

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

CITY OF BLOOMINGTON
2021 BUSINESS STUDY
FINAL MAY 2021

- A. Is this a private business, a non-profit organization or a church? PRIVATE.....CONTINUE
NON-PROFIT.....CONTINUE
CHURCH..THANK & TERMINATE

- B. Are you the owner or chief-decision maker at this location? YES.....GO TO #1
NO.....ASK C

- C. Could I speak with that individual? (IF UNAVAILABLE, ASK:)
Could I have the person's name and the best time to call back to reach (him/her)?

PERSON: _____

BEST TIME/DAY: _____

TELEPHONE NUMBER: _____

Hello, I'm _____ of the Morris Leatherman Company, a statewide survey research firm located in Minneapolis. We've been retained by the City of Bloomington to speak with a random sample of Bloomington businesses about issues facing the community. This survey is being taken because the City is interested in identifying ways the City can serve the business community's needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. Your business name will not be referred to anywhere in the results. Do you have a few minutes now to help us with this survey?

1. What is your type of business? (DO NOT READ LIST)

- RETAIL.....24%
- MEDICAL/HEALTH CARE.....6%
- MANUFACTURING.....7%
- TECHNOLOGY.....2%
- HOSPITALITY/HOTEL/ACCOMODATIONS.....3%
- RESTAURANT.....22%
- PROFESSIONAL SERVICE, SUCH AS LAWYER OR ACCOUNTANT.....9%
- PERSONAL SERVICE, SUCH AS HAIR SALON OR DRYCLEANER....15%
- AUTOMOTIVE DEALER/SERVICE/MAINTENANCE.....5%
- CONSTRUCTION.....4%
- SCATTERED.....3%

2. How long has your business been located in Bloomington?
- | | |
|-------------------------|-----|
| LESS THAN TWO YEARS.... | 1% |
| TWO TO FIVE YEARS..... | 7% |
| SIX TO TEN YEARS..... | 19% |
| 11 TO 15 YEARS..... | 19% |
| SIXTEEN TO TWENTY YRS. | 22% |
| OVER TWENTY YEARS..... | 31% |
| REFUSED..... | 0% |
3. What was the primary reason you located your business in Bloomington?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| LOCATION..... | 37% |
| CUSTOMER BASE..... | 14% |
| SPACE AVAILABILITY.... | 20% |
| CLOSE TO HOME..... | 8% |
| BOUGHT EXISTING..... | 5% |
| CORPORATE DECISION.... | 12% |
| LIVED IN BLOOMINGTON... | 4% |

Let's first discuss the COVID-19 pandemic....

4. Has the COVID-19 pandemic had a major impact on your business, a minor impact or not much of an impact at all?
- | | |
|-------------------------|-----|
| MAJOR IMPACT..... | 51% |
| MINOR IMPACT..... | 30% |
| NOT MUCH IMPACT..... | 20% |
| DON'T KNOW/REFUSED..... | 0% |

IF "MAJOR" OR "MINOR," ASK: (N=321)

For each of the following, please tell me if your business has seen an increase, a decrease or has it remained the same during the pandemic. (ROTATE)

- | | INC | DEC | SAM | DKR |
|---|-----|-----|-----|-----|
| 5. Revenue? | 3% | 90% | 6% | 1% |
| 6. Number of customers? | 6% | 83% | 11% | 0% |
| 7. Number of workers? | 0% | 75% | 25% | 0% |
| 8. Productivity of employees working from home? | 16% | 27% | 46% | 11% |
9. Have you had to change where and how employees work during the pandemic?
- | | |
|-------------------------|-----|
| YES..... | 51% |
| NO..... | 48% |
| DON'T KNOW/REFUSED..... | 1% |

IF "YES," ASK: (N=204)

Once the pandemic is over and all restrictions have been lifted, regarding where and how your employees work....

10. Do you believe you will operate your business the way it was before the pandemic? YES.....79%
 NO.....12%
 DON'T KNOW/REFUSED.....9%

IF "NO," ASK: (N=24)

11. What sort of operational changes will stay in place?

REMOTE WORK, 37%; CLEANING/SANITIZING, 13%; USE ZOOM MORE OFTEN, 17%; WEAR MASKS, 13%; SOCIAL DISTANCING, 8%; APPOINTMENTS ONLY, 4%; CAPACITY LIMITS, 8%.

