

Business Survey—North Carolina’s Eastern Region

The purpose of this survey is to help leaders in the 13 counties of North Carolina’s Eastern Region better understand and respond to your business’ most critical concerns. Your answers will be kept **strictly confidential** and reported only in aggregate. If you have any questions, please contact Mark White at 703-522-4980 or mwhite@accra.org. Please return the survey via mail in the enclosed envelope or by fax to 703-522-4985 as soon as possible or provide your answers online at www.nceast.org/survey. Thank you for your participation!

1. Your Firm is part of what industry? _____
2. What are the one or two most important products or services produced by your firm at this location?

3. Approximately how many people does your firm employ at this location? _____
4. Where is your firm headquartered?
 - In our current location
 - In another location in Eastern North Carolina (**Where?**)
 - In a US location outside of Eastern North Carolina (**Where?**)
 - In a location outside the United States (**Where?**)
5. Which of the following activities does your firm undertake at your current location? *(select all that apply)*
 - Headquarter Functions & Administrative Activities
 - New Product Development
 - Marketing & Sales
 - Production
 - Distribution & Logistics
 - Customer Service & Technical Support

How has this range of activities changed over time? Over the past few years, have you added or lost any of these functions?

6. Where is the location of your MOST important... *(select one for each row)*

	Eastern North Carolina	North Carolina	Southeast US	United States	North America	Global
<i>...Customers?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>...Competitors?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>...Suppliers?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How have the above changed over time? Examples?

7. From which industries have you sold any goods or services to during the past year? (select all that apply)

<input type="checkbox"/> Automotive mfg, including parts	<input type="checkbox"/> Hotels
<input type="checkbox"/> Boat building and related accessories	<input type="checkbox"/> Industrial or construction equip mfg.
<input type="checkbox"/> Building products mfg (wood, concrete, or metal)	<input type="checkbox"/> Manufactured housing
<input type="checkbox"/> Electricity or signal testing instruments mfg	<input type="checkbox"/> Military
<input type="checkbox"/> Engine equipment mfg	<input type="checkbox"/> Motors and generators mfg
<input type="checkbox"/> Food processing	<input type="checkbox"/> Pharmaceutical or medical mfg.
<input type="checkbox"/> Health care	<input type="checkbox"/> Tourism or recreation
<input type="checkbox"/> Heating ventilation, or air conditioning equip mfg	<input type="checkbox"/> None of these
<input type="checkbox"/> Other _____	

Do you have any unique collaborative relationships with your customers and/or suppliers? (For example, are you part of an established supply chain?)

8. Have you actively encouraged any of your suppliers to locate a facility in Eastern NC?
 Yes No

9. If yes or maybe, what product or service do they produce:

10. In your opinion, please rate on a scale from excellent to poor, the following infrastructure's ability to meet your business needs:

	Excellent	Good	Fair	Poor	Not applicable
Roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air: Freight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air: Passenger Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecommunications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High speed Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. You consider your internet access:

- Very affordable
- Somewhat affordable
- Somewhat expensive
- Very expensive
- Not applicable

7a. Which of the following describes your internet access

- Fiber optic/T-1/T-3
- DSL/Cable
- Satellite
- Dial-up
- Not available

Are you experiencing any specific challenges or obstacles associated with any of the above types of infrastructure (not just internet)? If so, please explain.

12. In the next year, how well will your existing facility meet your firm's planned needs?
 Adequate in size and design Inadequate in size Inadequate in design

If there is a deficiency, what is that deficiency and how do you plan to address it?

13. How easy is it to **RECRUIT** *semi-skilled/unskilled workers*?
 Always easy Often easy Sometimes easy Never easy
14. How easy is it to **RECRUIT** *skilled workers*?
 Always easy Often easy Sometimes easy Never easy
15. How easy is it to **RETAIN** *semi-skilled/unskilled employees*?
 Always easy Often easy Sometimes easy Never easy
16. How easy is it to **RETAIN** *skilled employees* is?
 Always easy Often easy Sometimes easy Never easy

What would you say are the most important challenges to recruiting and/or retaining skilled workers?

17. How frequently do the area community colleges provide your business with capable employees:
 Always Often Sometimes Never Not applicable to my firm's employees
18. How frequently do the area universities provide your business with capable employees:
 Always Often Sometimes Never Not applicable to my firm's employees

What is your best guess as to the percentage of your workforce that possesses some education beyond high school?

Have you hired any entry-level workers directly from a local university or college? If so, what has been your experience with these workers?

19. What percentage of your employees participated in a formalized training program (provided by someone outside the company) during the past year?

- 0%
- 1 to 19%
- 20 to 39%
- 40 to 59%
- 60 to 79%
- 80 to 99%
- 100%

Who provided the formalized training? (e.g. Community College, Private Firm)

20. What kinds of *skilled* employees do you find most difficult to find? Examples include:

- | | |
|---|---|
| <input type="checkbox"/> Business, Management & Finance | <input type="checkbox"/> Computer and Mathematical |
| <input type="checkbox"/> Office & Administrative Support | <input type="checkbox"/> Engineering and Architecture |
| <input type="checkbox"/> Installation, Maintenance & Repair | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Transportation & Material Moving | <input type="checkbox"/> Production and assembly |
| <input type="checkbox"/> Life or Physical Science | <input type="checkbox"/> Other: _____ |

What are some examples of the skilled jobs you find most difficult to fill?

21. What are the 1 or 2 most important actions you believe could be undertaken to foster economic development in Eastern North Carolina?

22. Which best describes your position with the firm:

- | | |
|--|---|
| <input type="checkbox"/> Owner, President, CEO, etc. | <input type="checkbox"/> Senior Executive |
| <input type="checkbox"/> Department Manager | <input type="checkbox"/> Office Staff |

23. What county is your business located in: _____

24. Are there any specific things you believe should be done to enhance the region's economic development potential that have not been addressed in this survey?

If you would allow us to contact you about your views or follow up on any issues that you raise, please provide the following information:

- Name:
- Phone:
- E-mail: