



THE NBS™
The National Business Survey™

Bloomington, MN

Comparisons by Geographic Subgroups

2015



NRC

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Summary

The National Business Survey™ (The NBS™) is standardized to assure high quality research methods and directly comparable results across The NBS communities. This report discusses differences in opinion of survey respondents by Council District.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Council Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

Overall, few differences were found between the subgroups of businesses, but some notable differences included the following:

- Businesses located in District 1 tended to give higher ratings to Bloomington as a place to retire and the overall appearance of Bloomington compared to their counterparts.
- Businesses located in District 2 tended to give higher ratings to the job Bloomington does at retaining existing businesses compared to businesses located in other Council Districts.
- Businesses located in District 1 and District 2 were less likely than their counterparts to be hiring within the next 6 to 12 months and were less likely to use hiring resources such as job websites for hiring purposes.

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Table 1: Doing Business - General

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Bloomington as a place to do business	89%	84%	85%	85%	85%

Table 2: Focus Areas in Next 2 Years

Percent rating positively (e.g., essential/very important)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall feeling of safety in Bloomington	97%	92%	93%	94%	94%
Overall ease of getting to the places you usually have to visit	91%	90%	88%	85%	88%
Quality of overall natural environment in Bloomington	91%	78%	71%	72%	77%
Overall "built environment" of Bloomington (including overall design, buildings, parks and transportation systems)	78%	69%	68%	68%	70%
Health and wellness opportunities in Bloomington	75%	55%	67%	65%	66%
Overall opportunities for education and enrichment	83%	71%	71%	69%	73%
Overall economic health of Bloomington	94%	94%	88%	93%	92%
Sense of community	83%	69%	71%	79%	76%

Table 3: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Bloomington as a place to work	93%	98%	93%	93%	94%
Bloomington as a place to visit	90%	89%	91%	84%	88%
Bloomington as a place to retire	74%	59%	62%	53%	61%
The overall quality of life in Bloomington	90%	94%	92%	84%	89%
Overall image or reputation of Bloomington	90%	83%	82%	81%	83%
Overall appearance of Bloomington	93%	90%	84%	74%	83%

Table 4: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall feeling of safety in Bloomington	94%	95%	89%	86%	90%
In Bloomington's commercial areas during the day	99%	95%	96%	94%	96%
In Bloomington's commercial areas after dark	84%	88%	76%	69%	77%

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Table 5: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall ease of getting to the places you usually have to visit	88%	86%	86%	80%	84%
Traffic flow on major streets	67%	70%	71%	69%	69%
Ease of parking	91%	95%	86%	91%	90%
Amount of parking in commercial areas	94%	98%	85%	84%	89%
Ease of travel by car in Bloomington	91%	87%	82%	79%	83%
Ease of travel by public transportation in Bloomington	68%	59%	64%	62%	63%
Ease of travel by bicycle in Bloomington	73%	69%	65%	61%	66%
Ease of walking in Bloomington	77%	73%	70%	64%	70%
Availability of paths and walking trails	85%	80%	81%	65%	76%

Table 6: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Quality of overall natural environment in Bloomington	93%	94%	85%	75%	84%
Air quality	91%	95%	82%	82%	86%
Cleanliness of Bloomington	91%	87%	82%	74%	82%

Table 7: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall "built environment" of Bloomington (including overall design, buildings, parks and transportation systems)	79%	86%	77%	74%	78%
Public places where people want to spend time	87%	85%	80%	69%	78%
Variety of housing options for people who work in Bloomington	91%	85%	84%	81%	85%
Overall quality of commercial development in Bloomington	86%	82%	85%	76%	81%

Table 8: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall economic health of Bloomington	93%	88%	85%	79%	85%
Employment opportunities	77%	92%	81%	80%	82%
Shopping opportunities	90%	93%	96%	94%	94%
Overall quality of business establishments in Bloomington	92%	92%	92%	88%	91%
Vibrant commercial areas	80%	79%	71%	70%	73%

Table 9: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Health and wellness opportunities in Bloomington	97%	91%	82%	79%	86%

Table 10: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall opportunities for education and enrichment	90%	93%	82%	81%	85%
Training opportunities for work	80%	82%	78%	65%	75%

Table 11: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Sense of community	82%	71%	66%	61%	68%
Opportunities to participate in community matters	79%	83%	74%	78%	78%

Table 12: Governance - General

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	84%	92%	86%	80%	85%
The City of Bloomington	92%	90%	82%	87%	87%
The Federal Government	46%	41%	46%	45%	45%
The State Government	50%	55%	58%	57%	56%
Hennepin County Government	61%	75%	62%	61%	64%
The value of services for the taxes paid to Bloomington	68%	71%	61%	63%	65%
The job Bloomington does informing businesses of community issues and values	64%	60%	63%	59%	61%
The job Bloomington government does at welcoming business involvement	54%	60%	56%	53%	55%
The overall direction that Bloomington is taking	75%	82%	75%	67%	73%
Overall confidence in Bloomington government	76%	76%	69%	64%	70%
Generally acting in the best interest of the community	68%	78%	72%	66%	70%
Being honest	73%	80%	70%	67%	71%

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Table 13: Governance - Safety

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Police services	94%	98%	95%	88%	93%
Fire services	98%	98%	97%	97%	98%
Crime prevention	98%	94%	89%	88%	91%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	83%	96%	88%	80%	85%

