

Hastings, MN

The National Business Survey

Report of Results
2020

Report by:



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About The NBS™

The National Business Survey™ (The NBS) gives local businesses the opportunity to provide feedback about the community characteristics and local government services that help support the local economy. It was developed by the survey experts at Polco's National Research Center.

Great communities are partnerships of the government, businesses in the private sector, community-based organizations, and residents, all geographically connected. With this report, the City of Hastings gains an important perspective from its businesses across six core indicators of the business environment in the community:

- Community amenities
- Business climate
- Employment opportunities and workforce support
- Workforce readiness
- Business growth
- Governance

This report provides the opinions of 73 business owners and managers of the City of Hastings. Because the survey was intended to be taken by all businesses in the community, no traditional margin of error was calculated. However, because not all businesses responded, Polco recommends using plus or minus ten percentage points as the "range of uncertainty" around any given percent reported for the City as a whole. The full description of methods used to gather these opinions can be found in the "Methods" tab. No statistical weighting was performed.

How the results are reported

For the most part, the percentages presented in the following tabs represent the "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.). On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data." However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.



Methods

How the survey was conducted

The Hastings survey was completed by a representative sample of 565 business owners and managers. All private sector businesses within the City of Hastings were eligible to participate in the survey. A list of all businesses within the zip codes serving Hastings was purchased from InfoUSA. Each location was mapped and compared to the most current boundary file for the jurisdiction and business addresses located outside of Hastings were removed from consideration. A total of 565 businesses were identified as being within the city limits of Hastings.

The 565 selected businesses received mailings beginning on October 1, 2020 and the survey remained open for eight weeks. The first mailing was a postcard inviting the business owner or manager to participate in the survey, followed by a reminder postcard. All mailings included a web link for respondents to complete the survey online.

About 10% of the 565 mailed invitations were returned because the business address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 506 businesses that received the invitations to participate, 73 completed the survey, providing an overall response rate of 14%. The response rate was calculated using AAPOR's response rate #2* for mailed surveys of unnamed persons. No statistical weighting was performed. Because the survey was intended to be taken by all businesses in the community, no traditional margin of error was calculated. However, because not all businesses responded, Polco recommends using plus or minus ten percentage points as the "range of uncertainty" around any given percent reported for the city as a whole.

* See AAPOR's Standard Definitions for more information - <https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

Highlights

Members of the business community consider Hastings a great place to live and value many of the services provided by the City.

About 9 in 10 of the business owners and managers surveyed rated the quality of life in Hastings as excellent or good and a similar number would recommend living in Hastings to someone who asks. Recommending one's community is considered by many to be a tell-tale sign of quality. Hastings also received high ratings as a place for children and families as well as older adults; about 8 in 10 survey respondents scored the city positively in these areas. The assessment of older adult livability was higher than the benchmark for communities across the nation.

Three-fourths of business owners and managers rated the overall quality of the services provided by the City of Hastings positively and on par with the nation. City services scoring higher than national averages related to mobility (auto, bicycle, walking, street cleaning, and traffic flow) and storm drainage.

There is room for improvement in Hastings' business climate.

Nearly all communities are struggling economically under COVID-19 and Hastings is no different. Only half of the businesses surveyed positively scored the overall economic health of Hastings and the City as a place to do business. These ratings fell below national averages. Two-thirds of respondents reported they would recommend operating a business in Hastings to those who asked, a rating also below the national benchmark.

While overall government service ratings were high in the community, the level of public trust for areas such as overall direction, overall confidence, and the value of services for the taxes paid received ratings that were lower, with half or fewer of survey respondents assessing the local government as excellent or good. These ratings fell below the national benchmark. Respondent perceptions of the Hastings government welcoming business involvement, providing information to the business community, and business recruitment and retention also fell short of national averages.

About half of Hastings businesses expect growth in the next five years, but are less optimistic about the near future.

About 6 in 10 of Hastings businesses reported growth over the past five years and a similar number have expectations of growth for the upcoming five year period. However, when asked what impact they think the economy will have on their businesses over the six months following the survey, there was less optimism. About 45% of businesses estimated a negative impact, one-third a neutral impact, and one-quarter a positive impact. These ratings fell below the national benchmark, but much of the national benchmark data pre-dates the COVID-19 pandemic.

Employment opportunities in Hastings do not rate high, but new jobs are on the horizon.

The quality of and variety of employment opportunities in Hastings was rated as excellent or good by 4 in 10 business respondents. Additionally, the availability of jobs that pay a livable wage received positive responses by less than one-third of those surveyed.

However, 40% of businesses planned to hire in the 6 to 12 months following the survey and the jobs they will be offering vary in skill levels. Of those planning to hire, about 50% were looking to fill skilled jobs (jobs that require a comprehensive knowledge of the trade, craft or industry - e.g. electricians, plumbers, law enforcement officers, administrative assistants), while about 35% reported a need for semi-skilled workers (jobs that require some skill but do not require highly specialized skills - e.g. truck drivers, typists). About 1 in 5 of the companies planning to hire will be posting unskilled positions (jobs that do not require workers to have special training or skills - e.g. cashiers, farm laborers, grocery clerks, hotel workers) or for highly skilled jobs such as those in medicine, law, finance, etc. In terms of workforce readiness, about 7 in 10 business managers felt their current employees had adequate skills and educational qualifications for their current work needs.

Further, educational opportunities in Hastings were rated positively in the areas of the public school system producing college-ready graduates, access to trade schools, access to higher education, and the overall quality of education/training opportunities. Roughly 7 in 10 business owners and managers rated these as excellent or good.

The COVID-19 pandemic has had a dramatic impact on businesses and employees in Hastings.

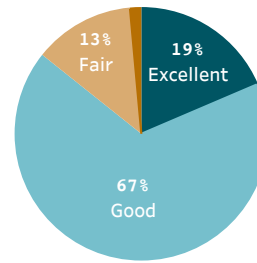
About three-fourths of the businesses in Hastings reported a loss in sales due to COVID-19 and about 3 in 10 reported more serious shortages (31% or more). More than 7 in 10 business owners and operators expect a revenue shortfall for 2020 and more than half of the businesses surveyed estimated the annual revenue loss to be moderate or serious.

In terms of workforce impacts from the pandemic, about 55% of the businesses surveyed anticipated no change in staffing due to COVID-19 while one-fourth estimated reductions and 8% increases. Business owners and managers reported trying to mitigate the impacts of the pandemic by cutting back hours of employees (32%), suspending bonuses (16%), and laying off staff (16%). Between 5% and 10% of businesses had already reduced benefits, reduced wages, or furloughed employees.

Quality of life

A community with an excellent quality of life for those who live and work there will be appealing to those wanting to start a new business and is important in attracting and retaining good employees. A highly livable community is attractive, accessible, and welcoming to all.

The overall quality of life in Hastings



		% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Hastings:	The overall quality of life in Hastings	86%	Similar
	Hastings as a place for children and families	81%	
	Hastings as a place for older adults	80%	Higher
	Hastings as a place for young adults	41%	
Please indicate how likely or unlikely you are to do each of the following:	Recommend living in Hastings to someone who asks	90%	

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Facets of community livability

Characteristics such as natural amenities, safety, and design ensure a community is attractive to businesses, their employees, and the residents they serve. Communities that invest in their natural, social, and built environment foster strong economies where people want to live, visit, and spend time.



Community livability

		% positive *	vs. benchmark **
Please rate each of the following characteristics as they relate to Hastings as a whole:	Overall quality of natural environment in Hastings	90%	Similar
	Overall quality of parks and recreation opportunities	89%	
	Overall health and wellness opportunities in Hastings	87%	Similar
	Overall feeling of safety in Hastings	83%	Similar
	Overall quality of the utility infrastructure in Hastings (water, sewer, storm water, electric/gas)	70%	
	Overall design or layout of Hastings’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	69%	Lower
	Overall opportunities for education, culture and the arts	66%	Lower
	Residents’ connection and engagement with their community	64%	Lower
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Hastings	53%	Lower
	Overall economic health of Hastings	51%	Lower
Please rate how safe or unsafe you feel:	In Hastings’s commercial areas during the day	97%	Similar
	In Hastings’s commercial areas after dark	75%	Similar

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. “excellent” or “good”, “very likely” or “somewhat likely”).

