

BROKEN ARROW SURVEY RESULTS



Business and Resident Surveys

December 2006

SURVEY INFORMATION

- The Broken Arrow surveys had 905 responses:
 - The Broken Arrow Business Survey had 73 respondents.
 - The Broken Arrow Residents Survey had 832 respondents.
- This represents 1.0% of the city's population.
- The surveys were open for 4 weeks.

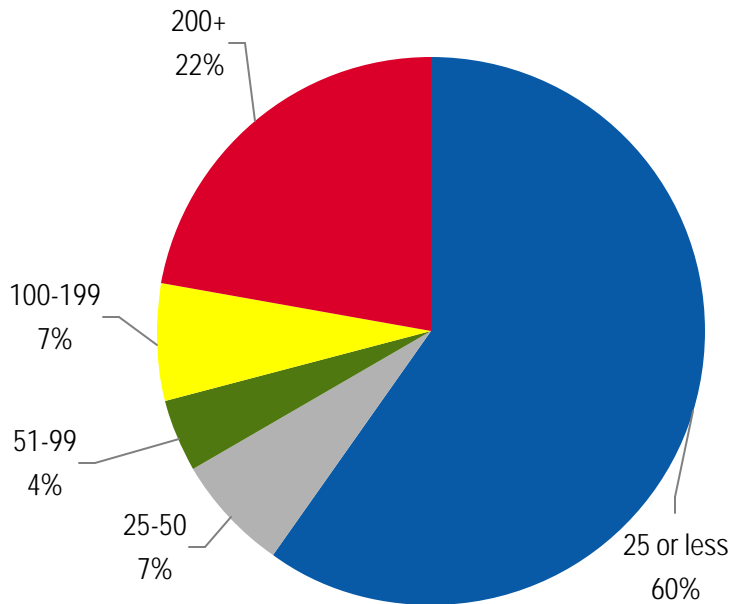
Broken Arrow

BUSINESS RESULTS



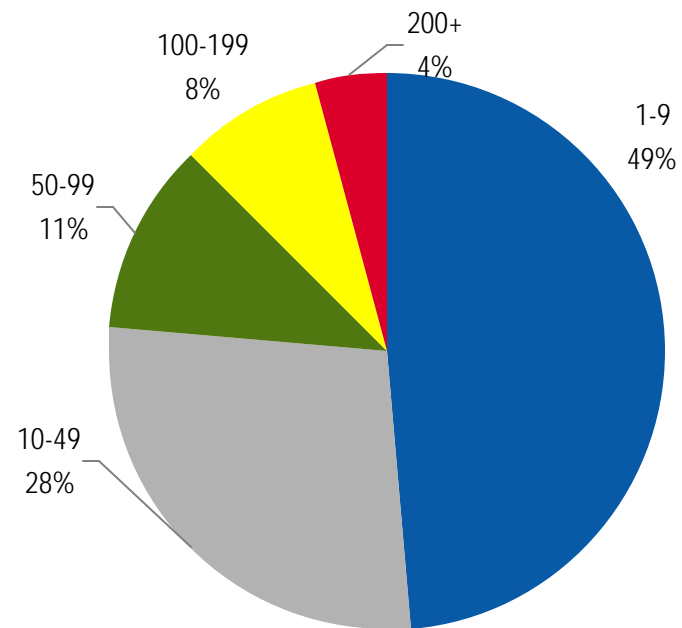
EMPLOYMENT BASE

How many people are employed in your company inside the US?



Source: AE Survey

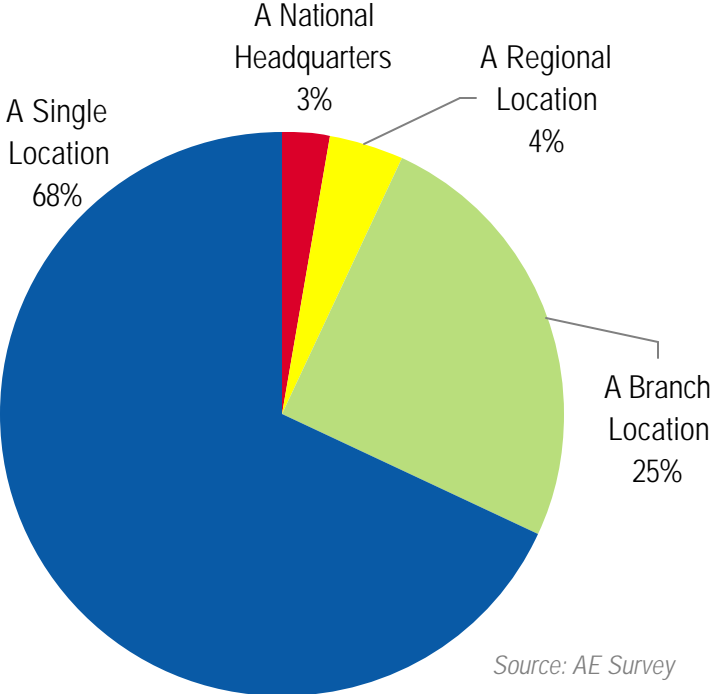
How many people are employed in your company inside Broken Arrow?



Source: AE Survey

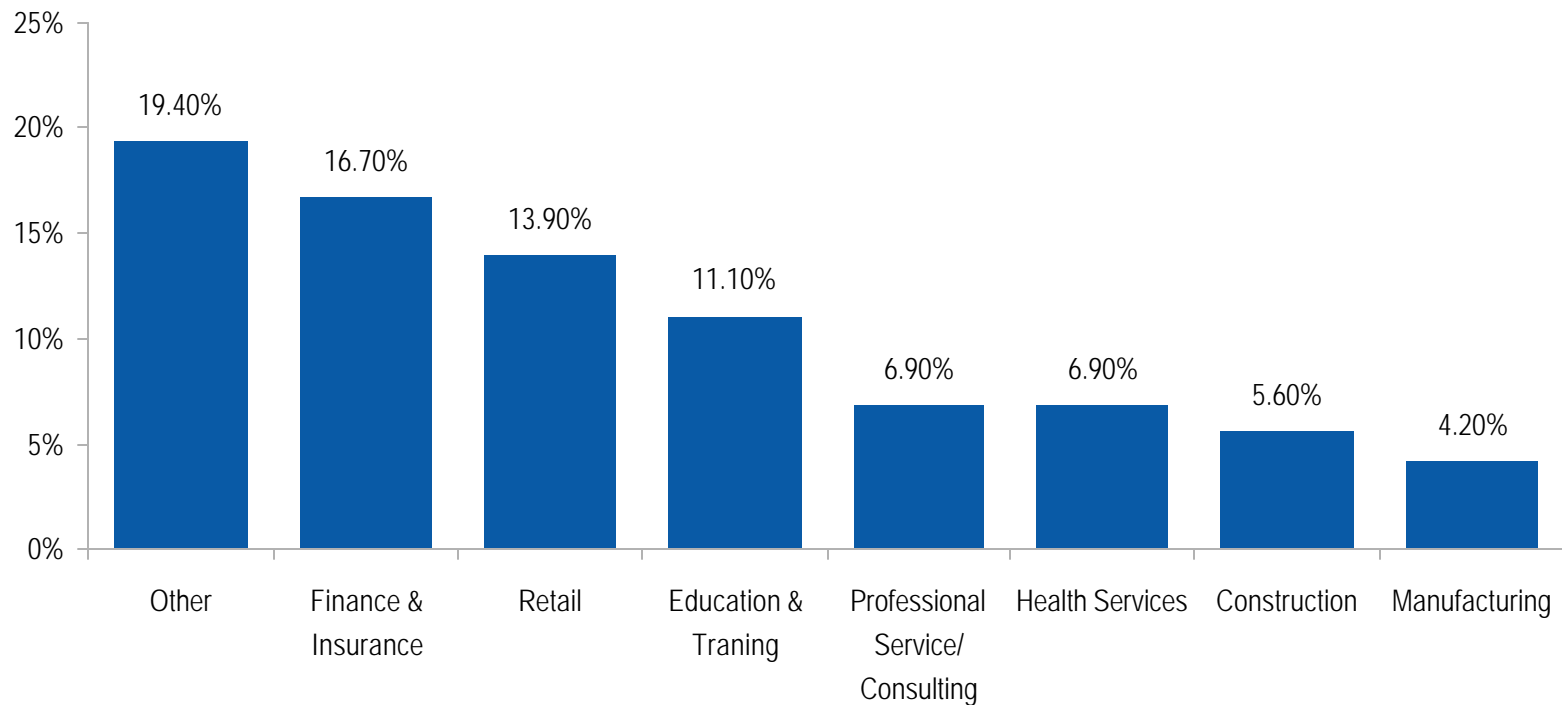
EMPLOYMENT BASE

Is your company:



BUSINESS INFORMATION

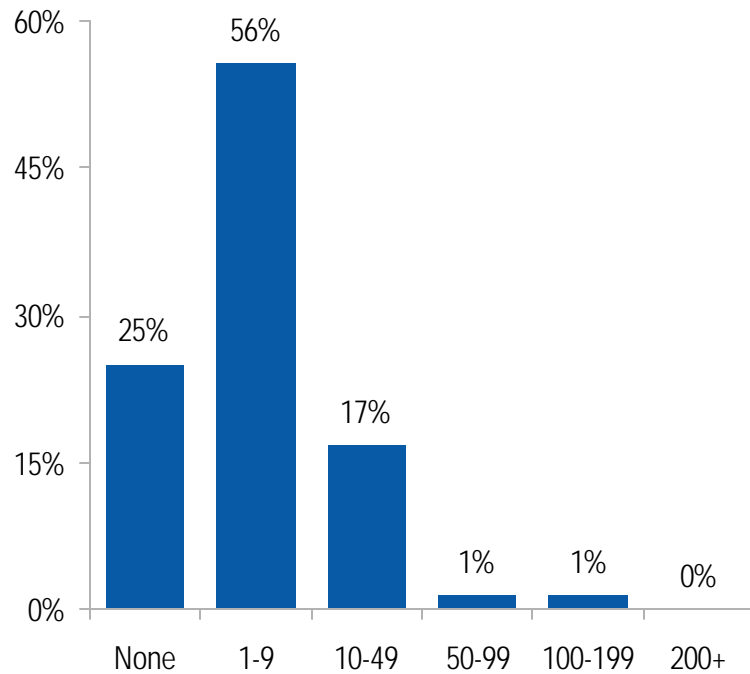
What industry is your business in? (Top 8 Displayed)



Source: AE Survey

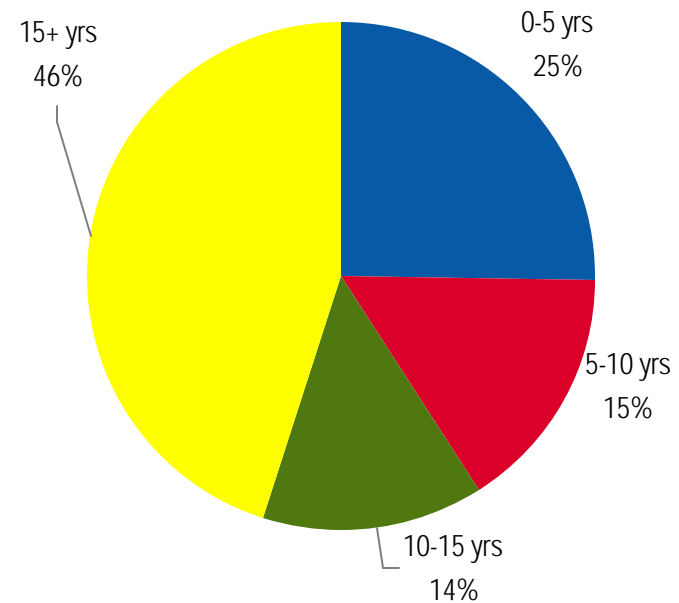
LOCATION & HIRING

How many employees did you hire last year?



Source: AE Survey

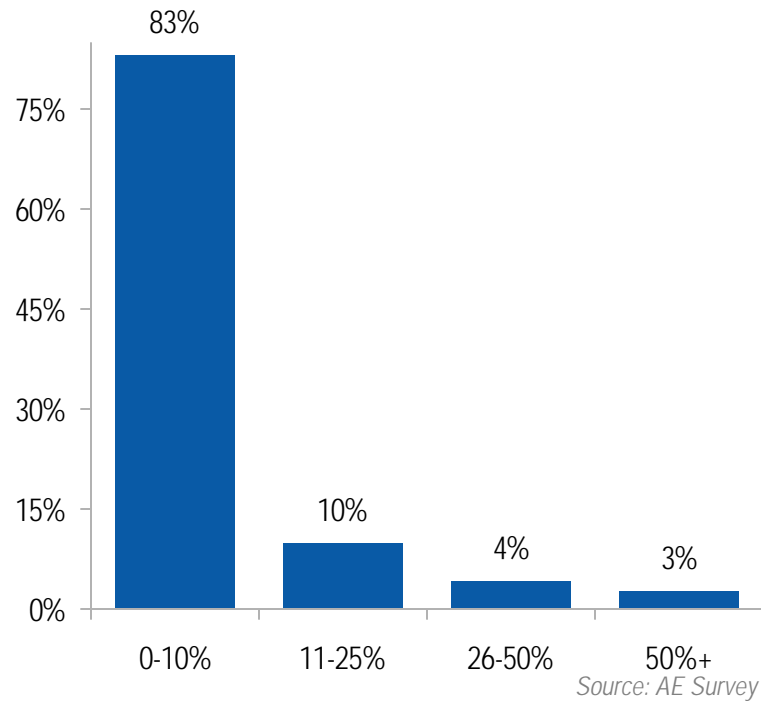
How long have you been located in Broken Arrow?



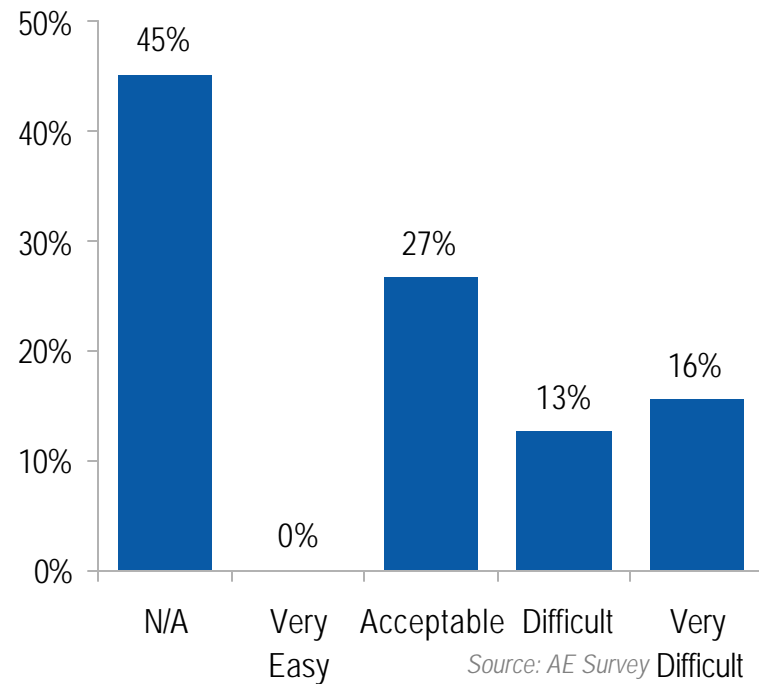
Source: AE Survey

RECRUITMENT

What percent of your key technical & managerial workers were hired from outside the region?

