

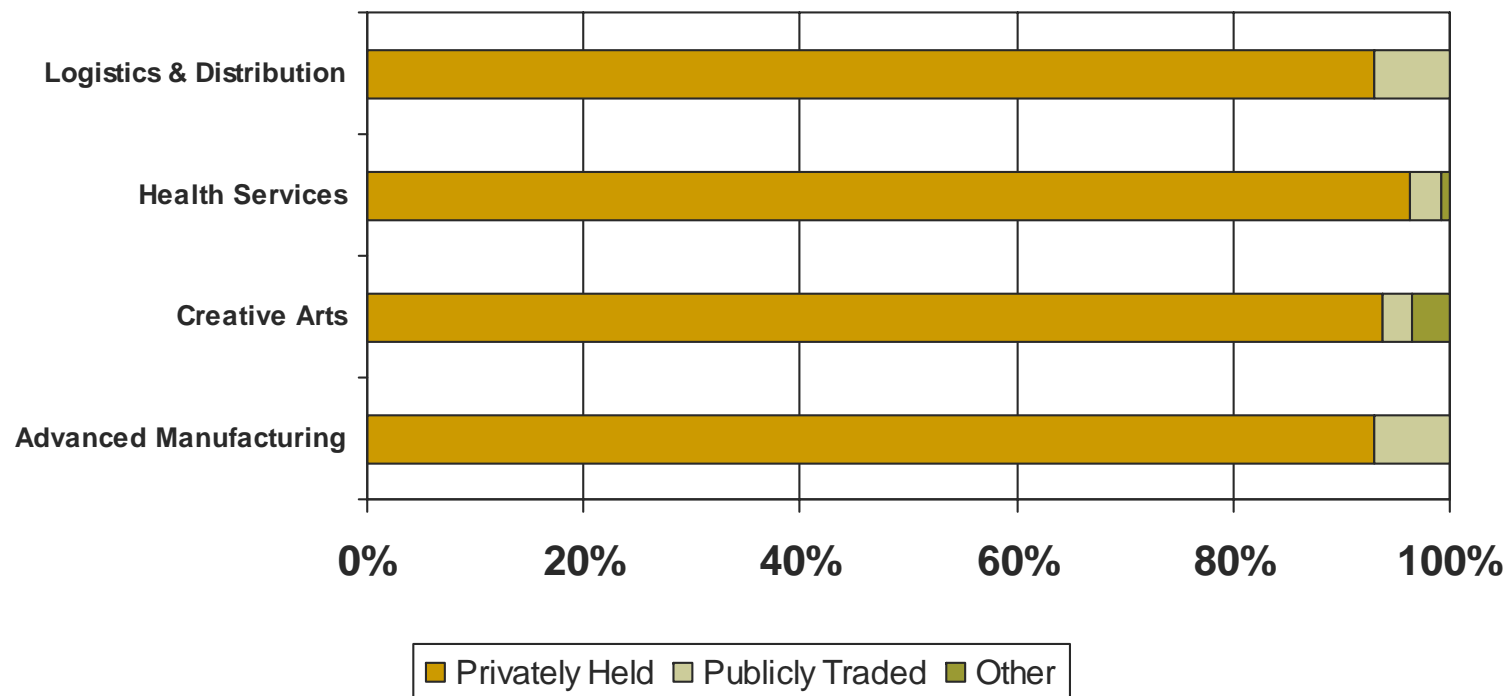


**PIEDMONT TRIAD
PARTNERSHIP**

Regional Economic Survey
Summary of Findings

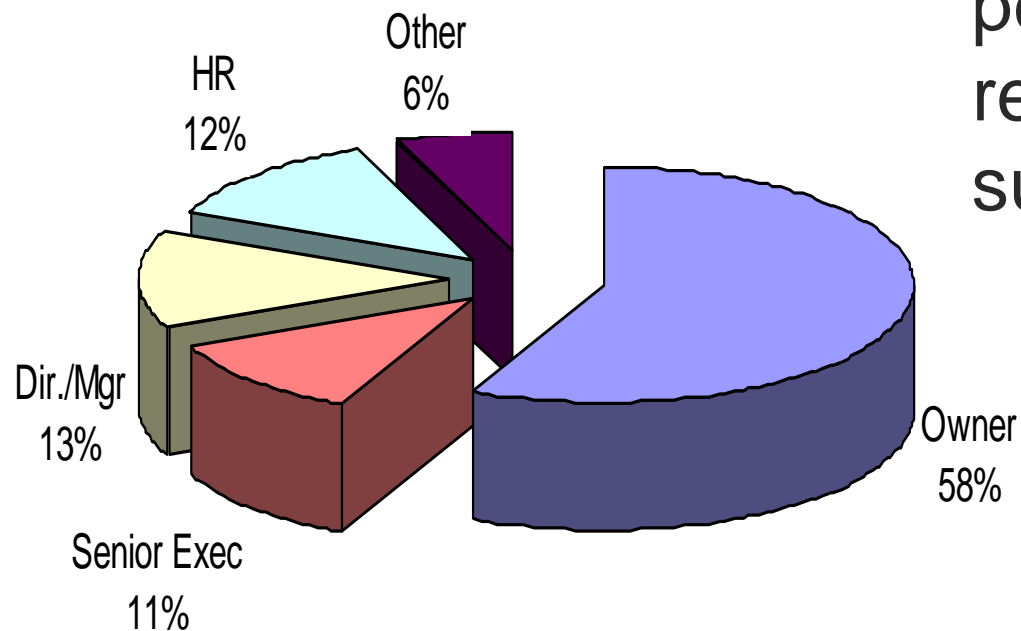
Ownership

- Of those firms that reported their ownership, the majority reported being privately held.



Person Responding

- In most cases, the owner was the person who responded to the survey.



Location of Headquarters

In the Area (%)	86.0	90.7	89.8	83.9
County	Advanced Manufacturing	Health Care	Creative Enterprise/Arts	Logistics & Distribution
Alamance	11.7	12.0	4.9	5.8
Caswell	1.3	0.0	0.0	1.7
Davie	3.0	4.0	1.8	5.0
Davidson	13.5	8.7	6.7	9.2
Forsyth	13.9	22.7	27.0	19.2
Guilford	33.5	28.7	47.2	35.0
Montgomery	2.6	1.3	0.0	1.7
Randolph	10.4	6.0	7.4	8.3
Rockingham	3.9	7.3	2.5	5.8
Stokes	0.4	2.0	1.2	0.8
Surry	4.3	5.3	1.2	7.5
Yadkin	1.3	2.0	0.0	0.0

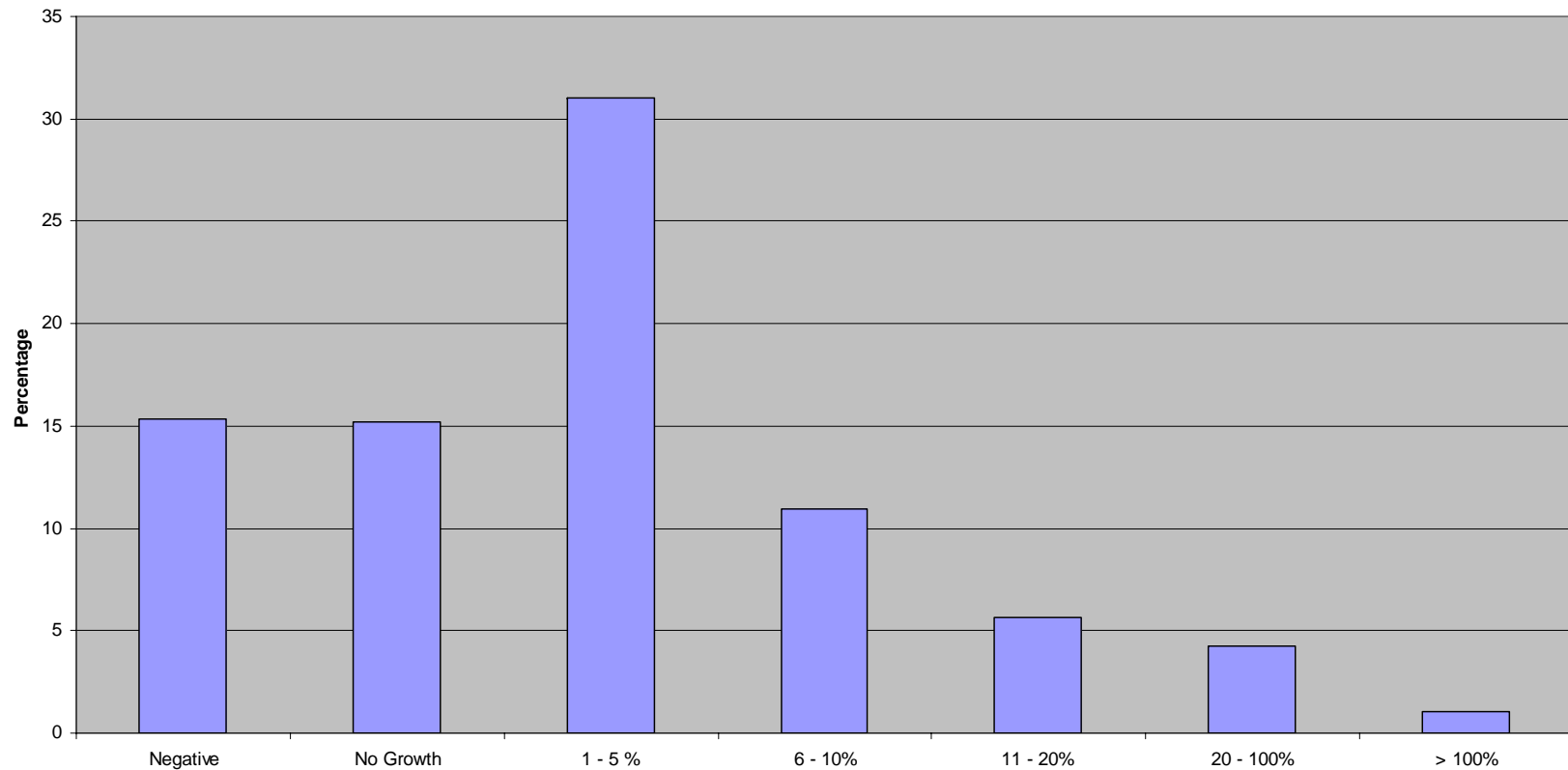
Gross Sales Revenues

- Most companies reported having gross sales under \$1 Million.
 - Approximately one in five firms had gross sales in excess of \$100 Million.
 - 4.8% in Health Care, Followed by Advanced Manufacturing (3.4%)
 - Logistics & Distribution (1.6%)
 - Creative Enterprise/Arts (0%)

[Estimated Revenue Growth (%)]

- Estimated annual revenue growth
 - With the exception of Health Care, approximately 3 out of 10 employers expect to see negative or no growth in revenue for the next year.
 - Approximately 1 in 4 employers in Health Care are predicting negative or no growth.