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community amenities

When businesses choose where to locate and think about the potential for growth, they are highly influenced by community infrastructure, local markets, and the quality of amenities that may help attract and retain employees.

Community amenities

		% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Hastings:	Hastings as a place to visit	69%	Lower
	Overall image or reputation of Hastings	63%	Lower
Please rate each of the following characteristics as they relate to Hastings as a whole:	Cleanliness of Hastings	88%	Similar
	Historical preservation in Hastings	81%	
	Overall appearance of Hastings	75%	Lower
	Public places where people want to spend time	62%	Lower
	Quality of internet connection	57%	
	Coverage of internet connection	54%	
	Opportunities to attend cultural/arts/music activities	53%	
	Hotel and lodging options	32%	

Business and service amenities

Please rate each of the following characteristics as they relate to Hastings as a whole:	Quality of service establishments (e.g., salons, dry cleaners, etc.)	62%	
	Opportunities for tourism	56%	
	Vibrancy of downtown/commercial areas	55%	Lower
	Variety of service establishments (e.g., salons, dry cleaners, etc.)	54%	
	Quality of restaurants and places to eat	47%	
	Overall quality of commercial development in Hastings	36%	Lower
	Variety of restaurants and places to eat	35%	
	Overall opportunity for business growth and expansion	33%	
	Quality of shopping opportunities	28%	Lower
Variety of shopping opportunities	20%		

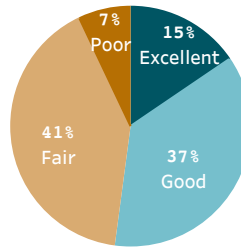
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** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Business climate

A strong business climate can be described as one in which it is easy for businesses to start and thrive. Such climates can improve the local economy, increase employment and wages, and provide additional tax revenues to support community livability.

Hastings as a place to do business



		% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Hastings:	Hastings as a place to do business	52%	Lower
Please indicate how likely or unlikely you are to do each of the following:	Keep your business in Hastings for the next five years	83%	Lower
	Recommend working in Hastings to someone who asks	82%	
	Recommend operating a business in Hastings to someone who asks	66%	Lower
Please rate the job the Hastings government does:	Communicating during City construction (e.g., streets, utilities, etc.)	54%	
	Informing businesses of community issues and values	53%	Lower
	Welcoming business involvement	43%	Lower
	Retaining existing businesses	36%	Lower
	Supporting or creating new jobs	21%	Lower
	Attracting new businesses	20%	Lower

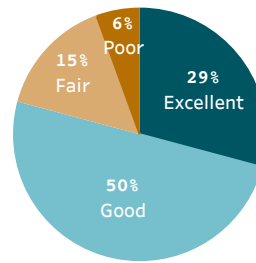
* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Workforce support

Offering quality employment opportunities and the support needed for residents to successfully access that work are critical for a healthy and resilient local economy.

Hastings as a place to work



		% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Hastings:	Hastings as a place to work	79%	Lower
Please rate each of the following characteristics as they relate to Hastings as a whole:	Quality of employment opportunities	41%	Lower
	Variety of employment opportunities	40%	
	Availability of jobs that pay a livable wage	32%	
Thinking about Hastings’s workforce, please rate each of the following characteristics as they relate to Hastings:	Quality of childcare	70%	
	Ease of parking at workplaces	68%	
	Variety of housing options for people who work in Hastings	60%	Similar
	Cost of living in Hastings	53%	
	Affordability of childcare	51%	
	Affordability of housing for people who work in Hastings	48%	
	Variety of transportation options for people who work in Hastings	29%	
Please rate each of the following characteristics as they relate to Hastings as a place to develop job and workforce skills:	The quality of the public school system at producing graduates who are college-ready	77%	
	Access to trade schools	74%	
	Access to institutions of higher education (colleges, universities)	71%	
	Overall quality of education/training opportunities in your community	69%	
	Affordability of education/training opportunities to build work skills	67%	
	Variety of education/training opportunities to build work skills	67%	Similar
	The quality of the public school system at producing graduates who are career-ready	65%	

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").
 ** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Workforce readiness

Workforce readiness is the measure of how well a community's employees' education and skill levels align with current and future labor market needs. Growing the economy, jobs, and wages often requires an investment in training programs as well as community partnerships to help support residents as they seek to find new employment opportunities.

		% positive *	vs. benchmark **
Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:	The skills needed	71%	
	The educational qualifications	68%	
How much of a challenge, if at all, are the following to finding good employees in your community today?	Too many under-qualified employees/applicants	52%	
	Lack of affordable, reliable public transportation	31%	
	Lack of affordable, quality housing	30%	
	Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	26%	
	Lack of trade schools and other adult training programs	25%	
	Cost of living	23%	
	Lack of higher education opportunities (e.g., universities, colleges)	17%	
	Lack of quality public schools	17%	
	Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	14%	
	Failed drug tests	14%	
	Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spani..	13%	
	Lack of childcare opportunities	10%	
	Too many workers without a high school degree or equivalent	6%	
	Too many overqualified employees/applicants	2%	

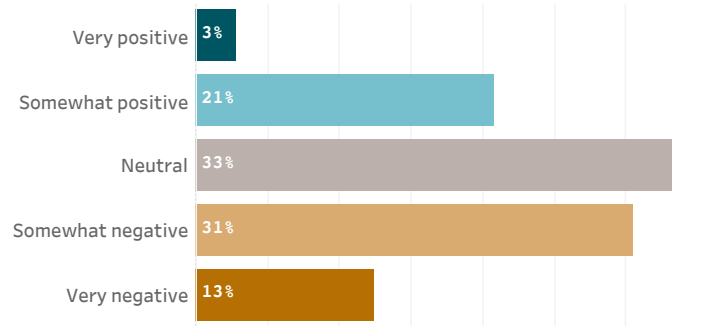
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** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Business growth

Growth is a key indicator of both company- and community-level economic health.

What impact, if any, do you think the economy will have on your business revenues in the next 6 months?



		% positive *	vs. benchmark **
Please rate the amount of growth in your company:	Expected in the NEXT five years	63%	
	Over the PAST five years	56%	
What impact, if any, do you think the economy will have on your business revenues in the ne..	What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do y..	24%	Lower
Is your business planning to hire in the next 6 to 12 months?	Is your business planning to hire in the next 6 to 12 months?	40%	Lower

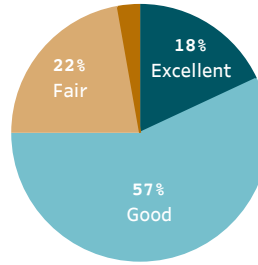
If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding?	Percentage
"Unskilled" jobs (these jobs do not require workers to have special training or skills - e.g., cashiers, farm laborers, grocery clerks, hotel workers)	19%
"Semi-skilled" jobs (these jobs require some skill but do not require highly specialized skills - e.g., truck drivers, typists)	35%
"Skilled" jobs (these jobs require a comprehensive knowledge of the trade, craft or industry - e.g., electricians, plumbers, law enforcement officers, admi..)	49%
"Highly skilled" jobs (these jobs require advanced education or training - e.g., doctors, lawyers, architects, financial consultants)	22%

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").
 ** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

The overall quality of the services provided by the local government, as well as the manner in which these services are delivered, form the backbone for the community in which local economies prosper.