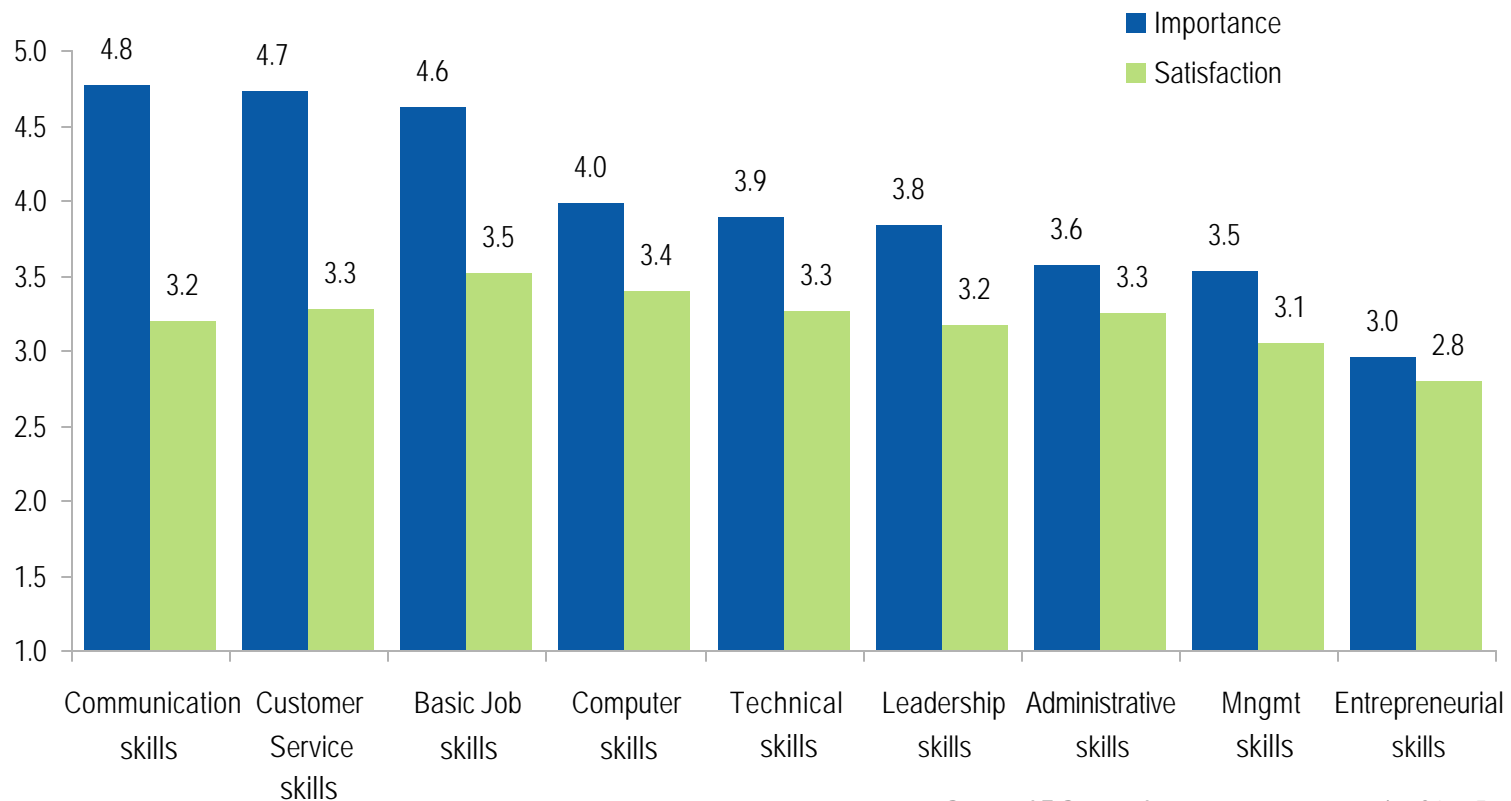


How difficult is recruiting employees from outside the region?



