DECISION RESOURCES, LTD.
3128 Dean Court
Minneapolis, Minnesota 55416

CITY OF BURNSVILLE
2012 BUSINESS STUDY
FINAL MARCH 2012

IF A NAME IS LISTED, ASK:

Hello, may I speak with _____?

IF NO NAME IS LISTED, ASK:

May I speak with the owner or manager of this business?

Hello, I'm _____ of Decision Resources, Ltd., a statewide survey research firm located in Minneapolis. We've been retained by the City of Burnsville and the Burnsville Chamber of Commerce to speak with a random sample of Burnsville businesses about issues facing the community. This survey is being taken because both the City and the Chamber are interested in your opinions and suggestions. 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 -- retail, service, manufacturing or something else?

   (ELSE: _____)

RETAIL	29%
CORPORATE OFFICES	1%
BUSINESS SERVICES	10%
MANUFACTURING	6%
DISTRIBUTOR	5%
BANKING/FINANCIAL	1%
HOTEL/HOSPITALITY	1%
RESTAURANT	8%
COMMUNICATIONS	1%
ELECTRONIC/TECHNOLOGY	5%
MEDICAL RELATED	6%
REAL ESTATE	3%
CONSUMER SERVICES	23%
SOMETHING ELSE	2%
DON'T KNOW/REFUSED	0%

2. How long has your business been at this current site?

LESS THAN ONE YEAR	4%
ONE TO TWO YEARS	8%
THREE TO FIVE YEARS	19%
SIX TO TEN YEARS	24%
11 TO 15 YEARS	17%
SIXTEEN TO TWENTY YRS	11%
OVER TWENTY YEARS	17%
REFUSED	0%

3.	What was the primary reason you located your business in Burnsville?	HOME-BASED BUSINESS....6% LOCATION.....30% CUSTOMER BASE.....12% SPACE AVAILABILITY.....9% CLOSE TO HOME.....9% BOUGHT EXISTING.....5% CORPORATE DECISION....27% OTHER.....1% DON'T KNOW/REFUSED.....1%
4.	Which ONE of the following reasons would you say also played a key role in locating in Burnsville? (ROTATE AND READ #1-#4)	TRANSPORTATION SYSTEM.13% CLOSENESS TO YOUR WORKFORCE.....8% EDUCATION LEVEL OF WORKFORCE.....0% CUSTOMER BASE.....56% NONE OF ABOVE.....19% DON'T KNOW/REFUSED.....4%
5.	What do you like MOST, if anything, about having your business in Burnsville?	UNSURE.....1% LOCATION.....34% CUSTOMER BASE.....27% NICE COMMUNITY.....9% CLOSE TO RETAIL/ AND SERVICES.....8% FRIENDLY PEOPLE.....14% HOME-BASED.....4% SCATTERED.....2%
6.	And, what do you like LEAST, if anything, about having your business in Burnsville?	UNSURE.....12% NOTHING.....43% LACK OF CUSTOMERS.....3% NOT ENOUGH SPACE.....1% HIGH TAXES.....9% SLOW INTERNET.....2% TRAFFIC CONGESTION....10% SIGNAGE ISSUE.....13% CITY REGULATIONS.....3% SCATTERED.....4%

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

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

BURNSVILLE CENTER	15%
HIGHWAY 13 CORRIDOR	28%
NORTH BURNSVILLE INDUSTRIAL AREA	5%
HEART OF THE CITY	15%
SOUTHCROSS	7%
COUNTY ROAD 42 CORRIDOR	28%
SOMETHING ELSE	1%
DON'T KNOW/REFUSED	2%

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

OWN	41%
TENANT	58%
DON'T KNOW	1%
REFUSED	0%

9. Is your business home-based?

YES	9%
NO	91%
DON'T KNOW	0%
REFUSED	0%

10. Does your business have plans to expand or renovate in the next one to three years?

YES	7%
NO	83%
DON'T KNOW	9%
REFUSED	0%

IF "YES," ASK: (n=21)

11. Will that be an expansion, a renovation, or both?

EXPANSION	52%
RENOVATION	29%
BOTH	19%
DON'T KNOW/REFUSED	0%

12. Will the expansion or renovation be at this site?

YES	67%
NO	33%
DON'T KNOW/REFUSED	0%

IF "NO," ASK: (n=7)

13. Is there one major reason why the expansion or renovation will not take place at your current Burnsville site?

NO ROOM, 29%; WANT TO EXPAND BUSINESS TO OTHER CITY, 57%; CITY REGULATIONS, 14%.