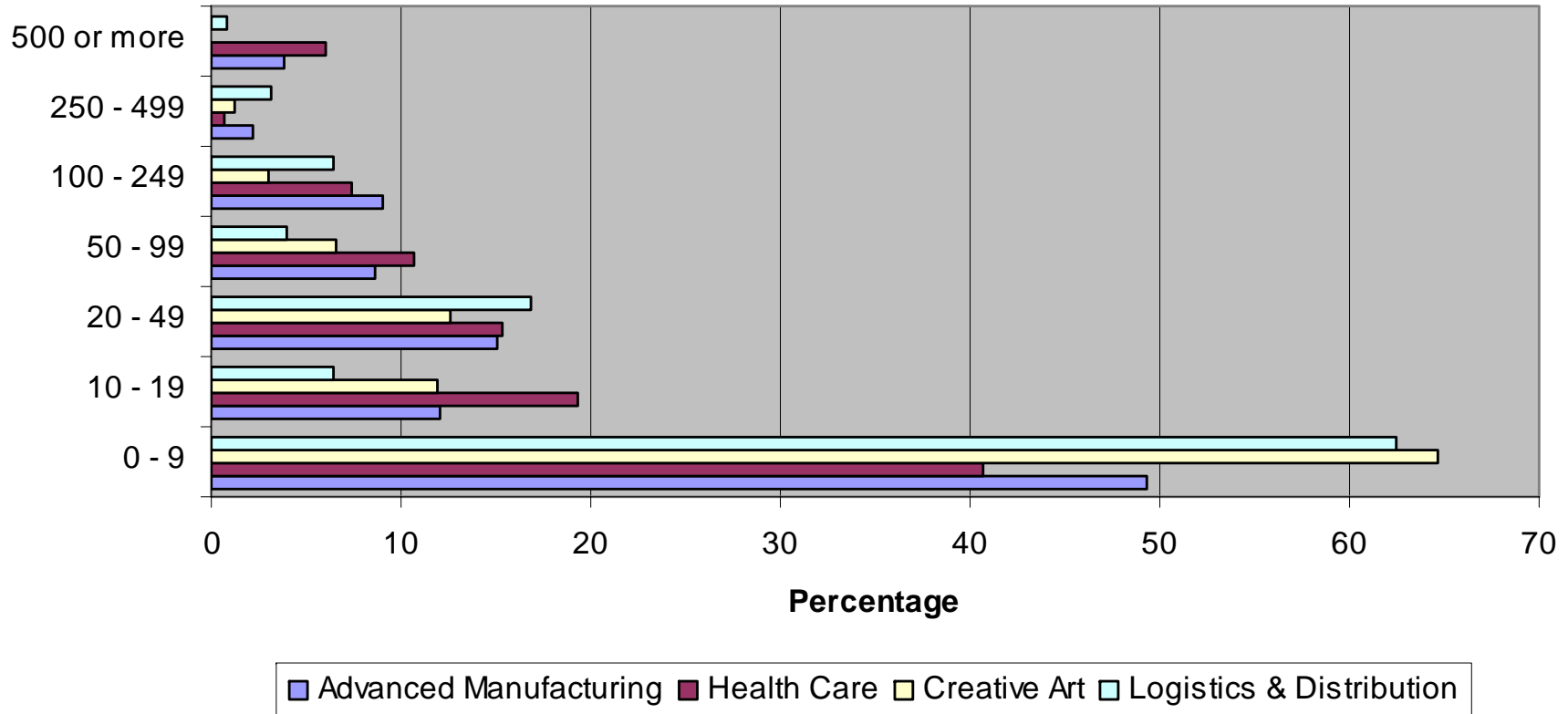
Predictions of Slow Growth



Note: Six out of 10 employers reported estimated revenue growth to be less than 5 percent, of this group, 15 percent of the employers expect to lose revenue.

Number of Employees

- Most firms have less than 20 employees.

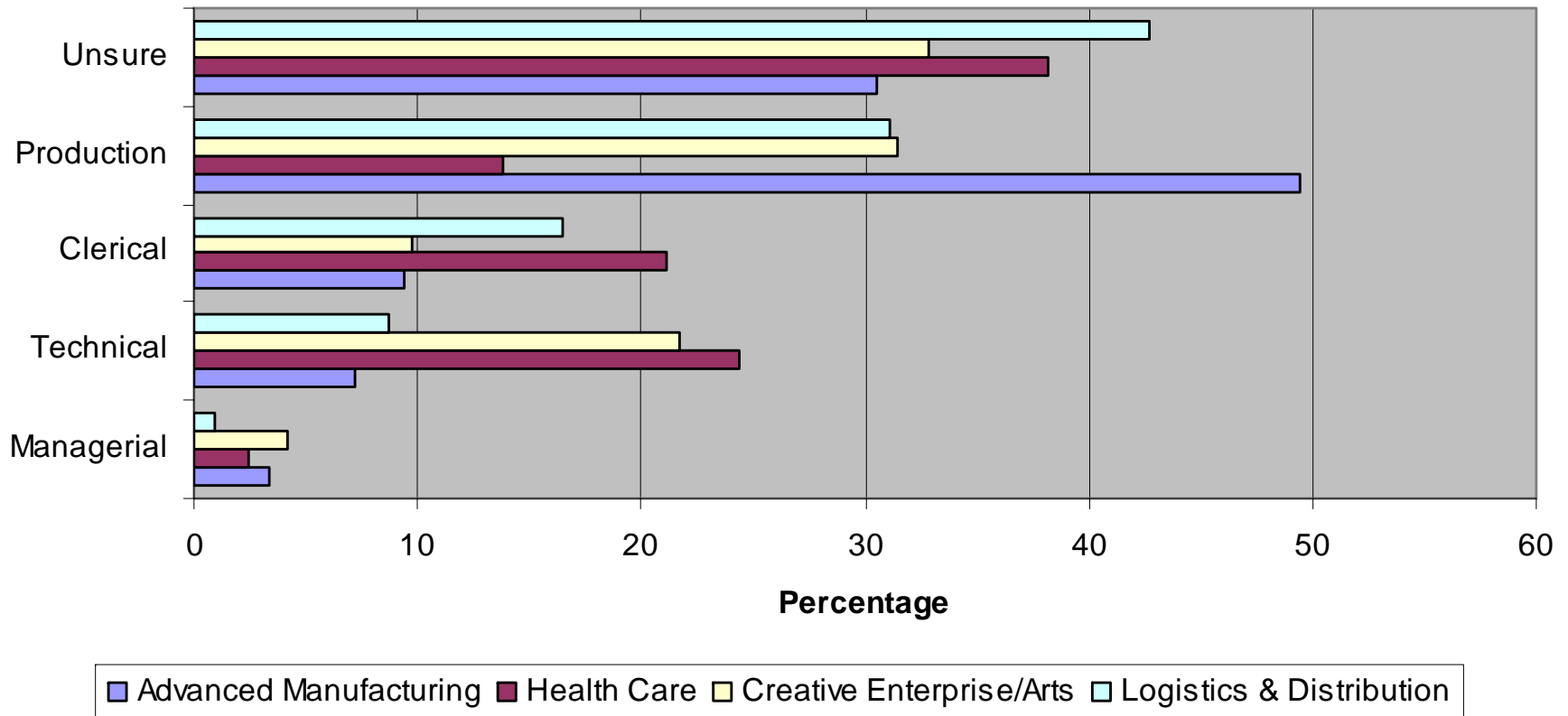


Short-term Growth in Employment

- In the next two years, almost half of the firms sampled reported they foresee little change in their need for additional staff.
 - Most employers do not see a need for more than 10 new positions.
- About 10 percent of the employers in Advanced Manufacturing and Health Care providers are predicting a need of 20 new positions.
- This rate of growth of new positions is relatively constant for the next five years.

Characteristics of New Positions

- A number of employers voice uncertainty.



Median Wages & Benefits

Non-Managerial Workers

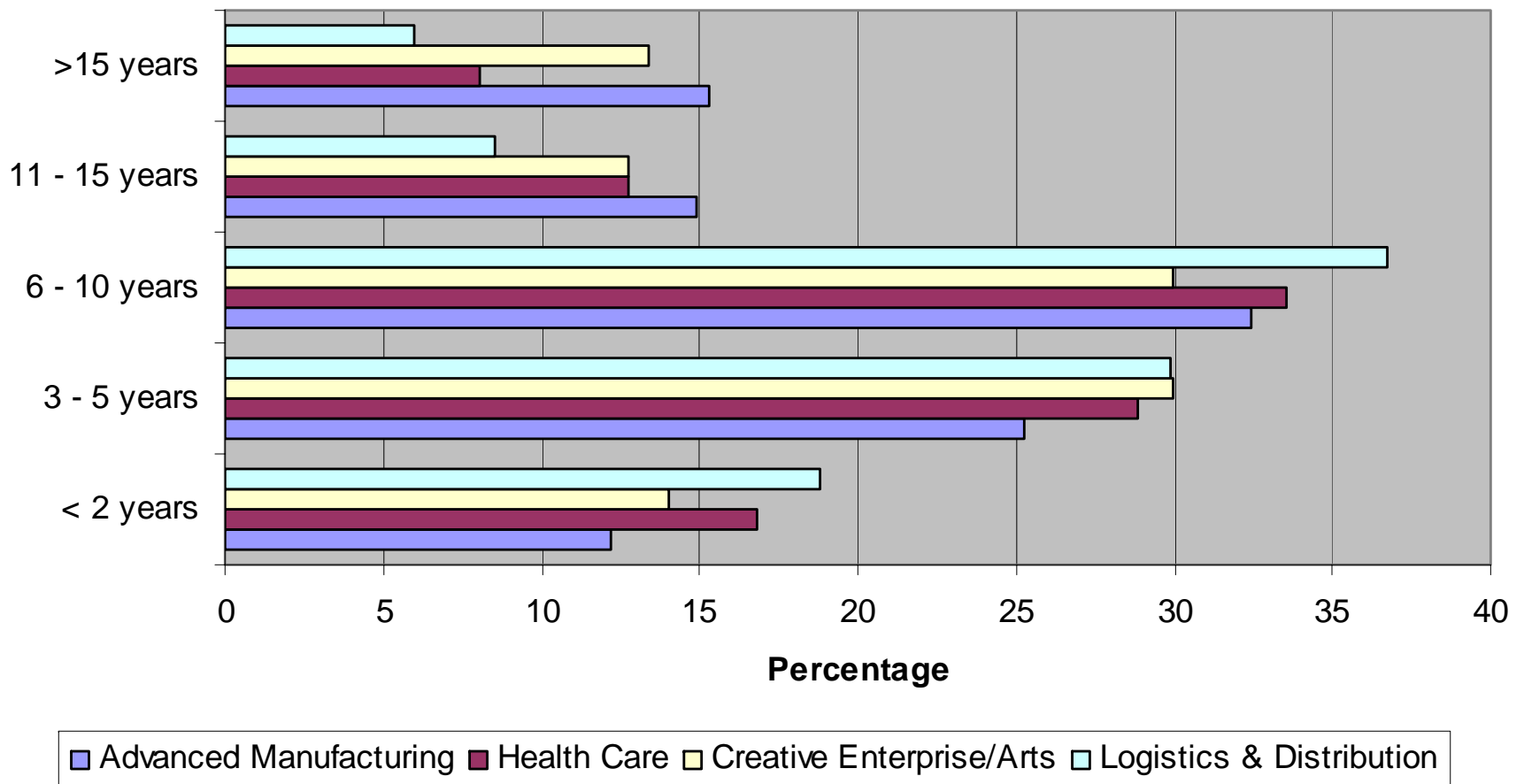
Sector	Wage	Benefits % of Pay
Advanced Manufacturing	\$24,600	>10%
Health Care	\$24,800	>10%
Creative Enterprise/Arts	\$29,400	>10%
Logistics & Distribution	\$27,800	>10%