WORKFORCE SKILLS

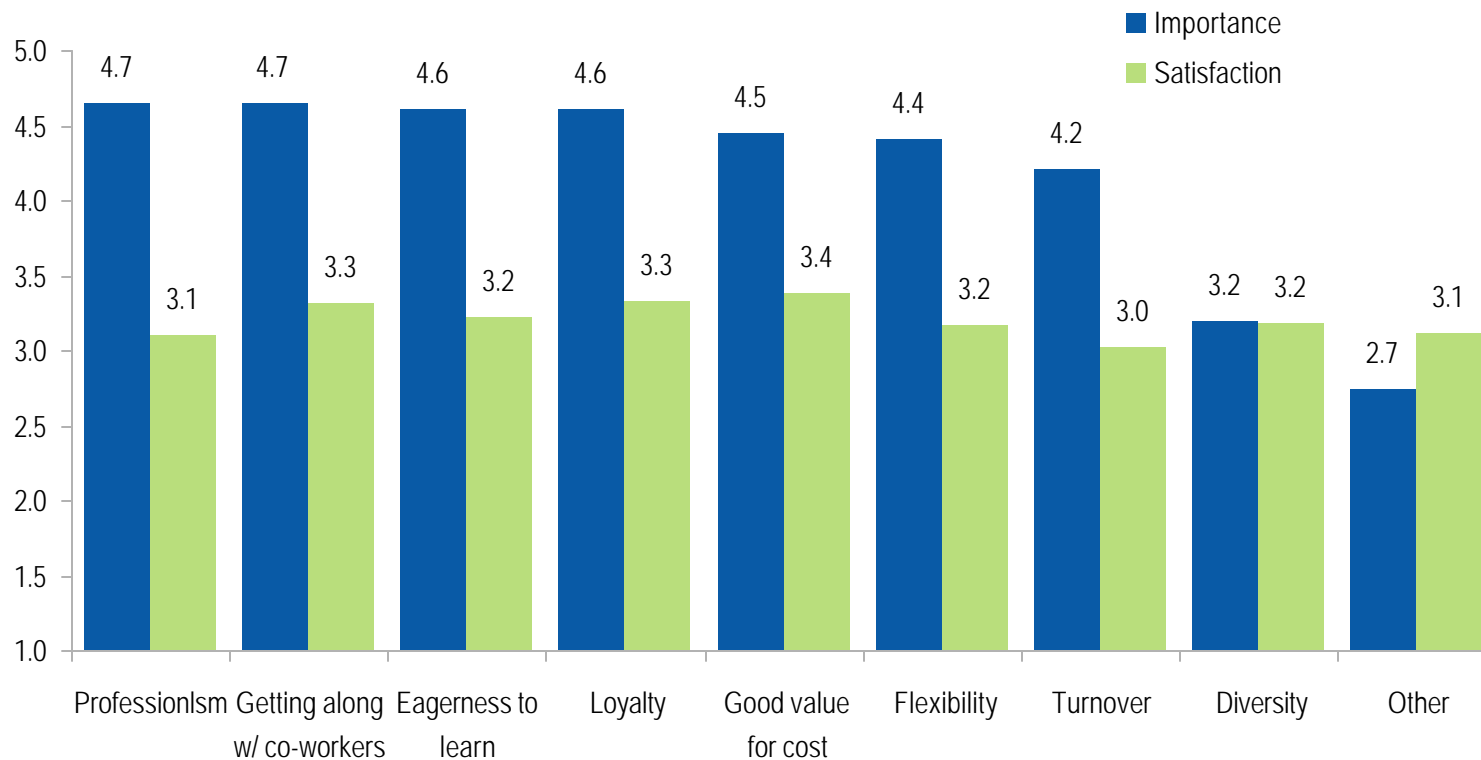
Workforce skill traits



Source: AE Survey, Average response on scale of 1 to 5

WORKFORCE SKILLS

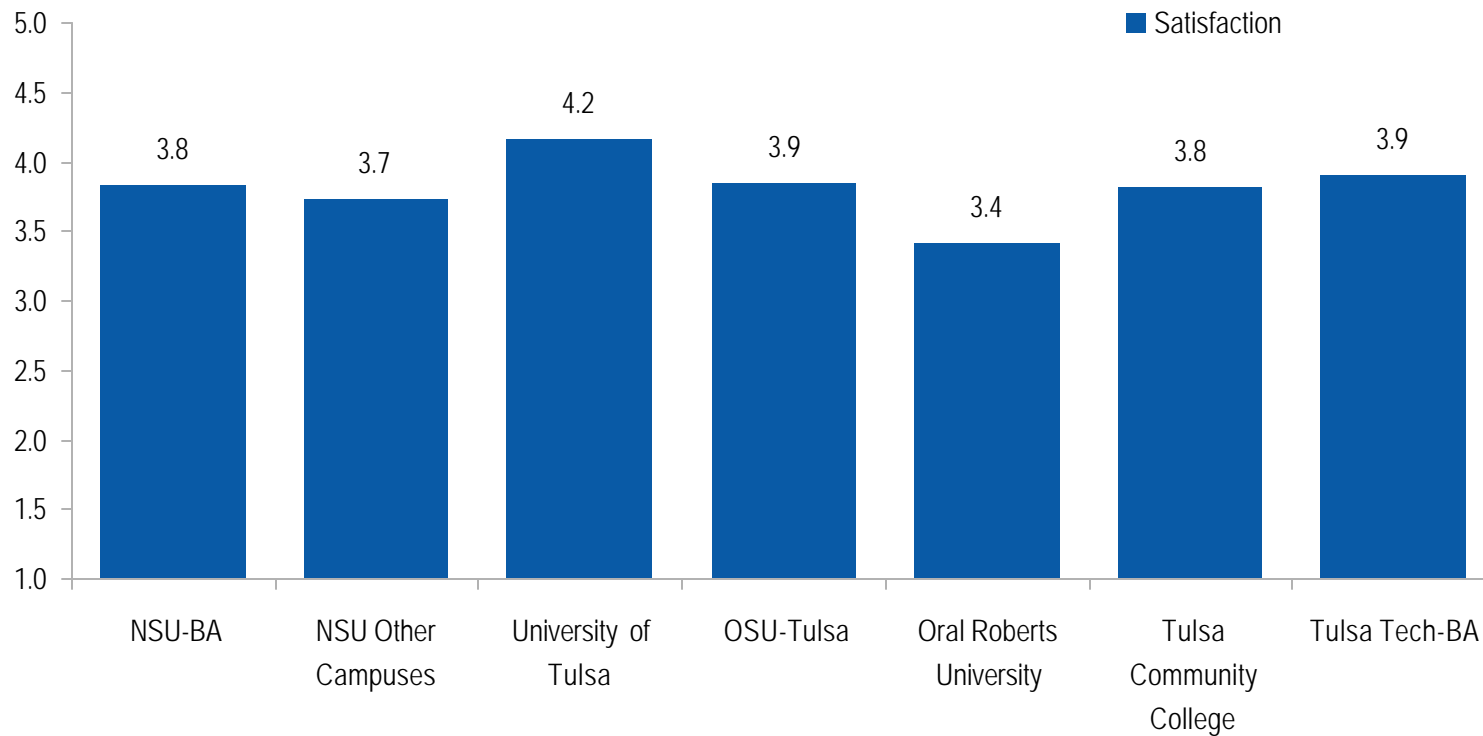
Workforce skill traits



Source: AE Survey, Average response on scale of 1 to 5

WORKFORCE TRAINING

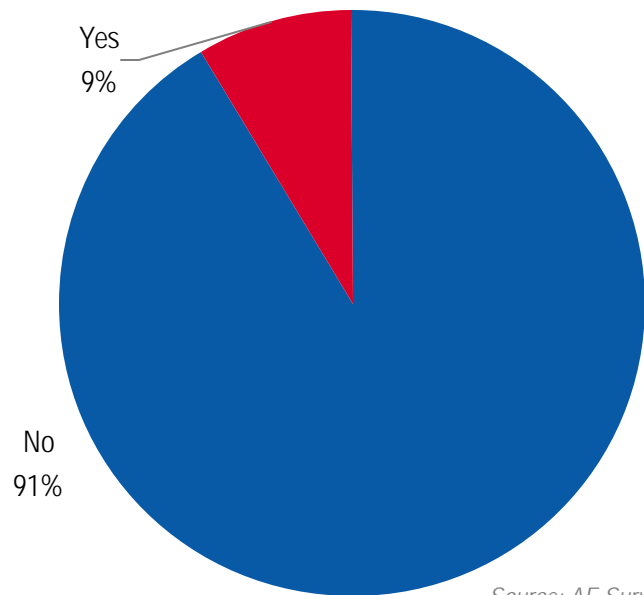
Please rate the job local universities, community colleges, and technical schools do in preparing their students for the workforce



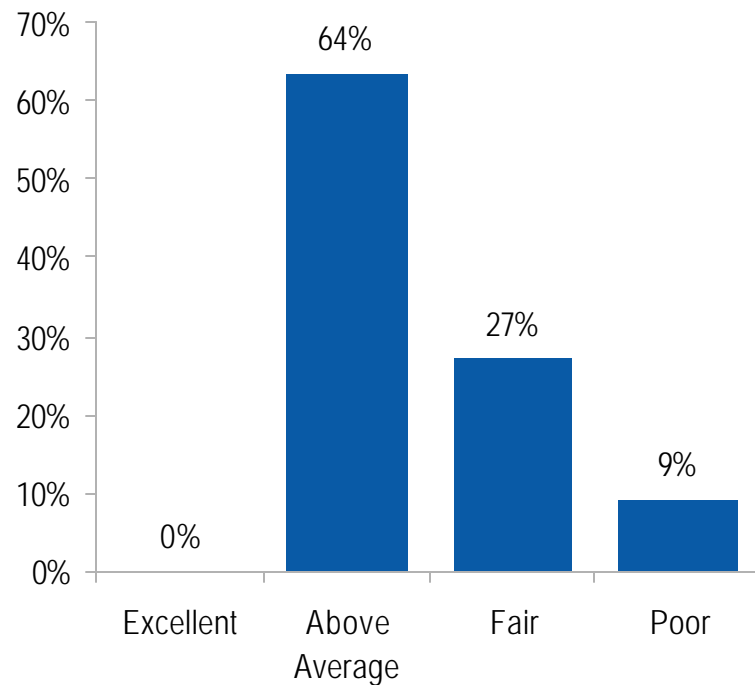
Source: AE Survey, Average response on scale of 1 to 5

WORKFORCE TRAINING

Have you used any workforce development programs in Broken Arrow in the past year to train your employees?



If yes, how would you rate the quality of the training your employees received?



OPEN-ENDED QUESTIONS (TOP RESPONSES)

What is the primary reason that you are located in Broken Arrow:

- Strategic location
- Growth market
- Broken Arrow is home
- Quality of life

Which positions in your company are most difficult to fill:

- Sales
- Skilled positions (e.g. technicians)
- Supervisory

OPEN-ENDED QUESTIONS (TOP RESPONSES)

What do you consider the greatest strengths of the Broken Arrow workforce:

- Work ethic
- Education
- Availability

What do you consider the greatest weaknesses of the Broken Arrow workforce:

- Lack of education
- Lack of skills
- Competition (other employers)

OPEN-ENDED QUESTIONS (TOP RESPONSES)

What do you consider the greatest opportunity for business growth in Broken Arrow over the next three to five years?

- Attracting and growing new companies (particularly small businesses)
- More residential growth
- More retail and restaurant growth

What do you consider the greatest barrier to business growth in Broken Arrow over the next three to five years:

- Traffic growth
- Regulatory barriers
- Government leadership

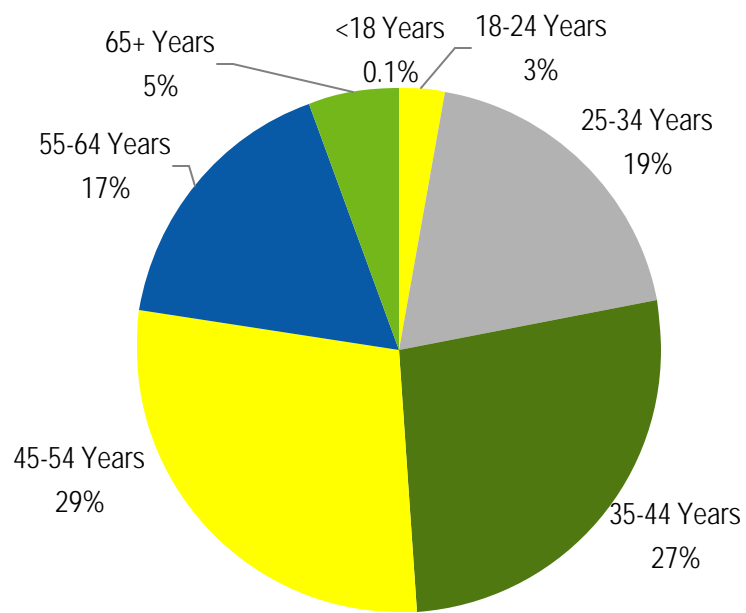
Broken Arrow



RESIDENT RESULTS

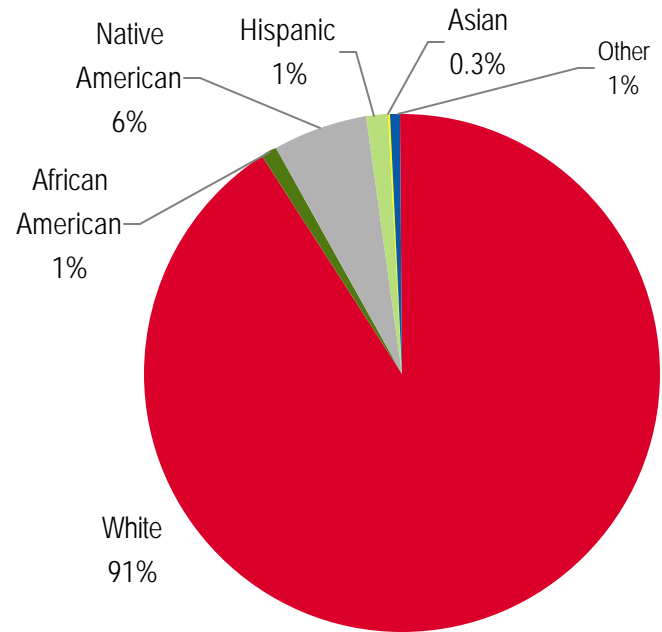
RESPONDENT DEMOGRAPHICS

Age



Source: AE Survey

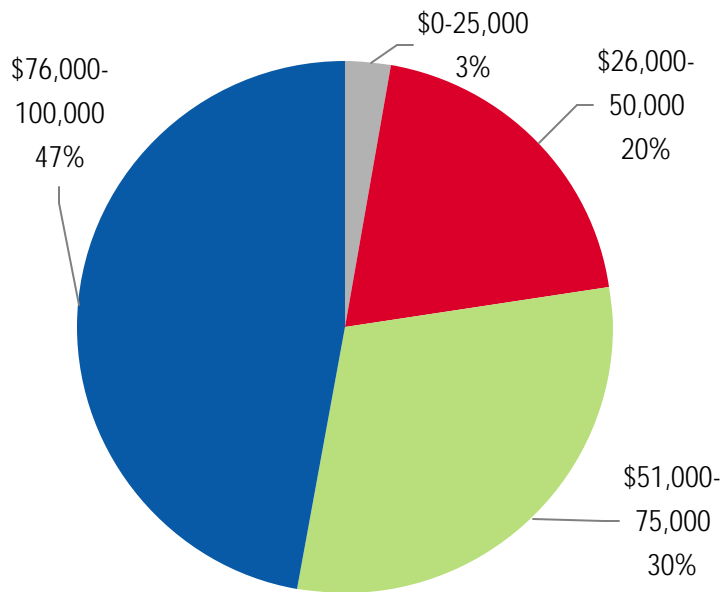
Ethnicity



Source: AE Survey

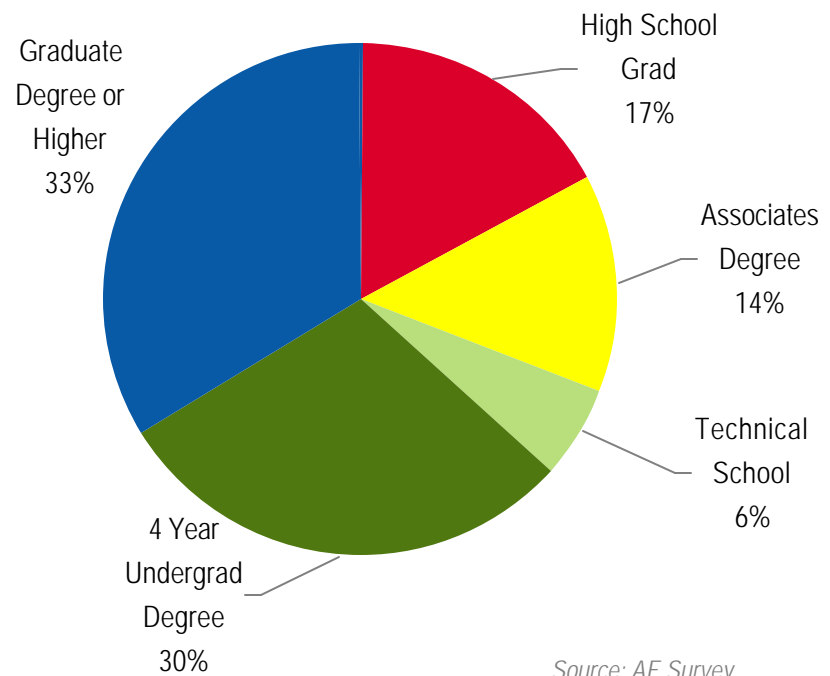
RESPONDENT DEMOGRAPHICS

Annual Income



Source: AE Survey

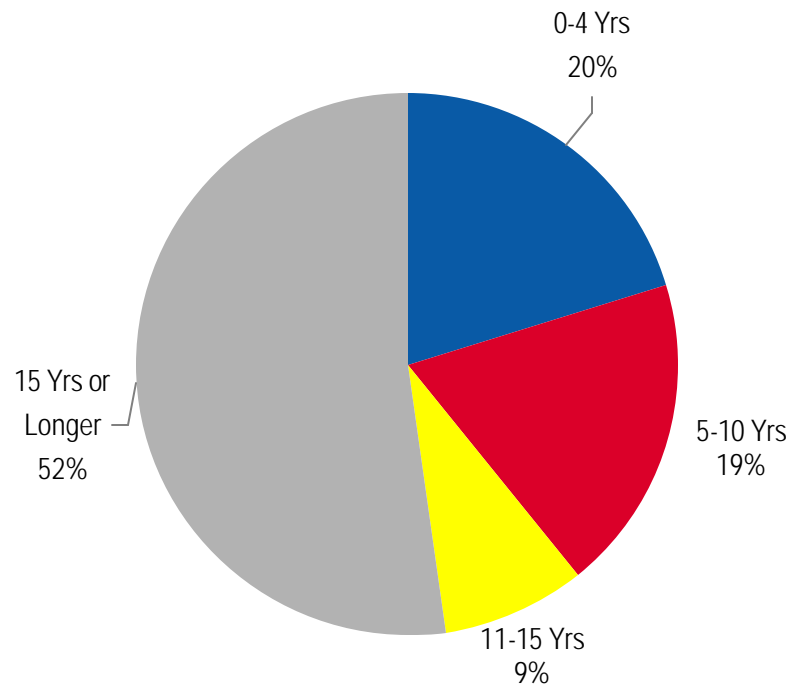
Education



Source: AE Survey

RESPONDENT LOCATION

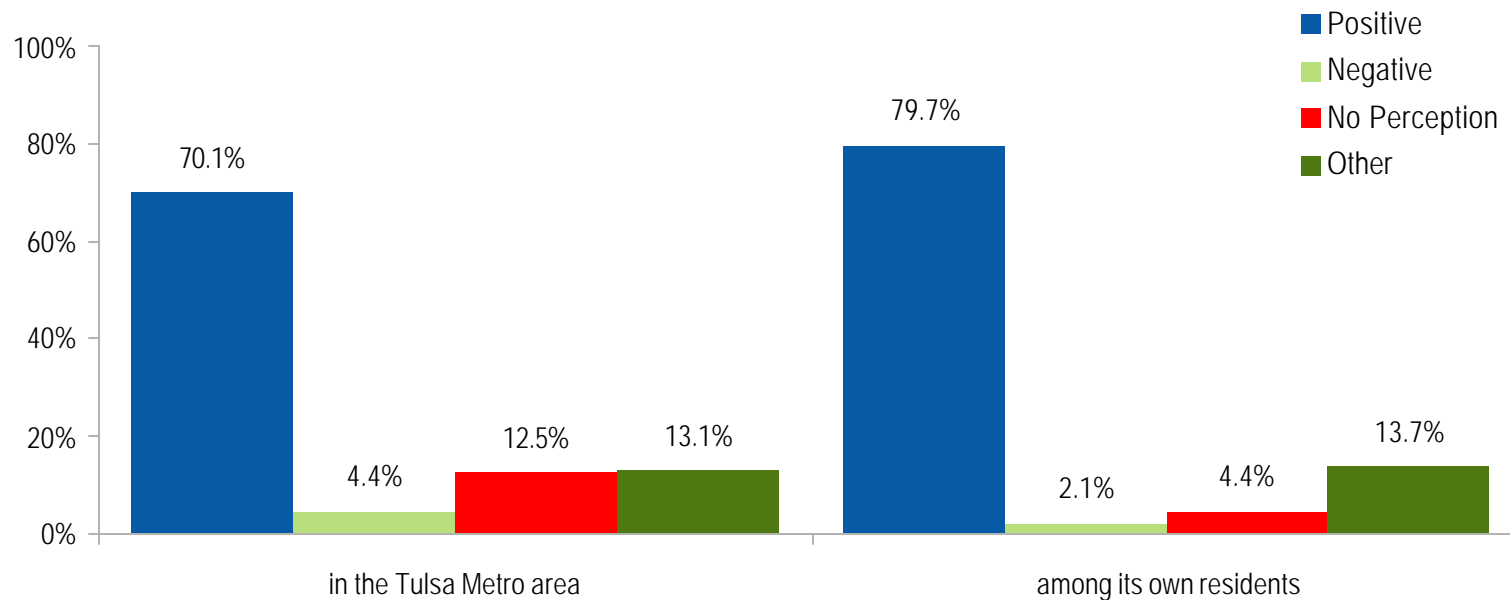
How long have you lived in Broken Arrow?



Source: AE Survey

IMAGE

What Type of Image Do You Think Broken Arrow has...

