

# **Princeton Economic Development Authority**

Pulse of Princeton Survey Results  
April 21, 2022  
REVISED May 6, 2022

# MAIN THEMES

- Tourism
- Manufacturing and Industrial
- Retail, Restaurants and Service Industries
- Transportation
- Housing
- Age-Friendly
- Private and Public Sector Relations





## Pulse of Princeton 2022

The Economic Development Authority (EDA) of the City of Princeton requests your feedback for the city's EDA Strategic Plan. Please return the survey to City Hall at 705 2<sup>nd</sup> Street North

<b>How do you identify yourself to Princeton, Minnesota?</b> (Select 1 option)	<b>What is your favorite part of Princeton, Minnesota?</b> (Select all that apply)
<input type="checkbox"/> I live within the City of Princeton (from townships)	<input type="checkbox"/> Restaurants
<input type="checkbox"/> I live within the Princeton ISD #477 School District	<input type="checkbox"/> School District
<input type="checkbox"/> I work for a Princeton School Area Business	<input type="checkbox"/> Retail Shopping
<input type="checkbox"/> I am a visitor	<input type="checkbox"/> Parks/Recreation
<input type="checkbox"/> Other (specify)	<input type="checkbox"/> Community
	<input type="checkbox"/> Employment
	<input type="checkbox"/> Housing
	<input type="checkbox"/> Neighborhood
	<input type="checkbox"/> Other (specify)
<b>Which of the following areas should the city invest time and resources?</b> (Select up to 3 answers)	<b>Age</b>
<input type="checkbox"/> Tourism	<input type="checkbox"/> Under 18
<input type="checkbox"/> Manufacturing / Industrial	<input type="checkbox"/> 19-29
<input type="checkbox"/> Retail, Restaurants / Services Industries	<input type="checkbox"/> 30-39
<input type="checkbox"/> Housing	<input type="checkbox"/> 50-59
<input type="checkbox"/> Age-Friendly	<input type="checkbox"/> 60-69
<input type="checkbox"/> Private / Public Sector Relations	<input type="checkbox"/> 70-79
<input type="checkbox"/> Other (specify)	<input type="checkbox"/> Over 80

Comment



# SURVEY MARKETING

- City of Princeton Website
- Facebook Community Groups
- Community Groups
- Posters around town including library
- City Hall and Princeton Chamber
- Electronic community sign
- HR Listservs



# SURVEY DEMOGRAPHICS

Total Responses	402
Responses January 2022	6
Responses February 2022	173
Responses March 2022	170
Manual May 2022	53