Continuing....

12. How would you rate the business climate in Bloomington - excellent, good, only fair or poor? EXCELLENT.....34%
 GOOD.....58%
 ONLY FAIR.....6%
 POOR.....2%
 DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (N=31)

13. Why did you rate the business climate as (only fair/poor)?

TOO MUCH COMPETITION, 23%; VACANT BUSINESSES, 32%; LACK OF CUSTOMERS, 19%; TOO FOCUSED ON MOA, 26%.

14. Is there anything the City government of Bloomington can do to improve the business climate in the city? (DO NOT READ LIST) UNSURE.....22%
 NOTHING.....62%
 ALLOW SIGNS.....3%
 LOWER TAXES.....6%
 CITY SPENDING.....1%
 MORE REDEVELOPMENT.....2%
 TAX INCENTIVES.....2%
 EMPLOYEE TRAINING.....2%

IF A RESPONSE IS GIVEN, ASK: (N=64)

15. Specifically, what would you like the City government do about _____?

UNSURE, 3%; REDUCE TAXES, 20%; ALLOW SIGNS, 16%; BUSINESS TAX INCENTIVES, 30%; DEVELOPMENT OF WORKFORCE, 13%; REDEVELOPMENT OF OLDER AREAS, 6%; IMPROVE TRAFFIC FLOW, 5%; SCATTERED, 7%.

16. How optimistic are you about the future of your business in Bloomington - are you very optimistic, somewhat optimistic, not too optimistic or not at all optimistic? VERY OPTIMISTIC.....59%
 SOMEWHAT OPTIMISTIC...32%
 NOT TOO OPTIMISTIC.....4%
 NOT AT ALL OPTIMISTIC..4%
 DON'T KNOW/REFUSED.....2%

17. Outside of the pandemic, what do you think is the most serious issue facing your business in Bloomington?

UNSURE, 15%; NOTHING, 49%; LACK OF EMPLOYEES, 7%; SIGN RESTRICTIONS, 2%; TRAFFIC CONGESTION, 3%; TRANSPORTATION COSTS, 2%; COMPETITION, 2%; LACK OF CUSTOMERS, 5%; POOR ECONOMY, 3%; VIOLENT CRIME, 2%; HIGH TAXES, 3%; HIGH RENT/LEASE, 2%; SCATTERED, 5%.

For each of the following, please tell me if it is a very serious issue, somewhat serious issue or not a serious issue for your business.

	VRS	SMS	NTS	DKR
18. Amount of city taxes?	13%	45%	42%	0%
19. Access to capital?	10%	29%	62%	0%
20. General economic conditions?	37%	55%	9%	0%
21. Cost of doing business?	23%	41%	37%	0%
22. Traffic congestion?	16%	25%	59%	0%
23. Health care costs?	10%	24%	67%	0%
24. High rent or lease?	16%	45%	39%	1%
25. Lack of customers?	10%	35%	55%	1%
26. Availability or access to high speed internet?	8%	15%	77%	0%
27. Availability of public transportation?	9%	13%	77%	2%
28. Crime rates?	11%	36%	54%	0%

Turning to your current workforce....

29. How many full-time employees work at this location? NONE.....4%
 1-10.....63%
 11-20.....19%
 21-50.....7%
 51-99.....4%
 100 OR MORE.....4%
 DON'T KNOW.....0%
 REFUSED.....0%

30.	How many part-time employees work at this location?	NONE.....17% 1-10.....52% 11-20.....18% 21-50.....7% 51-99.....3% 100 OR MORE.....3% DON'T KNOW.....0% REFUSED.....0%
31.	Did the number of full-time employees working at this location increase, decrease or remain about the same during the past twenty-four months?	INCREASE.....6% DECREASE.....36% REMAIN ABOUT SAME.....58% DON'T KNOW.....1% REFUSED.....0%
32.	During the next twenty-four months will the number of full-time employees working at this location increase, decrease or remain about the same?	INCREASE.....32% DECREASE.....8% REMAIN ABOUT SAME.....49% DON'T KNOW.....12% REFUSED.....0%
33.	Are your employees all on salary, all hourly, all commission or is it a combination?	ALL SALARY.....7% ALL HOURLY.....34% ALL COMMISSION.....12% COMBINATION.....47% DON'T KNOW/REFUSED.....1%

