

THE MORRIS LEATHERMAN COMPANY  
3128 Dean Court  
Minneapolis, Minnesota 55416

CITY OF BLOOMINGTON  
BUSINESS STUDY  
FINAL OCTOBER 2024

- A. Is this a private business, a non-profit organization or a church or place of worship? 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 needs of the business community. 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.....25%  
MEDICAL/HEALTH CARE.....6%  
MANUFACTURING.....9%  
TECHNOLOGY.....3%  
HOSPITALITY/HOTEL/ACCOMODATIONS.....3%  
RESTAURANT.....17%  
PROFESSIONAL SERVICE, SUCH AS LAWYER OR ACCOUNTANT....11%  
PERSONAL SERVICE, SUCH AS HAIR SALON OR DRYCLEANER....17%  
AUTOMOTIVE DEALER/SERVICE/MAINTENANCE.....6%  
CONSTRUCTION.....2%  
SCATTERED.....1%

2.	How long has your business been located in Bloomington?	TWO YEARS OR LESS.....1% THREE TO FIVE YEARS....4% SIX TO TEN YEARS.....15% 11 TO 15 YEARS.....17% SIXTEEN TO TWENTY YRS..26% OVER TWENTY YEARS.....38% REFUSED.....0%
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3.	What was the primary reason you located your business in Bloomington?	DON'T KNOW/REFUSED.....3% LOCATION.....15% CUSTOMER BASE.....25% SPACE AVAILABILITY....17% CLOSE TO HOME.....11% BOUGHT EXISTING.....2% CORPORATE DECISION....14% QUALITY OF LIFE.....6% QUALITY OF SCHOOLS.....1% WORKFORCE.....5% LIVED IN BLOOMINGTON...1%
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Continuing....

4.	How would you rate the business climate in Bloomington - excellent, good, only fair, or poor?	EXCELLENT.....28% GOOD.....69% ONLY FAIR.....2% POOR.....1% DON'T KNOW/REFUSED.....0%
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IF "ONLY FAIR" OR "POOR," ASK: (n=11)

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

LACK OF BUSINESSES/CUSTOMERS, 73%; HIGH TAXES, 27%.

6.	Is there anything the City government of Bloomington can do to improve the business climate in the city?	DON'T KNOW/REFUSED.....8% NOTHING.....71% TAX INCENTIVES.....6% LOWER TAXES.....13% LESS REGULATIONS.....2% SCATTERED.....1%
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IF A RESPONSE IS GIVEN, ASK: (n=93)

7. Specifically, what would you like the City government do about \_\_\_\_\_?

UNSURE, 4%; FEWER SIGNAGE REGULATIONS, 7%; LOWER BUSINESS TAXES, 61%; LESS REGULATIONS, 12%; MORE TAX INCENTIVES, 3%; SMALL BUSINESS INVESTEMENTS, 4%; EXPEDITE ROAD CONSTRUCTION, 2%; REDUCE CRIME 2%; SCATTERED, 5%.

8. 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.....    | 43% |
| SOMEWHAT OPTIMISTIC...  | 50% |
| NOT TOO OPTIMISTIC..... | 2%  |
| NOT AT ALL OPTIMISTIC.. | 0%  |
| DON'T KNOW/REFUSED..... | 5%  |

9. What do you think is the most serious issue facing your business in Bloomington?

UNSURE, 2%; NOTHING, 23%; HIGH TAXES, 17%; INFLATION/ECONOMY, 22%; HIGH LEASES, 15%; LACK OF CUSTOMERS/BUSINESS, 5%; LACK OF WORKFORCE/STAFF, 2%; TOO MUCH COMPETITION, 3%; COST OF DOING BUSINESSES, 3%; WEATHER, 2%; SCATTERED, 6%.

