



# City of Burnsville

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**FOR IMMEDIATE RELEASE**

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## **RESIDENTS, BUSINESSES RESPOND TO BURNSVILLE COMMUNITY SURVEYS**

According to results of two recent community telephone surveys, Burnsville residents and business owners/managers are generally satisfied with their community – and feel positive about the City’s direction.

In March and April 2016, The Morris Leatherman Company (formerly Decision Resources, Ltd.) conducted two multi-question telephone surveys of Burnsville’s residential and business communities. Approximately 400 residents took the time to answer 180+ questions – expressing their thoughts on “the quality of life in Burnsville,” “the value of City services” and many more topics.

Likewise, the company polled approximately 300 business owners/managers, asking more than 80 questions on “business trends,” “choice of location” and more.

Results show that 96 percent of residents rate the quality of life in Burnsville as good or excellent (up from 89 percent in 2013); and 94 percent of businesses rate the business atmosphere as good or excellent (up from 92 percent in 2012). The City conducts a residential and business survey every four years.

**Complete survey results (including questions, answers and comparative charts) are available at [www.burnsville.org/surveys](http://www.burnsville.org/surveys).** Survey results were presented to the Burnsville City Council during their July 12 Work Session.

### **About the Survey**

Since 1987, The Morris Leatherman Company (MLC) has conducted statistically valid telephone surveys for the City of Burnsville. According to MLC, results for the residential survey are projectable to all residents with an accuracy of plus/minus five percent in 95 out of 100 cases; and the business survey is projectable to the entire business population within plus/minus 5.8 percent in 95 out of 100 cases.

MLC’s methodology uses random-digit dialing on landline phone numbers, and purchases a sample of cell phone numbers that are screened for residency in Burnsville. Before an alternate household is substituted for a designated target, at least ten tries are made to contact during a five-day period. The telephone calls take place during various times during the day, on weekday evenings and during the weekend. An unbiased selection process is also used to identify the adult member of the household to be interviewed.

To validate the completed sample, the latest United States Census updated population characteristics are used as a standard of comparison. The questionnaire is administered by MLC trained and supervised personnel. MLC also employs foreign language speaking interviewers, including but not limited to Spanish, Hmong, and Somali.

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