IF "HOURLY" OR "COMBINATION," ASK: (N=322)

34.	What percent of your hourly employees are paid \$15 an hour or more?	20% OR LESS.....14% 21% TO 49%.....20% 50% TO 60%.....25% 61% TO 99%.....10% 100%.....32%
35.	Do you currently have apprenticeship or internship opportunities? (IF "NO," ASK:) How likely are you to offer these in the future - very likely, somewhat likely or not too likely?	YES.....4% NO/VERY LIKELY.....3% NO/SOMEWHAT LIKELY.....15% NO/NOT TOO LIKELY.....78% DON'T KNOW/REFUSED.....0%
36.	Do you currently offer health insurance to your employees?	YES.....62% NO.....38% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=249)

For each of the following, please tell me if you offer health insurance to them?

	YES	NO	DKR
37. Full-time salaried employees?	95%	5%	1%
38. Full-time hourly employees?	88%	12%	0%
39. Part-time employees?	15%	84%	1%
40. Do you currently offer paid sick leave to your employees?	YES.....		52%
	NO.....		48%
	DON'T KNOW/REFUSED.....		0%

IF "YES," ASK: (N=209)

For each of the following, please tell me if you offer paid sick leave to them?

	YES	NO	DKR
41. Full-time salaried employees?	94%	6%	0%
42. Full-time hourly employees?	90%	10%	0%
43. Part-time employees?	52%	47%	1%
44. What percent of your workforce lives in Bloomington?	20% OR LESS.....		23%
	21% TO 49%.....		12%
	50% TO 60%.....		18%
	61% TO 99%.....		30%
	100%.....		18%
45. What is the average commute time of your employees to and from work?	UNSURE.....		2%
	10 MINUTES OR LESS....		15%
	11 TO 15 MINUTES.....		35%
	16 TO 20 MINUTES.....		30%
	OVER 20 MINUTES.....		18%
46. What percent of your workforce uses public transit to get to and from work?	UNSURE.....		40%
	10% OR LESS.....		22%
	11% TO 20%.....		9%
	21% TO 30%.....		16%
	OVER 30%.....		13%
47. Do you currently have electric vehicle charging stations at your business? (IF "NO," ASK:) Do you have any plans to install them in the next few years?	YES.....		4%
	NO/YES.....		5%
	NO/NO.....		89%
	DON'T KNOW/REFUSED.....		3%

I would like to ask you about the overall composition of your workforce. For each of the following, please tell me approximately what percentage of your workforce is composed of that group.

48.	Non-high school graduates?	NONE.....	57%
		10% OR LESS.....	16%
		11% TO 24%.....	9%
		25%.....	9%
		OVER 25%.....	9%
49.	High school graduates?	NONE.....	21%
		24% OR LESS.....	19%
		25% TO 30%.....	20%
		31% TO 50%.....	23%
		OVER 50%.....	18%
50.	Technical or vocational school graduates?	NONE.....	11%
		19% OR LESS.....	10%
		20%.....	14%
		25%.....	20%
		26% TO 49%.....	23%
		OVER 50%.....	22%
51.	College graduates?	NONE.....	22%
		10% OR LESS.....	15%
		11% TO 25%.....	20%
		26% TO 49%.....	21%
		OVER 50%.....	22%
52.	How would you rate the quality of the labor pool for your business -- excellent, good, only fair, or poor?	EXCELLENT.....	24%
		GOOD.....	62%
		ONLY FAIR.....	12%
		POOR.....	1%
		DON'T KNOW/REFUSED.....	1%

IF "ONLY FAIR" OR "POOR," ASK: (N=51)

53. Why do you feel that way?

POOR WORK ETHIC, 63%; POOR ATTITUDES, 37%.