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. (ROTATE)

	VRS	SMS	NTS	DKR
10. Amount of city taxes?	30%	52%	15%	3%
11. Access to capital?	4%	41%	53%	3%
12. General economic conditions?	43%	32%	25%	1%
13. Cost of doing business?	32%	40%	28%	1%
14. Traffic congestion?	14%	23%	62%	1%
15. Health care costs?	10%	29%	61%	1%
16. High rent or lease?	30%	38%	31%	1%
17. Lack of customers?	14%	19%	67%	1%
18. Availability or access to high speed internet?	8%	17%	74%	2%
19. Availability of public transportation?	6%	13%	79%	2%
20. Crime rates?	14%	42%	44%	1%
21. City regulations and enforcement?	11%	27%	62%	1%

Turning to your current workforce....

22.	How many full-time employees work at this location?	NONE.....0% 1-10.....45% 11-20.....27% 21-50.....20% 51-99.....5% 100 OR MORE.....3% DON'T KNOW.....0% REFUSED.....0%
23.	How many part-time employees work at this location?	NONE.....11% 1-10.....61% 11-20.....19% 21-50.....5% 51-99.....2% 100 OR MORE.....3% DON'T KNOW.....0% REFUSED.....0%
24.	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.....17% DECREASE.....3% REMAIN ABOUT SAME.....78% DON'T KNOW.....2% REFUSED.....1%
25.	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.....16% DECREASE.....2% REMAIN ABOUT SAME.....78% DON'T KNOW.....4% REFUSED.....1%
26.	Have you changed where and how employees work after the pandemic?	YES.....4% NO.....95% DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=17)

27. What changes have you made?

LESS IN-PERSON CONTACT, 12%; CLEANING/SANITATION, 24%;  
CONTACTLESS PAYMENTS, 12%; BARRIER GLASS, 12%; VIRTUAL  
MEETINGS, 29%; SAFETY PROTOCOLS, 12%.

28.	Have or will these changes impact how much space you need for employees at your business location?	YES.....24% NO.....77% DON'T KNOW/REFUSED.....0%
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29.	Are your employees all on salary, all hourly, all commission, or is it a combination?	ALL SALARY.....4% ALL HOURLY.....24% ALL COMMISSION.....8% COMBINATION.....65% DON'T KNOW/REFUSED.....0%
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IF "HOURLY" OR "COMBINATION," ASK: (n=355)

30.	What percent of your hourly employees are paid \$22 an hour or more?	NONE.....6% 1% TO 25%.....19% 26% TO 39%.....19% 40% TO 49%.....23% 50% TO 60%.....24% OVER 60%.....10%
31.	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.....12% NO/VERY LIKELY.....13% NO/SOMEWHAT LIKELY....33% NO/NOT TOO LIKELY.....42% DON'T KNOW/REFUSED.....0%
32.	Do you currently offer health insurance to your employees?	YES.....76% NO.....24% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=302)

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

	YES	NO	DKR
33. Full-time salaried employees?	97%	1%	2%
34. Full-time hourly employees?	95%	4%	1%
35. Part-time employees?	21%	78%	1%
36. What percent of your workforce lives in Bloomington?	NONE.....3% LESS THAN 50%.....17% 50% TO 60%.....19% 61% TO 70%.....18% 71% TO 80%.....31% OVER 80%.....12%		
37. What is the average commute time of your employees to and from work?	UNSURE.....2% LESS THAN 10 MINUTES...8% 10 MINUTES.....34% 11 TO 15 MINUTES.....38% OVER 15 MINUTES.....19%		

38.	What percent of your workforce uses public transit to get to and from work?	NONE.....48%
		LESS THAN 10%.....31%
		10% OR MORE.....19%
		UNSURE.....2%
39.	Do you provide resources to employees to encourage alternative forms of transportation to get to work?	YES.....22%
		NO.....78%
		DON'T KNOW/REFUSED.....1%
40.	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.....18%
		NO/YES.....17%
		NO/NO.....65%
		DON'T KNOW/REFUSED.....1%

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.