Overall quality of services provided by the City of Hastings



Please rate the quality of each of the following services in Hastings.	Overall Quality of Services	
	% positive *	vs. benchmark **
Fire services	96%	Similar
Police services	90%	Similar
Ease of travel by bicycle in Hastings	89%	Higher
Ease of walking in Hastings (path/sidewalk connectivity, etc.)	87%	Higher
Garbage collection	87%	Similar
Traffic enforcement	86%	Higher
Recycling	85%	Similar
Ease of travel by car in Hastings	85%	Higher
Power (electric and/or gas) utility	84%	Similar
Storm drainage	83%	Higher
Street cleaning	79%	Higher
Utility billing	79%	Similar
Snow removal	77%	Similar
Overall customer service by Hastings employees (police, receptionists, planners, etc.)	76%	Similar
Street lighting	75%	Similar
Crime prevention	73%	Lower
City-sponsored special events	68%	Similar
Sidewalk maintenance	67%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency s..)	64%	Lower
Street repair	64%	Similar
Traffic management during construction	61%	
Traffic flow on major streets	61%	Higher

	Building permits and inspections	57%	Similar
	Public information services	57%	Lower
	Amount of public parking in commercial areas	56%	Similar
	Code enforcement (weeds, signs, etc.)	55%	Lower
	Land use, planning and zoning	48%	Lower
	Economic development	35%	Lower
	Bus or transit services	19%	Lower
Overall, how would you rate the quality of the services provided by each of the following?	The City of Hastings	75%	Similar
	The Federal Government	51%	Higher
Please rate the following categories of Hastings government performance:	Being honest	62%	Similar
	Generally acting in the best interest of the community	57%	Lower
	The value of services for the taxes paid to Hastings	54%	Lower
	Overall confidence in Hastings government	50%	Lower
	The overall direction that Hastings is taking	39%	Lower

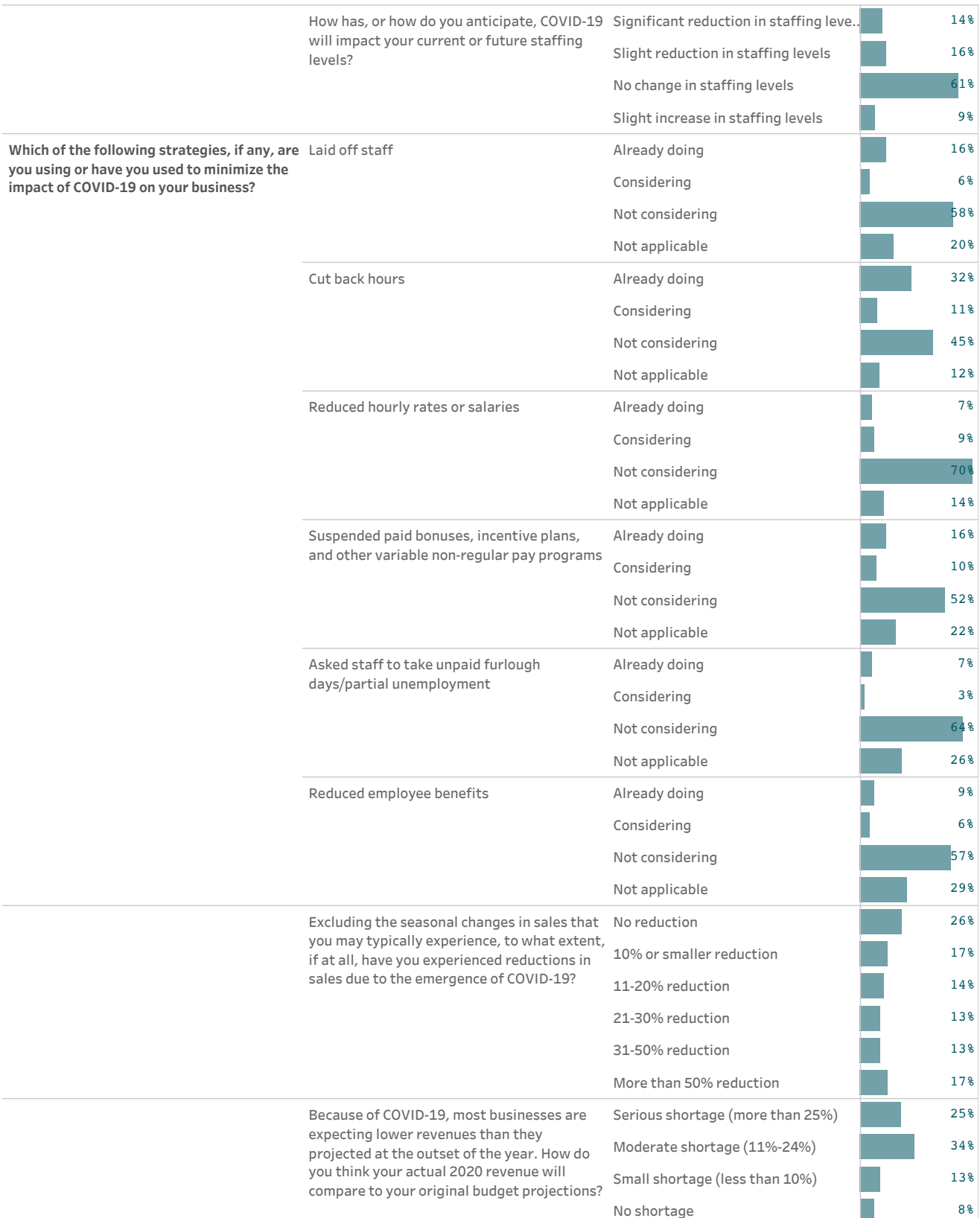
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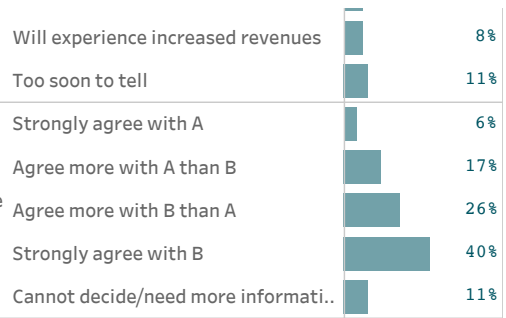
** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

COVID-19

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress to protect the American people from the public health and economic impacts of COVID-19. Through the CARES Act, State, Local, and Tribal governments receive financial assistance to help navigate the impact of the COVID-19 outbreak.

While the standard questions from The National Business Survey provide significant information to evaluate COVID-19 impacts on the foundations of the business environment, these additional questions were included in the survey to dig deeper into the community's business recovery needs.





Which statement about reopening is closest to your thoughts?
A. Most of us need to stay at home until we know about this virus and how to treat it or a vaccine is developed
B. We need to open the economy now and deal with the health consequences as we build immunity and recover economically

Open-ended questions

Below are the raw responses to open-ended questions. Profanity and personal information have been redacted. You may hover over responses that have been cut off to view the full response.

Which one of the following industries best describes the nature of your business? If Other, please describe here.	Appliance Store
	Funeral Service
	home improvement
	Insurance
	n a
	Provide medical examinations and drug testing (not health care) for DOT
	real estate sales
	Residential Property management
	seamstress, bridal services

National benchmark tables

Taking the pulse of the business community has little meaning without knowing what pulse rate is too high and what is too low. Comparisons to results from other locations across the country can help provide context to the ratings received in Hastings.

Ratings are compared when there were at least five other communities in which a similar question was asked. Where comparisons are available, five columns are provided in the table. The first column shows the comparison of Hastings' rating to the benchmark. In that column, Hastings' results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Hastings business owners or managers is statistically similar to or different (greater or lesser) than the benchmark.

The second column is Hastings' "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.). The third column is the rank assigned to Hastings' rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. And finally, the fifth column shows the percentile for Hastings' result -- that is what percent of surveyed communities had a lower rating than Hastings.





































The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City's 2020 ratings compare to other communities' ratings.



