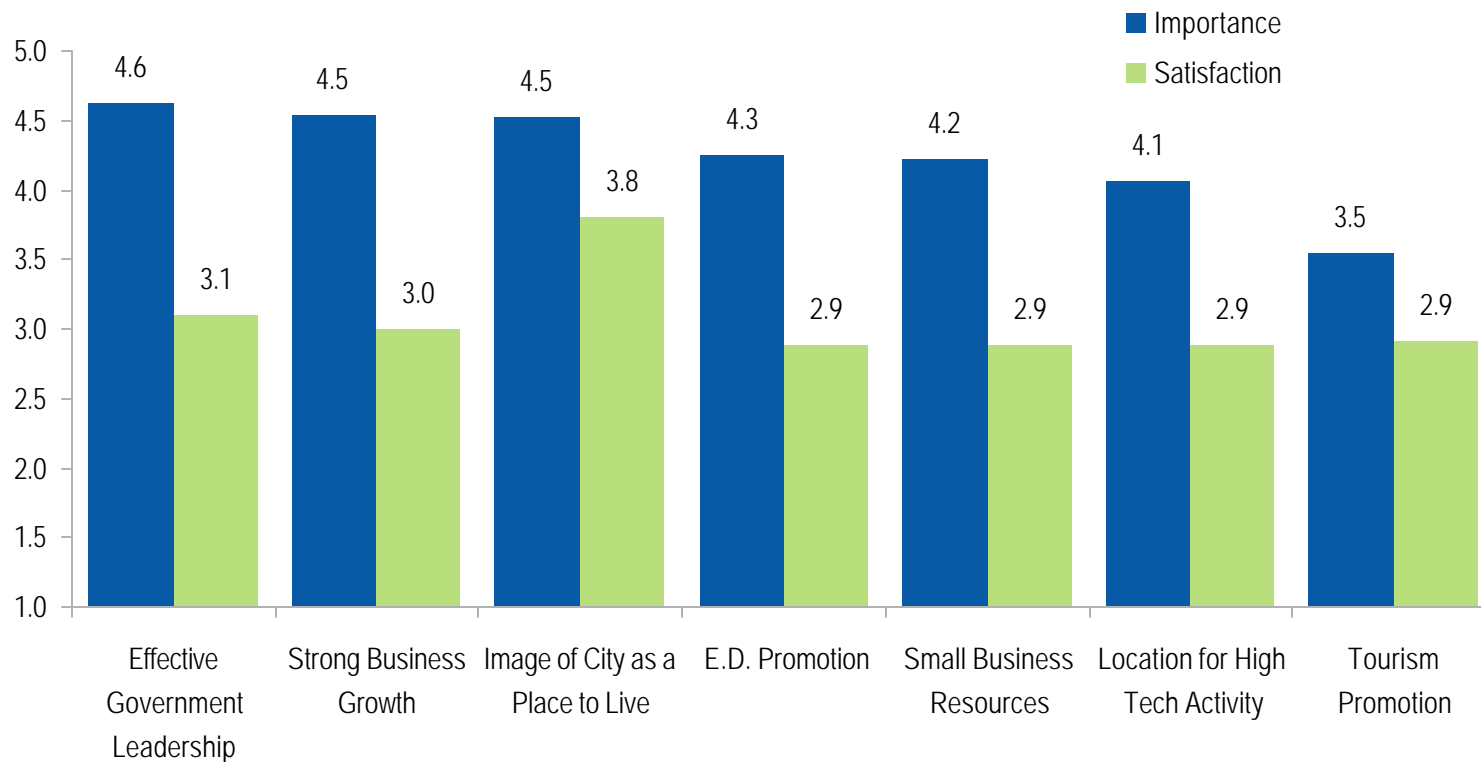


Common "other" comments on image among outsiders: growing, safe, bedroom community, extension of Tulsa, unsophisticated
Common "other" comments on image among its own residents: Positive but declining, good place to live, negative perception of leaders, part of Tulsa