41.	Non-high school graduates?	0%.....51%
		LESS THAN 10%.....12%
		10% TO 19%.....21%
		20% OR MORE.....16%
42.	High school graduates?	0%.....14%
		20% OR LESS.....26%
		21% TO 30%.....18%
		31% TO 40%.....19%
		OVER 40%.....23%
43.	Technical or vocational school graduates?	0%.....14%
		20% OR LESS.....21%
		21% TO 30%.....24%
		31% TO 50%.....20%
		OVER 50%.....21%
44.	College graduates?	0%.....5%
		LESS THAN 20%.....15%
		20%.....32%
		21% TO 30%.....22%
		OVER 30%.....26%
45.	How would you rate the quality of the labor pool for your business - excellent, good, only fair, or poor?	EXCELLENT.....21%
		GOOD.....75%
		ONLY FAIR.....3%
		POOR.....0%
		DON'T KNOW/REFUSED.....1%

IF "ONLY FAIR" OR "POOR," ASK: (n=12)

46. Why do you feel that way?

LACK OF TRAINING, 17%; POOR WORK ETHIC, 50%; LACK OF  
INTEREST IN JOB, 17%; ADDICTED TO CELLPHONE, 17%.

47. How would you rate the quantity of the labor pool for your business - excellent, good, only fair, or poor?	EXCELLENT.....20%
	GOOD.....75%
	ONLY FAIR.....4%
	POOR.....0%
	DON'T KNOW/REFUSED.....1%

IF "ONLY FAIR" OR "POOR," ASK: (n=17)

48. Why do you feel that way?

LACK OF WORKERS, 41%; CHANGE JOBS FREQUENTLY, 35%;  
POOR WORK ETHIC, 12%; EXPECT HIGH WAGES, 12%.

IF "ONLY FAIR" OR "POOR" IN EITHER QUESTION #45 OR #47, ASK:  
(n=17)

49. 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.....77%
	COUPLE OF YEARS.....24%
	LONG RANGE CONCERN.....0%
	DON'T KNOW/REFUSED.....0%
50. What employment skills and competencies are most important to your company?	DON'T KNOW/REFUSED.....1%
	CUSTOMER SERVICE.....33%
	COMMUNICATION.....13%
	PROMPTNESS.....7%
	MATH.....2%
	ARTS/VISUAL.....3%
	TECHNOLOGY.....7%
	WORK ETHIC.....12%
	ATTENTION TO DETAILS..14%
	SALES.....4%
	TRADE SKILLS.....3%
	SCATTERED.....2%

51.	What employment skills and competencies, if any, need to be improved for the future?	DON'T KNOW/REFUSED.....2% NONE.....7% PROMPTNESS.....17% COMMUNICATION.....21% ORGANIZATION.....14% WRITING.....3% BEING A TEAM PLAYER...13% ATTENTION TO DETAILS...7% TECHNOLOGY.....3% CUSTOMER SERVICE.....12% SCATTERED.....2%
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52. 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, 1%; NO, 96%; AFFORDABLE, 2%; SCATTERED, 2%.

Continuing....

53.	Has traffic congestion impacted your business?	YES.....34% NO.....66% DON'T KNOW/REFUSED.....1%
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IF "YES," ASK: (n=134)

54.	Has it impacted your ability to attract and retain employees, customers and clients, or both?	EMPLOYEES.....15% CUSTOMERS/CLIENTS.....37% BOTH.....48% DON'T KNOW/REFUSED.....0%
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55.	Do you believe Bloomington has enough public transportation options?	YES.....97% NO.....2% DON'T KNOW/REFUSED.....1%
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IF "NO," ASK: (n=8)

56.	Has the lack of public transportation options impacted your ability to attract and retain employees, clients and customers, or both?	EMPLOYEES.....50% CUSTOMERS/CLIENTS.....25% BOTH.....25% DON'T KNOW/REFUSED.....0%
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57.	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.....13% SOMEWHAT IMPORTANT....70% NOT TOO IMPORTANT.....13% NOT AT ALL IMPORTANT...5% DON'T KNOW/REFUSED.....0%
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Let's now talk about City services....