54.	How would you rate the quantity of the labor pool for your business -- excellent, good, only fair, or poor?	EXCELLENT.....	28%
		GOOD.....	54%
		ONLY FAIR.....	14%
		POOR.....	3%
		DON'T KNOW/REFUSED.....	1%

IF "ONLY FAIR" OR "POOR," ASK: (N=69)

55. Why do you feel that way?

NOT ENOUGH WORKERS, 57%; HIGH TURNOVER, 12%; NOT ENOUGH INTEREST IN MANUAL LABOR, 9%; NOT ENOUGH WITH CERTIFICATIONS, 6%; PEOPLE WANT TO STAY ON UNEMPLOYMENT, 17%.

IF "ONLY FAIR" OR "POOR" IN EITHER QUESTION #52 OR #54, ASK:

56. For your business, would you say this issue is already impacting your ability to do business, will it start to impact your ability to do business within a couple of years, or is it more of a long-range concern?	ALREADY IMPACTING.....89% COUPLE OF YEARS.....4% LONG RANGE CONCERN.....1% DON'T KNOW/REFUSED.....6%
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57. What employment skills and competencies are most important to your company?	UNSURE.....0% CUSTOMER SERVICE.....52% COMMUNICATION.....5% PROMPTNESS.....5% TECHNOLOGY.....3% WORK ETHIC.....12% ATTENTION TO DETAILS...9% SALES.....4% TRADE SKILLS.....8% SCATTERED.....2%
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58. What employment skills and competencies, if any, need to be improved for the future?	UNSURE.....6% NONE.....20% PROMPTNESS.....18% COMMUNICATION.....14% ORGANIZATION.....13% BEING A TEAM PLAYER...8% ATTENTION TO DETAILS...9% TECHNOLOGY.....2% CUSTOMER SERVICE.....10%
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59. Do you think the availability of housing in Bloomington is a problem for the retention and recruitment of employees at your business? (IF "YES," ASK:) What type of housing would you like to see made available in the city?

UNSURE, 5%; NO, 92%; AFFORDABLE, 2%; SCATTERED, 2%.

Continuing....

60. Has traffic congestion impacted your business? YES.....35%
 NO.....64%
 DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (N=140)

61. Has it impacted your ability to attract and retain employees, customers and clients or both? EMPLOYEES.....15%
 CUSTOMERS/CLIENTS.....21%
 BOTH.....64%
 DON'T KNOW/REFUSED.....0%

62. Do you believe Bloomington has enough public transportation options? YES.....95%
 NO.....1%
 DON'T KNOW/REFUSED.....5%

IF "NO," ASK: (N=4)

63. Has the lack of public transportation options impacted your ability to attract and retain employees, clients and customers or both? EMPLOYEES.....25%
 CUSTOMERS/CLIENTS.....50%
 BOTH.....25%
 DON'T KNOW/REFUSED.....0%

64. How important is access to the airport and freeways to your business - is it very important, somewhat important, not too important or not at all important? VERY IMPORTANT.....22%
 SOMEWHAT IMPORTANT....40%
 NOT TOO IMPORTANT.....28%
 NOT AT ALL IMPORTANT..10%
 DON'T KNOW/REFUSED.....0%

Let's now talk about City services....

65. How would you rate the City of Bloomington's attitudes and responsiveness toward local businesses -- excellent, good, only fair or poor? EXCELLENT.....18%
 GOOD.....72%
 ONLY FAIR.....7%
 POOR.....3%
 DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (N=41)

66. Why did you rate them as (only fair/poor)?

TOO FOCUSED ON MOA, 32%; VACANT BUSINESSES, 32%; MORE POLICE PATROLLING, 34%; SCATTERED, 2%.

67. How much do you follow the work of the Mayor and City Council - a lot, some, not too much or not at all? A LOT.....4%
 SOME.....53%
 NOT TOO MUCH.....35%
 NOT AT ALL.....8%
 DON'T KNOW/REFUSED....0%

68. From what you know, how would you rate the job performance of the Mayor and City Council -- excellent, good, only fair, or poor?