Source: AE Survey

IMPORTANCE & SATISFACTION

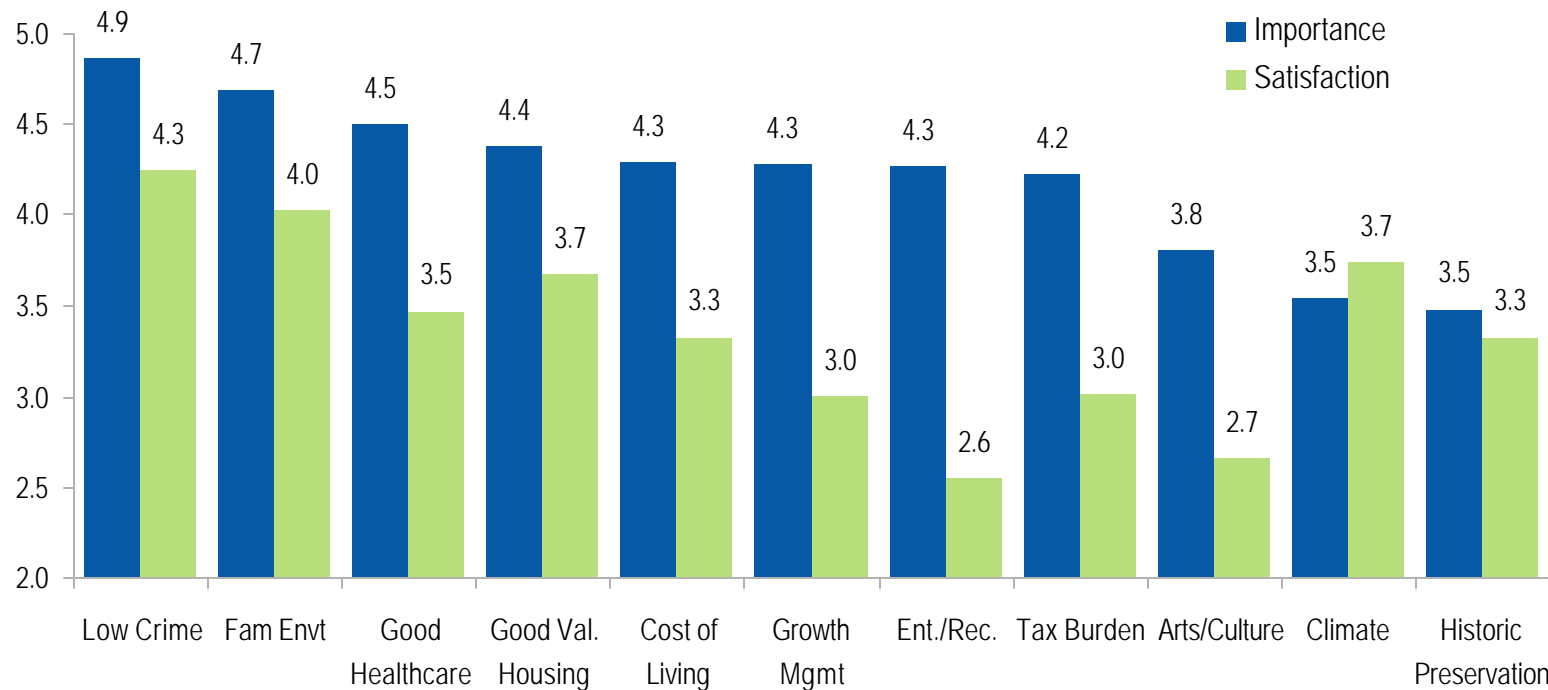
Broken Arrow General Economy



Source: AE Survey, Average response on scale of 1 to 5

IMPORTANCE & SATISFACTION

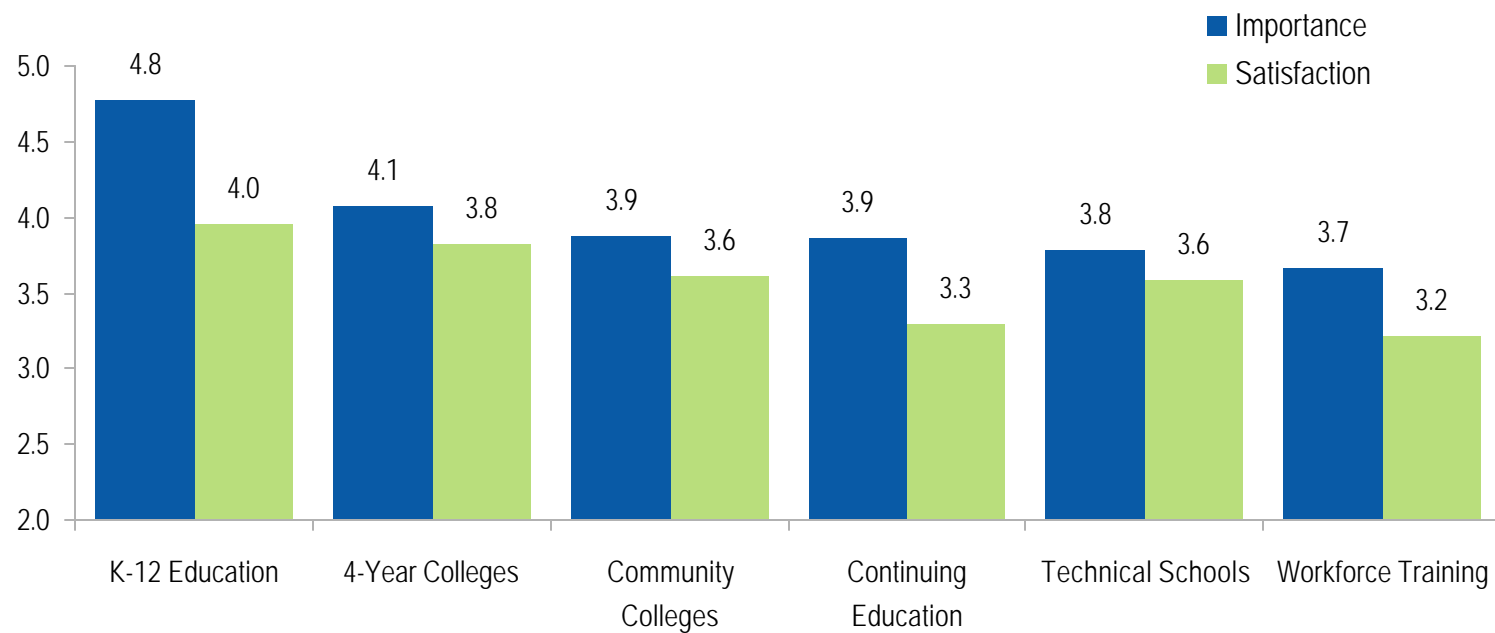
Broken Arrow Livability



Source: AE Survey, Average response on scale of 1 to 5

IMPORTANCE & SATISFACTION

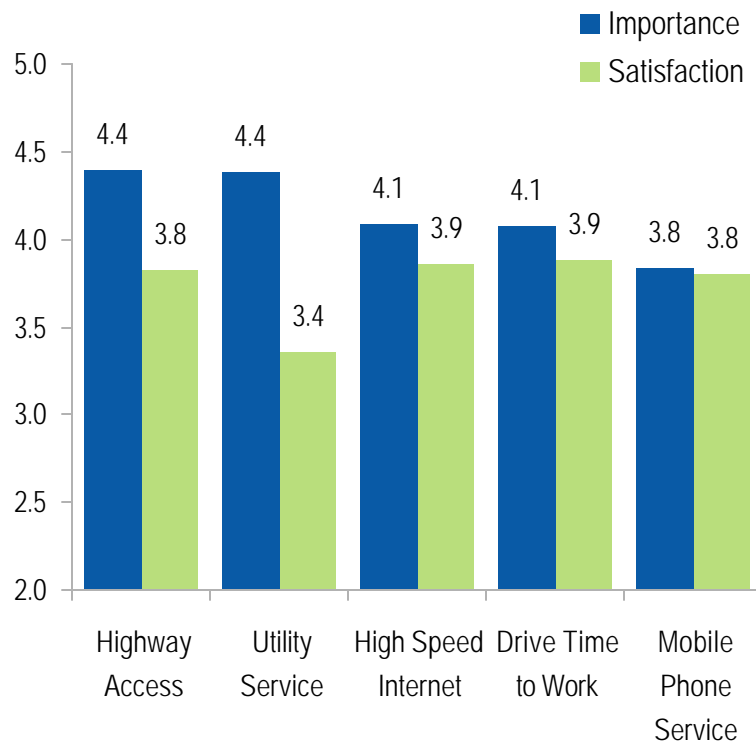
Broken Arrow Education



Source: AE Survey, Average response on scale of 1 to 5

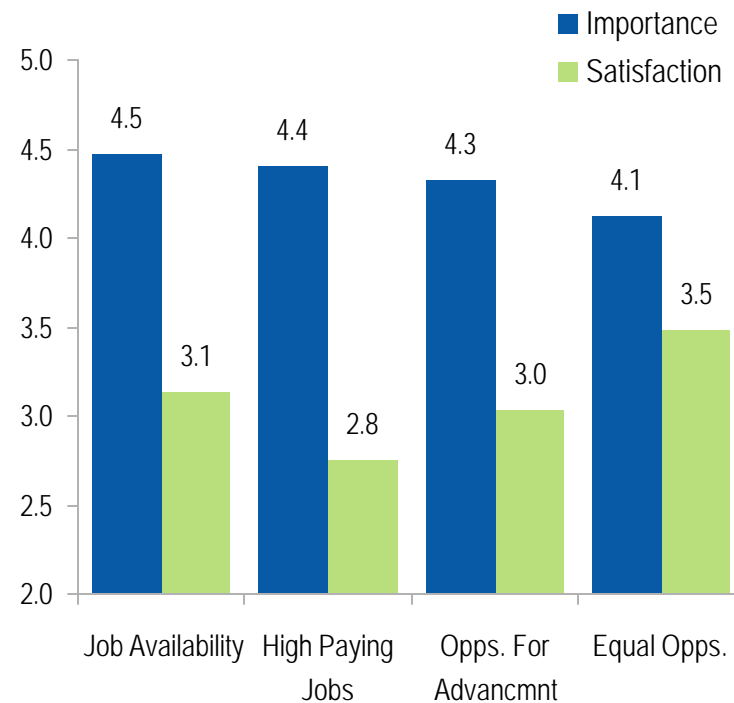
IMPORTANCE & SATISFACTION

Broken Arrow Infrastructure



Source: AE Survey, Average response on scale of 1 to 5

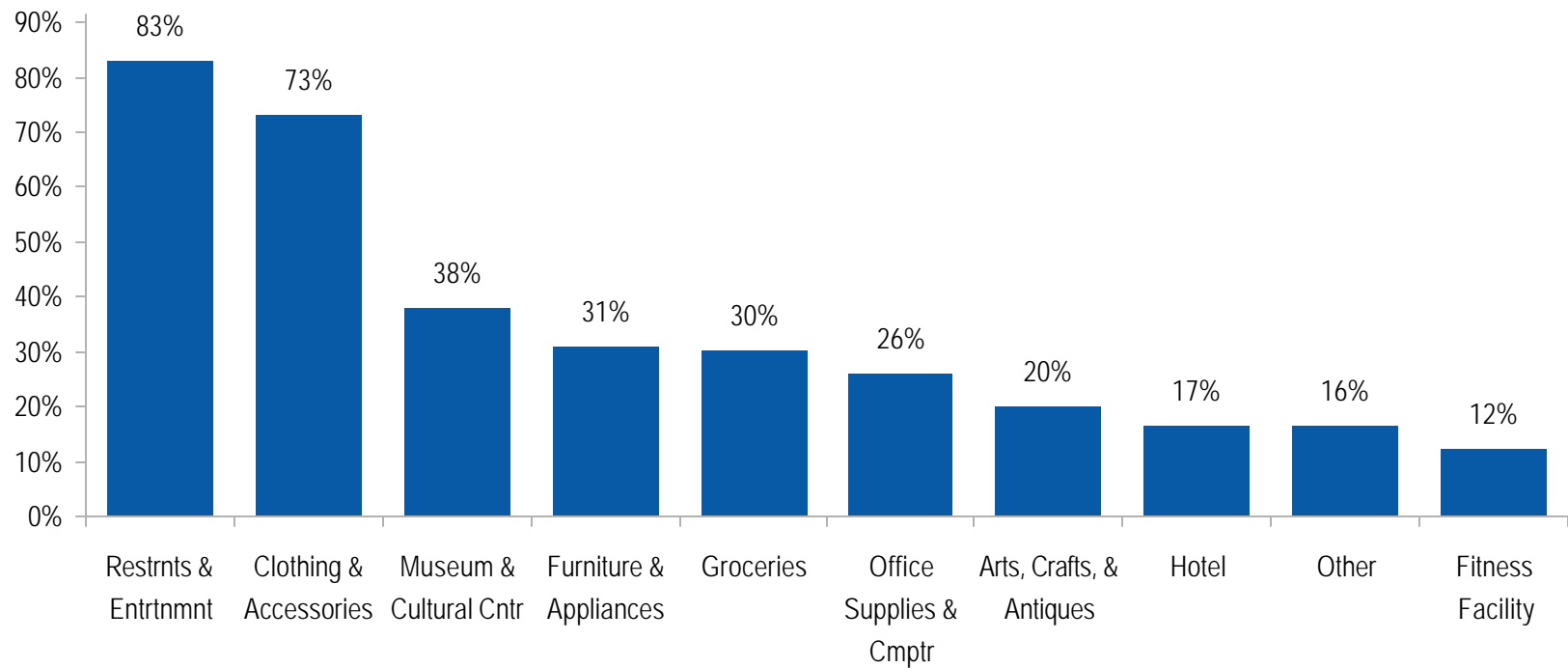
Broken Arrow Work Environment



Source: AE Survey, Average response on scale of 1 to 5

RETAIL