14.	As things stand now, how long in the future do you expect this business to operate in Burnsville?	LESS THAN ONE YEAR.....1% ONE TO TWO YEARS.....2% THREE TO FIVE YEARS....4% SIX TO TEN YEARS.....11% OVER TEN YEARS.....73% DON'T KNOW.....9% REFUSED.....0%
15.	How many full-time employees work at this location?	NONE.....1% 1-4.....52% 5-9.....24% 10-14.....8% 15-19.....3% 20 OR MORE.....12% DON'T KNOW.....0% REFUSED.....0%
16.	How many part-time employees work at this location?	NONE.....27% 1-4.....33% 5-9.....15% 10-14.....10% 15-19.....2% 20 OR MORE.....12% DON'T KNOW.....1% REFUSED.....0%
17.	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.....7% DECREASE.....7% REMAIN ABOUT SAME.....85% DON'T KNOW.....1% REFUSED.....0%
18.	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.....14% DECREASE.....4% REMAIN ABOUT SAME.....73% DON'T KNOW.....8% REFUSED.....1%
19.	What percent of your workforce lives in Burnsville?	DON'T KNOW.....3% 0%.....9% 30% OR LESS.....28% 31% TO 49%.....8% 50%.....17% 51% TO 75%.....16% 76% TO 99%.....7% 100%.....11%

20.	What is the average commute time of your employees to and from work?	DON'T KNOW.....8% HOME-BASED.....7% 10 MINUTES OR LESS....31% 11 TO 19 MINUTES.....36% 20 MINUTES.....13% OVER 20 MINUTES.....6%

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.

21.	Non-high school graduates?	5%
22.	High school graduates?	33%
23.	Technical or vocation school graduates?	22%
24.	College graduates?	40%
25.	What employment skills and competencies are most important to your company?	UNSURE.....1% CUSTOMER SERVICE.....44% COMMUNICATION.....13% PROMPTNESS.....7% MATH.....2% ARTS/VISUAL.....3% TECHNOLOGY.....7% WORK ETHIC.....10% ATTENTION TO DETAILS..10% SALES.....2% SCATTERED.....2%
26.	What employment skills and competencies, if any, need to be improved for the future?	UNSURE.....9% NONE.....16% PROMPTNESS.....9% COMMUNICATION.....22% MATH.....8% ORGANIZATION.....7% WRITING.....1% BEING A TEAM PLAYER....6% ATTENTION TO DETAILS..12% TECHNOLOGY.....6% CUSTOMER SERVICE.....2% SCATTERED.....1%

27.	How would you rate the business atmosphere in Burnsville -- excellent, good, only fair or poor?	EXCELLENT.....17% GOOD.....75% ONLY FAIR.....7% POOR.....1% DON'T KNOW.....0% REFUSED.....0%
28.	Is there anything the City government of Burnsville can do to improve the business atmosphere in the city?	UNSURE.....25% NOTHING.....31% ALLOW SIGNS.....21% LOWER TAXES.....12% BETTER SPENDING.....2% MORE REDEVELOPMENT.....2% ENFORCE CODES.....2% TAX INCENTIVES.....2% SCATTERED.....4%

Moving on....

29.	How would you rate the adequacy of the labor pool for your business -- excellent, good, only fair, or poor?	EXCELLENT.....27% GOOD.....60% ONLY FAIR.....10% POOR.....1% DON'T KNOW/REFUSED.....2%

IF "GOOD," "ONLY FAIR" OR "POOR:" (n=214)

30.	What changes or improvements would you recommend to rate the adequacy of the labor pool for your business as excellent?	UNSURE.....5% NONE.....15% OVERCOME LANGUAGE BARRIERS.....29% IMPROVE PROMPTNESS....15% MORE COLLEGE GRADUATES.8% BETTER MATH.....10% BETTER TECHNOLOGY TRAINING.....12% CUSTOMER SERVICE.....3% SCATTERED.....3%
31.	In particular, has your business encountered any issues related to the growing diversity of the labor pool, such as language/cultural difficulties or supplementary training needs?	YES.....23% NO.....76% DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=70)

32. What specific issues has your business encountered?	UNSURE.....1% LANGUAGE BARRIERS.....96% MORE TRAINING.....3%
33. Has your business been impacted by traffic congestion during the past two years? (IF "YES," ASK:) How much of an impact on your business -- was it very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS.....3% SOMEWHAT SERIOUS.....18% NOT TOO SERIOUS.....38% NOT AT ALL SERIOUS....41% DON'T KNOW/REFUSED.....0%

IF "VERY SERIOUS" OR "SOMEWHAT SERIOUS," ASK: (n=63)

34. How was the business specifically impacted by traffic congestion?	UNSURE.....3% DELAY IN DELIVERIES...33% LONGER TRAVEL TIME....47% CUSTOMERS COULDN'T GET TO BUSINESS.16%
35. Which road or highway are you MOST concerned about -- Highway 42, Highway 13, Highway 169, Interstate 35E, Interstate 35W, Cedar Avenue, Nicollet Avenue, or something else?	HIGHWAY 42.....25% HIGHWAY 13.....24% HIGHWAY 169.....3% INTERSTATE 35E.....3% INTERSTATE 35W.....16% CEDAR AVENUE.....2% NICOLLET AVENUE.....2% SOMETHING ELSE.....6% COMBINATION (VOL).....19% DON'T KNOW/REFUSED.....0%

To improve traffic flow into and out of the City of Burnsville....

36. Which do you consider the best approach -- lane expansions on major highways and streets OR bus rapid transportation systems to destinations outside of the city?	LANE EXPANSIONS.....43% BUS RAPID TRANSIT.....14% BOTH (VOL).....33% NEITHER (VOL).....6% DON'T KNOW/REFUSED.....4%

Moving on...

37. 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.....2% GOOD.....59% ONLY FAIR.....10% POOR.....2% DON'T KNOW.....21% REFUSED.....6%

38. Would you favor or oppose an increase in city property taxes to maintain city services at their current levels?	FAVOR.....19% OPPOSE.....43% DON'T KNOW/REFUSED....38%

IF "OPPOSE," ASK: (n=128)

39. What city services would you be willing to see cut?	UNSURE.....12% NONE/CUT WASTE.....38% ADMINISTRATION.....5% ACROSS THE BOARD.....38% PARKS AND RECREATION...6% POLICE.....2%
40. In comparison with nearby areas, do you feel that the property taxes in Burnsville are very high, somewhat high, about average, somewhat low or very low?	VERY HIGH.....5% SOMEWHAT HIGH.....36% ABOUT AVERAGE.....29% SOMEWHAT LOW.....0% VERY LOW.....0% DON'T KNOW.....26% REFUSED.....4%

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

41. How would you rate the City of Burnsville's attitudes and responsiveness toward local businesses -- excellent, good, only fair or poor?	EXCELLENT.....7% GOOD.....79% ONLY FAIR.....9% POOR.....2% DON'T KNOW.....3% REFUSED.....0%
42. During the past year, have you had contact on an official basis with anyone working for the City of Burnsville?	YES.....26% NO.....72% DON'T KNOW.....2% REFUSED.....0%

IF "YES," ASK: (n=78)