EXCELLENT.....	16%
GOOD.....	58%
ONLY FAIR.....	16%
POOR.....	7%
DON'T KNOW/REFUSED....	3%

69. During the past year, have you had interaction on an official basis with anyone working for the City of Bloomington?

YES.....	23%
NO.....	77%
DON'T KNOW.....	0%

IF "YES," ASK: (N=91)

70. In general, were you satisfied or dissatisfied with the way in which that contact was handled by the City?

SATISFIED.....	87%
DISSATISFIED.....	10%
DON'T KNOW.....	0%
REFUSED.....	3%

IF "DISSATISFIED," ASK: (N=9)

71. Why were you dissatisfied?

NO RESPONSE, 33%; DON'T LISTEN, 33%; NO ACTION TAKEN, 33%.

72. All in all, do you think things in Bloomington are headed in a positive direction, or are things off on the wrong track?

POSITIVE DIRECTION....	87%
WRONG TRACK.....	6%
DON'T KNOW.....	6%
REFUSED.....	1%

IF "WRONG TRACK," ASK: (N=24)

73. Why do you feel things are off on the wrong track?

RISING CRIME, 46%; HIGH TAXES, 38%; VACANT BUSINESSES, 17%.

74. When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair or poor?

EXCELLENT.....	8%
GOOD.....	74%
ONLY FAIR.....	11%
POOR.....	3%
DON'T KNOW/REFUSED....	4%

IF "ONLY FAIR" OR "POOR," ASK: (N=55)

75. Why did you rate the value as (only fair/poor)?

SIGNAGE RESTRICTIONS, 36%; HIGH TAXES, 40%; TOO MUCH GOES TO MOA, 7%; POOR CITY SERVICES, 15%; SCATTERED, 2%.

For your information, approximately 15% of business property taxes goes to the City of Bloomington to fund city services.

76. Does this information, change your perception of the value of city services? (IF "YES," ASK:) Does it make it a much better value, somewhat better value, somewhat worse value or much worse value?	MUCH BETTER.....10%
	SOMEWHAT BETTER.....42%
	SOMEWHAT WORSE.....1%
	MUCH WORSE.....0%
	NO CHANGE.....47%
	DON'T KNOW/REFUSED.....0%

Changing topics....

I am going to read you a list of items which the City of Bloomington could focus on. After I read each item, please tell me if the City should have a great focus, some focus, little focus or no focus at all on that item.

	GRT	SOM	LIT	NOF	DKR
77. Retaining and growing existing businesses?	70%	29%	1%	0%	0%
78. Recruiting new businesses?	63%	32%	5%	0%	0%
79. Low interest small business loans for business improvements?	50%	41%	8%	0%	1%
80. Investing in redevelopment?	44%	43%	11%	1%	2%
81. Building traffic infrastructure, such as roads, highways and public transportation?	32%	42%	23%	3%	0%
82. Supporting the development of workforce or affordable housing?	32%	49%	18%	0%	1%
83. Improving communication with businesses?	40%	45%	15%	0%	1%
84. Assisting in efforts to attract qualified workers and talent?	34%	52%	13%	1%	0%
85. Assisting in efforts to better train existing workers?	29%	57%	12%	1%	1%
86. Expanding co-working or collaborative workspaces?	40%	34%	23%	2%	2%
87. Sustainability, such as improving energy efficiency and water management?	40%	44%	16%	1%	0%

Some cities and counties are helping to create business incubators which guide startup businesses to independence by providing

94. Overall, how informed do you feel about Bloomington City government, services and activities - very informed, somewhat informed, not too informed or not at all informed?

VERY INFORMED.....	21%
SOMEWHAT INFORMED.....	53%
NOT TOO INFORMED.....	21%
NOT AT ALL INFORMED....	4%
DON'T KNOW/REFUSED.....	1%

Let's talk about your business location for a moment....

