

Piedmont Triad Partnership Regional Economic Survey

The Piedmont Triad Partnership is the lead regional economic development entity serving Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry and Yadkin Counties. The purpose of this survey is to capture information from regional employers regarding their business' current and projected status, employee training needs, and business environment. Information from this survey will be compiled to create a regional summary of business needs and perspectives which will be shared with and used by local leaders and related economic development organizations in developing plans and strategies to move our region forward in meeting the challenges of competing in a global economy.

Thank you in advance for completing the survey. Your participation is vital to creating a sound and representative report for our region. If you have any questions about this survey or its intended use, please contact _____.

My company is (Check One)..... Privately held Publicly Traded

1. Which best describes your position in your company?		Owner/President Senior Executive Director/Manager Human Resources Other
2. Your business is headquartered in ?		The Piedmont Triad region Elsewhere in North Carolina Elsewhere in US Outside the US
3. Your main business operation(s) or headquarters in the Piedmont Triad is located in ...?(select as many as apply).		Alamance Caswell Davie Davidson Forsyth Guilford Montgomery Randolph Rockingham Stokes Surry Yadkin
4. What was your firm's Gross Revenues from sales in the Piedmont Triad Region during your last fiscal year?		Less than \$1 million \$1-10 million \$11-50 million \$51-100 million \$101-300 million More than \$300 million Don't Know/Unable to Answer
5. Please estimate your company's average annual revenue growth for the entire corporation/organization during the previous fiscal year.		Negative 0% 1-5% 6-10% 11-20% 20-100% >100% Don't know/Unable to Answer

6. Please approximate the number of people employed by your company in the region.		0-9 10-19 20-49 50-99 100-249 250-499 500 or more
7. During the next two (2) years, how many employees do you anticipate adding to your operation in this region?		0 1-9 10-19 20-49 50-99 100 or more
8. During the next three (3) to five (5) years, how many employees do you anticipate adding to your operation in this region?		0 1-9 10-19 20-49 50-99 100 or more
9. Do you anticipate this growth to be mostly		Managerial Staff Technical Staff Clerical/Support Staff Production Staff Not Sure
10. What is your company's annual average wage paid to your non-managerial employees who work in the region (based upon 2,080 hours annually)?		<\$20,000 \$21-25,000 \$26-32,000 \$33,000-40,000 \$41-50,000 \$51-65,000 >\$65,000
11. As a percentage of annual wages, what is your fringe benefits level for staff (excluding management)?		0-10% 11-20% 21-30% 31-40% >40%
12. What is your company's annual average salary paid to your managerial employees who work in the region (based upon 2080 hours annually)?		<\$20,000 \$21-25,000 \$26-32,000 \$33,000-40,000 \$41-50,000 \$51-65,000 >\$65,000
13. As a percentage of annual salary, what is your fringe benefits compensation for management?		0-10% 11-20% 21-30% 31-40% >40%

<p>14. What is the average length of service of your Piedmont Triad workforce?</p>		<p><2 years 3-5 years 6-10 years 11-15 years >15 years</p>
<p>15. What are the education requirements for your non-managerial staff?</p>		<p><High School /no GED High School Graduate/GED Technical School Graduate Some College College Graduate Certifications, Licenses, Skilled Training</p>
<p>16. What are the education requirements for your managerial staff?</p>		<p><High School or GED High School Graduate/GED Technical School Graduate Some College College Graduate Certifications, Licenses, Skilled Training</p>
<p>17. Which skills and competencies will your management, as a group, need to improve or acquire to adapt to anticipated changes? (Check All that Apply)</p>		<p>Basic skills (reading, math) Computer skills Critical thinking skills Interpersonal skills Specialized job training unique to your company Specialized job training unique to your industry Maintenance, Installation & Machine Repair Advanced Mfg. (Technical, Adaptability, High Performance)</p>
<p>18. Which skills and competencies of your non-managerial staff do you see a need to improve? (Check All that Apply)</p>		<p>Basic skills (reading, math) Computer skills Critical thinking skills Interpersonal skills Specialized job training unique to your company Specialized job training unique to your industry Maintenance, Installation & Machine Repair Advanced Mfg. (Technical, Adaptability, High Performance)</p>
<p>19. What occupations are difficult for you to fill? (Check All that Apply)</p>		<p>Management Business and Financial Operations Computer and Mathematics Architecture and Engineering Life, Physical, and Social Scientist Community and Social Services Arts, Design, Entertainment, Sports, and Media Healthcare Practitioners and Technical Healthcare Support Building & Grounds Cleaning & Maintenance Sales and Related Office and Administrative Support Equipment Installation, Maintenance, and Repair Production (machinists, assemblers, equip. operators, etc.) Transportation and Material Moving</p>

