

THE MORRIS LEATHERMAN COMPANY  
 3128 Dean Court  
 Minneapolis, Minnesota 55416

CITY OF EDEN PRAIRIE  
 2022 BUSINESS STUDY  
 FINAL MARCH 2022

- A. Are you the owner or chief decisionmaker at this business? YES.....BEGIN SURVEY  
 NO.....ASK QUESTION B
- B. 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 survey research firm located in Minneapolis. We've been retained by the City of Eden Prairie to speak with a random sample of businesses about issues facing the community. This survey is being taken because the City is 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. How long has your business been located in Eden Prairie?
- |                          |     |
|--------------------------|-----|
| LESS THAN ONE YEAR.....  | 1%  |
| ONE TO TWO YEARS.....    | 2%  |
| THREE TO FIVE YEARS..... | 4%  |
| SIX TO TEN YEARS.....    | 28% |
| 11 TO 20 YEARS.....      | 35% |
| OVER TWENTY YEARS.....   | 30% |
| DON'T KNOW/REFUSED.....  | 0%  |

I am going to read you a list of reasons businesses operate in Eden Prairie. For each one, please tell me if it is very important to you, somewhat important, not too important, or not at all important to you.

	VRI	SMI	NTI	NAA	DKR
2. Property taxes?	54%	27%	16%	3%	1%
3. Access to qualified workforce?	37%	35%	22%	6%	0%
4. Access to public transportation?	13%	25%	41%	21%	0%
5. Supportive city services?	58%	32%	9%	1%	1%
6. Highway access?	32%	42%	24%	2%	0%
7. Low crime rate?	35%	47%	18%	1%	0%

	VRI	SMI	NTI	NAA	DKR
8. Good housing choices for you and your workers?	18%	34%	33%	15%	0%
9. Proximity to customers and suppliers?	49%	30%	17%	5%	0%
10. A great place to live and work?	53%	35%	9%	4%	0%
11. Presence of similar types of businesses?	18%	30%	43%	9%	0%
12. High speed internet access?	51%	30%	14%	6%	0%
13. Parks, walking paths and other outdoor amenities?	26%	35%	31%	9%	0%
14. Fair value of lease and rental rates?	47%	39%	9%	5%	0%
15. Are there any other reasons important to you in choosing to operate your business in Eden Prairie?					

UNSURE, 2%; NO, 86%; CLOSE TO HOME, 2%; CLOSE TO AIRPORT, 4%; GROWING BUSINESS AREA, 2%; SPACE NEEDS, 2%; SCATTERED, 2%.

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

16. 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.....	40%
	MINOR IMPACT.....	38%
	NOT MUCH IMPACT.....	22%
	DON'T KNOW/REFUSED.....	0%

IF "MAJOR" OR "MINOR," ASK: (N=312)

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
17. Revenue?	14%	73%	13%	0%
18. Number of customers?	11%	70%	19%	1%
19. Number of workers?	7%	47%	47%	0%
20. Productivity of employees working from home?	12%	12%	70%	6%
21. Have you had to change where and how employees work during the pandemic?	YES.....	61%		
	NO.....	39%		
	DON'T KNOW/REFUSED.....	0%		

IF "YES," ASK: (N=245)

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

22. Do you believe you will operate your business the way it was before the pandemic? YES.....76%  
 NO.....20%  
 DON'T KNOW/REFUSED.....3%

IF "NO," ASK: (N=50)

23. What sort of changes will stay in place?

FLEX/HYBRID OFFICE DAYS, 42%; ZOOM MEETINGS, 4%;  
 SOCIAL DISTANCED WORK STATIONS, 16%; CONTACTLESS  
 TRANSACTIONS, 26%; MASKS, 12%.

Moving on....

Using a grading system of "A" as excellent, "B" as above average, "C" as average, "D" as below average and "F" as failing....

24. Overall, how would you grade the business climate in the City of Eden Prairie? A.....49%  
 B.....45%  
 C.....6%  
 D.....0%  
 E.....0%  
 DON'T KNOW/REFUSED.....1%

Aside from the pandemic....