# SURVEY DEMOGRAPHICS

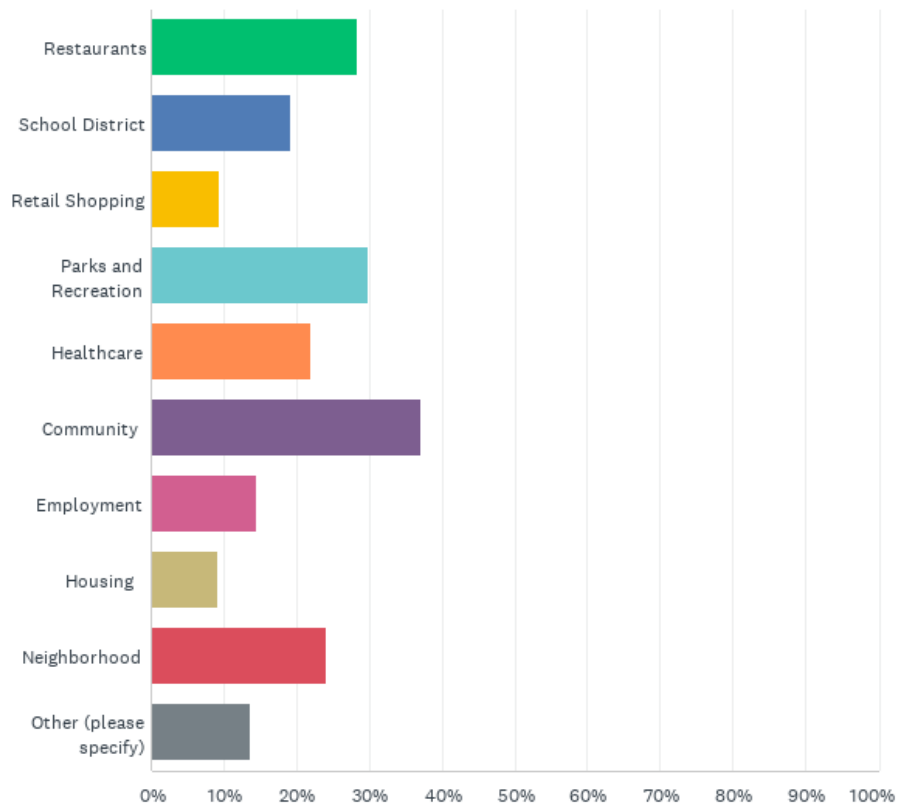
How do you identify yourself?	Sum of Survey Count
I am a visitor	17
I live within the Princeton ISD#477 School District	144
I live within the the City of Princeton (non-townships)	128
I work for a Princeton area business	86
Other (please specify)	27
<b>Grand Total</b>	<b>402</b>



# SURVEY COMMENT ASSUMPTIONS

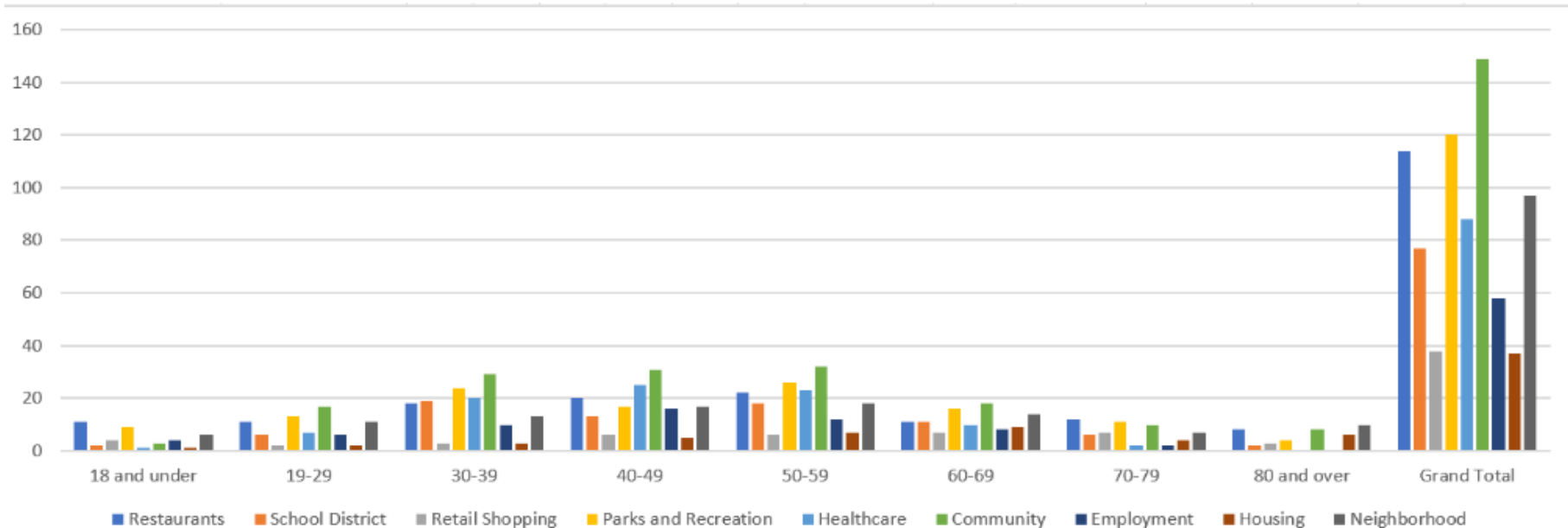
- Airport comments = Transportation
- All community comments (children, elderly, etc) = Age-Friendly
- Recreation comments = Tourism