			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Hastings:	Hastings as a place to work	Lower	79%	14	14	1
	Hastings as a place to visit	Lower	69%	8	8	1
	Hastings as a place to do business	Lower	52%	13	15	14
	The overall quality of life in Hastings	Similar	86%	11	15	27
	Hastings as a place for older adults	Higher	80%	3	12	76
	Overall image or reputation of Hastings	Lower	63%	13	13	1
Please rate each of the following characteristics as they relate to Hastings as a whole:	Overall economic health of Hastings	Lower	51%	14	15	7
	Overall quality of the transportation system (auto, bicycle..	Lower	53%	7	8	13
	Overall design or layout of Hastings's residential and com..	Lower	69%	7	8	13
	Overall feeling of safety in Hastings	Similar	83%	7	8	13
	Overall quality of natural environment in Hastings	Similar	90%	5	10	51
	Overall health and wellness opportunities in Hastings	Similar	87%	5	8	38
	Overall opportunities for education, culture and the arts	Lower	66%	10	10	1
	Residents' connection and engagement with their commun..	Lower	64%	7	8	13
Please indicate how likely or unlikely you ar..	Recommend operating a business in Hastings to someone ..	Lower	66%	11	11	1
	Keep your business in Hastings for the next five years	Lower	83%	14	15	7
Please rate how safe or unsafe you feel:	In Hastings's commercial areas during the day	Similar	97%	3	11	73
	In Hastings's commercial areas after dark	Similar	75%	6	11	46
Please rate each of the following characteristics as they relate to Hastings as a whole:	Cleanliness of Hastings	Similar	88%	9	13	31
	Overall appearance of Hastings	Lower	75%	11	14	22
	Vibrancy of downtown/commercial areas	Lower	55%	8	8	1
	Overall quality of commercial development in Hastings	Lower	36%	14	14	1
	Public places where people want to spend time	Lower	62%	8	8	1
	Quality of shopping opportunities	Lower	28%	13	13	1
	Quality of employment opportunities	Lower	41%	13	13	1
Thinking about Hasting..	Variety of housing options for people who work in Hastings	Similar	60%	9	13	31
Please rate each of the f..	Variety of education/training opportunities to build work s..	Similar	67%	3	9	67
Please rate the quality of each of the following services in Hastings.	Police services	Similar	90%	6	13	54
	Fire services	Similar	96%	7	13	47
	Crime prevention	Lower	73%	11	12	9
	Traffic enforcement	Higher	86%	5	14	65
	Street repair	Similar	64%	6	13	54
	Street cleaning	Higher	79%	6	13	54
	Street lighting	Similar	75%	10	12	17
	Snow removal	Similar	77%	10	13	24
	Sidewalk maintenance	Similar	67%	10	12	17
	Bus or transit services	Lower	19%	8	9	12
	Traffic flow on major streets	Higher	61%	6	13	54
	Amount of public parking in commercial areas	Similar	56%	8	13	39
	Ease of travel by car in Hastings	Higher	85%	6	14	58
	Ease of travel by bicycle in Hastings	Higher	89%	1	13	93
	Ease of walking in Hastings (path/sidewalk connectivity, e..	Higher	87%	2	14	86
	Garbage collection	Similar	87%	5	9	45
	Recycling	Similar	85%	4	10	61

	recycling	Similar	85%	4	10	61
	Storm drainage	Higher	83%	3	12	76
	Power (electric and/or gas) utility	Similar	84%	6	8	26
	Utility billing	Similar	79%	6	10	41
	Land use, planning and zoning	Lower	48%	10	13	24
	Building permits and inspections	Similar	57%	7	14	51
	Code enforcement (weeds, signs, etc.)	Lower	55%	10	14	29
	Economic development	Lower	35%	12	13	8
	Public information services	Lower	57%	11	12	9
	Emergency preparedness (services that prepare the comm..	Lower	64%	7	9	23
	City-sponsored special events	Similar	68%	7	9	23
	Overall customer service by Hastings employees (police, re..	Similar	76%	11	14	22
Overall, how would you rate the quality of the s..	The City of Hastings	Similar	75%	11	14	22
	The Federal Government	Higher	51%	5	10	51
Please rate the following categories of Hastings government performance:	The value of services for the taxes paid to Hastings	Lower	54%	8	12	34
	The overall direction that Hastings is taking	Lower	39%	14	14	1
	Overall confidence in Hastings government	Lower	50%	7	8	13
	Generally acting in the best interest of the community	Lower	57%	5	9	45
	Being honest	Similar	62%	5	8	38
Please rate the job the Hastings government does:	Informing businesses of community issues and values	Lower	53%	9	12	26
	Welcoming business involvement	Lower	43%	10	12	17
	Retaining existing businesses	Lower	36%	8	8	1
	Attracting new businesses	Lower	20%	10	10	1
	Supporting or creating new jobs	Lower	21%	9	9	1
	What impact, if any, do you think the economy will have on..	Lower	24%	8	9	12
	Is your business planning to hire in the next 6 to 12 months?	Lower	40%	10	10	1

Complete set of frequencies




















This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.






































	In which Business District is your business? (Refer to map above.)	1 = Downtown (orange)		30%
		2 = Highway 55 (pink)		24%
		3 = Industrial park (blue)		10%
		4 = Vermillion Street (gree..)		21%
		5 = In Hastings but not in a..		15%
Please rate each of the following aspects of quality of life in Hastings:	Hastings as a place to work	Excellent		29%
		Good		50%
		Fair		15%
		Poor		6%
	Hastings as a place to visit	Excellent		23%
		Good		46%
		Fair		25%
		Poor		6%
	Hastings as a place to do business	Excellent		15%
		Good		37%
		Fair		41%
		Poor		7%
The overall quality of life in Hastings	Excellent		19%	
	Good		67%	
	Fair		13%	
	Poor		1%	
Hastings as a place for children and families	Excellent		38%	
	Good		43%	
	Fair		15%	
	Poor		4%	
Hastings as a place for older adults	Excellent		26%	
	Good		55%	
	Fair		18%	
	Poor		2%	
Hastings as a place for young adults	Excellent		6%	
	Good		36%	
	Fair		37%	
	Poor		21%	
Overall image or reputation of Hastings	Excellent		11%	
	Good		51%	
	Fair		34%	









































Please rate each of the following aspects of quality of life in Hastings:	Overall image or reputation of Hastings	Poor		3%
	Please rate each of the following characteristics as they relate to Hastings as a whole:	Overall economic health of Hastings	Excellent	
Good			49%	
Fair			43%	
Poor			6%	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hastings	Excellent		9%	
	Good		44%	
	Fair		34%	
	Poor		13%	
Overall design or layout of Hastings's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		7%	
	Good		61%	
	Fair		27%	
	Poor		4%	
Overall quality of the utility infrastructure in Hastings (water, sewer, storm water, electric/gas)	Excellent		14%	
	Good		56%	
	Fair		23%	
	Poor		7%	
Overall feeling of safety in Hastings	Excellent		24%	
	Good		59%	
	Fair		14%	
	Poor		3%	
Overall quality of natural environment in Hastings	Excellent		35%	
	Good		55%	
	Fair		10%	
Overall quality of parks and recreation opportunities	Excellent		42%	
	Good		46%	
	Fair		7%	
	Poor		4%	
Overall health and wellness opportunities in Hastings	Excellent		20%	
	Good		67%	
	Fair		11%	
	Poor		1%	
Overall opportunities for education, culture and the arts	Excellent		13%	
	Good		53%	
	Fair		30%	
	Poor		4%	
Residents' connection and engagement with their community	Excellent		9%	
	Good		56%	
	Fair		31%	
	Poor		4%	

Please indicate how likely or unlikely you are to do each of the following:	Recommend living in Hastings to someone who asks	Very likely		40%	
		Somewhat likely		50%	
		Somewhat unlikely		7%	
		Very unlikely		3%	
	Recommend working in Hastings to someone who asks	Very likely		35%	
		Somewhat likely		46%	
		Somewhat unlikely		15%	
		Very unlikely		3%	
	Recommend operating a business in Hastings to someone who asks	Very likely		26%	
		Somewhat likely		40%	
		Somewhat unlikely		21%	
		Very unlikely		13%	
	Keep your business in Hastings for the next five years	Very likely		56%	
		Somewhat likely		27%	
		Somewhat unlikely		9%	
		Very unlikely		8%	
Please rate how safe or unsafe you feel:	In Hastings's commercial areas during the day	Very safe		69%	
		Somewhat safe		29%	
		Somewhat unsafe		3%	
	In Hastings's commercial areas after dark	Very safe		34%	
		Somewhat safe		41%	
		Neither safe nor unsafe		10%	
		Somewhat unsafe		12%	
		Very unsafe		3%	
	Please rate each of the following characteristics as they relate to Hastings as a whole:	Cleanliness of Hastings	Excellent		26%
			Good		61%
Fair				11%	
Poor				1%	
Overall appearance of Hastings		Excellent		22%	
		Good		53%	
		Fair		17%	
		Poor		8%	
Vibrancy of downtown/commercial areas		Excellent		13%	
		Good		42%	
		Fair		35%	
		Poor		10%	
Overall quality of commercial development in Hastings		Excellent		4%	
		Good		32%	
		Fair		38%	
		Poor		26%	