Table 14: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Traffic enforcement	89%	93%	85%	78%	85%
Street repair	58%	70%	65%	57%	62%
Street cleaning	89%	93%	84%	70%	82%
Street lighting	86%	98%	91%	81%	88%
Snow removal	91%	96%	91%	87%	91%
Sidewalk maintenance	80%	94%	77%	77%	81%
Bus or transit services	81%	84%	76%	72%	77%

Table 15: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Garbage collection	93%	94%	91%	93%	93%
Recycling	93%	96%	88%	85%	90%

Table 16: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Storm drainage	90%	96%	87%	81%	87%
Power (electric and/or gas) utility	84%	98%	88%	90%	90%
Utility billing	84%	92%	87%	90%	88%
Land use, planning and zoning	67%	93%	70%	72%	74%
Building permits and inspections	73%	84%	73%	72%	75%
Code enforcement (weeds, signs, etc.)	78%	75%	68%	63%	70%

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Table 17: Governance - Economy

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Economic development	85%	94%	86%	78%	84%
The job Bloomington does at retaining existing businesses	69%	81%	54%	51%	60%
The job Bloomington does at attracting new businesses	63%	60%	58%	52%	57%
The job Bloomington does at supporting or creating new jobs	66%	70%	51%	53%	58%

Table 18: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
City-sponsored special events	86%	92%	78%	77%	82%

Table 19: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Public information services	89%	94%	90%	80%	87%

Table 20: Business Climate - General

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Recommend operating a business in Bloomington to someone who asks	89%	95%	86%	84%	88%
Keep your business in Bloomington for the next five years	92%	95%	93%	92%	93%
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:	53%	55%	57%	57%	56%

Table 21: Business Climate - Community Engagement

Percent rating positively (e.g., very/somewhat likely)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Sponsor charitable events and activities in Bloomington	66%	65%	61%	60%	62%

Table 22: Workforce - General

Percent rating yes or not sure	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Is your business planning to hire in the next 6 to 12 months?	46%	51%	67%	64%	59%

Table 23: Workforce - General

Types of jobs if planning to hire	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Technically skilled (e.g. medical, computer, architecture, equipment operation, etc.)	41%	58%	63%	42%	51%
Administratively skilled	27%	54%	59%	42%	47%
Unskilled administrative	5%	13%	4%	15%	10%
Unskilled labor	36%	33%	26%	42%	35%

Statistical significance not tested.

Table 24: Workforce - Applicants

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Applicant prior experience	60%	68%	61%	50%	57%
Number of qualified applicants	34%	45%	35%	28%	34%
Your overall impression of applicants	50%	60%	48%	48%	50%

Table 25: Workforce - Hiring Resources

Percent rating positively (e.g., great, moderate or minor extent)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Job websites (e.g., CareerBuilder, Monster, Indeed, Craigslist, etc.)	39%	49%	62%	66%	57%
Social networks (LinkedIn, Facebook, etc.)	40%	43%	57%	56%	51%
Headhunters/recruiters	22%	22%	38%	17%	25%
Colleges/universities	33%	43%	41%	46%	41%
Your organization's website	42%	57%	57%	52%	52%
Career fairs	25%	20%	31%	24%	26%

Table 26: Beneficial Services

Percent rating positively (e.g., very/somewhat beneficial)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Business improvement districts where a majority of businesses can request additional or enhanced services	68%	70%	66%	74%	70%
Enhanced landscaping along streets and medians	71%	75%	60%	56%	63%
Loans for improving a commercial property's energy efficiency	64%	73%	68%	62%	66%
Loans for commercial property exterior improvements	61%	72%	63%	60%	63%
Art in public or private locations	49%	46%	49%	46%	47%

Table 27: Space Needs

What are your company's space needs in the next 5 years?	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
We will need to add space	17%	25%	34%	18%	24%
We will need to reduce space	4%	0%	3%	5%	3%
No change will be needed	79%	75%	63%	76%	73%

Table 28: Current Location Space

If your company is expecting to grow in the next 5 years, is there adequate space to expand at your current location?	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Yes, our current location has enough space for our expansion needs	78%	67%	78%	69%	73%
No, our current location does not have enough space for our expansion needs	22%	33%	22%	31%	27%

Table 29: Labor Limits on Business Operations

To what extent, if at all, does availability of labor (workforce) limit your business operations?	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Large extent	4%	11%	15%	15%	12%
Moderate extent	23%	18%	15%	26%	21%
Small extent	19%	20%	23%	16%	19%
Not at all	55%	51%	47%	42%	47%

Table 30: Frequency of Business Being Short-staffed

How often, if at all, do you feel your business is short-staffed due to the following: Percent rating at least "rarely"	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
There are not enough applicants for the available openings	55%	52%	66%	62%	60%
Applicants are not qualified for the available openings	58%	59%	68%	69%	65%

Table 31: Government Programs

Please indicate if you'd like to learn more about any of the following: Percent rating "yes," respondents would like to know more	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Government programs that could help finance your company's growth	18%	27%	24%	23%	23%
Government programs that could help hire and train employees	15%	20%	23%	17%	18%
Government programs that could help save on energy	28%	38%	39%	31%	34%
Government programs that could help reduce waste	20%	31%	26%	26%	26%
Government programs that could help export products to other countries	5%	9%	6%	11%	8%