Median Wages & Benefits

Managerial Workers

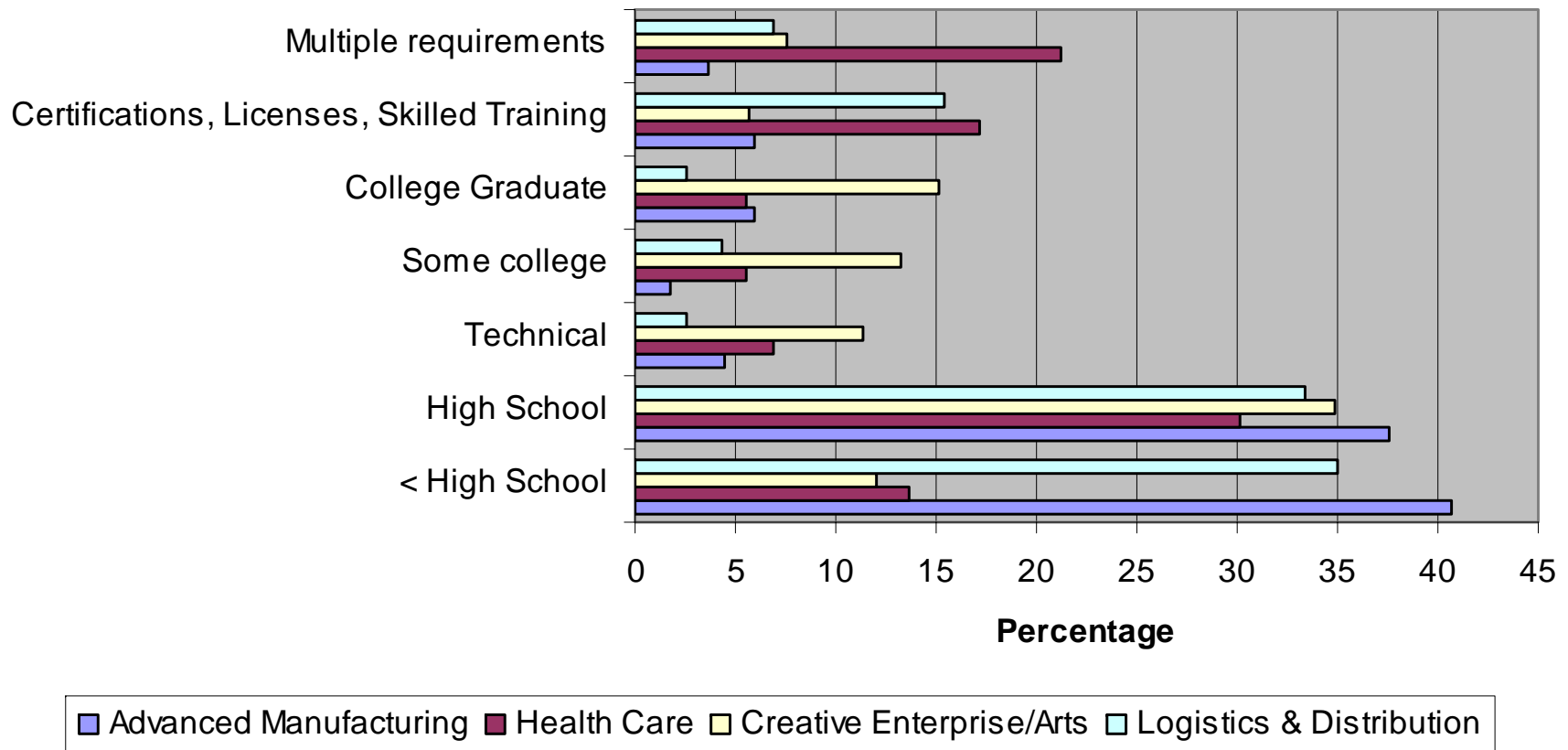
Sector	Wage	Benefits % of Pay
Advanced Manufacturing	\$48,000	>10%
Health Care	\$49,300	>10%
Creative Enterprise/Arts	\$48,700	>20%
Logistics & Distribution	\$43,300	>10%

Average Length of Service



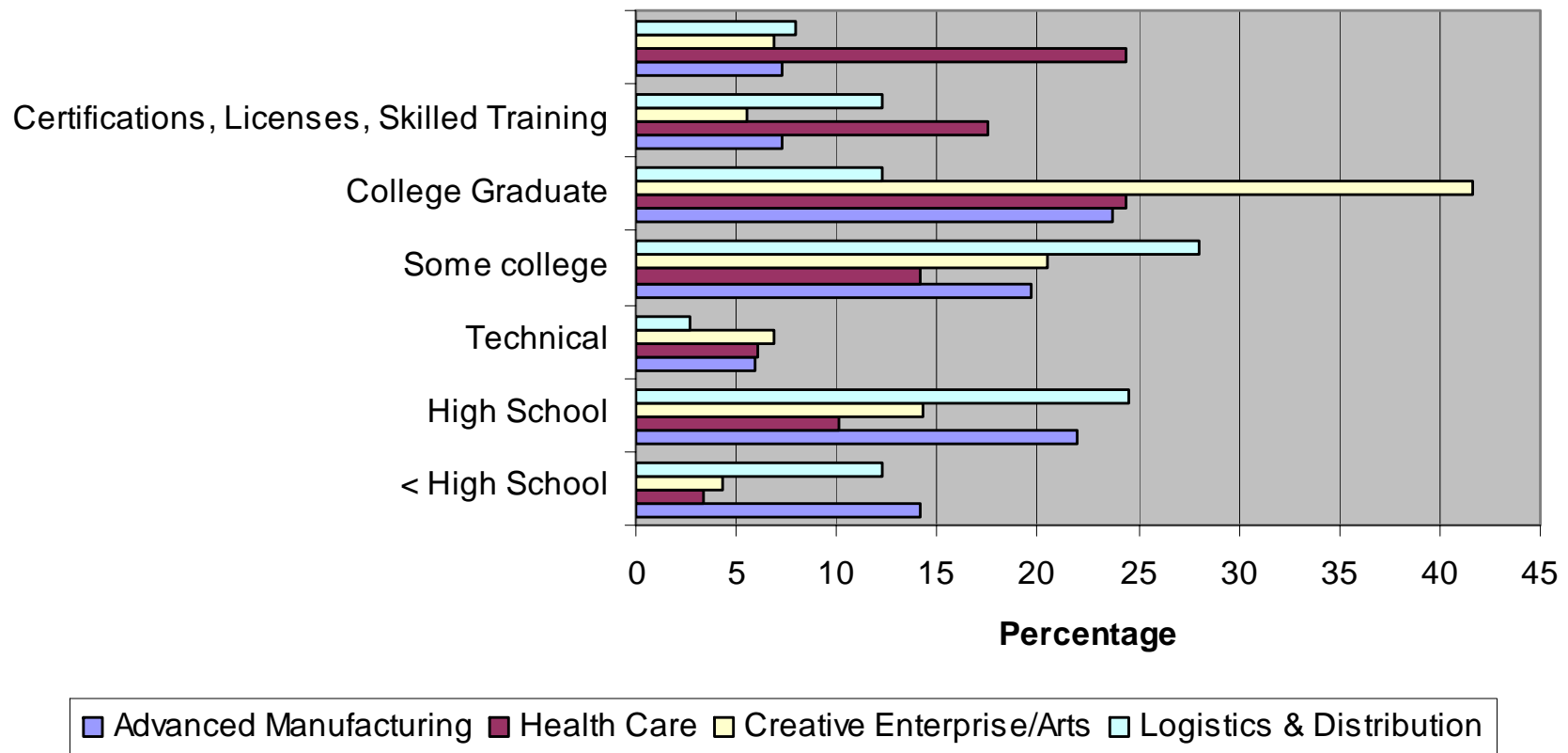
Educational Requirements Non-Managerial

Most employers report not requiring a college education.



Educational Requirements Managerial

Most industries require managers to have some college or a college degree.



[Skills Sets]

- Several employers identified multiple skills needed for both management and non-managerial staff.
 - Percentages are based on total responses not employers.
 - Additional information will be forthcoming concerning common skills to occupations that were identified as being in demand by industrial group.

Needed Skills

While management is expected to have a college degree, they are expected to possess a varied set of skills that are different from other workers.