43.	Which ONE of the following departments did you most recently have contact with?	POLICE.....18% FIRE.....4% AMBULANCE (EMS).....0% RECREATION.....0% PUBLIC WORKS (STREETS/ WATER/PARKS).....14% ECONOMIC DEVELOPMENT...1% PLANNING.....1% INSPECTIONS/PERMITS...37% NEIGHBORHOODS & VOL- UNTEER SERVICES.....0% UTILITY BILLING/FIN- ANCE.....8% CITY ADMINISTRATION (MANAGER,CLERK,HR)...5% BURNSVILLE-EAGAN COM- MUNITY TELEVISION....1% CITY RECEPTIONIST/ INFORMATION DESK.....8% COMMUNICATIONS.....0% INFORMATION TECH- NOLOGY.....0% SOMETHING ELSE (VOL)...1% DON'T KNOW/REFUSED.....1%
44.	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.....1% REFUSED.....1%
45.	When you consider the needs of the community, how would you rate the City of Burnsville's responsiveness to renovation and expansion projects -- excellent, good, only fair or poor?	EXCELLENT.....5% GOOD.....80% ONLY FAIR.....11% POOR.....1% DON'T KNOW.....3% REFUSED.....0%
46.	All in all, do you think things in Burnsville are headed in the right direction, or are things off on the wrong track?	RIGHT DIRECTION.....92% WRONG TRACK.....6% DON'T KNOW.....2% REFUSED.....0%

Moving on....

47. What is your primary source of information about Burnsville City government, services and activities?

UNSURE	0%
NOTHING	3%
CHAMBER NEWSLETTER	11%
THIS WEEK	14%
STAR TRIBUNE	8%
CITY WEBSITE	16%
SUN	4%
CITY NEWSLETTER	19%
CABLE TELEVISION	1%
WORD OF MOUTH	21%
SCATTERED	3%

A number of organizations publish newsletters and other information for businesses. For each of the following, tell me if you have received or accessed that information at your place of business.... (ROTATE LIST)

	YES	NO	DKR
48. "The Burnsville Bulletin," the City Newsletter?	65%	34%	1%
49. The Burnsville Chamber of Commerce newsletter, e-bulletins, or website?	41%	59%	0%
50. The City of Burnsville website?	52%	47%	1%
51. Cable television access programming?	13%	86%	1%
52. City of Burnsville e-bulletins or social media?	34%	66%	0%
53. Burnsville Convention and Visitor's Bureau mailings or website?	35%	65%	0%

54. Are you aware of the marketing efforts of the Burnsville Convention and Visitor's Bureau?

YES	61%
NO	38%
DON'T KNOW/REFUSED	1%

55. What kind of high-speed Internet service does your business currently have -- wireless, cable modem, leased circuit, DSL, or none at all?

WIRELESS	15%
CABLE MODEM	21%
LEASED CIRCUIT	14%
DSL	42%
NONE	4%
DON'T KNOW/REFUSED	3%

IF #1-#4, ASK: (n=279)

56. How satisfied are you with the speed of your high-speed Internet -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

VERY SATISFIED	33%
SOMEWHAT SATISFIED	56%
SOMEWHAT DISSATISFIED	8%
VERY DISSATISFIED	3%
DON'T KNOW/REFUSED	0%

57. How satisfied are you with the cost of your high-speed Internet -- very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

VERY SATISFIED.....27%
SOMEWHAT SATISFIED....57%
SOMEWHAT DISSATISFIED..7%
VERY DISSATISFIED.....4%
DON'T KNOW/REFUSED.....5%

58. Does your business currently subscribe to cable television, satellite television or neither?

CABLE.....26%
SATELLITE.....15%
NEITHER.....58%
DON'T KNOW/REFUSED.....1%

IF "CABLE," ASK: (n=79)

59. When you consider the charge you pay for cable service and the quality of the service you receive, would you rate the value of cable service as excellent, good, only fair or poor?