25. What do you think is the most serious issue facing your business in Eden Prairie?

NOTHING, 20%; INFLATION, 12%; LACK OF CUSTOMERS, 12%; LACK OF WORKERS, 13%; BUSINESS TAXES, 9%; COST OF DOING BUSINESS, 4%; GETTING BACK TO NORMAL AFTER COVID, 5%; LACK OF PROFITS, 2%; SUPPLY CHAIN DELAYS, 9%; TRAFFIC CONGESTION, 2%; COST OF SUPPLIES, 2%; SCATTERED, 10%.

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
26. Business property taxes?	38%	39%	22%	1%
27. State and Federal taxes?	36%	51%	11%	1%
28. General economic conditions?	68%	30%	3%	0%
29. Traffic congestion?	7%	34%	59%	0%

	VRS	SMS	NTS	DKR
30. High rent or lease?	25%	29%	43%	3%
31. Lack of customers?	29%	37%	35%	0%
32. Finding quality employees?	28%	34%	39%	0%
33. Availability of property or space?	4%	15%	82%	0%
34. The housing market?	15%	20%	65%	1%
35. Availability or access to high speed Wi-Fi?	13%	10%	77%	0%
36. Lack of public transportation?	2%	11%	88%	0%
37. Health care and benefit costs?	27%	28%	45%	0%
38. Crime?	11%	27%	62%	0%
39. Inflation?	82%	17%	1%	0%
40. The supply chain?	48%	21%	31%	0%
41. Overall cost of doing business?	48%	28%	25%	0%

As you may know, the City of Eden Prairie has an Economic Development Division. I am going to read you a list of items which the Division could focus on. After I read each item, please tell me if the Economic Development Division should have a great focus, some focus, little focus or no focus at all on that item.

	GRT	SOM	LIT	NOF	DKR
42. Retaining and growing existing businesses?	67%	27%	4%	1%	1%
43. Recruiting new businesses?	59%	33%	5%	3%	0%
44. Low interest small business loans and grants?	50%	33%	11%	4%	1%
45. Investing in redevelopment?	51%	36%	8%	5%	1%
46. Building traffic infrastructure, such as roads, highways and public transportation?	28%	45%	24%	4%	0%
47. Improving communication with businesses?	32%	50%	17%	2%	0%
48. Assisting in efforts to attract qualified workers and talent?	44%	37%	16%	2%	1%
49. Assisting in efforts to better train existing workers?	33%	43%	17%	6%	2%
50. Expanding co-working or collaborative workspaces?	29%	42%	19%	6%	4%
51. Are there any other items you think the Economic Development Division should be focused on?					

UNSURE, 3%; NO, 94%; SCATTERED, 3%.

Turning the topic to workforce issues ....

52. Generally speaking, which of the following statements is closest to your opinion:
- |                         |     |
|-------------------------|-----|
| STATEMENT A.....        | 50% |
| STATEMENT B.....        | 33% |
| STATEMENT C.....        | 16% |
| DON'T KNOW/REFUSED..... | 1%  |
- A) We are able to find plenty of skilled workers in my industry;
- B) We are having difficulty filling open positions with skilled workers; OR
- C) We are having difficulty filling open positions for workers with entry level skills?

IF STATEMENT B OR C, ASK: (N=198)

53. Which of the following statements is closest to your opinion:
- |                         |     |
|-------------------------|-----|
| STATEMENT A.....        | 7%  |
| STATEMENT B.....        | 66% |
| STATEMENT C.....        | 28% |
| DON'T KNOW/REFUSED..... | 0%  |
- A) There are enough workers available for my industry, but they are not currently being trained with the right skills to do the job well;
- B) I think the training of workers for my business is good, but there just aren't enough people who want to do these kinds of jobs; OR
- C) Both the number of available skilled workers and their training are a challenge in my business?
54. 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.....  | 52% |
| COUPLE OF YEARS.....    | 38% |
| LONG-RANGE CONCERN..... | 11% |
| DON'T KNOW/REFUSED..... | 0%  |

55. What employment skills and competencies are most important to your company?

TRADE SKILLS, 11%; COMMUNICATION, 9%; WORK ETHIC, 10%;  
 COMPUTER SKILLS, 6%; ATTENTION TO DETAIL, 6%;  
 CERTIFICATION/LICENSE, 8%; CUSTOMER SERVICE, 23%; FOLLOW  
 THROUGH, 3%; WORK INDEPENDENTLY, 2%; LEADERSHIP SKILLS, 3%;  
 SALES/MARKETING, 13%; SCATTERED, 6%.