95. Which of the following areas of the City of Bloomington do you consider your business location part of? (READ LIST)

IN MALL OF AMERICA.....	11%
494 STRIP.....	19%
SOUTH LOOP.....	6%
35W CORRIDOR.....	5%
OLD SHAKOPEE ROAD.....	17%
LYNDALE AVENUE.....	21%
PENN AMERICAN.....	10%
NORMANDALE LAKES.....	1%
WEST BLOOMINGTON INDUSTRIAL AREA.....	6%
SCATTERED.....	3%
DON'T KNOW/REFUSED.....	2%

IF "494 STRIP" OR "OLD SHAKOPEE ROAD," ASK: (N=146)

96. Are you east or west of 35W?

EAST.....	40%
WEST.....	60%
DON'T KNOW/REFUSED.....	0%

97. Does your business own the building in which you are located, or are you a tenant?

OWN.....	25%
TENANT.....	75%
DON'T KNOW.....	0%
REFUSED.....	0%

98. Is your business home-based?

YES.....	4%
NO.....	96%
DON'T KNOW.....	0%
REFUSED.....	0%

Within the next five years, does your business have plans to....

	YES	NO	DKR
99. Expand in Bloomington?	10%	88%	2%
100. Downsize in Bloomington?	0%	100%	0%
101. Relocate in Bloomington?	1%	99%	0%
102. Relocate outside of Bloomington?	0%	100%	0%

IF "YES" TO #102, ASK: (N=0)

103. Is there one major reason why you are planning to relocate outside of Bloomington?

NOT APPLICABLE.

104. Where are you planning to relocate your business?

NOT APPLICABLE.

Now, just a few more questions for demographic purposes....

105. Could you tell me your position or title in this company?

MANAGER, 48%; OWNER, 33%; BUSINESS MANAGER, 3%; PRESIDENT, 4%; MANAGING PARTNER, 4%; CEO, 4%; SALES MANAGER, 4%.

106. In what city do you live?

BLOOMINGTON, 68%; MINNEAPOLIS, 6%; EAGAN, 3%; EDINA, 6%; MINNETONKA, 2%; CHANHASSEN/CHASKA, 3%; APPLE VALLEY, 2%; SHAKOPEE/SAVAGE, 2%; SCATTERED, 8%.

IF "NOT IN BLOOMINGTON," ASK: (N=126)

107. Could you tell me one or two reasons why you live in _____?

UNSURE, 2%; CLOSE TO FRIENDS/FAMILY, 15%; EASY COMMUTE, 10%; SCHOOLS, 10%; SAFE, 15%; GOOD PLACE TO RAISE FAMILY, 2%; HOUSING/NEIGHBORHOOD, 28%; ALWAYS LIVED THERE, 7%; NICE CITY, 6%; PARKS/LAKES, 4%; SCATTERED, 2%.

108. Have you heard of the Chamber of Commerce? (IF "YES," ASK:) Are you a member of the Chamber of Commerce?	NO.....	6%
	YES/YES.....	13%
	YES/NO/YES.....	13%
(IF "NO," ASK:) Have you been a member in the past?	YES/NO/NO.....	65%
	DON'T KNOW/REFUSED.....	3%

109. What is your age, please? (READ CATEGORIES, IF NEEDED)	UNDER 25.....	0%
	25-39.....	38%
	40-64.....	58%
	65 AND OVER.....	4%
	REFUSED.....	0%

110. Which of the following categories represents your race or ethnicity - American Indian or Alaskan Native, Asian, Black or African American, Latino or Latina or Latinx, Native Hawaiian or Other Pacific Islander, White or is your race or ethnicity not listed?

(IF "NOT LISTED," ASK:) What would that be?

AMERICAN INDIAN/ALASKAN NATIVE.....	2%
ASIAN.....	6%
BLACK/AFRICAN AMERICAN.....	16%
LATINO/LATINA/LATINX.....	6%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER.....	1%
WHITE.....	66%
NOT LISTED.....	0%
DON'T KNOW/REFUSED.....	3%

111. What is your gender identity?	MALE.....	58%
	FEMALE.....	41%
	NON-BINARY.....	1%
	REFUSED/NOT LISTED.....	0%

112. ZIPCODE (FROM LIST)	55420.....	28%
	55425.....	26%
	55431.....	23%
	55435.....	4%
	55437.....	11%
	55438.....	5%
	55439.....	4%