## Q1 What is your favorite part of Princeton, Minnesota? (Select all that apply)

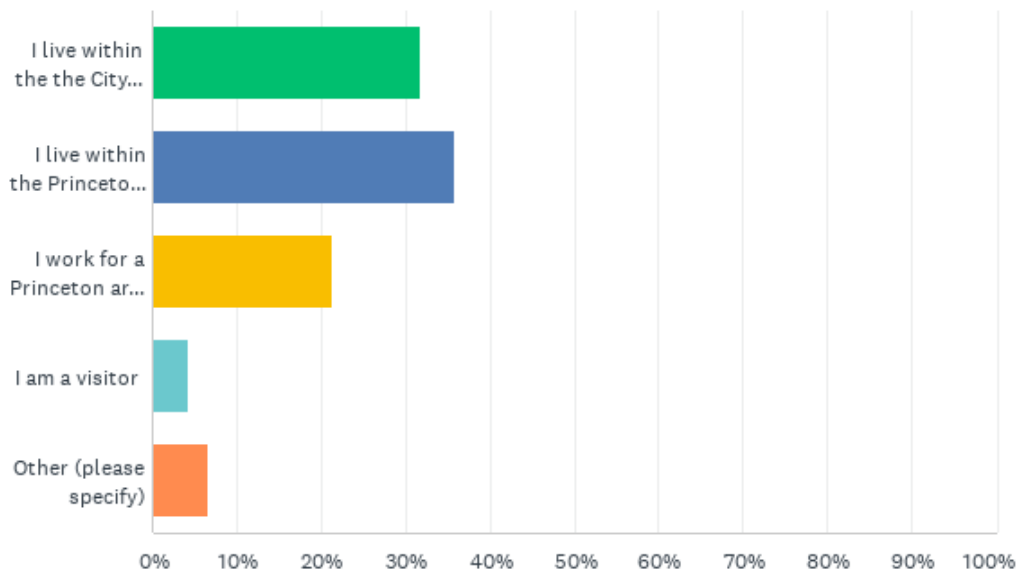




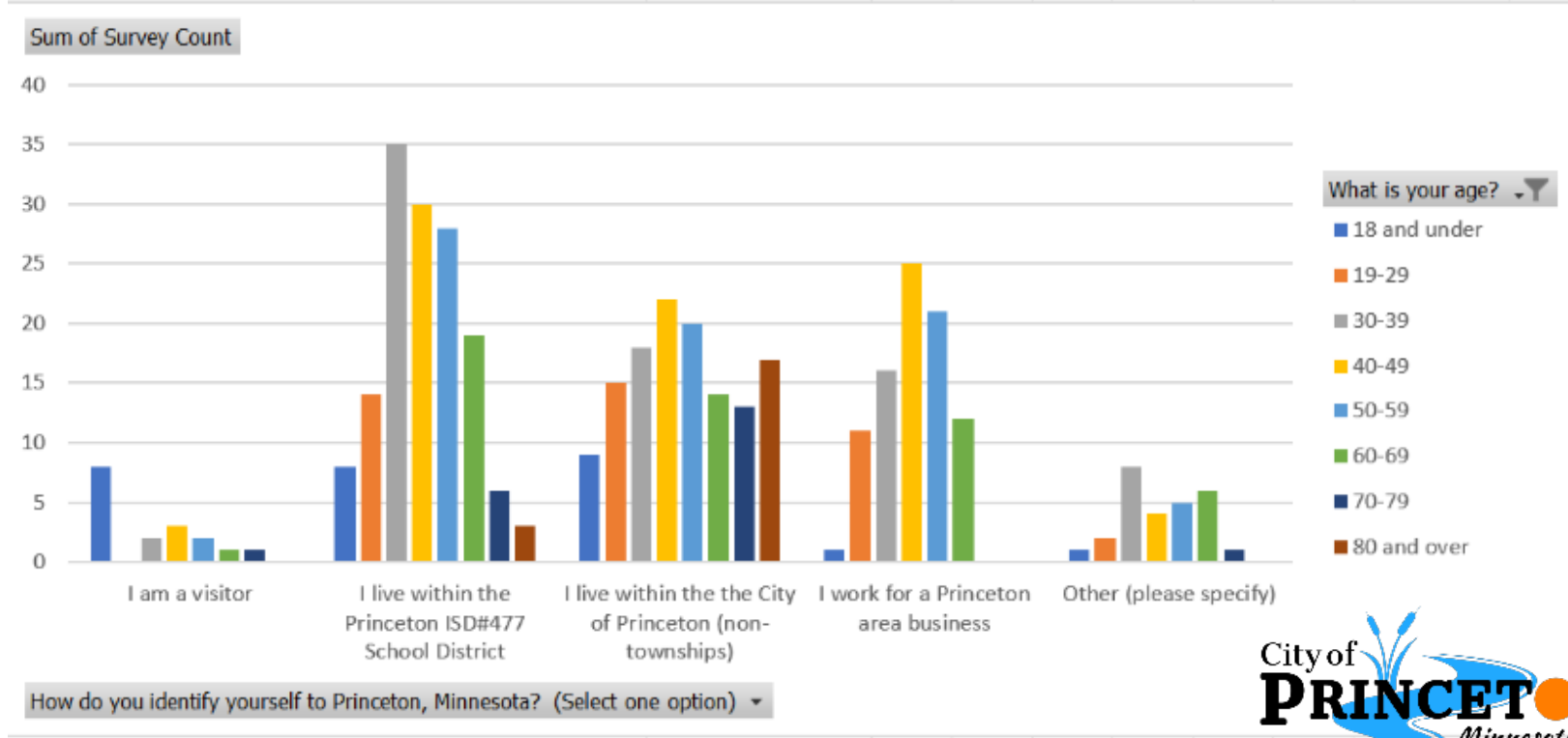