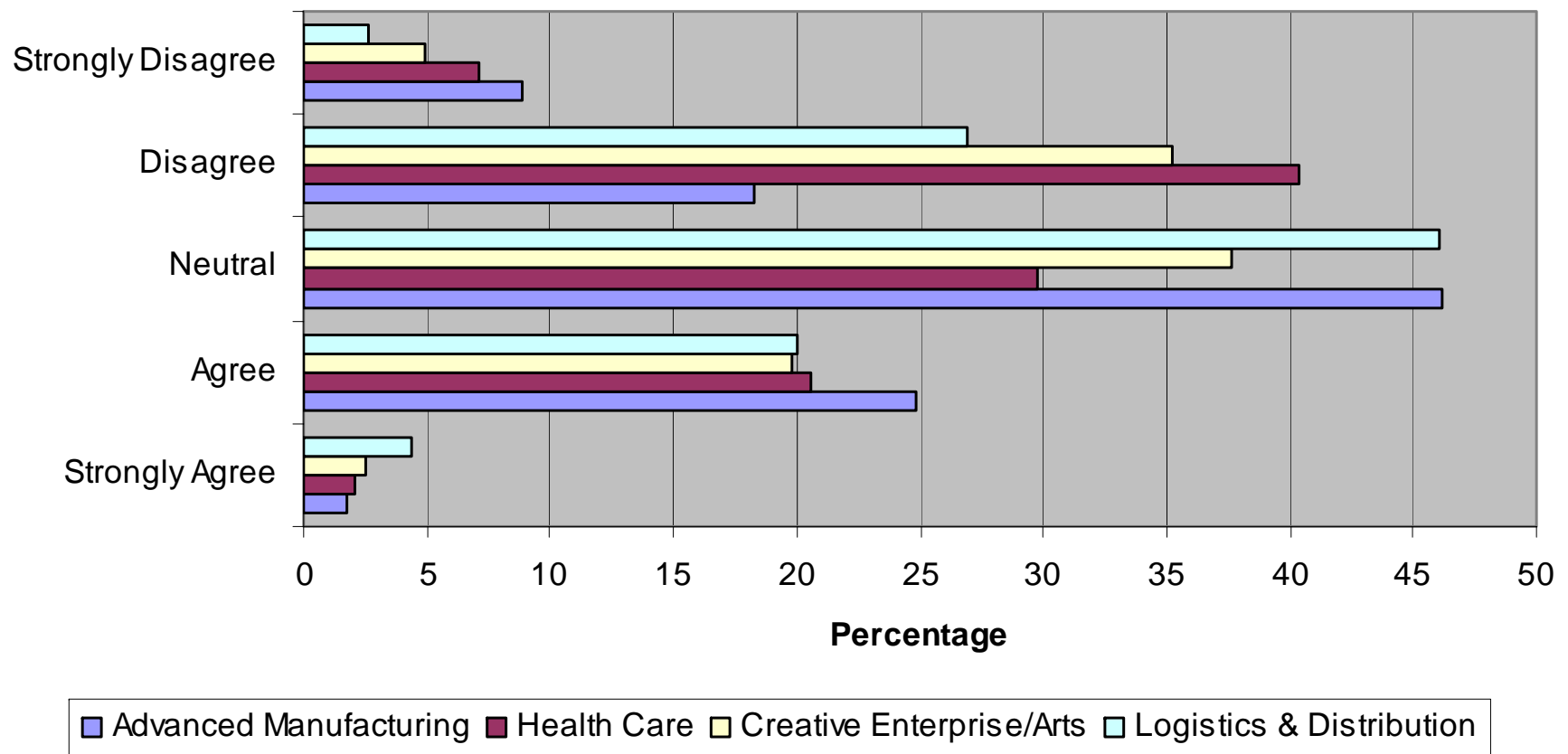
	Advanced Manufacturing		Health Care		Creative Enterprise/Arts		Logistics & Distribution	
	Mgnt	Non-Mngt	Mgnt	Non-Mngt	Mgnt	Non-Mngt	Mgnt	Non-Mngt
Basic skills	9.8	16.3	4.9	7.6	6.3	7.3	10.8	14.5
Computer skills	21.2	15.2	21.5	20.5	22.3	19.3	20.7	17.6
Critical thinking	19.8	17.5	16.3	17.4	18.8	21.6	17.8	18.9
Interpersonal	16.8	14.2	15.7	19.9	14.1	12.0	17.4	15.9
Training unique to Firm	13.6	15.4	17.8	18.3	15.2	15.2	12.9	13.2
Unique to Industry	12.0	9.7	21.8	15.6	20.2	17.5	14.9	12.8
Mechanical/Maintenance skills	6.6	11.7	1.8	0.6	3.1	7.0	5.4	7.0

What Positions are Difficult to Fill

- Advanced Manufacturing
 - Production Workers, Sales and Installers and representatives
- Health Care
 - Health Care Practitioners and Technical Workers, Health Care Support and Management
- Creative Enterprise/Arts
 - Sales, Production Workers and Management
- Logistics & Distribution
 - Transportation and Moving Workers, Sales and Management

Ready Supply of Qualified Managers

Health Care and Creative Enterprise/Arts entities are the least satisfied.

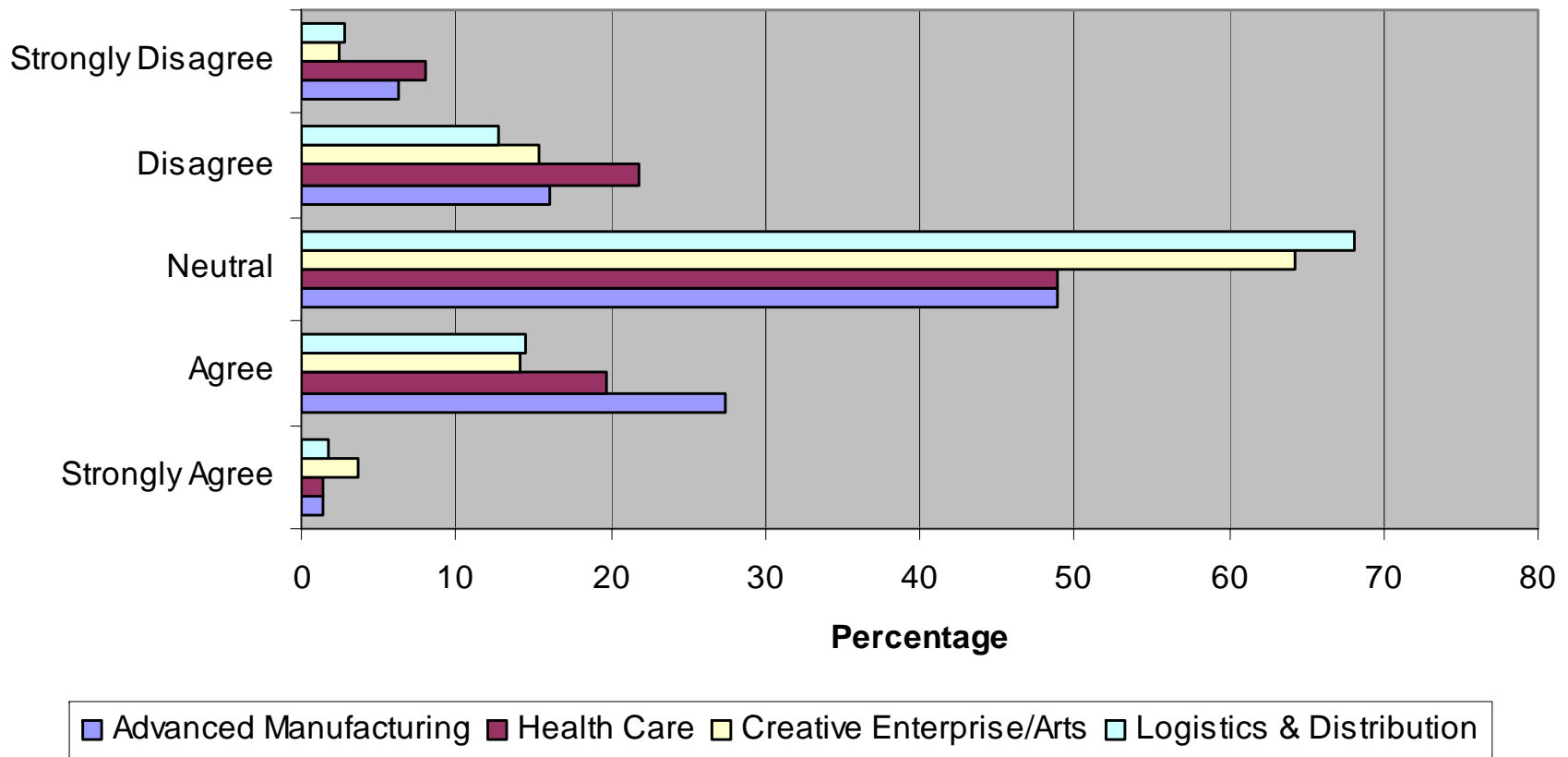


[A Note about Management]

- Management is hard for employers to fill.
 - This could be due to several factors:
 - Possible mismatch between education and skills sets.
 - Generally, the skill in most demand for management was computer skills followed by skills that are unique to the industry.
 - Due to division of labor, smaller firms generally require more global skills than larger ones.
 - Owners, (the group that most frequently completed the survey) may have a different viewpoint than other managers.

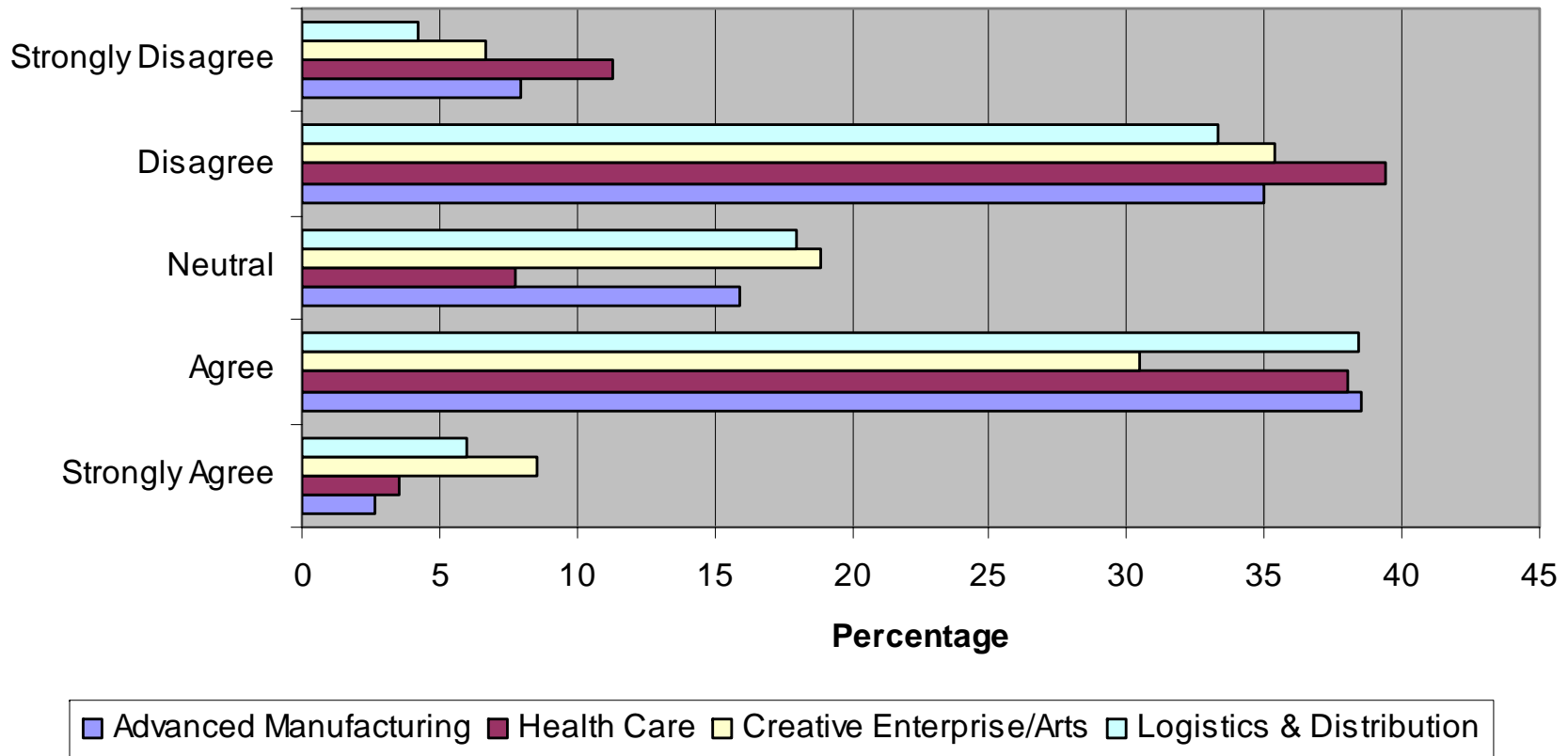
Enough Technicians to Meet Need

Health Care expressed the most concern.