Please rate each of the following characteristics as they relate to Hastings as a whole:

Overall opportunity for business growth and expansion	Excellent		4%
	Good		29%
	Fair		40%
	Poor		27%
Opportunities for tourism	Excellent		10%
	Good		46%
	Fair		33%
	Poor		11%
Public places where people want to spend time	Excellent		11%
	Good		51%
	Fair		32%
	Poor		6%
Historical preservation in Hastings	Excellent		28%
	Good		54%
	Fair		19%
Hotel and lodging options	Excellent		3%
	Good		30%
	Fair		42%
	Poor		25%
Opportunities to attend cultural/arts/music activities	Excellent		11%
	Good		41%
	Fair		39%
	Poor		9%
Quality of internet connection	Excellent		10%
	Good		47%
	Fair		25%
	Poor		18%
Coverage of internet connection	Excellent		6%
	Good		48%
	Fair		33%
	Poor		13%
Quality of shopping opportunities	Excellent		1%
	Good		26%
	Fair		44%
	Poor		28%
Variety of shopping opportunities	Excellent		1%
	Good		18%
	Fair		38%
	Poor		42%
Quality of restaurants and places to eat	Excellent		13%









































Please rate each of the following characteristics as they relate to Hastings as a whole:	Quality of restaurants and places to eat	Good		35%
		Fair		40%
		Poor		13%
	Variety of restaurants and places to eat	Excellent		10%
		Good		25%
		Fair		39%
		Poor		26%
	Quality of service establishments (e.g., salons, dry cleaners, etc.)	Excellent		11%
		Good		51%
		Fair		30%
Poor			8%	
Variety of service establishments (e.g., salons, dry cleaners, etc.)	Excellent		8%	
	Good		46%	
	Fair		35%	
	Poor		11%	
Quality of employment opportunities	Excellent		1%	
	Good		40%	
	Fair		37%	
	Poor		22%	
Variety of employment opportunities	Excellent		1%	
	Good		39%	
	Fair		39%	
	Poor		21%	
Availability of jobs that pay a livable wage	Excellent		2%	
	Good		31%	
	Fair		42%	
	Poor		26%	
How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?	Major problem		7%	
	Moderate problem		13%	
	Minor problem		31%	
	Not at all a problem		50%	
Thinking about Hastings's workforce, please rate each of the following characteristics as they relate to Hastings:	Variety of housing options for people who work in Hastings	Excellent		10%
		Good		50%
		Fair		24%
		Poor		16%
	Affordability of housing for people who work in Hastings	Excellent		11%
		Good		38%
		Fair		33%
		Poor		18%
	Cost of living in Hastings	Excellent		7%









































Thinking about Hastings's workforce, please rate each of the following characteristics as they relate to Hastings:	Cost of living in Hastings	Good		46%
		Fair		40%
		Poor		7%
	Quality of childcare	Excellent		7%
		Good		64%
		Fair		25%
		Poor		5%
	Affordability of childcare	Excellent		7%
		Good		44%
		Fair		39%
		Poor		10%
	Variety of transportation options for people who work in Hastings	Excellent		5%
Good			25%	
Fair			31%	
Poor			40%	
Ease of parking at workplaces	Excellent		16%	
	Good		51%	
	Fair		28%	
	Poor		4%	
Please rate each of the following characteristics as they relate to Hastings as a place to develop job and workforce skills:	The quality of the public school system at producing graduates who are career-ready	Excellent		28%
		Good		37%
		Fair		28%
		Poor		8%
	The quality of the public school system at producing graduates who are college-ready	Excellent		31%
		Good		46%
		Fair		18%
		Poor		5%
	Access to institutions of higher education (colleges, universities)	Excellent		29%
		Good		42%
		Fair		22%
		Poor		8%
Access to trade schools	Excellent		34%	
	Good		40%	
	Fair		23%	
	Poor		3%	
Variety of education/training opportunities to build work skills	Excellent		22%	
	Good		45%	
	Fair		27%	
	Poor		7%	
Affordability of education/training opportunities to	Excellent		20%	

Please rate each of the following characteristics as they relate to Hastings as a place to develop job and workforce skills:	Affordability of education/training opportunities to build work skills	Good		48%
		Fair		23%
		Poor		10%
	Overall quality of education/training opportunities in your community	Excellent		22%
Good			47%	
Fair			23%	
Poor			8%	
Please rate the quality of each of the following services in Hastings.	Police services	Excellent		53%
		Good		38%
		Fair		6%
		Poor		4%
	Fire services	Excellent		56%
		Good		40%
		Fair		4%
	Crime prevention	Excellent		32%
		Good		41%
		Fair		23%
		Poor		5%
	Traffic enforcement	Excellent		30%
		Good		56%
		Fair		10%
		Poor		4%
	Street repair	Excellent		13%
		Good		51%
		Fair		25%
		Poor		11%
	Street cleaning	Excellent		23%
Good			56%	
Fair			15%	
Poor			6%	
Street lighting	Excellent		25%	
	Good		50%	
	Fair		19%	
	Poor		6%	
Snow removal	Excellent		31%	
	Good		46%	
	Fair		18%	
	Poor		4%	
Sidewalk maintenance	Excellent		14%	
	Good		53%	

Please rate the quality of each of the following services in Hastings.	Service	Rating	Percentage	
			Bar	Value
Sidewalk maintenance		Fair		21%
		Poor		11%
Bus or transit services		Excellent		3%
		Good		16%
		Fair		22%
		Poor		59%
Traffic flow on major streets		Excellent		11%
		Good		49%
		Fair		25%
		Poor		14%
Amount of public parking in commercial areas		Excellent		13%
		Good		43%
		Fair		36%
		Poor		8%
Ease of travel by car in Hastings		Excellent		33%
		Good		51%
		Fair		14%
		Poor		1%
Ease of travel by bicycle in Hastings		Excellent		44%
		Good		45%
		Fair		11%
Ease of walking in Hastings (path/sidewalk connectivity, etc.)		Excellent		41%
		Good		46%
		Fair		12%
		Poor		1%
Traffic management during construction		Excellent		14%
		Good		47%
		Fair		26%
		Poor		13%
Garbage collection		Excellent		41%
		Good		46%
		Fair		7%
		Poor		6%
Recycling		Excellent		39%
		Good		46%
		Fair		10%
		Poor		4%
Storm drainage		Excellent		26%
		Good		57%
		Fair		12%

Please rate the quality of each of the following services in Hastings.				
	Service	Rating	Percentage	Percentage
Storm drainage	Poor		5%	
	Excellent		27%	
Power (electric and/or gas) utility	Good		57%	
	Fair		16%	
	Poor			
Utility billing	Excellent		26%	
	Good		53%	
	Fair		17%	
	Poor		4%	
Land use, planning and zoning	Excellent		11%	
	Good		36%	
	Fair		30%	
	Poor		23%	
Building permits and inspections	Excellent		16%	
	Good		41%	
	Fair		23%	
	Poor		20%	
Code enforcement (weeds, signs, etc.)	Excellent		8%	
	Good		47%	
	Fair		25%	
	Poor		20%	
Economic development	Excellent		6%	
	Good		29%	
	Fair		37%	
	Poor		29%	
Public information services	Excellent		6%	
	Good		51%	
	Fair		33%	
	Poor		10%	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		14%	
	Good		50%	
	Fair		27%	
	Poor		9%	
City-sponsored special events	Excellent		15%	
	Good		52%	
	Fair		28%	
	Poor		5%	
Overall customer service by Hastings employees (police, receptionists, planners, etc.)	Excellent		32%	
	Good		44%	
	Fair		21%	
	Poor		3%	

