack of childcare opportunities	14%	NA	NA	NA
Too few applicants/employees who speak a language other than English	18%	NA	NA	NA
Too few applicants/employees who do not speak a language other than English	17%	NA	NA	NA
Too many workers without a high school degree or equivalent	7%	NA	NA	NA

Percent major or moderate challenge	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Lack of quality public schools	15%	NA	NA	NA
Lack of trade schools and other adult training programs	23%	NA	NA	NA
Lack of higher education opportunities	8%	NA	NA	NA
Too many overqualified employees/applicants	15%	NA	NA	NA
Too many under-qualified employees/applicants	59%	NA	NA	NA

Table 56: EXPECTED BUSINESS GROWTH

Percent large or small increase	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Increase expected in the NEXT five years	65%	NA	NA	NA
Increased over the PAST five years	58%	NA	NA	NA

Table 57: IMPACT OF ECONOMY ON BUSINESS REVENUE IN NEXT 6 MONTHS

Percent very or somewhat positive	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Economy will have POSITIVE impact on revenues in the next 6 months	29%	5	7	Lower

Table 58: BUSINESS PLANS TO HIRE IN NEXT 6-12 MONTHS

Percent yes or not sure	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Hiring in 6 to 12 months	55%	7	8	Similar

Table 59: TYPES OF JOBS BUSINESSES PLAN TO ADD

Percent yes	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Highly skilled jobs	24%	NA	NA	NA
Skilled jobs	44%	NA	NA	NA
Semi-skilled jobs	37%	NA	NA	NA
Unskilled jobs	25%	NA	NA	NA

Table 60: GOVERNMENT PERFORMANCE

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Being honest	64%	4	6	Similar
Acting in the best interest of community	62%	4	7	Similar
Overall confidence in Bloomington government	57%	4	6	Lower

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Overall direction Bloomington is taking	56%	11	12	Lower
Value of services for the taxes paid to Bloomington	59%	6	10	Similar
Federal Government	52%	3	8	Higher
City of Bloomington	78%	9	12	Similar

Table 61: QUALITY OF GOVERNMENT SERVICES

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Overall customer service by Bloomington employees	82%	8	12	Similar
City-sponsored special events	73%	6	7	Similar
Emergency preparedness	78%	4	7	Similar
Public information services	74%	6	10	Similar
Economic development	63%	9	11	Similar
Code enforcement	61%	7	12	Similar
Building permits and inspections	63%	6	13	Similar
Land use, planning, and zoning	65%	7	11	Similar
Utility billing	79%	4	8	Similar
Power (electric and/or gas) utility	86%	3	6	Similar
Storm drainage	82%	4	10	Similar
Recycling	80%	4	8	Similar
Garbage collection	82%	6	7	Lower
Traffic management during construction	62%	NA	NA	NA
Ease of walking in Bloomington	72%	7	12	Higher
Ease of travel by bicycle in Bloomington	67%	7	11	Similar
Ease of travel by car in Bloomington	87%	4	12	Higher
Amount of public parking in commercial areas	88%	2	12	Higher
Traffic flow on major streets	67%	4	11	Higher
Bus or transit services	67%	3	7	Higher
Sidewalk maintenance	76%	5	10	Similar
Snow removal	83%	4	11	Higher
Street lighting	81%	4	10	Similar
Street cleaning	79%	5	11	Higher
Street repair	67%	3	11	Higher

Percent excellent or good	Percent positive	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Traffic enforcement	76%	6	12	Similar
Crime prevention	76%	9	10	Lower
Fire services	99%	3	11	Similar
Police services	92%	3	11	Higher

Communities Included in National Comparisons

The communities included in Bloomington's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Novi, MI	55,224	Mankato, MN	39,309
Orland Park, IL	56,767	Eagan, MN	64,206
Lone Tree, CO	10,218	Littleton, CO	46,333
Cape Girardeau, MO	37,941	Fort Collins, CO	167,830
Oakland Park, FL	41,363	Middleton, WI	20,034
Medina, MN	4,892	Bloomington, MN	84,943
Denton, TX	113,383		

Appendix C: Detailed Survey Methods

The National Business Survey (The NBS™), conducted by National Research Center, Inc. at Polco, was developed to provide communities an accurate, affordable and easy way to assess local business owners' and managers' perspectives about the economic environment of a community or district. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NBS.

Results offer insight into business owners' and managers' perspectives about the community as a whole, including the economic environment, local services, public trust, and other aspects of the community in order to support budgeting, land use and strategic planning and communication with local businesses. The City of Bloomington funded this research. Please contact Bloomington Community Services Director Diann Kirby at dkirby@bloomingtonmn.gov if you have any questions about the survey.

