

# 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](mailto: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](http://www.nceast.org/survey). Thank you for your participation!

1. Please identify the type of product or service produced by your firm:

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2. Please identify the location of your MOST important... (select one for each row)

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

3. During the past year, have you sold any goods or services to companies in any of the following industries? (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"/> <b>None of these</b>
<input type="checkbox"/> Other _____	

4. Have you actively encouraged any of your suppliers to locate a facility in Eastern NC?

Yes                       No

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

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6. In your opinion, please rate the following infrastructure’s ability to meet your business needs:

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

7. 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
8. 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
9. **Recruiting** *semi-skilled/unskilled* workers, when you need them, is:
- Always easy
  - Often easy
  - Sometimes easy
  - Never easy
10. **Recruiting** *skilled* workers, when you need them, is:
- Always easy
  - Often easy
  - Sometimes easy
  - Never easy
11. **Retaining** *semi-skilled/unskilled* employees is:
- Always easy
  - Often easy
  - Sometimes easy
  - Never easy
12. **Retaining** *skilled* employees is:
- Always easy
  - Often easy
  - Sometimes easy
  - Never easy
13. Community colleges in your region provide your business with capable employees:
- Always
  - Often
  - Sometimes
  - Never
  - Not applicable to my firm's employees
14. Universities in your region provide your business with capable employees:
- Always
  - Often
  - Sometimes
  - Never
  - Not applicable to my firm's employees
15. What percentage of your employees participated in a formalized training program during the past year?
- 0%
  - 1 to 19%
  - 20 to 39%
  - 40 to 59%
  - 60 to 79%
  - 80 to 99%
  - 100%
16. What kinds of *skilled* employees do you find most difficult to find (please check all that apply):
- Business, Management & Finance
  - Office & Administrative Support
  - Installation, Maintenance & Repair
  - Transportation & Material Moving
  - Life or Physical Science
  - Computer and Mathematical
  - Engineering and Architecture
  - Construction
  - Production and assembly
  - Other: \_\_\_\_\_

Please provide examples of the skilled jobs you find most difficult to fill.

\_\_\_\_\_

17. Listed below are several broad actions to help foster economic development in Eastern NC. Please rate on a scale of 1 to 6 how important each action would be from the perspective of your company.

<b>Possible Economic Development Action</b>	<b>Very important</b>			<b>Not important</b>		
Improve access for workers to post-secondary education	1	2	3	4	5	6
Improve grade school and high school education	1	2	3	4	5	6
Offer more specialized training for my industry	1	2	3	4	5	6
Pay greater attention to needs of existing firms in my industry	1	2	3	4	5	6

<b>Possible Economic Development Action</b>	<b>Very important</b>			<b>Not important</b>		
Attract more companies in my industry	1	2	3	4	5	6
Support the specific needs of start-up companies and/or entrepreneurs	1	2	3	4	5	6
Help firms like mine export from Eastern NC	1	2	3	4	5	6
Increase funding for university research related to my industry	1	2	3	4	5	6
Help firms in my industry identify and access university research	1	2	3	4	5	6
Support local inter-firm networking efforts in my industry	1	2	3	4	5	6
Simplify regulatory compliance procedures related to my industry	1	2	3	4	5	6

**18.** Your firm is part of what industry? \_\_\_\_\_

**19.** Approximately how many people does your firm employ at your location: \_\_\_\_\_

**20.** Where is your firm headquartered:

- In our current location
- In another location in Eastern North Carolina
- In a US location outside of Eastern North Carolina
- In a location outside the United States

**21.** 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

**22.** Which best describes your position with the firm:

- Owner, President, CEO, etc.
- Senior Executive
- Department Manager
- 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?

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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:

Provide any additional comments here:

Thank You for Your Cooperation