Overall, how would you rate the quality of the services provided by each of the following?	The City of Hastings	Excellent		18%	
		Good		57%	
		Fair		22%	
		Poor		3%	
	The Federal Government	Excellent		10%	
		Good		40%	
		Fair		39%	
		Poor		10%	
Please rate the following categories of Hastings government performance:	The value of services for the taxes paid to Hastings	Excellent		7%	
		Good		47%	
		Fair		32%	
		Poor		13%	
	The overall direction that Hastings is taking	Excellent		6%	
		Good		34%	
		Fair		44%	
		Poor		17%	
	Overall confidence in Hastings government	Excellent		13%	
		Good		38%	
		Fair		35%	
		Poor		15%	
	Generally acting in the best interest of the community	Excellent		13%	
		Good		44%	
		Fair		26%	
		Poor		17%	
	Being honest	Excellent		14%	
		Good		48%	
		Fair		25%	
		Poor		14%	
	Please rate the job the Hastings government does:	Informing businesses of community issues and values	Excellent		15%
			Good		38%
			Fair		31%
			Poor		16%
Communicating during City construction (e.g., streets, utilities, etc.)		Excellent		15%	
		Good		40%	
		Fair		38%	
		Poor		7%	
Welcoming business involvement		Excellent		6%	
		Good		37%	
		Fair		28%	
		Poor		29%	

Please rate the job the Hastings government does:	Retaining existing businesses	Excellent		7%
		Good		28%
		Fair		36%
		Poor		28%
	Attracting new businesses	Excellent		8%
		Good		12%
		Fair		33%
		Poor		47%
	Supporting or creating new jobs	Excellent		8%
		Good		13%
		Fair		43%
		Poor		37%
Please rate the amount of growth in your company:	Over the PAST five years	Large increase		14%
		Small increase		41%
		No change		34%
		Small decrease		9%
		Large decrease		1%
	Expected in the NEXT five years	Large increase		9%
		Small increase		54%
		No change		25%
		Small decrease		9%
		Large decrease		3%
What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:	Very positive		3%	
	Somewhat positive		21%	
	Neutral		33%	
	Somewhat negative		31%	
	Very negative		13%	
Is your business planning to hire in the next 6 to 12 months?	No [Skip to question 17]		47%	
	Yes		32%	
	Not sure		21%	
Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:	The educational qualifications	Fully		35%
		Mostly		33%
		Somewhat		18%
		Slightly		12%
		Not at all		2%
	The skills needed	Fully		33%
		Mostly		38%
		Somewhat		19%
		Slightly		10%
How much of a challenge, if at all, are the	Too many under-qualified employees/applicants	Major challenge		26%

How much of a challenge, if at all, are the following to finding good employees in your community today?	Challenge Level	Percentage	
		Challenge Level	Percentage
Too many under-qualified employees/applicants	Moderate challenge		26%
	Minor challenge		24%
	Not a challenge		24%
Too many overqualified employees/applicants	Moderate challenge		2%
	Minor challenge		24%
	Not a challenge		75%
Lack of higher education opportunities (e.g., universities, colleges)	Major challenge		7%
	Moderate challenge		11%
	Minor challenge		17%
	Not a challenge		65%
Lack of trade schools and other adult training programs	Major challenge		8%
	Moderate challenge		17%
	Minor challenge		25%
	Not a challenge		51%
Lack of quality public schools	Major challenge		3%
	Moderate challenge		14%
	Minor challenge		14%
	Not a challenge		69%
Too many workers without a high school degree or equivalent	Major challenge		2%
	Moderate challenge		4%
	Minor challenge		18%
	Not a challenge		76%
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	Major challenge		8%
	Moderate challenge		6%
	Minor challenge		8%
	Not a challenge		79%
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	Major challenge		10%
	Moderate challenge		4%
	Minor challenge		12%
	Not a challenge		74%
Lack of childcare opportunities	Moderate challenge		10%
	Minor challenge		28%
	Not a challenge		62%
Lack of affordable, reliable public transportation	Major challenge		8%
	Moderate challenge		22%
	Minor challenge		18%
	Not a challenge		51%
Lack of affordable, quality housing	Major challenge		6%
	Moderate challenge		24%
	Minor challenge		22%

How much of a challenge, if at all, are the following to finding good employees in your community today?	Lack of affordable, quality housing	Not a challenge		48%
	Cost of living	Major challenge		2%
		Moderate challenge		21%
		Minor challenge		37%
		Not a challenge		40%
	Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	Major challenge		6%
		Moderate challenge		21%
		Minor challenge		32%
		Not a challenge		42%
	Failed drug tests	Major challenge		7%
		Moderate challenge		7%
		Minor challenge		5%
		Not a challenge		81%
	How has, or how do you anticipate, COVID-19 will impact your current or future staffing levels?	Significant reduction in st..		14%
		Slight reduction in staffin..		16%
		No change in staffing levels		61%
Slight increase in staffing ..			9%	
Which of the following strategies, if any, are you using or have you used to minimize the impact of COVID-19 on your business?	Laid off staff	Already doing		16%
		Considering		6%
		Not considering		58%
		Not applicable		20%
	Cut back hours	Already doing		32%
		Considering		11%
		Not considering		45%
		Not applicable		12%
	Reduced hourly rates or salaries	Already doing		7%
		Considering		9%
		Not considering		70%
		Not applicable		14%
	Suspended paid bonuses, incentive plans, and other variable non-regular pay programs	Already doing		16%
		Considering		10%
		Not considering		52%
		Not applicable		22%
	Asked staff to take unpaid furlough days/partial unemployment	Already doing		7%
		Considering		3%
		Not considering		64%
		Not applicable		26%
Reduced employee benefits	Already doing		9%	
	Considering		6%	
	Not considering		57%	

are you using or have you used to minimize the impact of COVID-19 on your business?	Reduced employee benefits	Not applicable		29%
Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?		No reduction		26%
		10% or smaller reduction		17%
		11-20% reduction		14%
		21-30% reduction		13%
		31-50% reduction		13%
		More than 50% reduction		17%
Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?		Serious shortage (more than 50% reduction)		25%
		Moderate shortage (11%-50% reduction)		34%
		Small shortage (less than 10% reduction)		13%
		No shortage		8%
		Will experience increased revenue		8%
		Too soon to tell		11%
Which statement about reopening is closest to your thoughts? A. Most of us need to stay at home until we know about this virus and how to treat it or a vaccine is developed B. We need to open the economy now and deal with the health consequences as we build immunity and recover economically		Strongly agree with A		6%
		Agree more with A than B		17%
		Agree more with B than A		26%
		Strongly agree with B		40%
		Cannot decide/need more information		11%
Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)		Arts, audio, video technology		1%
		Banking / financial services		7%
		Business, industry, and trade		1%
		Other		10%
		Construction		4%
		Education and training		1%
		Financial activities		3%
		Health care and health services		8%
		Information/media		1%
		Legal		3%
		Leisure and hospitality (travel, food and beverage)		13%
		Manufacturing		3%
		Marketing, sales and services		3%
		Non-profit charitable organizations		3%
		Other services (cleaning, dry cleaning, maintenance)		8%
		Professional and business services		10%
		Shopping and retail		6%
		Technology and computers		3%
		Transportation and automotive		10%
		Wholesale trade/sales		1%
What is your position in this organization?		Owner		76%
		Administrative Assistant		7%