<p>20. Which of the following difficulties have you experienced because of the lack of qualified or skilled employees? (Check All that Apply)</p>	<p>Prevented expansion Lower level of productivity Reduced ability to meet service deadlines Limited ability to bid on government contracts May force a closure or move out of state Prevented developing new products or services Lower quality/production Reduced customer service None of these</p>
<p>21. Please rate the quality of high skilled manufacturing jobs at your facility.</p>	<p>High skilled manufacturing jobs are not needed. The majority of the work force is potentially capable (i.e., functionally literate), but there is a limited supply of workers with manufacturing experience. The majority of the workforce is potentially capable and training is being offered to strengthen skills. An extensive and reliable pool of well-trained and experienced manufacturing workers is available.</p>

The next series of questions asks you to respond to a series of statements about the local business climate.

	Strongly Agree	Agee	No Opinion	Disagree	Strongly Disagree
<p>22. In general, there is no problem with the local availability of workers that have the skills my business requires.</p>					
<p>23. There is a ready supply of top managers with the qualifications my business needs.</p>					
<p>24. There are enough technicians (i.e. scientists and engineers) with the qualifications to meet my labor needs.</p>					
<p>25. The cost of doing business in the region (specifically, the cost of real estate, wages, salaries, utilities) is favorable.</p>					
<p>26. Local health care costs for my employees are reasonable.</p>					

	Strongly Agree	Agee	No Impact	Disagree	Strongly Disagree
27. The state and local government support for business are adequate.					
28. The logistics and distribution network in the region is a plus.					
29. Considering all the factors, the Piedmont Triad region is a place where my business can succeed.					
30. Your industry is perceived as a high growth industry within the Piedmont Triad region.					
31. The Piedmont Triad region is generally viewed as a good place to work.					
32. The local and regional programs (i.e., small business centers) to help start-up businesses are very effective.					
33. The local or regional programs to train entrepreneurs are very effective.					
34. Local small and mid-sized companies can compete in my industry.					
35. The Piedmont Triad region is the top choice/location for any future expansion or relocation of other corporate or business operations.					

We would like to now ask a few questions about the challenges and opportunities your firm is facing.

<p>36. What are the greatest challenges facing your organization, ranked in order of importance from 1-4, where 1 is the most important and 4 is the least?</p>	<p>Availability of trained workers Grants, Tax abatements, Incentives Uninsured workers Aging population Health care costs Rising expenses Changing market Global competition Trade policies Energy Costs Other (Please Specify) _____</p>
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Lastly, we would like to ask you some questions about innovation and its impact on your operations.

<p>37. What are the greatest opportunities facing your organization? (Check All that Apply)</p>	<p>Creative and motivated workforce Favorable business climate Management strength or stability Innovation Other _____</p>
<p>38. To what extent is your industry reliant on technological innovations?</p>	<p>High Moderate Low/Not at all</p>
<p>39. To what extent is your firm reliant on technological innovations?</p>	<p>High Moderate Low/Not at all</p>
<p>40. What are your best sources of innovation?</p>	<p>Operating employees Management Company research Academic programs Industry Associations</p>

If you would like a copy of the survey results, please complete the following information:

Company Information (Optional, but desired):

Name: _____, Title: _____

Company Name: _____

Address: _____

Telephone: _____

E-mail: _____

Primary product(s)/service(s):