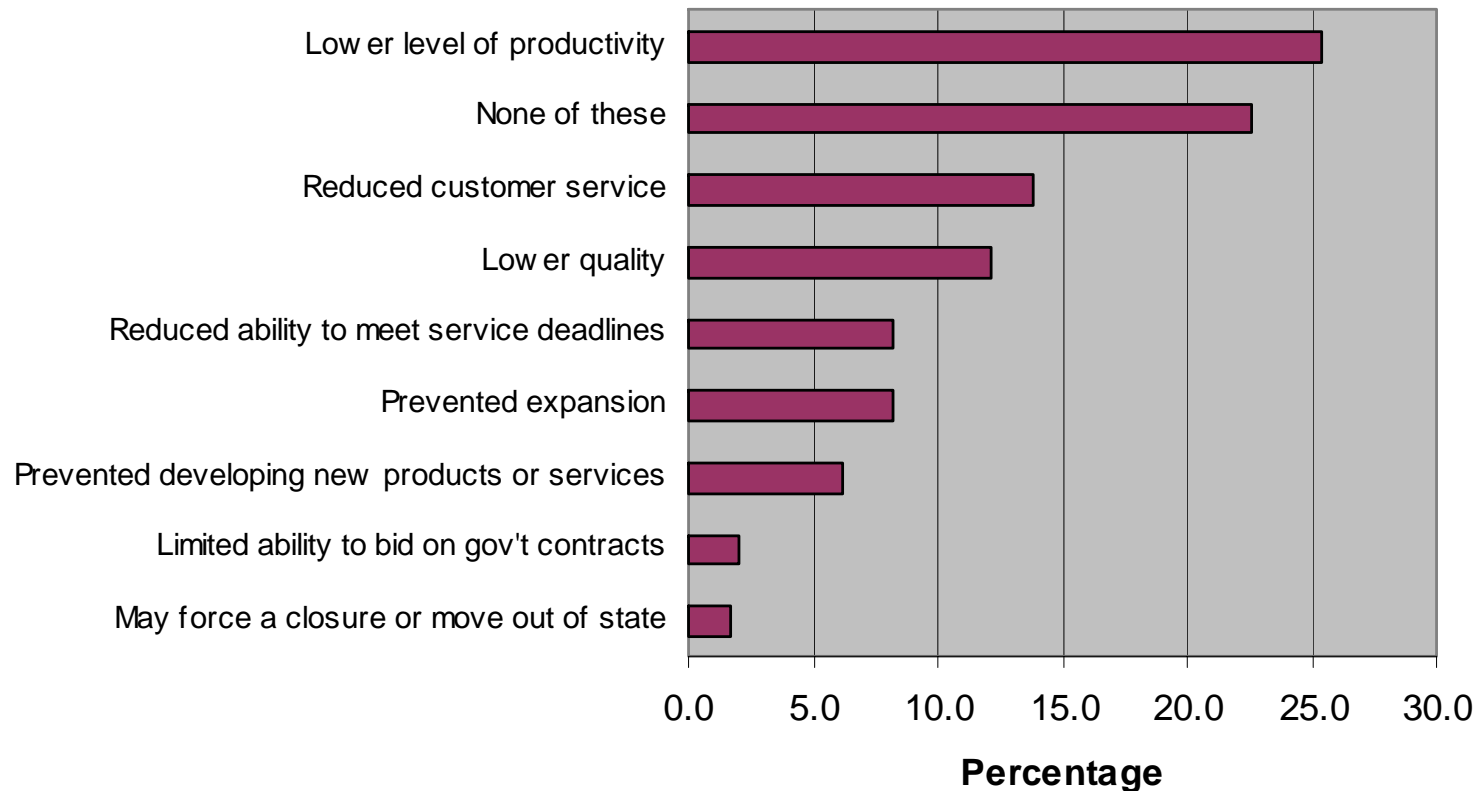
Little Problem Finding Qualified Labor

Health Care providers are the most concerned about the supply of qualified workers followed by Manufacturers and Creative Enterprise/Arts.



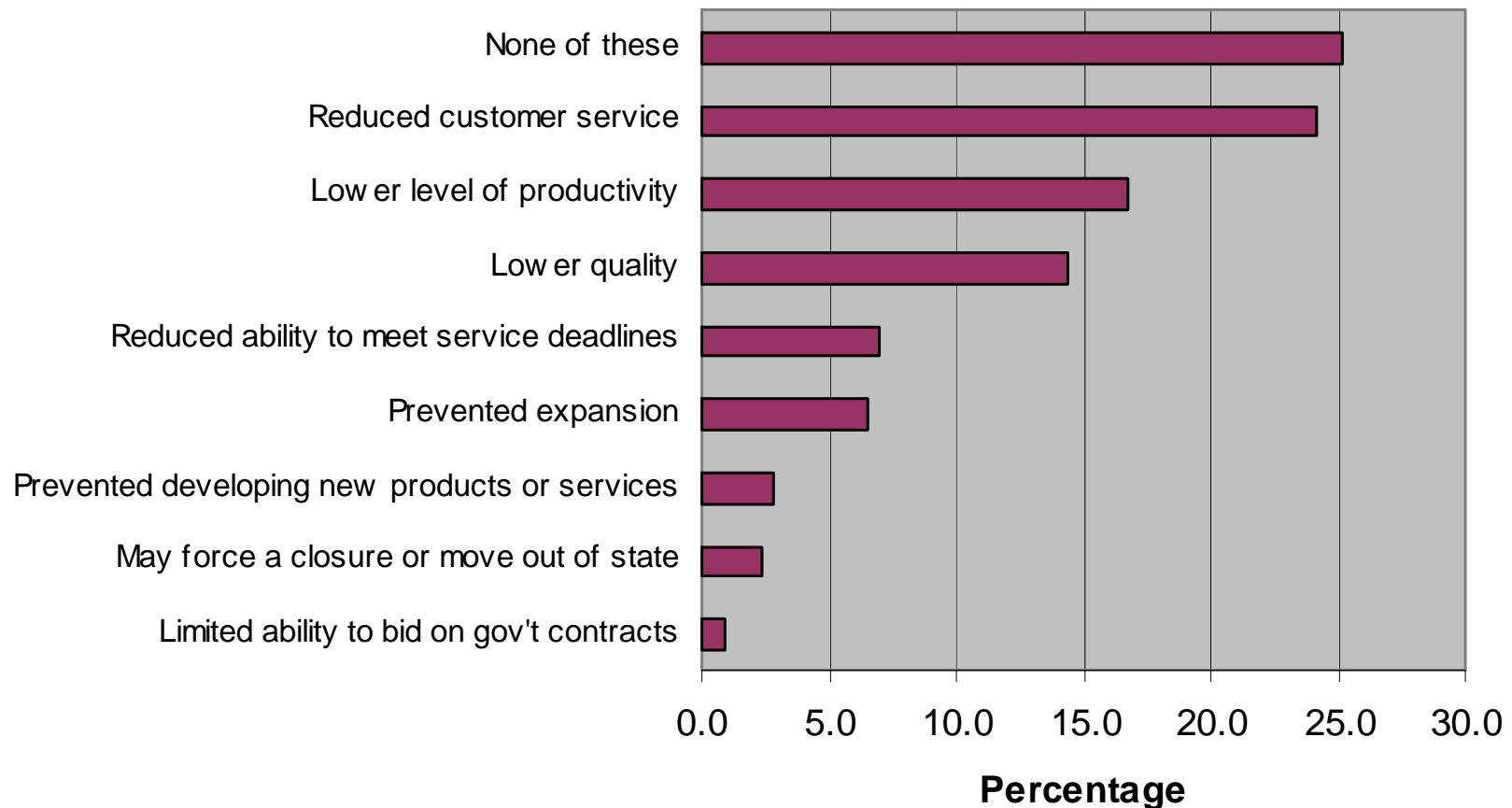
Consequence of a Lack of Qualified Staff

Advanced Manufacturing



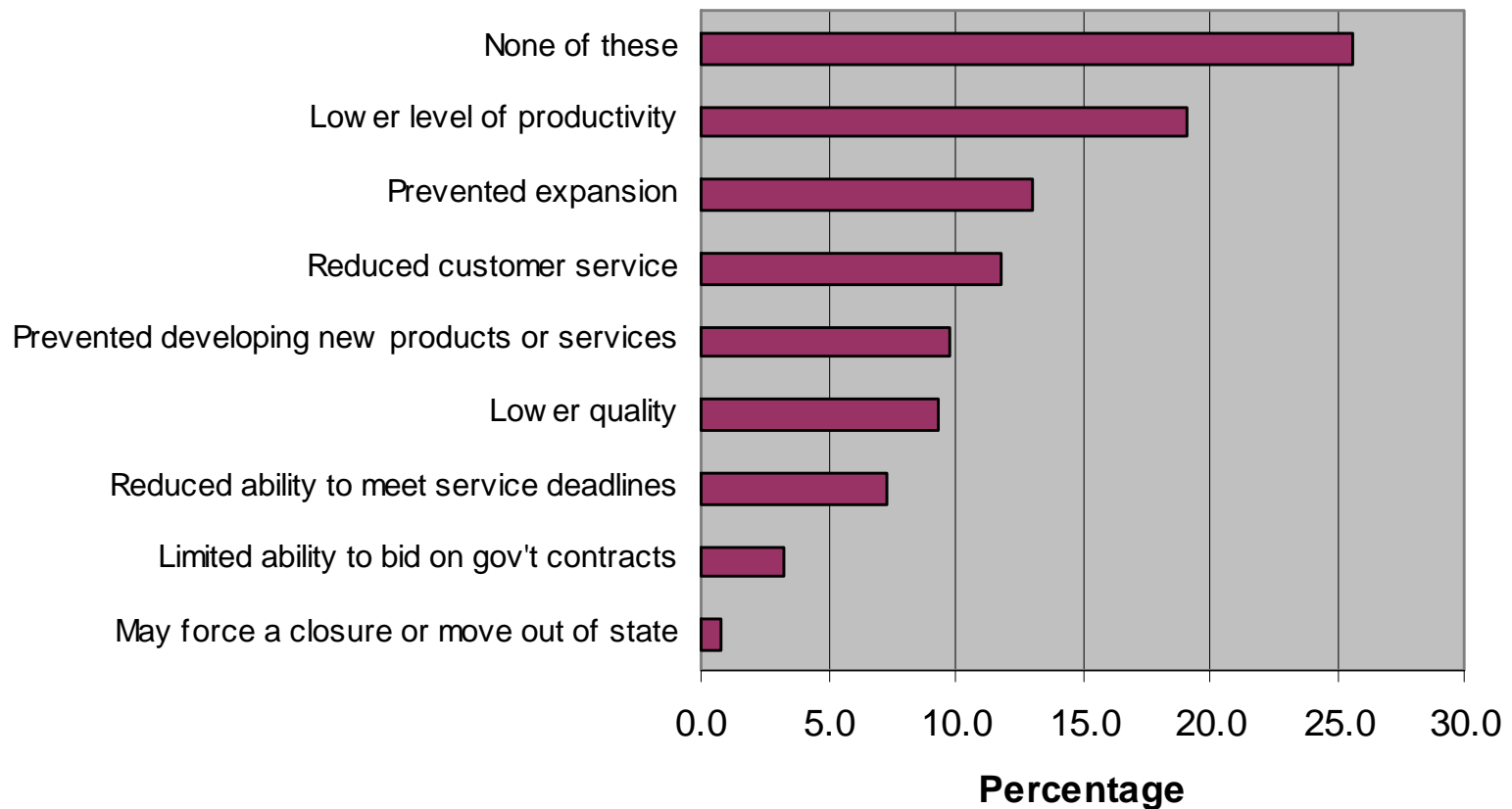
Consequence of a Lack of Qualified Staff