Please rate the quality of each of the following services in Hastings.	Police services	82%	83%	100%	100%	90%
	Fire services	91%	100%	94%	100%	97%
	Crime prevention	67%	70%	80%	78%	73%
	Traffic enforcement	80%	78%	100%	82%	85%
	Street repair	73%	65%	75%	55%	67%
	Street cleaning	82%	68%	88%	100%	82%
	Street lighting	82%	65%	81%	100%	79%
	Snow removal	82%	70%	87%	100%	82%
	Sidewalk maintenance	64%	68%	75%	80%	71%
	Bus or transit services	20%	6%	31%	20%	18%
	Traffic flow on major streets	64%	61%	73%	64%	65%
	Amount of public parking in commercial areas	64%	43%	75%	55%	57%
	Ease of travel by car in Hastings	82%	87%	88%	100%	89%
	Ease of travel by bicycle in Hastings	90%	90%	87%	100%	91%
	Ease of walking in Hastings (path/sidewalk ..	80%	91%	81%	100%	88%
	Traffic management during construction	64%	61%	56%	73%	62%
	Garbage collection	91%	86%	94%	90%	90%
	Recycling	91%	81%	93%	90%	88%
	Storm drainage	80%	80%	94%	100%	88%
	Power (electric and/or gas) utility	82%	82%	94%	100%	88%
	Utility billing	82%	73%	88%	90%	81%
	Land use, planning and zoning	50%	40%	71%	45%	51%
	Building permits and inspections	67%	50%	87%	45%	62%
	Code enforcement (weeds, signs, etc.)	60%	53%	67%	40%	56%
	Economic development	56%	21%	56%	20%	37%
	Public information services	64%	47%	73%	56%	59%
	Emergency preparedness (services that pre..	63%	63%	71%	67%	66%
City-sponsored special events	67%	57%	80%	73%	68%	
Overall customer service by Hastings emplo..	82%	70%	94%	73%	79%	
Overall, how would you rate the quality of the services provided by each of the..	The City of Hastings	73%	74%	88%	64%	75%
	The Federal Government	70%	45%	56%	50%	53%
Please rate the following categories of Hastings government performance:	The value of services for the taxes paid to H..	70%	64%	71%	36%	61%
	The overall direction that Hastings is taking	55%	45%	44%	18%	42%
	Overall confidence in Hastings government	45%	57%	63%	36%	52%
	Generally acting in the best interest of the c..	55%	65%	69%	45%	61%
	Being honest	73%	64%	79%	44%	66%
Please rate the job the Hastings government does:	Informing businesses of community issues a..	50%	52%	69%	27%	52%
	Communicating during City construction (e...	82%	52%	44%	64%	58%
	Welcoming business involvement	55%	32%	60%	40%	45%
	Retaining existing businesses	60%	18%	67%	30%	40%
	Attracting new businesses	40%	14%	27%	20%	23%
	Supporting or creating new jobs	33%	14%	33%	20%	24%
Please rate the amount of growth in your company:	Over the PAST five years	55%	43%	53%	91%	57%
	Expected in the NEXT five years	50%	50%	67%	91%	63%
	What impact, if any, do you think the econo..	18%	22%	13%	36%	21%
	Is your business planning to hire in the next ..	18%	17%	38%	82%	34%
Thinking about your current employees and current employment options at yo..	The educational qualifications	57%	58%	73%	90%	69%
	The skills needed	63%	55%	73%	100%	70%
How much of a challenge, if at all, are the following to finding good employees in your community today?	Too many under-qualified employees/applic..	33%	65%	36%	60%	51%
	Too many overqualified employees/applican..		6%	0%	0%	3%
	Lack of higher education opportunities (e.g.,...		21%	21%	11%	19%
	Lack of trade schools and other adult trainin..		29%	7%	36%	23%
	Lack of quality public schools	20%	5%	7%	36%	14%
	Too many workers without a high school de..		6%	7%	0%	5%
	Too few applicants/employees who do not s..	60%	6%	8%	0%	11%
	Too few applicants/employees who speak a l..	60%	13%	0%	0%	12%
	Lack of childcare opportunities		0%	8%	0%	3%
	Lack of affordable, reliable public transport..		39%	23%	10%	27%
	Lack of affordable, quality housing		25%	23%	10%	21%
	Cost of living	40%	11%	23%	22%	20%
	Lack of community amenities to attract emp..	40%	18%	29%	18%	23%
	Failed drug tests		14%	8%	13%	11%
Which of the following strategies, if any, are you using or have you used to minimize the impact of COVID-19 on your business?	Laid off staff	10%	30%	31%	9%	23%
	Cut back hours	70%	43%	44%	18%	43%
	Reduced hourly rates or salaries	20%	17%	19%	0%	15%
	Suspended paid bonuses, incentive plans, a..	45%	26%	25%	9%	26%
	Asked staff to take unpaid furlough days/pa..	9%	9%	19%	9%	11%
	Reduced employee benefits	9%	17%	19%	9%	15%
Which, if any, of the following most closely reflect your business? Select "Yes" or "No" for each item.	Home-based	45%	23%	7%	10%	21%
	A small business (1-49 employees)	100%	96%	100%	90%	97%
	Mid-sized business (50-499+ employees)	0%	0%	0%	22%	4%
	Large business (500+ employees)	0%	0%	0%	0%	0%

closely reflect your business? Select "Yes" or "No" for each item.	Minority-owned business enterprise (MBE, ..	0%	11%	0%	0%	4%
	Woman-owned business enterprise (WBE)	73%	30%	33%	10%	36%

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Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Hastings.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Hastings as a place to work	1	2	3	4	5
Hastings as a place to visit	1	2	3	4	5
Hastings as a place to do business	1	2	3	4	5
The overall quality of life in Hastings	1	2	3	4	5
Hastings as a place for children and families	1	2	3	4	5
Hastings as a place for older adults	1	2	3	4	5
Hastings as a place for young adults	1	2	3	4	5
Overall image or reputation of Hastings	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Hastings as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Hastings	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hastings	1	2	3	4	5
Overall design or layout of Hastings's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Hastings (water, sewer, storm water, electric/gas)	1	2	3	4	5
Overall feeling of safety in Hastings	1	2	3	4	5
Overall quality of natural environment in Hastings	1	2	3	4	5
Overall quality of parks and recreation opportunities	1	2	3	4	5
Overall health and wellness opportunities in Hastings	1	2	3	4	5
Overall opportunities for education, culture and the arts	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Hastings to someone who asks	1	2	3	4	5
Recommend working in Hastings to someone who asks	1	2	3	4	5
Recommend operating a business in Hastings to someone who asks	1	2	3	4	5
Keep your business in Hastings for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In Hastings's commercial areas during the day	1	2	3	4	5	6
In Hastings's commercial areas after dark	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Hastings as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Cleanliness of Hastings	1	2	3	4	5
Overall appearance of Hastings	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Overall quality of commercial development in Hastings	1	2	3	4	5
Overall opportunity for business growth and expansion	1	2	3	4	5
Opportunities for tourism	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Historical preservation in Hastings	1	2	3	4	5
Hotel and lodging options	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Quality of internet connection	1	2	3	4	5
Coverage of internet connection	1	2	3	4	5
Quality of shopping opportunities	1	2	3	4	5
Variety of shopping opportunities	1	2	3	4	5
Quality of restaurants and places to eat	1	2	3	4	5
Variety of restaurants and places to eat	1	2	3	4	5

	Excellent	Good	Fair	Poor	Don't know
Quality of service establishments (e.g. salons, dry cleaners, etc.)	1	2	3	4	5
Variety of service establishments (e.g. salons, dry cleaners, etc.)	1	2	3	4	5
Quality of employment opportunities.....	1	2	3	4	5
Variety of employment opportunities	1	2	3	4	5
Availability of jobs that pay a livable wage.....	1	2	3	4	5

6. How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?

Major problem Moderate problem Minor problem Not at all a problem

7. Thinking about Hastings's workforce, please rate each of the following characteristics as they relate to Hastings:

	Excellent	Good	Fair	Poor	Don't know
Variety of housing options for people who work in Hastings	1	2	3	4	5
Affordability of housing for people who work in Hastings.....	1	2	3	4	5
Cost of living in Hastings	1	2	3	4	5
Quality of childcare	1	2	3	4	5
Affordability of childcare.....	1	2	3	4	5
Variety of transportation options for people who work in Hastings.....	1	2	3	4	5
Ease of parking at workplaces.....	1	2	3	4	5

