THE NBS™

The National Business Survey™

Bloomington, MN

Comparisons by Geographic Subgroups
2020

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About the Geographic Comparisons

The National Business Survey™ (The NBS™) is standardized to assure high quality research methods and directly comparable results across The NBS communities. Communities conducting The NBS can choose from a number of optional services to customize the reporting of survey results. Bloomington's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by Council District.

Four Council Districts were tracked for comparison and the number of completed surveys for each are in the figure below.

FIGURE 1: GEOGRAPHIC AREAS

District	Number of Completed Surveys
District 1	23
District 2	43
District 3	54
District 4	75

Charter Members AAPOR Transparency Initiative
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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) 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.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The "Overall" column, which shows the ratings for all respondents, also has a column designation of "(A)", but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different. For example, in Table 2 on the following page, owners or managers of businesses in District 3 (C) tended to give higher ratings to residents' connection and engagement with their community than those in District 2 (B) or District 4 (D).

TABLE 1: QUALITY OF LIFE

Percent excellent or good	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
The overall quality of life in Bloomington	73%	82%	88%	83%	83%
Bloomington as a place for children and families	74%	73%	74%	80%	76%
Bloomington as a place for older adults	86%	75%	80%	78%	79%
Bloomington as a place for young adults	50%	53%	69%	58%	59%

TABLE 2: QUALITY OF FACETS OF LIVABILITY

Percent excellent or good	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
Overall economic health of Bloomington	58%	63%	69%	66%	65%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Bloomington	64%	55%	65%	75% B	66%
Overall design or layout of Bloomington's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	64%	73%	71%	73%	71%
Overall quality of the utility infrastructure in Bloomington (water, sewer, storm water, electric/gas)	82%	80%	89%	88%	86%
Overall feeling of safety in Bloomington	70%	67%	67%	64%	66%
Overall quality of natural environment in Bloomington	91%	83%	86%	83%	85%
Overall quality of parks and recreation opportunities	90%	83%	89%	86%	87%
Overall health and wellness opportunities in Bloomington	70%	81%	86%	80%	81%
Overall opportunities for education, culture and the arts	79%	85%	80%	68%	77%
Residents' connection and engagement with their community	55%	50%	76% B D	50%	58%

TABLE 3: SAFETY IN COMMERCIAL AREAS

Percent very or somewhat safe	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
In Bloomington's commercial areas during the day	91%	82%	96% B D	84%	88%
In Bloomington's commercial areas after dark	59%	54%	51%	52%	53%

TABLE 4: COMMUNITY AMENITIES IN BLOOMINGTON

Percent excellent or good	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Bloomington as a place to visit	73%	79%	83%	79%	80%
Overall image or reputation of Bloomington	74%	69%	78%	77%	75%
Cleanliness of Bloomington	91%	81%	89%	85%	86%
Overall appearance of Bloomington	87%	81%	85%	85%	84%
Public places where people want to spend time	57%	63%	69%	68%	66%
Historical preservation in Bloomington	40%	64%	70%	60%	61%
Hotel and lodging options	81%	88%	98% A D	85%	89%
Opportunities to attend cultural/arts/music activities	55%	62%	76%	67%	66%
Quality of internet connection	68%	76%	83%	68%	74%
Coverage of internet connection	67%	71%	82%	73%	74%

TABLE 5: BUSINESS AND SERVICE AMENITIES IN BLOOMINGTON

Percent excellent or good	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
Vibrancy of downtown/commercial area	67%	58%	68%	65%	65%
Overall quality of commercial development in Bloomington	57%	54%	71%	72% B	66%
Overall opportunity for business growth and expansion	47%	50%	61%	62%	58%
Opportunities for tourism	57%	63%	60%	68%	63%
Quality of shopping opportunities	78%	81%	85%	86%	84%
Variety of shopping opportunities	70%	72%	82%	88% B	81%
Quality of restaurants and places to eat	61%	60%	80% B	75%	71%
Variety of restaurants and places to eat	48%	57%	78% A B	74% A	68%
Quality of service establishments (e.g., salons, dry cleaners, etc.)	73%	80%	89%	79%	81%
Variety of service establishments (e.g., salons, dry cleaners, etc.)	55%	76%	76%	70%	71%

TABLE 6: DISRUPTIVE, NUISANCE, AND ILLEGAL BEHAVIORS

Percent not at all a problem	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?	48%	58% D	51% D	33%	45%