Health Care



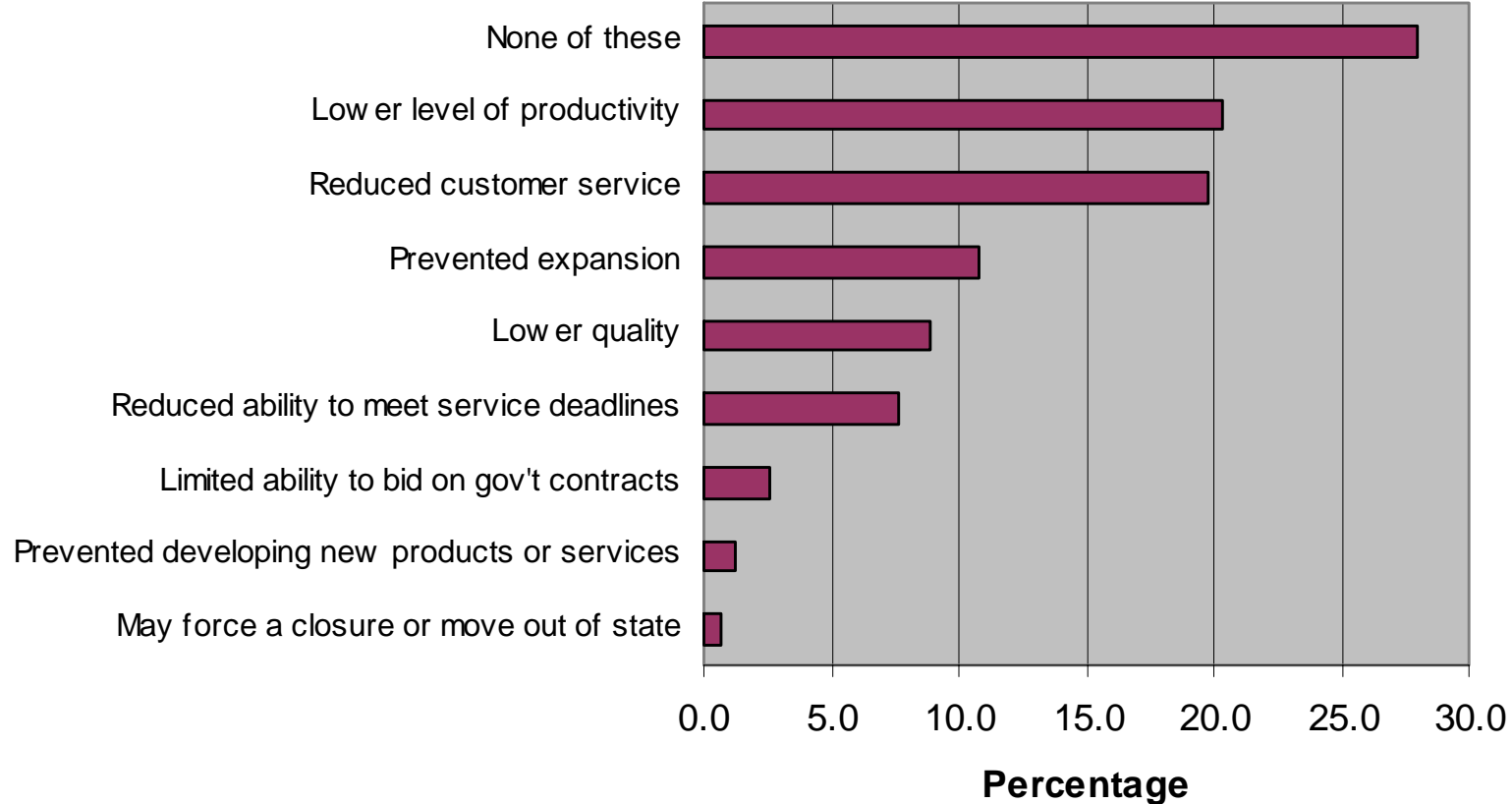
Consequence of a Lack of Qualified Staff

Creative Enterprise/Arts



Consequence of a Lack of Qualified Staff

Logistics & Distribution

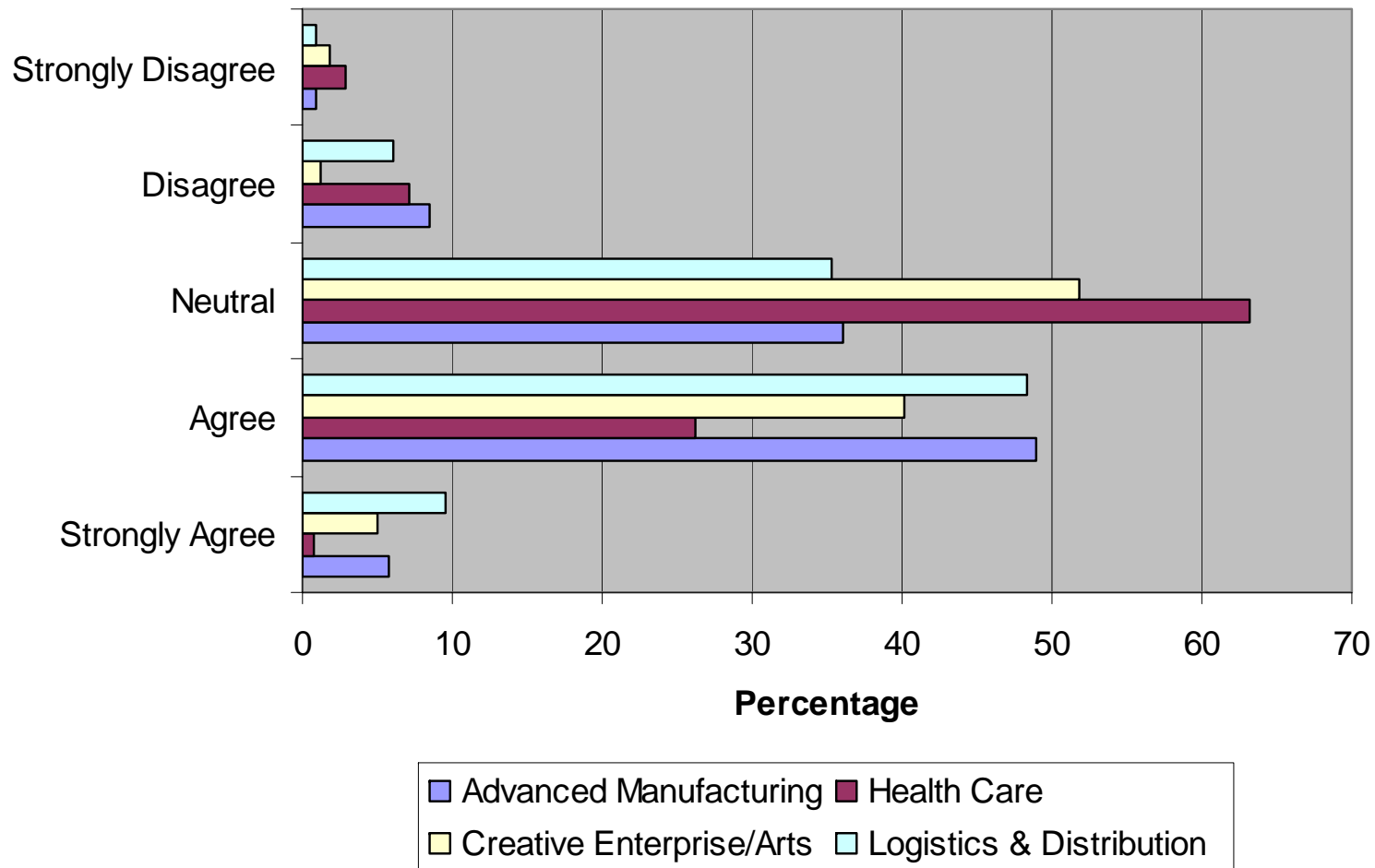


[Business Climate/Conditions]

- All of the industrial groups concur that the Piedmont Triad is place where they can succeed.
- The area is considered a good place to work.
- Majority of the employers felt the costs of doing business in the area were competitive.
- Most employers agreed that small to midsize companies are able to compete in their respective industries.

Infrastructure - Logistics

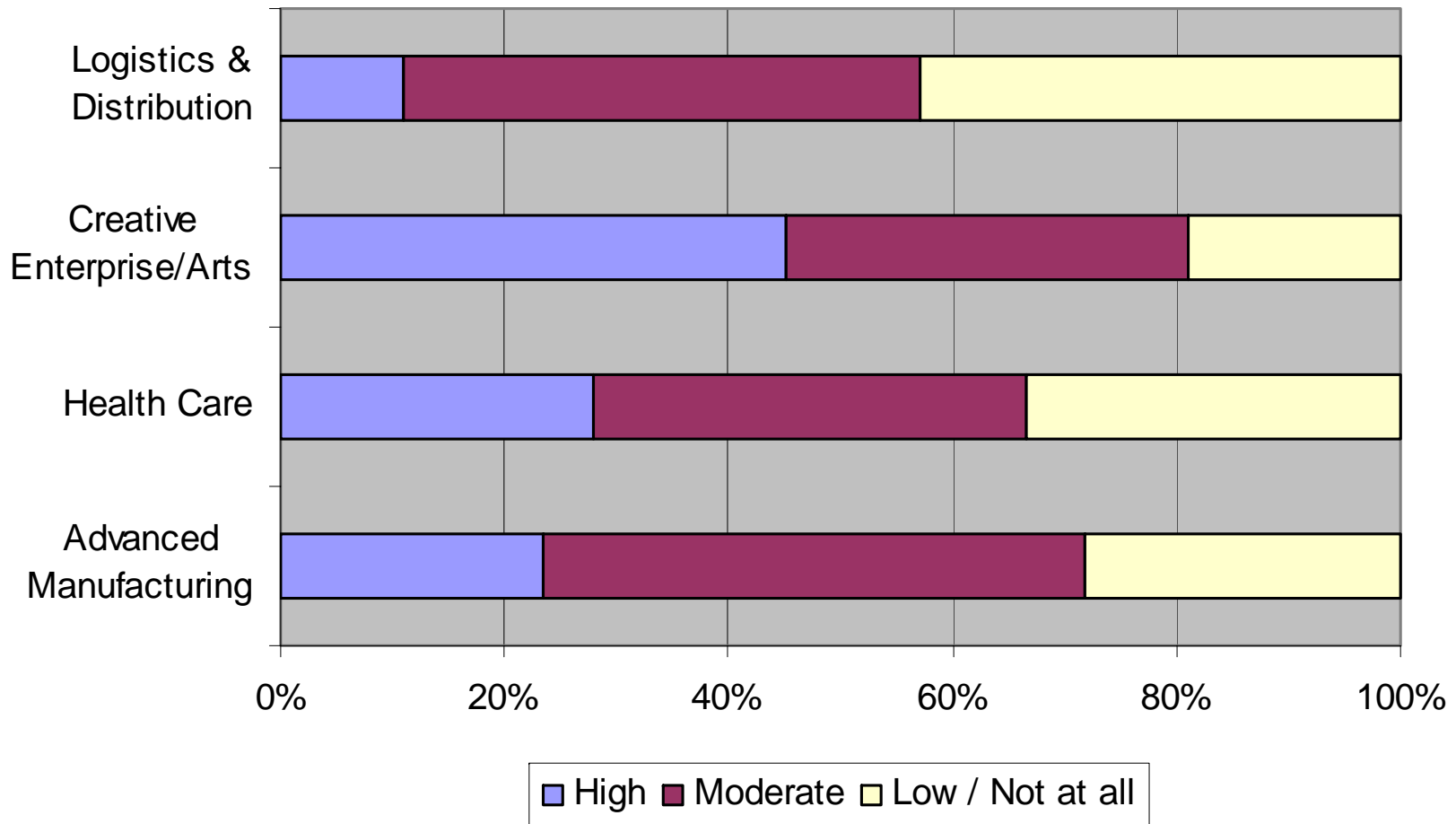
The logistics and distribution network in the region is a plus



[Some Concerns]

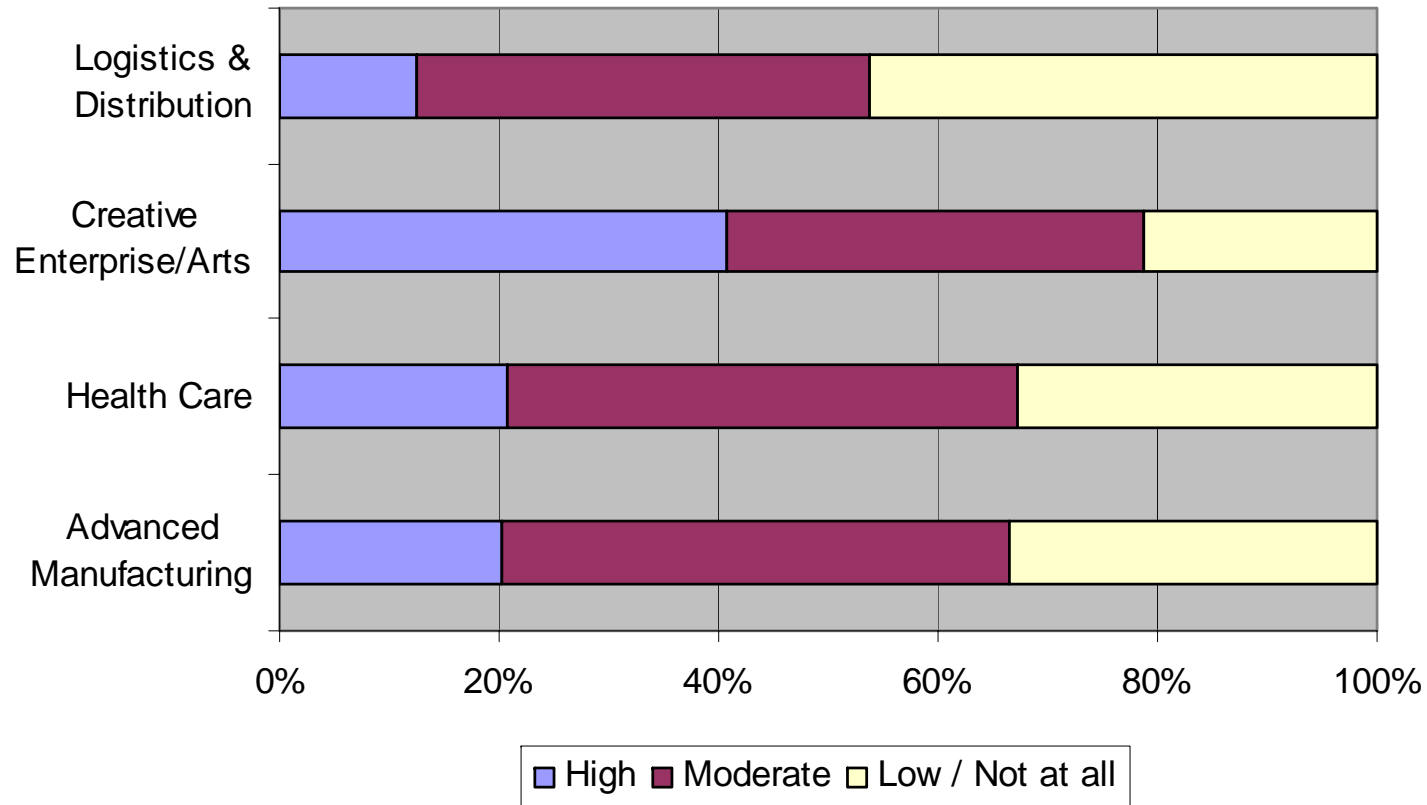
- Less than half of employers were willing to commit to future expansions in the area.
- Employers are concerned about costs of health care for their employees.
- Programs and Incentives
 - Local and regional programs (i.e., small business centers) to help start-up companies were generally considered effective
 - But, there was not a strong opinion concerning the effectiveness of local or regional programs to train entrepreneurs
 - Approximately one in three employers agreed that government incentives were not adequate

Degree to Which Industry is Reliant on Technological Innovations

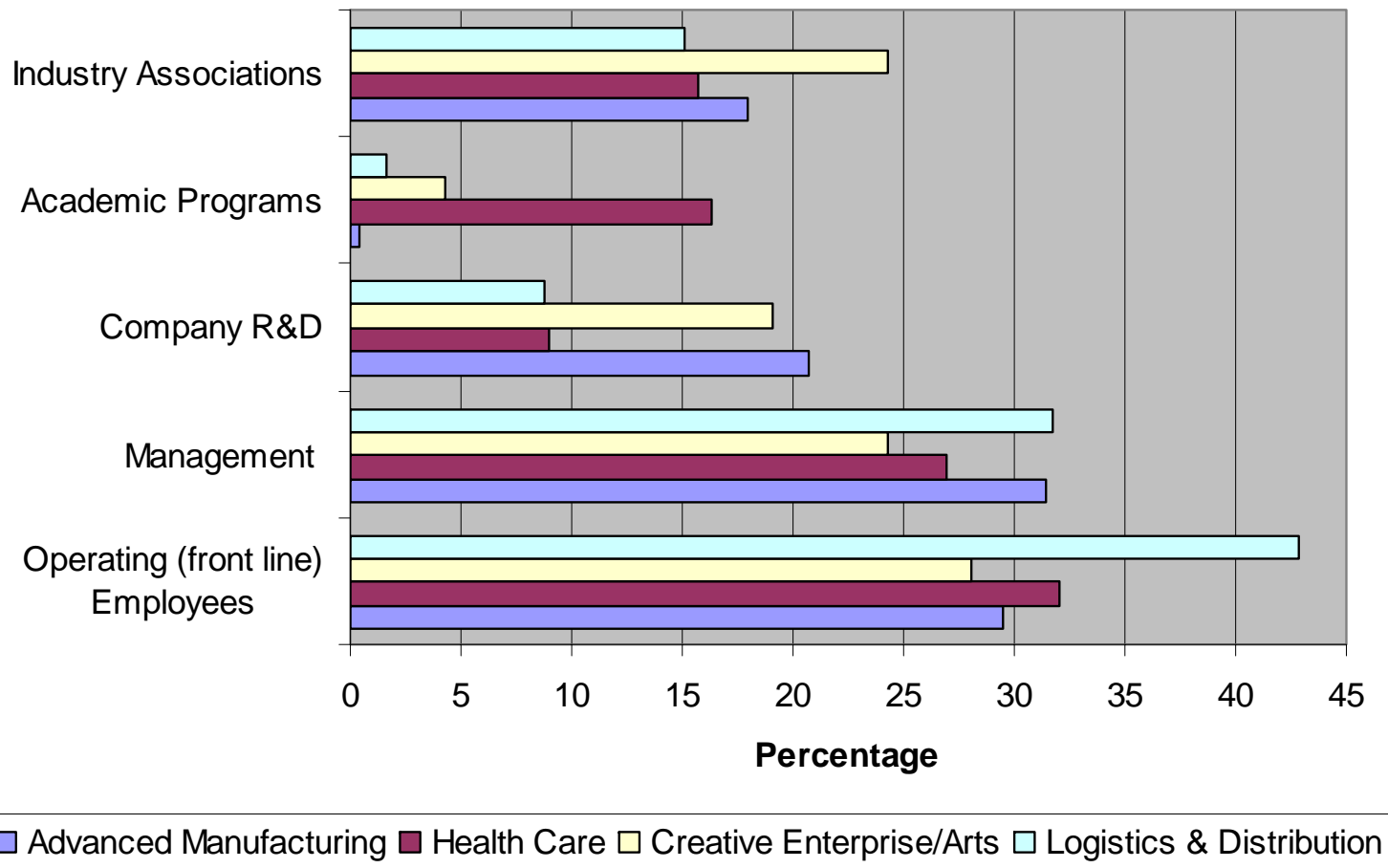


Degree to Which Firm is Reliant on Technological Innovations

The degree of reliance on innovation decreased when discussing the firm versus the industry