8. Please rate each of the following characteristics as they relate to Hastings as a place to develop job and workforce skills:

	Excellent	Good	Fair	Poor	Don't know
The quality of the public school system at producing graduates who are career-ready.....	1	2	3	4	5
The quality of the public school system at producing graduates who are college-ready	1	2	3	4	5
Access to institutions of higher education (colleges, universities)	1	2	3	4	5
Access to trade schools.....	1	2	3	4	5
Variety of education/training opportunities to build work skills	1	2	3	4	5
Affordability of education/training opportunities to build work skills	1	2	3	4	5
Overall quality of education/training opportunities in your community	1	2	3	4	5

9. Please rate the quality of each of the following services in Hastings.

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking in commercial areas.....	1	2	3	4	5
Ease of travel by car in Hastings.....	1	2	3	4	5
Ease of travel by bicycle in Hastings.....	1	2	3	4	5
Ease of walking in Hastings (path/sidewalk connectivity, etc.)	1	2	3	4	5
Traffic management during construction	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5

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Utility billing	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Building permits and inspections	1	2	3	4	5
Code enforcement (weeds, signs, etc.).....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Hastings employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Hastings	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

11. Please rate the following categories of Hastings government performance:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Hastings.....	1	2	3	4	5
The overall direction that Hastings is taking.....	1	2	3	4	5
Overall confidence in Hastings government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5

12. Please rate the job the Hastings government does:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Informing businesses of community issues and values	1	2	3	4	5
Communicating during City construction (e.g., streets, utilities, etc.)	1	2	3	4	5
Welcoming business involvement.....	1	2	3	4	5
Retaining existing businesses.....	1	2	3	4	5
Attracting new businesses	1	2	3	4	5
Supporting or creating new jobs.....	1	2	3	4	5

13. Please rate the amount of growth in your company:

	<u>Large increase</u>	<u>Small increase</u>	<u>No change</u>	<u>Small decrease</u>	<u>Large decrease</u>	<u>Don't know</u>
Over the PAST five years.....	1	2	3	4	5	6
Expected in the NEXT five years.....	1	2	3	4	5	6

14. What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

15. Is your business planning to hire in the next 6 to 12 months?

- No [skip to question 17]
 Yes
 Not sure

16. If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please select all that apply.)

- Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)
- Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck drivers, typists)
- Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)
- Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants)

17. Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following:

	<u>Fully</u>	<u>Mostly</u>	<u>Somewhat</u>	<u>Slightly</u>	<u>Not at all</u>	<u>Don't know</u>
The educational qualifications.....	1	2	3	4	5	6
The skills needed.....	1	2	3	4	5	6

18. How much of a challenge, if at all, are the following to finding good employees in your community today?

	<u>Major challenge</u>	<u>Moderate challenge</u>	<u>Minor challenge</u>	<u>Not a challenge</u>	<u>Don't know</u>
Too many under-qualified employees/applicants.....	1	2	3	4	5
Too many overqualified employees/applicants.....	1	2	3	4	5
Lack of higher education opportunities (e.g., universities, colleges).....	1	2	3	4	5
Lack of trade schools and other adult training programs.....	1	2	3	4	5
Lack of quality public schools.....	1	2	3	4	5
Too many workers without a high school degree or equivalent.....	1	2	3	4	5
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish).....	1	2	3	4	5
Too few applicants/employees who speak a language other than English (e.g., cannot speak English).....	1	2	3	4	5
Lack of childcare opportunities.....	1	2	3	4	5
Lack of affordable, reliable public transportation.....	1	2	3	4	5
Lack of affordable, quality housing.....	1	2	3	4	5
Cost of living.....	1	2	3	4	5
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs.....	1	2	3	4	5
Failed drug tests.....	1	2	3	4	5

19. How has, or how do you anticipate, COVID-19 will impact your current or future staffing levels?

- Significant reduction in staffing levels
- Slight reduction in staffing levels
- No change in staffing levels
- Slight increase in staffing levels
- Significant increase in staffing levels
- Don't know

20. Which of the following strategies, if any, are you using or have you used to minimize the impact of COVID-19 on your business?

	<u>Already doing</u>	<u>Considering</u>	<u>Not considering</u>	<u>Not applicable</u>
Laid off staff.....	1	2	3	4
Cut back hours.....	1	2	3	4
Reduced hourly rates or salaries.....	1	2	3	4
Suspended paid bonuses, incentive plans, and other variable non-regular pay programs.....	1	2	3	4
Asked staff to take unpaid furlough days/partial unemployment.....	1	2	3	4
Reduced employee benefits.....	1	2	3	4

21. Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?

- No reduction
- 10% or smaller reduction
- 11-20% reduction
- 21-30% reduction
- 31-50% reduction
- More than 50% reduction

22. Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?

- Serious shortage (more than 25%)
- Moderate shortage (11%-24%)
- Small shortage (less than 10%)

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- No shortage
- Will experience increased revenues
- Too soon to tell

23. Which statement about reopening is closest to your thoughts?

A. Most of us need to stay at home until we know about this virus and how to treat it or a vaccine is developed

B. We need to open the economy now and deal with the health consequences as we build immunity and recover economically

- Strongly agree with A
- Agree more with A than B
- Agree more with B than A
- Strongly agree with B
- Cannot decide/need more information

Our last questions are about you and your business.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)

- | | |
|---|--|
| <input type="radio"/> Agriculture or farming | <input type="radio"/> Manufacturing |
| <input type="radio"/> Arts, audio, video technology and communications | <input type="radio"/> Marketing, sales and services |
| <input type="radio"/> Banking/financial services/credit unions | <input type="radio"/> Non-profit charitable organization |
| <input type="radio"/> Business, industry, and trade associations | <input type="radio"/> Other services (cleaning, dog walking, beauty, etc.) |
| <input type="radio"/> Construction | <input type="radio"/> Professional and business services/consulting |
| <input type="radio"/> Education and training | <input type="radio"/> Public service and government |
| <input type="radio"/> Financial activities | <input type="radio"/> Shopping and retail |
| <input type="radio"/> Health care and health services | <input type="radio"/> Technology and computers |
| <input type="radio"/> Information/media | <input type="radio"/> Transportation and automotive services |
| <input type="radio"/> Legal | <input type="radio"/> Utilities (gas, electric, water, internet, cable) |
| <input type="radio"/> Leisure and hospitality (travel, lodging, restaurants, bars, entertainment) | <input type="radio"/> Wholesale trade/sales |
| | <input type="radio"/> Other _____ |

D2. What is your position in this organization?

- Owner Administrative Assistant Manager or Administrator Other

D3. How many years has your business been located in Hastings?

- Less than 1 year 1-5 years 6-10 years More than 10 years

D4. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Hastings sites?

- | | | |
|---|--|--|
| <input type="radio"/> Pre-revenue | <input type="radio"/> \$100,000 to \$499,999 | <input type="radio"/> \$1,000,000 to \$4,999,999 |
| <input type="radio"/> Less than \$100,000 | <input type="radio"/> \$500,000 to \$999,999 | <input type="radio"/> \$5,000,000 or more |

D5. Which, if any, of the following most closely reflect your business? Select "Yes" or "No" for each item.

	<u>Yes</u>	<u>No</u>
Home-based.....	1	2
A small business (1-49 employees)	1	2
Mid-sized business (50-499 employees).....	1	2
Large businesses (500+ employees)	1	2
Minority-owned business enterprise (MBE, 51% owned, operated, and controlled by a US citizen(s) who is a racial or ethnic minority)	1	2
Woman-owned business enterprise (WBE)	1	2

D6. Approximately what percent of your workforce at this location do you think lives in Hastings?

- Less than 10% 10 - 24% 25 - 49% 50 - 74% 75% or more Don't know

Thank you for completing this survey.