56. What employment skills and competencies, if any, need to be improved for the future?

UNSURE, 3%; NONE, 27%; TRADE SKILLS, 2%; COMMUNICATION,  
 11%; WORK ETHIC, 15%; COMPUTER SKILLS, 2%; TEAMWORK, 2%;  
 ATTENTION TO DETAIL, 6%; CUSTOMER SERVICE, 11%; FOLLOW  
 THROUGH, 3%; TIME MANAGEMENT, 4%; LEADERSHIP SKILLS, 3%;  
 PROBLEM SOLVING, 3%; SALES/MARKETING, 6%; SCATTERED, 2%.

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

57. 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.....33% GOOD IDEA.....63% BAD IDEA.....1% BAD IDEA/STRONGLY.....0% DON'T KNOW/REFUSED.....4%
--	---

58. Do you think these partnerships could help benefit your business in the future?	YES.....68% NO.....23% DON'T KNOW/REFUSED.....9%
---	--

For each of the following, please tell me if you would be very interested, somewhat interested, not too interested or not at all interested.

VRI SMI NTI NAA DKR

59. Partnering with Eden Prairie High School or Hennepin Technical College to align education to meet trends and standards in your industry?	42% 28% 16% 14% 1%
--	--------------------

60. Assisting with on-the-job training programs, such as mentorships, internships, job shadowing, or Innovation Sandbox for Eden Prairie High School students?	37% 32% 14% 14% 4%
--	--------------------

Let me read you a list of specific concerns that may impact the ability to find and keep qualified workers. For each one, please tell me if it is becoming a very significant problem in your area, somewhat of a problem or not a problem at all.

	VER	SOM	NOT	DKR
61. Variety of housing options?	15%	32%	52%	1%
62. Affordability of housing?	23%	33%	44%	0%
63. Adequate transportation options?	9%	32%	59%	1%
64. Affordable child care?	31%	30%	38%	2%
65. Adequate amenities, such as restaurants and entertainment establishments?	12%	35%	53%	0%

Turning to traffic and transportation....

66. Has your business been impacted by traffic congestion during the past two years - how much of an impact on your business was it - very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS.....	1%
	SOMEWHAT SERIOUS.....	3%
	NOT TOO SERIOUS.....	42%
	NOT AT ALL SERIOUS.....	53%
	DON'T KNOW/REFUSED.....	1%

IF "VERY SERIOUS" OR "SOMEWHAT SERIOUS," ASK: (N=15)

67. How was the business specifically impacted by traffic congestion?

DETOURS/CONSTRUCTION, 27%; LATE CLIENTS/CUSTOMERS, 33%; LATE DELIVERIES, 40%.

68. Which road or highway are you MOST concerned about?

HIGHWAY 169, 20%; 494, 53%; FLYING CLOUD DRIVE, 13%; HIGHWAY 212, 13%.

Changing topics....

There has been a lot of discussion of rising crime in the metro area. Thinking only about your experience in the City of Eden Prairie....

69. Do you believe crime has increased, decreased or remained about the same over the past few years?	INCREASED.....	17%
	DECREASED.....	15%
	ABOUT THE SAME.....	66%
	DON'T KNOW/REFUSED.....	3%

Moving on....

70. During the past year, how many times have you contacted the City of Eden Prairie on official business?	NONE.....	66%
	ONE.....	22%
	TWO.....	8%
	THREE.....	2%
	FOUR OR MORE.....	3%
	DON'T KNOW/REFUSED.....	0%

IF CONTACT, ASK: (N=135)

71. In general, how satisfied were you with the way in which the contact was handled by the city - were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?	VERY SATISFIED.....	72%
	SOMEWHAT SATISFIED.....	28%
	SOMEWHAT DISSATISFIED...	0%
	VERY DISSATISFIED.....	0%
	DON'T KNOW/REFUSED.....	0%

IF "SOMEWHAT DISSATISFIED" OR "VERY DISSATISFIED," ASK: (N=0)

72. Why were you not satisfied?

NOT APPLICABLE.