58.	How would you rate the City of	EXCELLENT.....16%
	Bloomington's attitudes and respon-	GOOD.....77%
	siveness toward local businesses	ONLY FAIR.....5%
	- excellent, good, only fair, or	POOR.....2%
	poor?	DON'T KNOW/REFUSED.....1%

IF "ONLY FAIR" OR "POOR," ASK: (n=28)

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

TOO MUCH CONSTRUCTION, 43%; ROAD CLOSURES HURT  
BUSINESS, 29%; DON'T LISTEN, 29%.

60.	How much do you follow the work of	A LOT.....9%
	the Mayor and City Council - a	SOME.....57%
	lot, some, not too much, or not at	NOT TOO MUCH.....27%
	all?	NOT AT ALL.....8%
		DON'T KNOW/REFUSED.....0%

61.	From what you know, how would you	EXCELLENT.....29%
	rate the job performance of the	GOOD.....55%
	Mayor and City Council - excel-	ONLY FAIR.....12%
	lent, good, only fair, or poor?	POOR.....1%
		DON'T KNOW/REFUSED.....4%

62.	During the past year, have you had	YES.....19%
	contact on an official basis with	NO.....80%
	anyone working for the City of	DON'T KNOW.....1%
	Bloomington?	

IF "YES," ASK: (n=77)

63.	In general, were you satisfied	SATISFIED.....97%
	or dissatisfied with the way	DISSATISFIED.....0%
	in which that contact was	DON'T KNOW.....3%
	handled by the City?	REFUSED.....0%

IF "DISSATISFIED," ASK: (n=0)

64. Why were you dissatisfied?

NOT APPLICABLE.

65.	All in all, do you think things	POSITIVE DIRECTION....89%
	in Bloomington are headed in a posi-	WRONG TRACK.....6%
	tive direction, or are things off	DON'T KNOW.....5%
	on the wrong track?	REFUSED.....1%

IF "WRONG TRACK," ASK: (n=22)

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

TAXES TOO HIGH, 32%; POOR ECONOMY, 36%; ROAD CLOSURES/  
CONSTRUCTION, 27%; SCATTERED, 5%.

67. 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.....	13%
GOOD.....	70%
ONLY FAIR.....	5%
POOR.....	1%
DON'T KNOW/REFUSED...	11%

IF "ONLY FAIR" OR "POOR," ASK: (n=26)

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

TAXES TOO HIGH, 54%; RISING CRIME, 31%; COST OF DOING  
BUSINESS IS TOO HIGH, 15%.

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

69. 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.....	4%
SOMEWHAT BETTER.....	69%
SOMEWHAT WORSE.....	2%
MUCH WORSE.....	1%
NO CHANGE.....	24%
DON'T KNOW/REFUSED.....	1%

Changing topics....

I am going to read you a list of business assistance programs and services which the City of Bloomington offers. For each one, please tell me if you were aware the City offered it. Then for each one you are aware of, please tell me from what you have heard or seen, if you would rate the service or program as excellent, good, only fair, or poor.

	NOT AWA	AWA	AWA	AWA	AWA	DK/
	AWA	EXC	GOO	FAI	POO	REF
70. City navigation - city staff guides a business through the permitting process, answer questions, and connect them with resources?	31%	20%	49%	1%	0%	0%
71. Business Engagement Visits - city staff and technical advisors make monthly visits to businesses?	36%	24%	34%	5%	1%	0%