TABLE 7: GOVERNMENT SUPPORT FOR THE BUSINESS COMMUNITY

Percent excellent or good	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Bloomington as a place to do business	74%	71%	72%	87% C	78%
Informing businesses of community issues and values	57%	65%	64%	49%	57%
Communicating during City construction (e.g., streets, utilities, etc.)	68%	53%	70% D	50%	58%
Welcoming business involvement	44%	52%	59%	63%	57%
Retaining existing businesses	41%	38%	50%	52%	47%
Attracting new businesses	31%	39%	48%	55%	47%
Supporting or creating new jobs	29%	52%	42%	52%	46%

TABLE 8: RECOMMEND AND INTENTION TO STAY

Percent very or somewhat likely	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Recommend living in Bloomington to someone who asks	86%	78%	83%	82%	82%
Recommend working in Bloomington to someone who asks	91%	86%	86%	89%	88%
Recommend operating a business in Bloomington to someone who asks	73%	76%	71%	81%	76%
Keep your business in Bloomington for the next five years	74%	85%	82%	82%	82%

TABLE 9: EMPLOYMENT IN BLOOMINGTON

Percent excellent or good	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Bloomington as a place to work	78%	86%	83%	91%	86%
Quality of employment opportunities	62%	77%	77%	75%	75%
Variety of employment opportunities	44%	80% A	77% A	75% A	74%
Availability of jobs that pay a livable wage	31%	59%	71% A	67% A	62%

TABLE 10: WORKFORCE SUPPORTS IN BLOOMINGTON

Percent excellent or good	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Variety of housing options for people who work in Bloomington	53%	76%	86% A	74%	75%
Affordability of housing for people who work in Bloomington	36%	57%	76% A	57%	59%
Cost of living in Bloomington	44%	54%	68%	55%	57%
Quality of childcare	43%	80%	60%	67%	67%
Affordability of childcare	43%	45%	67%	56%	52%
Variety of transportation options for people who work in Bloomington	44%	44%	73% A B	66% B	60%
Ease of parking at workplaces	80%	85%	94%	88%	88%

TABLE 11: WORKFORCE EDUCATION AND SKILL SUPPORTS IN BLOOMINGTON

Percent excellent or good	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
The quality of the public school system at producing graduates who are career-ready	53%	63%	71%	61%	62%
The quality of the public school system at producing graduates who are college-ready	65%	67%	71%	62%	65%
Access to institutions of higher education (colleges, universities)	60%	77%	83%	78%	76%
Access to trade schools	43%	61%	67%	72% A	64%
Variety of education/training opportunities to build work skills	29%	59% A	63% A	55%	54%
Affordability of education/training opportunities to build work skills	21%	53%	52%	51%	48%
Overall quality of education/training opportunities in your community	59%	65%	65%	52%	60%

TABLE 12: WORKFORCE READINESS IN BLOOMINGTON

Percent fully or mostly possess	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
The educational qualifications	77%	89%	83%	77%	81%
The skills needed	82%	78%	88%	79%	82%

TABLE 13: WORKFORCE CHALLENGES IN BLOOMINGTON

Percent major or moderate challenge	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
Too many under-qualified employees/applicants	50%	58%	58%	62%	59%
Too many overqualified employees/applicants	21%	19%	13%	13%	15%
Lack of higher education opportunities (e.g., universities, colleges)	8%	10%	6%	9%	8%
Lack of trade schools and other adult training programs	41% D	28%	17%	17%	23%
Lack of quality public schools	20%	10%	12%	19%	15%
Too many workers without a high school degree or equivalent	13%	7%	6%	6%	7%
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	36% C	18%	6%	17%	17%
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	6%	13%	27%	19%	18%
Lack of childcare opportunities	11%	7%	14%	21%	14%
Lack of affordable, reliable public transportation	23%	23%	9%	20%	18%
Lack of affordable, quality housing	23%	21%	13%	33%	23%
Cost of living	33%	23%	18%	32%	27%
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	23%	11%	9%	13%	13%
Failed drug tests	0%	3%	16%	6%	8%

TABLE 14: EXPECTED BUSINESS GROWTH

Percent large or small increase	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
Over the PAST five years	11%	11%	11%	14%	12%
Expected in the NEXT five years	6%	8%	4%	6%	6%

TABLE 15: IMPACT OF ECONOMY ON BUSINESS REVENUE IN NEXT 6 MONTHS

Percent very or somewhat positive	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
What impact, if any, do you think the economy will have on your business revenues in the next 6 months?	26%	38%	23%	28%	29%

TABLE 16: BUSINESS PLANS TO HIRE IN NEXT 6-12 MONTHS

Percent yes or not sure	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Is your business planning to hire in the next 6 to 12 months?	35%	55%	61% A	58% A	55%