EXCELLENT.....8%
GOOD.....76%
ONLY FAIR.....14%
POOR.....1%
DON'T KNOW/REFUSED.....1%

I would like to read you a short list of utility services used by your business in Burnsville. For each one, please tell me if you would rate the quality of the service as excellent, good, only fair, or poor. If you have no opinion, just say so.... (ROTATE LIST)

	EXCL	GOOD	FAIR	POOR	DK/R
60. Water and sewers?	8%	64%	23%	2%	3%
61. Telephone?	11%	82%	6%	1%	1%
62. Electric?	11%	79%	8%	1%	1%
63. Street lighting?	8%	75%	13%	2%	2%

Now, for each of those services, tell me if you view that utility's rate as very high, somewhat high, about average, somewhat low, or very low. Again, if you have no opinion, just say so.... (ROTATE LIST)

	VHI	SHI	AVG	SLO	VLO	DKR
64. Water and sewers?	6%	19%	49%	0%	0%	25%
65. Telephone?	4%	13%	62%	0%	0%	21%
66. Electric?	8%	17%	52%	0%	0%	23%
67. Street lighting?	2%	9%	61%	0%	0%	27%

Changing topics....

As I read the following statements, please answer "yes" or"no." (READ LIST)

	YES	NO	DKR
68. Customers and employees feel safe shopping and doing business in Burnsville.	99%	0%	0%
69. During the past few years, the appearance and maintenance of business properties has improved.	90%	7%	3%
70. The City has maintained a good balance between development and preservation of natural resources.	91%	4%	5%
71. The quality and timeliness of the snow plowing of city streets is satisfactory?	98%	2%	0%
72. Major city streets -- excluding county, state and federal highways -- are well maintained in Burnsville?	96%	4%	0%

Changing topics....

73. During the past two years, has crime increased, decreased, or remained about the same in your area of the city?

INCREASED.....8%
DECREASED.....7%
ABOUT THE SAME.....80%
DON'T KNOW/REFUSED.....4%

74. How serious of an impact has crime had on your business during the past two years -- very serious, somewhat serious, not too serious, or not at all serious?

VERY SERIOUS.....1%
SOMEWHAT SERIOUS.....6%
NOT TOO SERIOUS.....40%
NOT AT ALL SERIOUS....52%
DON'T KNOW/REFUSED.....1%

75. I would like read you a list of public safety issues. Please tell me which one you consider to be the greatest concern in the City of Burnsville? (READ LIST)

76. Which one would be the second greatest concern? (RE-READ LIST, IF NECESSARY, OMITTING FIRST CHOICE)

	GREAT	SECOND
Shoplifting	11%	5%
Vandalism	8%	6%
Burglary	7%	4%
Fraud and bad checks	8%	10%
Graffiti	2%	5%
Petty thievery	6%	7%
Identity theft	6%	6%
Potential for terrorism	0%	0%
Computer crime	1%	2%
Violent crime	1%	0%
Gangs and drugs	2%	1%
Traffic speeding	11%	7%
NONE (VOL.)	31%	38%
SOMETHING ELSE	1%	2%
DON'T KNOW/REFUSED	6%	8%

Moving on....

77. Is your business a current member of the Burnsville Chamber of Commerce? (IF "NO," ASK:) Is your business a former member of the Burnsville Chamber of Commerce?

YES	29%
NO/YES	7%
NO/NO	57%
DON'T KNOW	7%
REFUSED	0%

78. During the past year, have you contacted the Burnsville Chamber of Commerce about an issue facing your business?

YES	5%
NO	93%
DON'T KNOW	1%
REFUSED	0%

IF "YES," ASK: (n=16)

79. In general were you satisfied or dissatisfied with the way in which that contact was handled by the Chamber?

SATISFIED	100%
DISSATISFIED	0%
DON'T KNOW	0%
REFUSED	0%

80. Now, for demographic purposes, could you tell me your position or title in this Company?

REFUSED	0%
PRESIDENT	8%
OWNER	26%
PARTNER	4%
MANAGER	60%
CEO	2%

81. In what city do you live?

UNSURE.....0%
BURNSVILLE.....45%
SAVAGE.....8%
EAGAN.....6%
APPLE VALLEY.....9%
PRIOR LAKE.....5%
LAKEVILLE.....5%
MINNEAPOLIS.....3%
SAINT PAUL.....3%
REST OF DAKOTA COUNTY..4%
REST OF METRO.....2%
WASHINGTON COUNTY.....2%
OUT OF METRO AREA.....2%
REST OF HENNEPIN.....7%