How the Data Were Collected

All private sector-type businesses (stores and restaurants, but also professional services like accountants, lawyers, doctors, etc.) within the city of Bloomington were eligible to participate in the survey. A list of all businesses within the zip codes serving Bloomington was purchased based on updated listings from InfoUSA. Since some of the zip codes that serve Bloomington businesses may also serve business addresses that lie outside of the community, the exact geographic location of each business was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and business addresses located outside of the city of Bloomington boundaries were removed from consideration. A total of 3,293 businesses were identified as being within the city limits of Bloomington through this process.

Businesses received three mailings, one week apart, beginning on September 16, 2020. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the business owner or manager to participate. The final mailing was a reminder postcard. Each of the three mailings contained the web link to the survey, and all text was printed in both English and Spanish. Completed surveys were collected over the following six weeks. The online survey was also available in both English and Spanish.

About 11% of the 3,293 mailed invitations were returned because the business address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,927 businesses that received the invitations to participate, 195 completed the survey, providing an overall response rate of 7%.

Because the survey was intended to be taken by all businesses in the community, no traditional margin of error was calculated. However, because not all businesses responded, Polco recommends using plus or minus 10 percentage points as the "range of uncertainty" around any given percent reported for the city as a whole.

Completed surveys were assigned a unique identification number at the time they were submitted online. All survey responses were captured through the online survey tool exactly as they were submitted by each survey respondent.

How the Results Are Reported

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.). On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

Appendix D: Survey Materials

Dear Business Owner or Manager,

It only takes a few minutes to make a big difference! With the COVID-19 pandemic weighing heavily in our lives, it is important for City leaders to continue to understand the broader needs of our business community so we can move forward together.

Your business has been selected to participate in a survey about our community. Please complete the survey online at:

https://bit.ly/xxplaceholderxx

If you have any questions or need assistance with this survey, please call 952-563-8713.

Thank you for helping create a better Bloomington!

Sincerely,

Tim Busse
Mayor/Alcalde

Estimado empresario o gerente:

¡Hacer una gran diferencia le tomará solo unos pocos minutos! Ahora que la pandemia del COVID-19 influye tanto en nuestras vidas, es importante para los líderes de nuestra Ciudad continuar entendiendo las necesidades más amplias de la comunidad empresarial para poder avanzar juntos.

Su empresa ha sido seleccionada para participar en una encuesta acerca de nuestra comunidad. Conteste la encuesta en línea en:

https://bit.ly/xxplaceholderxx

Si tiene alguna pregunta o necesita asistencia con esta encuesta, llame al 952-563-8713.

¡Gracias por ayudar a crear una mejor Bloomington!

Atentamente,

Bloomington Cares About What You Think!

¡Bloomington se preocupa por lo que piensa usted!

https://bit.ly/xxplaceholderxx

CITY OF BLOOMINGTON
MINNESOTA

1800 W. Old Shakopee Road
Bloomington MN 55431-3027

1800 W. Old Shakopee Road
Bloomington MN 55431-3027

September 2020

Dear Business Owner or Manager:

Please help us shape the future of Bloomington! You have been selected to participate in the 2020 Bloomington Business Survey. **(If you completed it online, we thank you for your time and ask you to recycle this letter. Please do not respond twice.)**

With the COVID-19 pandemic weighing heavily in our lives, it can be hard to focus on anything else. It is important for City leaders to continue to understand the broader needs of our community. By conducting this survey, we can gather important feedback which is essential in uncertain times such as these. The survey also allows us to hear from you even when in-person meetings are limited.

Please take a few minutes to complete this online survey. Your participation in this survey is very important – your feedback will help Bloomington make decisions that affect our community.

A few things to remember:
- **Your responses are completely anonymous.**
- The person most knowledgeable about this business should complete this survey.
- **Please take the survey online at:**

  xx.placeholder.xx

If you have any questions about the survey, please call 952-563-8713.

Thank you for your time and participation!

Sincerely,

Septiembre 2020

Estimado empresario o gerente:

¡Por favor ayúdenos a forjar el futuro de Bloomington! Usted ha sido seleccionado al azar para participar en la Encuesta Empresarial de Bloomington del año 2020. **(Si la contestó en línea, le agradecemos su tiempo y le pedimos que recicle esta carta. No conteste dos veces.)**

Ahora que la pandemia del COVID-19 ha afectado tanto nuestras vidas, puede ser difícil enfocarse en otras cosas. Es importante para los líderes de nuestra Ciudad continuar entendiendo las necesidades más amplias de la comunidad. Al realizar esta encuesta, podemos reunir comentarios importantes que son esenciales en momentos inciertos como estos. La encuesta también nos permite conocer sus opiniones directamente aun cuando se han anulado las reuniones en persona.