TABLE 17: TYPES OF JOBS BUSINESSES PLAN TO ADD

Percent yes	Council District				Overall
	District 1	District 2	District 3	District 4	
Unskilled jobs: these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)	11%	23%	30%	24%	25%
Semi-skilled jobs: these jobs require some skill but do not require highly specialized skills (e.g., truck drivers, typists)	11%	45%	40%	37%	37%
Skilled jobs: these jobs require a comprehensive knowledge of the trade, craft or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)	56%	41%	47%	41%	44%
Highly skilled jobs: these jobs require an advanced education or training (e.g., doctors, lawyers, architects, financial consultants)	33%	36%	27%	12%	24%

TABLE 18: GOVERNMENT PERFORMANCE

Percent excellent or good	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
The City of Bloomington	83%	76%	77%	78%	78%
The Federal Government	43%	60%	53%	49%	52%
The value of services for the taxes paid to Bloomington	65%	51%	57%	64%	59%
The overall direction that Bloomington is taking	40%	56%	59%	58%	56%
Overall confidence in Bloomington government	43%	58%	58%	60%	57%
Generally acting in the best interest of the community	45%	63%	57%	70% A	62%
Being honest	52%	64%	66%	68%	64%

TABLE 19: QUALITY OF GOVERNMENT SERVICES

Percent excellent or good	Council District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
Police services	95%	90%	94%	90%	92%
Fire services	100%	98%	100%	100%	99%
Crime prevention	86%	80%	80%	68%	76%
Traffic enforcement	86%	80%	79%	70%	76%
Street repair	61%	69%	82% D	58%	67%
Street cleaning	74%	71%	87%	79%	79%
Street lighting	78%	86%	86%	76%	81%
Snow removal	87%	80%	90%	78%	83%
Sidewalk maintenance	67%	68%	82%	78%	76%

Percent excellent or good	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Bus or transit services	71%	50%	78% B	69%	67%
Traffic flow on major streets	70%	69%	63%	68%	67%
Amount of public parking in commercial areas	86%	90%	90%	86%	88%
Ease of travel by car in Bloomington	91%	90%	92%	81%	87%
Ease of travel by bicycle in Bloomington	54%	62%	63%	77%	67%
Ease of walking in Bloomington (path/sidewalk connectivity, etc.)	57%	71%	85% A	69%	72%
Traffic management during construction	70%	68% D	74% D	48%	62%
Garbage collection	86%	81%	84%	78%	82%
Recycling	76%	84%	82%	78%	80%
Storm drainage	74%	84%	88%	78%	82%
Power (electric and/or gas) utility	82%	88%	89%	83%	86%
Utility billing	81%	85%	83%	71%	79%
Land use, planning, and zoning	56%	71%	68%	60%	65%
Building permits and inspections	57%	71%	57%	64%	63%
Code enforcement (weeds, signs, etc.)	65%	61%	66%	57%	61%
Economic development	65%	67%	63%	61%	63%
Public information services	79%	75%	70%	74%	74%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	78%	83%	78%	78%
City-sponsored special events	68%	76%	73%	72%	73%
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	86%	85%	82%	78%	82%

TABLE 20: BUSINESS PROBLEMS DUE TO COVID-19

Percent "major problem" or "moderate problem"	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Decline in business/sales	57%	63%	56%	73%	64%
Not having the funds to pay our employees	41%	27%	24%	39%	32%
Difficulty paying our commercial rent, commercial mortgage or lines of credit	3%	3%	3%	3%	3%
Reduced access to customers due to State or local regulations	3%	2%	2%	2%	2%
Complying with State or local regulations	3%	3%	3%	3%	3%
Enforcing public health policies and regulations on customers (e.g. social distancing, mask use, etc.)	3%	3%	3%	3%	3%
Not knowing current rules and regulations for operating a business under COVID-19	4%	4%	3%	4%	4%
Customers not complying with social distance measures, masks, etc.	4% D	4% D	3%	3%	3%
Getting the supplies we need /supply chain breakdowns	3%	3%	3%	3%	3%
Ability to conduct business with foreign trade partners	4%	3%	4% D	3%	3%
Lack of technology/web resources to complete on-line sales	0%	7%	8%	17% A	10%
Fear of a second wave of the virus resulting in need to close business again	55%	31%	35%	56% B C	45%
Concern about the liability of our customers or clients being exposed to COVID-19 on the job	52% B C	26%	23%	37%	33%

TABLE 21: IMPACT OF COVID-19 ON STAFFING LEVELS

Percent "serious shortage" or "moderate shortage"	Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
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?	70%	45%	55%	74% B C	62%