		NOT AWA	AWA EXC	AWA GOO	AWA FAI	AWA POO	DK/ REF
72.	Business Welcome Visits - city staff visit new businesses to provide resources and connections?	46%	16%	28%	10%	1%	0%
73.	Business Resources E-Subscribe newsletter?	37%	12%	36%	12%	4%	0%
74.	Bloom in Bloomington - a youth internship program, matching 16-24 year olds with local businesses and local government?	43%	18%	24%	11%	4%	0%
75.	Bloomington Economic Partnership - a public-private partnership between the City, large employers, community organizations, regional economic development partners, government, and academic institutions?	41%	14%	33%	9%	2%	1%
76.	Welcoming Wednesdays - a free drop-in for technical business assistance?	41%	19%	30%	7%	2%	1%
77.	Elevate Hennepin - free technical assistance to small businesses?	52%	12%	26%	8%	1%	1%
78.	Open to Business - free business consulting?	47%	19%	31%	2%	1%	1%
79.	Bloomington Business Connections - free business networking events?	47%	14%	29%	7%	2%	1%
80.	CEO Start - a free 10-week program for budding entrepreneurs and small business owners?	54%	9%	24%	10%	3%	1%
81.	Hatch Bloomington - a pitch competition where the winner receives \$100,000 towards a brick-and-mortar location?	53%	7%	29%	10%	1%	1%
82.	SAC Small Business Citywide Credit Program - allows for SAC unit credits for qualified businesses?	57%	15%	23%	4%	1%	1%
83.	SAC Small Business Deferral Program - allows small businesses to defer SAC payments for five years at a low interest rate?	55%	13%	23%	8%	1%	1%
84.	Site & Façade Improvement Program?	53%	10%	31%	5%	2%	0%
85.	Business Retention Program - a forgivable one-year loan allowing up to \$15,000 for moving expenses to a business if dislocated due to private redevelopment?	59%	12%	19%	7%	1%	3%

Some cities and counties are helping to create business incubators, a physical location, for startup businesses to find work space, funding, classes, and workshops.

- |     |  |   |
|-----|--|---|
| 86. | Do you think this sounds like a good idea? (WAIT FOR RESPONSE) Do you feel strongly that way?                        | GOOD IDEA/STRONGLY....22%<br>GOOD IDEA.....73%<br>BAD IDEA.....3%<br>BAD IDEA/STRONGLY.....1%<br>DON'T KNOW/REFUSED.....2%        |
| 87. | How likely are you to use a business incubator - very likely, somewhat likely, not too likely, or not at all likely? | VERY LIKELY.....2%<br>SOMEWHAT LIKELY.....34%<br>NOT TOO LIKELY.....42%<br>NOT AT ALL LIKELY.....18%<br>DON'T KNOW/REFUSED.....4% |

Some cities and counties are forming partnerships with their local school district or community colleges to enhance career, technical and vocational programs and offerings.

- |     |   |  |
|-----|---|--|
| 88. | Do you think these partnerships are a good idea or a bad idea? (WAIT FOR RESPONSE) Do you feel strongly that way? | GOOD IDEA/STRONGLY....21%<br>GOOD IDEA.....72%<br>BAD IDEA.....5%<br>BAD IDEA/STRONGLY.....0%<br>DON'T KNOW/REFUSED.....3% |
| 89. | Do you think these partnerships could help benefit your business in the future?                                   | YES.....45%<br>NO.....46%<br>DON'T KNOW/REFUSED.....9%   |

Turning to communications....

- |     |  |  |
|-----|--|--|
| 90. | What is your primary source of information about Bloomington City government, services and activities? | DON'T KNOW/REFUSED.....1%<br>"BRIEFING" NEWSLETTER.35%<br>E-MAILS FROM CITY.....12%<br>CITY WEBSITE.....32%<br>CITY SOCIAL MEDIA.....11%<br>LANDLORD/PROPERTY<br>OWNER.....4%<br>CITY E-SUBSCRIPTIONS...2%<br>SCATTERED.....4% |
|-----|--|--|

91. How would you prefer to receive this information from the City?
- |                              |     |
|------------------------------|-----|
| DON'T KNOW/REFUSED.....      | 1%  |
| "BRIEFING" NEWSLETTER.....   | 36% |
| E-MAILS FROM CITY.....       | 14% |
| CITY WEBSITE.....            | 31% |
| CITY SOCIAL MEDIA.....       | 13% |
| LANDLORD/PROPERTY OWNER..... | 2%  |
| CITY E-SUBSCRIPTIONS....     | 2%  |
| SCATTERED.....               | 2%  |
92. 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.....      | 12% |
| SOMEWHAT INFORMED.....  | 59% |
| NOT TOO INFORMED.....   | 26% |
| NOT AT ALL INFORMED.... | 2%  |
| DON'T KNOW/REFUSED..... | 2%  |