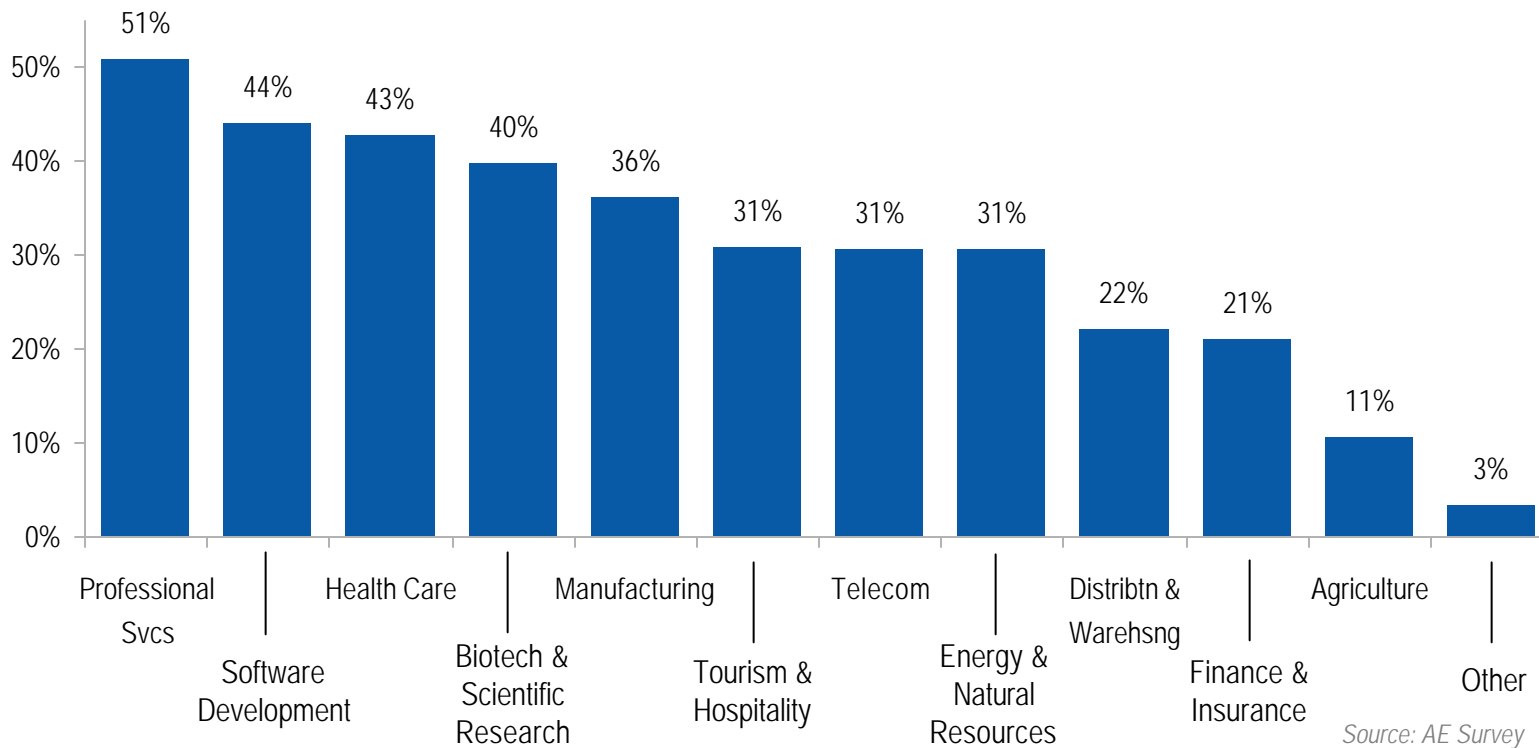
What retail businesses would you like to see expand or open in Broken Arrow?



Source: AE Survey

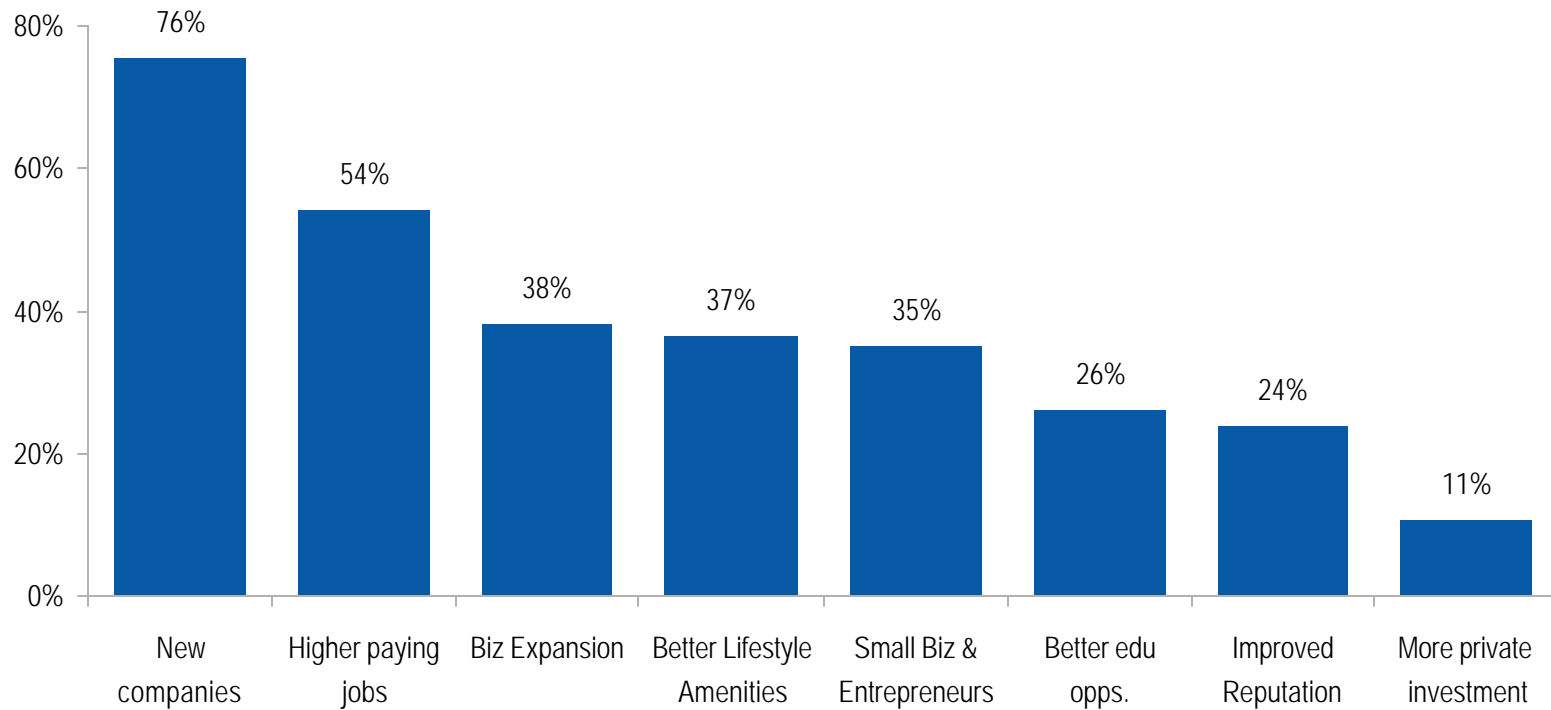
INDUSTRY

What industries would you like to see expand or locate in Broken Arrow?



ECONOMIC DEVELOPMENT

What should be the three top economic development goals for Broken Arrow?



Source: AE Survey

OPEN-ENDED QUESTIONS (TOP RESPONSES)

What are the greatest assets in Broken Arrow that can contribute to economic growth:

- Schools, educational system
- Safety
- Low cost of living, affordable housing

What are the greatest challenges facing Broken Arrow as it works to improve economic conditions:

- Infrastructure
- Negative image
- Maintaining & increasing quality of schools