Dedique unos minutos a contestar esta encuesta en línea. Su participación en esta encuesta es importante; sus comentarios ayudarán a Bloomington a tomar decisiones que afectan a nuestra comunidad.

Algunas cosas que recordar:
- **Sus respuestas son totalmente anónimas.**
- La persona que conozca más acerca de esta empresa debe contestar esta encuesta.
- **Conteste la encuesta en línea en:**

  xx.placeholder.xx

Si tiene alguna pregunta o necesita asistencia con esta encuesta, llame al 952-563-8713.

¡Agradecemos su tiempo y participación!

Le saluda muy atentamente,

Tim Busse
Mayor/Alcalde

TIM BUSSE • MAYOR
1800 W. OLD SHAKOPEE ROAD, BLOOMINGTON MN 55431-3027
PH 952-563-8782 FAX 952-563-8754 MN RELAY 711

AN AFFIRMATIVE ACTION/EQUAL
OPPORTUNITIES EMPLOYER

Dear Business Owner or Manager,

If you haven't already responded to the 2020 Bloomington Business Survey, here's another chance! If you have completed it, thank you. Please do not respond twice.

It is important for City leaders to continue to understand the broader needs of our business community during the COVID-19 pandemic so we can keep your opinions front and center as we move forward together.

Your participation in this survey is very important – your answers will help the City make decisions that affect our community. Please complete the survey online at:

https://bit.ly/xxplaceholderxx

If you have any questions or need assistance with this survey, please call 952-563-8713.

Thank you for your participation!

Tim Busse
Mayor/Alcalde

Estimado empresario o gerente:

Si no ha contestado aún la Encuesta Empresarial de Bloomington del año 2020, ¡aquí tiene otra oportunidad de hacerlo! Si ya la contestó, se lo agradecemos. No conteste dos veces.

Es importante que los líderes de nuestra Ciudad continúen entendiendo las necesidades más amplias de la comunidad empresarial durante la pandemia de COVID-19, a fin de poder mantener la prioridad de sus opiniones al avanzar juntos.

Su participación en esta encuesta es muy importante; sus respuestas ayudarán a la Ciudad a tomar decisiones que afectan a nuestra comunidad. Conteste la encuesta en línea en:

https://bit.ly/xxplaceholderxx

Si tiene alguna pregunta o necesita asistencia con esta encuesta, llame al 952-563-8713.

¡Agradecemos por su participación!

Bloomington Cares About What You Think!

¡Bloomington se preocupa por lo que piensa usted!

https://bit.ly/xxplaceholderxx

CITY OF BLOOMINGTON
MINNESOTA

1800 W. Old Shakopee Road
Bloomington MN 55431-3027

The City of Bloomington 2020 Business Survey

Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Bloomington.

	Excellent	Good	Fair	Poor	Don't know
Bloomington as a place to work	1	2	3	4	5
Bloomington as a place to visit	1	2	3	4	5
Bloomington as a place to do business	1	2	3	4	5
The overall quality of life in Bloomington	1	2	3	4	5
Bloomington as a place for children and families	1	2	3	4	5
Bloomington as a place for older adults	1	2	3	4	5
Bloomington as a place for young adults	1	2	3	4	5
Overall image or reputation of Bloomington	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Bloomington as a whole.

	Excellent	Good	Fair	Poor	Don't know
Overall economic health of Bloomington	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington	1	2	3	4	5
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas)	1	2	3	4	5
Overall feeling of safety in Bloomington	1	2	3	4	5
Overall quality of natural environment in Bloomington	1	2	3	4	5
Overall quality of parks and recreation opportunities	1	2	3	4	5
Overall health and wellness opportunities in Bloomington	1	2	3	4	5
Overall opportunities for education, culture and the arts	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Bloomington to someone who asks	1	2	3	4	5
Recommend working in Bloomington to someone who asks	1	2	3	4	5
Recommend operating a business in Bloomington to someone who asks	1	2	3	4	5
Keep your business in Bloomington for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In Bloomington's commercial areas during the day	1	2	3	4	5	6
In Bloomington's commercial areas after dark	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Bloomington as a whole:

	Excellent	Good	Fair	Poor	Don't know
Cleanliness of Bloomington	1	2	3	4	5
Overall appearance of Bloomington	1	2	3	4	5
Vibrancy of commercial areas	1	2	3	4	5
Overall quality of commercial development in Bloomington	1	2	3	4	5
Overall opportunity for business growth and expansion	1	2	3	4	5
Opportunities for tourism	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Historical preservation in Bloomington	1	2	3	4	5
Hotel and lodging options	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Quality of internet connection	1	2	3	4	5
Coverage of internet connection	1	2	3	4	5
Quality of shopping opportunities	1	2	3	4	5
Variety of shopping opportunities	1	2	3	4	5
Quality of restaurants and places to eat	1	2	3	4	5
Variety of restaurants and places to eat	1	2	3	4	5

	Excellent	Good	Fair	Poor	Don't know
Quality of service establishments (e.g. salons, dry cleaners, etc.)	1	2	3	4	5
Variety of service establishments (e.g. salons, dry cleaners, etc.)	1	2	3	4	5
Quality of employment opportunities	1	2	3	4	5
Variety of employment opportunities	1	2	3	4	5
Availability of jobs that pay a livable wage	1	2	3	4	5

6. **How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?**

  ❍ Major problem   ❍ Moderate problem   ❍ Minor problem   ❍ Not at all a problem

7. **Thinking about Bloomington's workforce, please rate each of the following characteristics as they relate to Bloomington:**

	Excellent	Good	Fair	Poor	Don't know
Variety of housing options for people who work in Bloomington	1	2	3	4	5
Affordability of housing for people who work in Bloomington	1	2	3	4	5
Cost of living in Bloomington	1	2	3	4	5
Quality of childcare	1	2	3	4	5
Affordability of childcare	1	2	3	4	5
Variety of transportation options for people who work in Bloomington	1	2	3	4	5
Ease of parking at workplaces	1	2	3	4	5

8. **Please rate each of the following characteristics as they relate to Bloomington as a place to develop job and workforce skills:**

	Excellent	Good	Fair	Poor	Don't know
The quality of the public school system at producing graduates who are career-ready	1	2	3	4	5
The quality of the public school system at producing graduates who are college-ready	1	2	3	4	5
Access to institutions of higher education (colleges, universities)	1	2	3	4	5
Access to trade schools	1	2	3	4	5
Variety of education/training opportunities to build work skills	1	2	3	4	5
Affordability of education/training opportunities to build work skills	1	2	3	4	5
Overall quality of education/training opportunities in your community	1	2	3	4	5

9. **Please rate the quality of each of the following services in Bloomington.**

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking in commercial areas	1	2	3	4	5
Ease of travel by car in Bloomington	1	2	3	4	5
Ease of travel by bicycle in Bloomington	1	2	3	4	5
Ease of walking in Bloomington (path/sidewalk connectivity, etc.)	1	2	3	4	5
Traffic management during construction	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Storm drainage	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5

Utility billing	1	2	3	4	5
Land use, planning, and zoning	1	2	3	4	5
Building permits and inspections	1	2	3	4	5
Code enforcement (weeds, signs, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Bloomington	1	2	3	4	5
The Federal Government	1	2	3	4	5

11. Please rate the following categories of Bloomington government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Bloomington	1	2	3	4	5
The overall direction that Bloomington is taking	1	2	3	4	5
Overall confidence in Bloomington government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5

12. Please rate the job the Bloomington government does:

	Excellent	Good	Fair	Poor	Don't know
Informing businesses of community issues and values	1	2	3	4	5
Communicating during City construction (e.g., streets, utilities, etc.)	1	2	3	4	5
Welcoming business involvement	1	2	3	4	5
Retaining existing businesses	1	2	3	4	5
Attracting new businesses	1	2	3	4	5
Supporting or creating new jobs	1	2	3	4	5

13. Please rate the amount of growth in your company:

	Large increase	Small increase	No change	Small decrease	Large decrease	Don't know
Over the PAST five years	1	2	3	4	5	6
Expected in the NEXT five years	1	2	3	4	5	6

14. What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:

○ Very positive   ○ Somewhat positive   ○ Neutral   ○ Somewhat negative   ○ Very negative

15. Is your business planning to hire in the next 6 to 12 months?

○ No [skip to question 17]   ○ Yes   ○ Not sure

16. If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please select all that apply.)

○ Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)

○ Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck drivers, typists)

○ Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)

○ Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants)

17. Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:

	Fully	Mostly	Somewhat	Slightly	Not at all	Don't know
The educational qualifications	1	2	3	4	5	6
The skills needed	1	2	3	4	5	6

18. How much of a challenge, if at all, are the following to finding good employees in your community today?

	Major challenge	Moderate challenge	Minor challenge	Not a challenge	Don't know
Too many under-qualified employees/applicants	1	2	3	4	5
Too many overqualified employees/applicants	1	2	3	4	5
Lack of higher education opportunities (e.g., universities, colleges)	1	2	3	4	5
Lack of trade schools and other adult training programs	1	2	3	4	5
Lack of quality public schools	1	2	3	4	5
Too many workers without a high school degree or equivalent	1	2	3	4	5
Too few applicants/employees who are do not speak a language other than English (e.g., cannot speak Spanish)	1	2	3	4	5
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	1	2	3	4	5
Lack of childcare opportunities	1	2	3	4	5
Lack of affordable, reliable public transportation	1	2	3	4	5
Lack of affordable, quality housing	1	2	3	4	5
Cost of living	1	2	3	4	5
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	1	2	3	4	5
Failed drug tests	1	2	3	4	5

19. How much of a problem, if at all, are the following issues for your business as a result of the COVID-19 pandemic?

	Major problem	Moderate problem	Minor problem	Not a problem	Not applicable
Decline in business/sales	1	2	3	4	5
Not having the funds to pay our employees	1	2	3	4	5
Difficulty paying our commercial rent, commercial mortgage or lines of credit	1	2	3	4	5
Reduced access to customers due to State or local regulations	1	2	3	4	5
Complying with State or local regulations	1	2	3	4	5
Enforcing public health policies and regulations on customers (e.g. social distancing, mask use, etc.)	1	2	3	4	5
Not knowing current rules and regulations for operating a business under COVID-19	1	2	3	4	5
Customers not complying with social distance measures, masks, etc.	1	2	3	4	5
Getting the supplies we need /supply chain breakdowns	1	2	3	4	5
Ability to conduct business with foreign trade partners	1	2	3	4	5
Lack of technology/web resources to complete on-line sales	1	2	3	4	5
Fear of a second wave of the virus resulting in need to close business again	1	2	3	4	5
Concern about the liability of our customers or clients being exposed to COVID-19 on the job	1	2	3	4	5

20. Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?

❍ Serious shortage (more than 25%)
❍ Moderate shortage (11%-24%)
❍ Small shortage (less than 10%)
❍ No shortage
❍ Will experience increased revenues
❍ Too soon to tell

The City of Bloomington 2020 Business Survey

Our last questions are about you and your business.
Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Which one of the following industries best describes the nature of your business? (Please check the <u>one</u> that comes closest.)

- ❍ Agriculture or farming
- ❍ Arts, audio, video technology and communications
- ❍ Banking/financial services/credit unions
- ❍ Business, industry, and trade associations
- ❍ Construction
- ❍ Education and training
- ❍ Financial activities
- ❍ Health care and health services
- ❍ Information/media
- ❍ Legal
- ❍ Leisure and hospitality (travel, lodging, restaurants, bars, entertainment)
- ❍ Manufacturing
- ❍ Marketing, sales and services
- ❍ Non-profit charitable organization
- ❍ Other services (cleaning, dog walking, beauty, etc.)
- ❍ Professional and business services/consulting
- ❍ Public service and government
- ❍ Shopping and retail
- ❍ Technology and computers
- ❍ Transportation and automotive services
- ❍ Utilities (gas, electric, water, internet, cable)
- ❍ Wholesale trade/sales
- ❍ Other_____

D2. What is your position in this organization?
- ❍ Owner
- ❍ Administrative Assistant
- ❍ Manager or Administrator
- ❍ Other

D3. How many years has your business been located in Bloomington?
- ❍ Less than 1 year
- ❍ 1-5 years
- ❍ 6-10 years
- ❍ More than 10 years

D4. Is this business home-based?
- ❍ Yes
- ❍ No

D5. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Bloomington sites?
- ❍ Pre-revenue
- ❍ Less than $100,000
- ❍ $100,000 to $499,999
- ❍ $500,000 to $999,999
- ❍ $1,000,000 to $4,999,999
- ❍ $5,000,000 or more

D6. Including you, about how many employees work for your company? (Please include employment for worksites in this community.)
- ❍ 1-9 employees
- ❍ 10-99 employees
- ❍ 100-499 employees
- ❍ 500+ employees

D7. Approximately what percent of your workforce at this location do you think lives in Bloomington?
- ❍ Less than 10%
- ❍ 10 – 24%
- ❍ 25 – 49%
- ❍ 50 – 74%
- ❍ 75% or more
- ❍ Don't know

Thank you for completing this survey.