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

	YES	NO	DKR
73. Expand in Eden Prairie?	10%	90%	0%
74. Downsize in Eden Prairie?	0%	99%	1%
75. Relocate in Eden Prairie?	4%	94%	2%
76. Relocate outside of Eden Prairie?	3%	94%	4%

IF "YES," IN QUESTION #76, ASK: (N=11)

Why is your company relocating outside of Eden Prairie? (DO NOT READ LIST/MARK ALL THAT APPLY)

	YES	NO
77. Relocation to another area or state?	73%	27%
78. High taxes?	55%	45%
79. Closer to where you live?	0%	100%
80. Availability of office space?	0%	100%
81. Better size of location?	0%	100%



	YES	NO
82. Lack of land for development?	0%	100%
83. Transportation issues?	0%	100%
84. ELSE: (LEASE COST/CLOSE TO FAMILY)	45%	55%

What, if anything, could the City do to keep you in Eden Prairie? (DO NOT READ LIST/MARK ALL THAT APPLY)

	YES	NO
85. Reduce property taxes?	27%	73%
86. Offer loans/grants?	0%	100%
87. Reason for leaving is unrelated to city?	45%	55%
88. Not asking for help?	0%	100%
89. Space availability?	0%	100%
90. Create warehouse space?	0%	100%
91. Improve roads?	0%	100%
92. Provide more public transit options?	0%	100%
93. ELSE: (LOWER LEASE COST)	45%	55%
94. Nothing?	0%	100%

95. 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.....	14%
	GOOD.....	57%
	ONLY FAIR.....	28%
	POOR.....	1%
	DON'T KNOW/REFUSED.....	1%

When local government makes decisions or passes regulations that impact your business....

96. How satisfied are you with the amount of access you have to the decision-making process - are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?	VERY SATISFIED.....	49%
	SOMEWHAT SATISFIED.....	42%
	SOMEWHAT DISSATISFIED...	2%
	VERY DISSATISFIED.....	2%
	DON'T KNOW/REFUSED.....	6%

Moving on....

97. Do you have any concerns about your telecommunications and internet service in Eden Prairie? (IF "YES," ASK:) What would those be?

NO, 97%; FASTER INTERNET, 1%; MORE RELIABLE, 2%.

Now thinking about the power supply to your company....

- 98. How reliable would you say the supply is -- very reliable, reliable, somewhat unreliable, or very unreliable?
  - VERY RELIABLE.....56%
  - RELIABLE.....43%
  - SOMEWHAT UNRELIABLE.....1%
  - VERY UNRELIABLE.....1%
  - DON'T KNOW/REFUSED.....0%

There has been discussion about investments in sustainable energy, such as solar panels or electric vehicle charging stations.

- 99. Have you made any of these types of investments at your location?
  - YES.....9%
  - NO.....91%
  - DON'T KNOW/REFUSED.....1%

IF "NO," ASK: (N=363)

- 100. Which statement is closest to your opinion:
  - STATEMENT A.....7%
  - STATEMENT B.....34%
  - A) These types of investments are the right thing to do and I would be willing to make them; STATEMENT C.....53%
  - B) These types of investments are the right thing to do, but I just cannot afford to make them; OR DON'T KNOW/REFUSED.....6%
  - C) These types of investments are just not important at this point.

Moving on....

- 101. What Federal, State or local policies are having the biggest impact on your business?

UNSURE, 10%; NONE, 32%; COVID MANDATES, 5%; HEALTH INSURANCE, 3%; MINIMUM WAGE, 2%; BUSINESS/PROPERTY TAXES, 27%; SALES TAX, 7%; INFLATION, 3%; EMPLOYEE TAXES, 2%; TRADE REGULATIONS/TARIFFS, 2%; SCATTERED, 7%.

Keeping in mind your responses are strictly confidential....