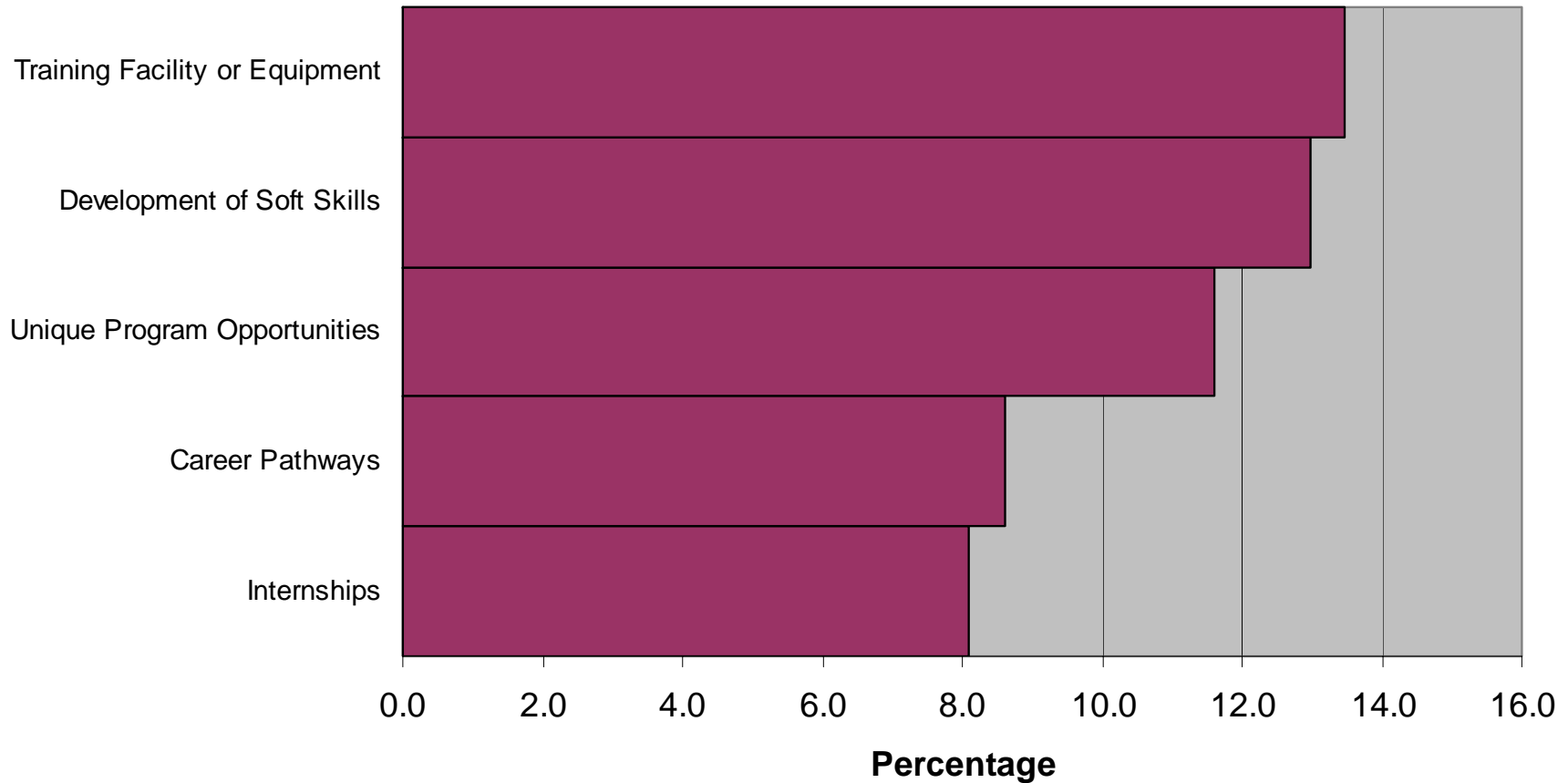


Best Sources of Innovation



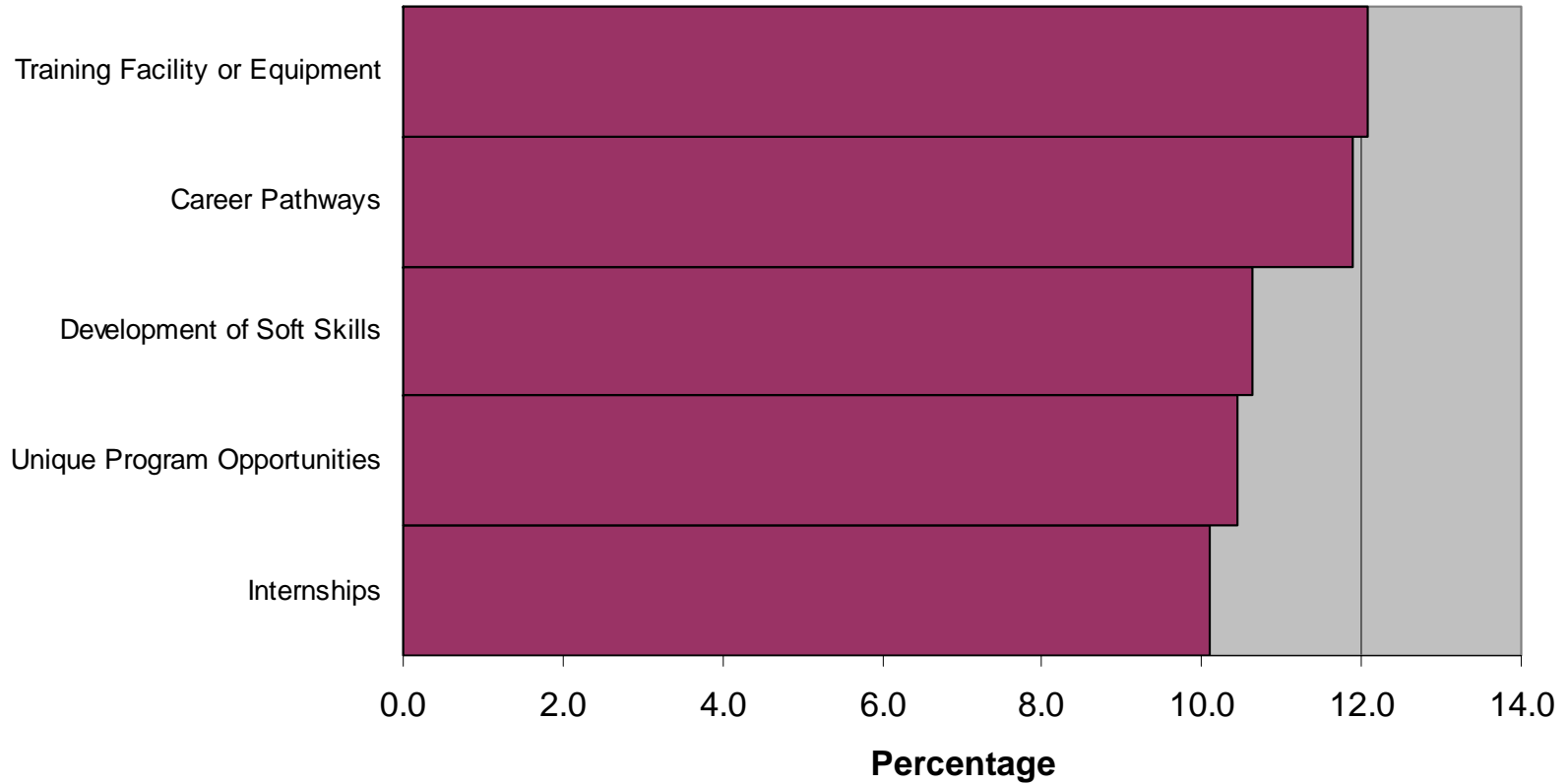
Top Five Elements on HEIC Website

Advanced Manufacturing



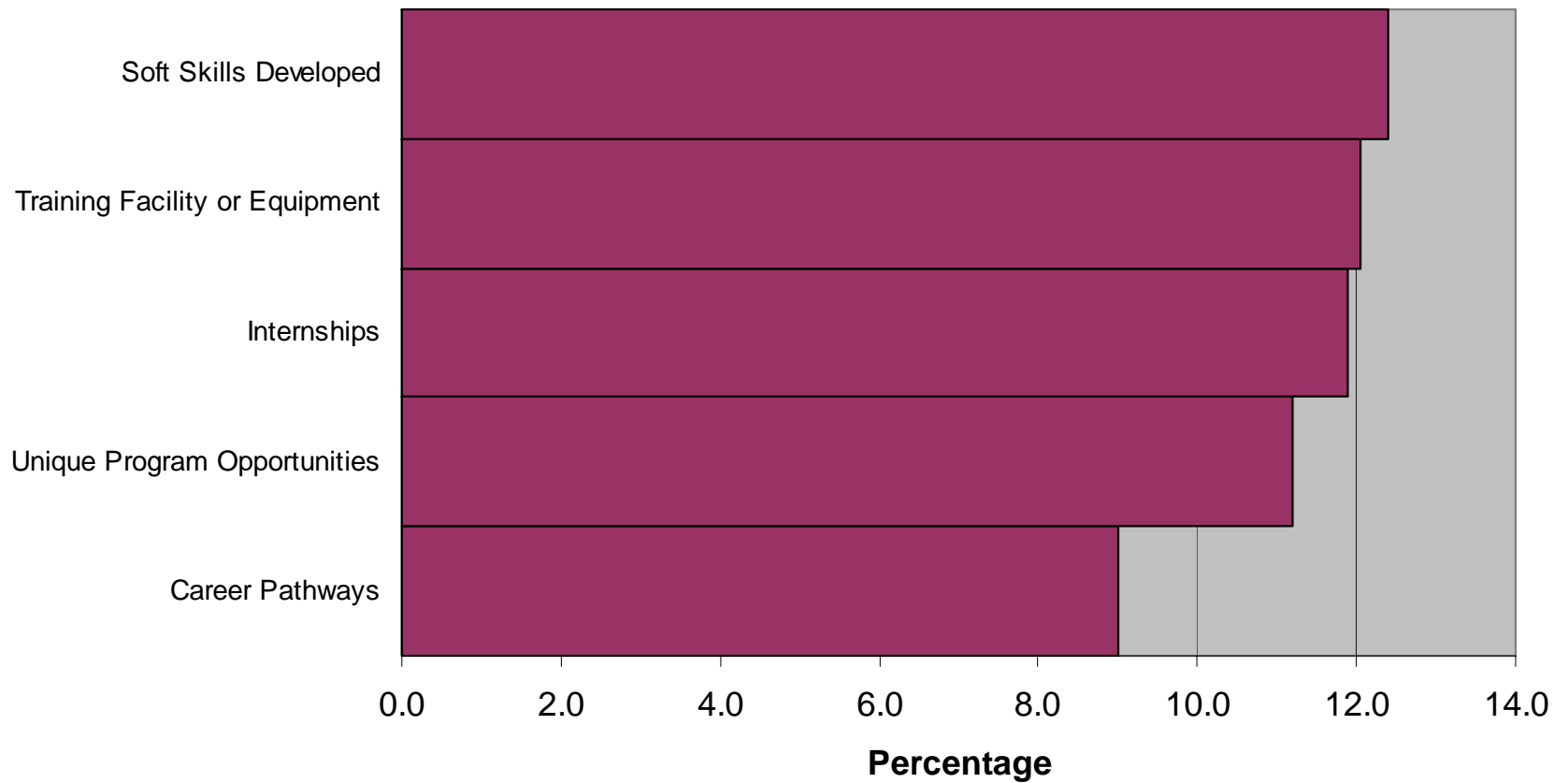
Top Five Elements on HEIC Website

Health Care



Top Five Elements on HEIC Website

Creative Enterprise/Arts



Top Five Elements on HEIC Website

Logistics and Distribution