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

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

IN MALL OF AMERICA.....	12%
494 STRIP.....	17%
SOUTH LOOP.....	7%
35W CORRIDOR.....	24%
OLD SHAKOPEE ROAD.....	8%
LYNDALE AVENUE.....	17%
PENN AMERICAN.....	6%
NORMANDALE LAKES.....	5%
WEST BLOOMINGTON INDUSTRIAL AREA.....	3%
SOMETHING ELSE ( _____ ).....	0%
DON'T KNOW/REFUSED.....	2%

IF "494 STRIP" OR "OLD SHAKOPEE ROAD," ASK: (n=105)

94. Are you east or west of 35W?
- |                         |     |
|-------------------------|-----|
| EAST.....               | 49% |
| WEST.....               | 51% |
| DON'T KNOW/REFUSED..... | 0%  |
95. Does your business own the building in which you are located, or are you a tenant?
- |                 |     |
|-----------------|-----|
| OWN.....        | 19% |
| TENANT.....     | 81% |
| DON'T KNOW..... | 1%  |
| REFUSED.....    | 0%  |
96. Is your business home-based?
- |              |     |
|--------------|-----|
| YES.....     | 6%  |
| NO.....      | 94% |
| REFUSED..... | 0%  |

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

	YES	NO	DKR
97. Expand in Bloomington?	9%	89%	1%
98. Downsize in Bloomington?	2%	97%	1%
99. Relocate in Bloomington?	1%	98%	1%
100. Relocate outside of Bloomington?	1%	98%	1%

IF "YES" TO #100, ASK: (n=5)

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

SPACE NEEDS, 60%; CHEAPER RENT/LEASE, 40%.

102. In which city are you planning to relocate your business?

MINNEAPOLIS, 60%; SAINT PAUL, 20%; SAINT LOUIS PARK, 20%.

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

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

MANAGER, 47%; OWNER, 26%; SUPERVISOR, 11%; MANAGING PARTNER, 4%; CEO/CFO, 3%; PRESIDENT, 2%; SCATTERED, 7%.

104. In what city do you live?

BLOOMINGTON, 71%; MINNEAPOLIS, 11%; RICHFIELD, 6%; EDINA, 5%; SCATTERED, 7%.

IF "NOT IN BLOOMINGTON," ASK: (n=114)

105. Could you tell me one or two reasons why you live in \_\_\_\_\_?

UNSURE, 18%; CLOSE TO FAMILY, 31%; ALWAYS LIVED IN CITY, 10%; CLOSE ENOUGH TO JOB, 10%; HOUSING/NEIGHBORHOOD, 10%; SCHOOL DISTRICT, 4%; NATURE/LAKES, 2%; DIVERSITY, 8%; SAFE, 2%; QUIET/PEACEFUL, 2%; SCATTERED, 3%.

106. Have you heard of the Regional Minneapolis Chamber of Commerce?	NO.....26%
(IF "YES," ASK:) Are you a member of the Chamber of Commerce?	YES/YES.....7%
(IF "NO," ASK:) Have you been a member in the past?	YES/NO/YES.....4%
	YES/NO/NO.....63%
	DON'T KNOW/REFUSED.....1%

107. What is your age, please?	25 AND UNDER.....1%
(READ CATEGORIES, IF NEEDED)	26-39.....35%
	40-64.....60%
	65 AND OVER.....5%
	REFUSED.....0%

108. Which of the following categories represents you 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.....	8%
BLACK/AFRICAN AMERICAN.....	16%
LATINO/LATINA/LATINX.....	5%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER.....	3%
WHITE.....	65%
NOT LISTED (_____)	1%
DON'T KNOW/REFUSED.....	1%

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