102. Which of the following best describes your business?  
 (READ LIST)

SERVICE.....	47%
SALES/MARKETING.....	22%
GENERAL PROFESSIONAL.....	7%
CONSTRUCTION/CRAFT/REPAIR.....	3%
TECHNOLOGY.....	5%
MANUFACTURING.....	8%
REAL ESTATE/PROPERTY MANAGEMENT.....	2%
NON-PROFIT/RELIGIOUS ORGANIZATION.....	0%
HEALTH.....	7%
REFUSED.....	0%

103. How many full-time and part-time employees does your company have based in Eden Prairie?	ONE TO FIVE.....	22%
	SIX TO TEN.....	24%
	11 TO 25.....	33%
	26 TO 50.....	13%
	OVER 50.....	8%
	DON'T KNOW/REFUSED.....	0%

104. Do you plan to hire more employees in 2022?	YES.....	40%
	NO.....	49%
	DON'T KNOW/REFUSED.....	11%

IF "YES," ASK: (N=160)

105. What type of education will you be looking for in new employees - high school graduates, technical school, two-year degree or certificates or 4 year college graduates?	HIGH SCHOOL GRADUATES..	42%
	TECHNICAL SCHOOL.....	28%
	2 YEAR DEGREE/CERT.....	8%
	COLLEGE GRADUATES.....	21%
	ELSE (VOL.).....	1%
	DON'T KNOW/REFUSED.....	0%

106. What percent of your workforce lives in Eden Prairie?	NONE.....	5%
	20% OR LESS.....	23%
	21% TO 33%.....	12%
	34% TO 50%.....	18%
	51% TO 99%.....	23%
	100%.....	10%
	UNSURE.....	9%

107. What is the average commute time of your employees to and from work?
- |                          |     |
|--------------------------|-----|
| TEN MINUTES OR LESS..... | 16% |
| 11 TO 19 MINUTES.....    | 38% |
| 20 MINUTES.....          | 29% |
| 21 TO 30 MINUTES.....    | 9%  |
| OVER 30 MINUTES.....     | 3%  |
| UNSURE.....              | 6%  |
108. Is this a home-based business?
- |                         |     |
|-------------------------|-----|
| YES.....                | 8%  |
| NO.....                 | 92% |
| DON'T KNOW/REFUSED..... | 0%  |

IF "YES," ASK: (N=32)

109. In your opinion, what issues are most pressing about being a home-based business?
- UNSURE, 6%; NONE, 16%; WORK/LIFE BALANCE, 21%; WORK SPACE NEEDS, 16%; BUSINESS TAXES, 6%; ISOLATION, 13%; MARKETING, 16%; BEING INVOLVED IN COMMUNITY, 6%.
110. What is your job title?
- |                      |     |
|----------------------|-----|
| OWNER.....           | 28% |
| MANAGER.....         | 44% |
| GENERAL MANAGER..... | 20% |
| DIRECTOR.....        | 4%  |
| PRESIDENT.....       | 4%  |
| SCATTERED.....       | 1%  |
111. In what city do you live?
- |                          |     |
|--------------------------|-----|
| REFUSED.....             | 2%  |
| EDEN PRAIRIE.....        | 53% |
| BLOOMINGTON/RICHFIELD..  | 19% |
| MINNEAPOLIS/ST. PAUL.... | 3%  |
| MINNETONKA/HOPKINS.....  | 6%  |
| SHAKOPEE/SAVAGE          |     |
| PRIOR LAKE.....          | 4%  |
| EAGAN/BURNSVILLE.....    | 3%  |
| EDINA/ST. LOUIS PARK.... | 4%  |
| CHASKA/CHANHASSEN.....   | 3%  |
| SCATTERED.....           | 3%  |
112. Is there anything else you would like to share with City of Eden Prairie? (IF "YES", ASK:) What would that be?
- NO, 96%; SCATTERED (REDUCE TAXES/IMPROVE WI-FI/MORE PARTNERSHIPS/OPPOSE LIGHT RAIL/AFFORDABLE HOUSING OPTIONS), 4%.

113. Gender?

MALE.....50%  
FEMALE.....50%