# FAVORITE PRINCETON BY AGE



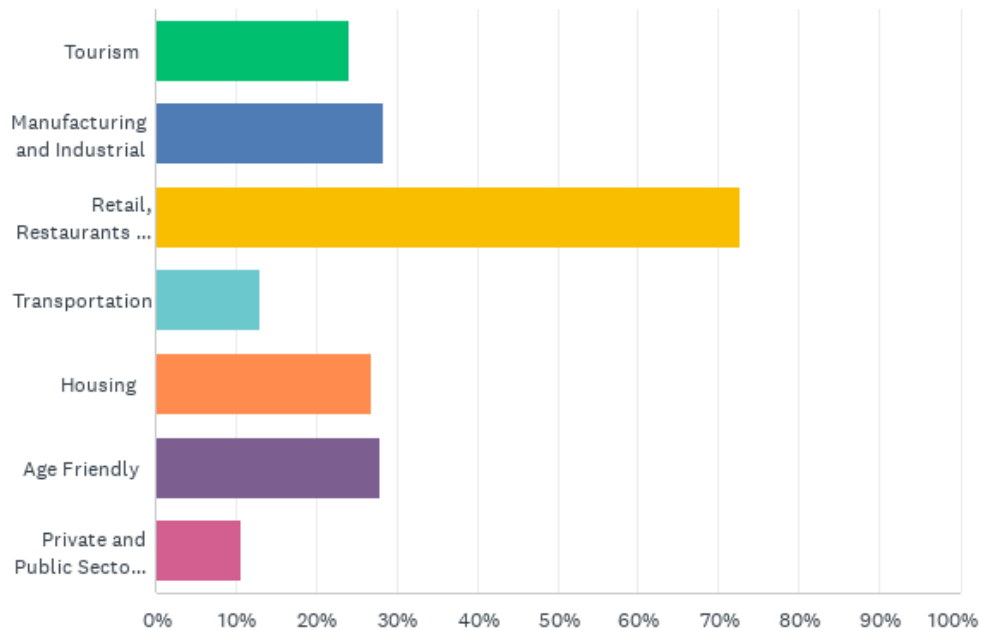
## Q2 How do you identify yourself to Princeton, Minnesota? (Select one option)



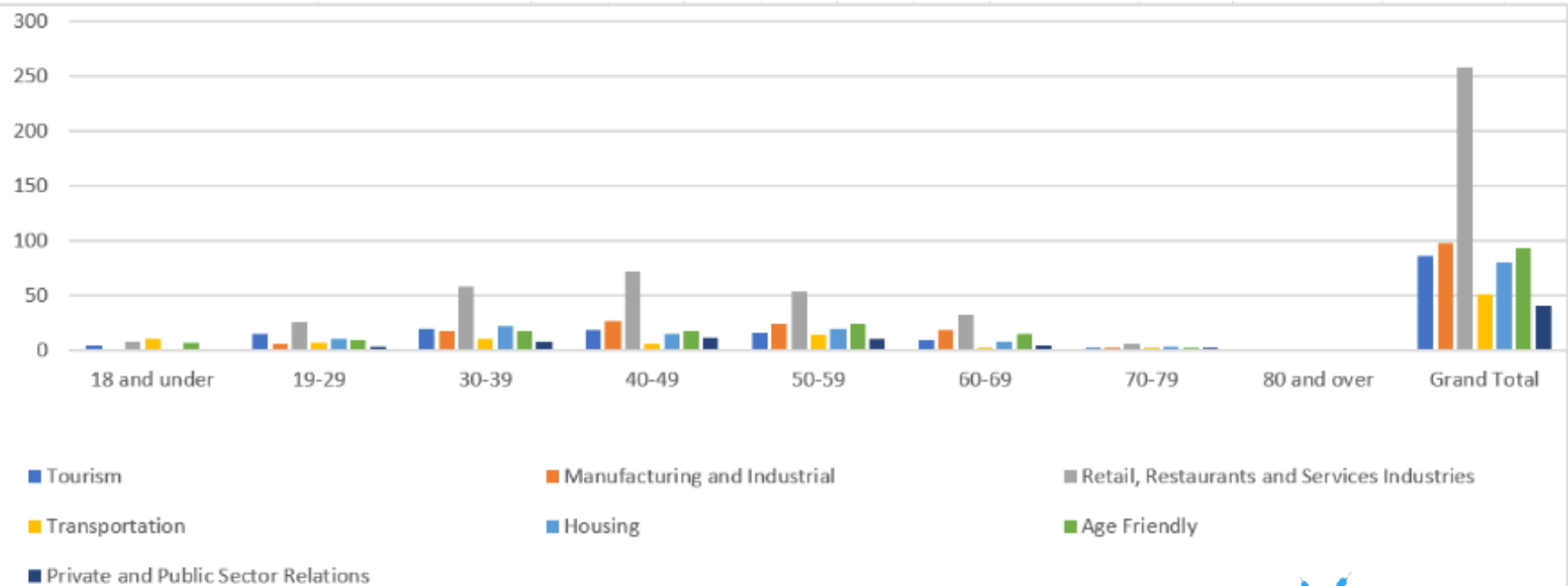
# IDENTIFY IN PRINCETON BY AGE



### Q3 Which of the following areas should the city invest time and resources? (Select up to 3 answers)

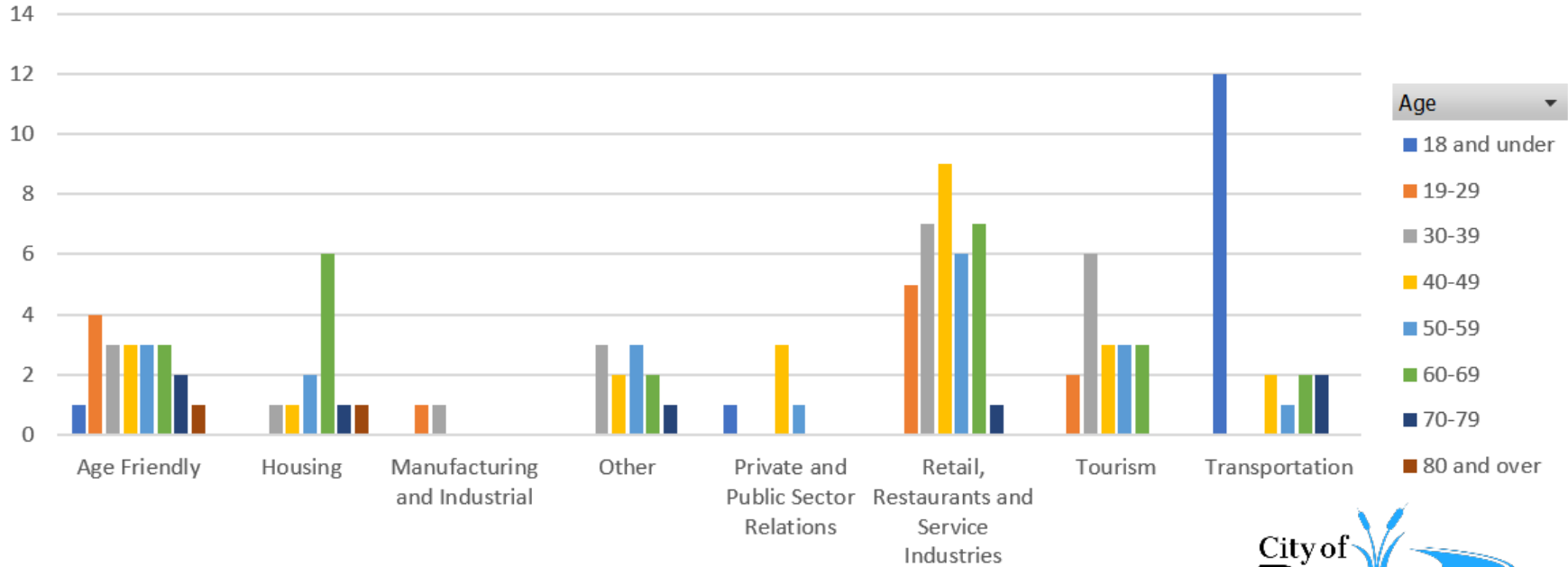


# INVEST IN PRINCETON BY AGE



# COMMENTS BY CATEGORY BY AGE

Sum of Comment Count



Strategic Planning Categories



# PULSE OF PRINCETON SURVEY THEMES

1. Invest in a variety of **retail, restaurants and services** for both residents and visitors.
2. Invest in **park and recreation** for both residents and tourists.
3. Invest in more **age-friendly activities** for children and their families.
4. Invest in **age-friendly housing and services** for the elderly.
5. Invest in **quality of neighborhood infrastructure** like sidewalks and lighting.



# PULSE OF PRINCETON TIMELINE

- **Jan-Mar 2022** - Survey Open and Closed
- **April 2022** - EDA Meeting - Survey Results Presented
- **April - May 2022** - EDA Members Review Survey Results and Develop Smart Goals for June 2022 EDA Meeting
- **June 2022** - EDA Meeting - Discuss Smart Goals
- **August 2022** - EDA Meeting - Discuss Smart Goals





