

APPENDIX III:

# CEDS ONLINE SURVEY RESULTS



# PROSPERITY

FOR GREATER CHARLOTTE

2017-2022 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



*Centralina*

Economic Development District

# 2017 CEDS Online Survey Results – May 2017

## Question #1

Which of the following best describes your role as a community leader?		
Answer Options	Response Percent	Response Count
Business person	43.3%	168
Elected government official	4.6%	18
Appointed government official	5.2%	20
Nonprofit service provider	12.4%	48
Economic developer	3.6%	14
Community developer	1.8%	7
Workforce developer	4.4%	17
Planner	3.1%	12
Other (please specify)	21.6%	84
<i>answered question</i>		<b>388</b>
<i>skipped question</i>		<b>14</b>

## Question #2

Into which age group do you fall?		
Answer Options	Response Percent	Response Count
< 17	0.0%	0
18-24	0.5%	2
25-34	11.2%	44
35-44	19.3%	76
45-64	53.3%	210
65+	15.7%	62
<i>answered question</i>		<b>394</b>
<i>skipped question</i>		<b>8</b>

**Question #3**

<b>In what area do you currently live?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Anson	1.0%	4
Cabarrus	3.8%	15
Gaston	16.8%	66
Iredell	8.2%	32
Lincoln	29.6%	116
Mecklenburg	16.3%	64
Rowan	7.7%	30
Stanly	9.7%	38
Union	3.1%	12
Other (please specify)	3.8%	15
<i>answered question</i>		<b>392</b>
<i>skipped question</i>		<b>10</b>

**Question #4**

<b>Do you live in the region full-time or part-time?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Full-time	99.2%	391
Part-time	0.8%	3
<i>answered question</i>		<b>394</b>
<i>skipped question</i>		<b>8</b>

**Question #5**

<b>How long have you lived in the region</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
< 5 years	16.8%	66
5-10 years	11.2%	44
11-15 years	8.4%	33
16 years or longer	63.7%	251
<i>answered question</i>		<b>394</b>
<i>skipped question</i>		<b>8</b>

**Question #6**

<b>If you were not born in the Greater Charlotte Region, did you relocate here for:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Job opportunity	54.7%	141
To be closer to family	12.0%	31
After visiting area for vacation	4.7%	12
After visiting area for business	5.0%	13
Retirement	3.9%	10
To attend college	6.2%	16
Other (please specify)	13.6%	35
<i>answered question</i>		<b>258</b>
<i>skipped question</i>		<b>144</b>

**Question # 7**

<b>In what area do you currently work?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Anson	0.8%	3
Cabarrus	2.6%	10
Gaston	6.6%	26
Iredell	7.4%	29
Lincoln	23.2%	91
Mecklenburg	25.3%	99
Rowan	7.9%	31
Stanly	10.2%	40
Union	0.8%	3
Not Applicable: Retired	6.9%	27
Other (please specify)	8.4%	33
<i>answered question</i>		<b>392</b>
<i>skipped question</i>		<b>10</b>

### Question #8

What are the Region's top three competitive strengths?		
Answer Options	Response Percent	Response Count
Geographic location	71.2%	262
Cost of living	55.7%	205
Business climate	17.1%	63
Colleges and universities	14.9%	55
Workforce/talent	6.8%	25
Business sites/real estate	8.2%	30
Lifestyle	39.1%	144
Diversity of residents	6.0%	22
Natural environment	29.6%	109
Transportation infrastructure	9.8%	36
Entrepreneurial mindset	3.3%	12
Career/job opportunities	13.6%	50
Economy	10.3%	38
International presence	2.4%	9
Pre K-12 schools	11.1%	41
Government/political leadership	2.2%	8
Other (please specify)	2.4%	9
<i>answered question</i>		<b>368</b>
<i>skipped question</i>		<b>34</b>

### Question #9

What are the Region's top three weaknesses?		
Answer Options	Response Percent	Response Count
Geographic location	1.7%	6
Cost of living	8.0%	29
Business climate	12.7%	46
Colleges and universities	6.9%	25
Workforce/talent	23.5%	85
Business sites/real estate	8.9%	32
Lifestyle	5.8%	21
Diversity of residents	11.1%	40
Natural environment	2.5%	9
Transportation infrastructure	54.3%	196
Entrepreneurial mindset	13.9%	50
Career/job opportunities	30.7%	111
Economy	15.0%	54
International presence	12.5%	45
Pre K-12 schools	33.2%	120
Government/political leadership	45.4%	164
Other (please specify)	10.0%	36
<i>answered question</i>		<b>361</b>
<i>skipped question</i>		<b>41</b>

### Question #10

How well does the Region meet your expectations in the following areas?

Answer Options	Very Satisfied	Satisfied	Average	Dissatisfied	Very Dissatisfied	Response Count
Family friendliness	159	159	33	10	2	363
Climate	175	155	30	3	0	363
Natural environment	157	166	33	5	2	363
Healthcare	66	152	115	25	4	362
Volunteer opportunities	124	164	63	10	1	362
Entertainment/recreation	58	144	96	53	11	362
Retail	49	131	114	57	11	362
Safety	53	179	89	34	7	362
Arts and Culture	44	139	112	55	10	360
Cost of living	74	186	80	17	4	361
Appeal to young professionals	32	114	114	76	22	358
Race/ethnic relations	24	80	173	68	15	360
Local and regional leadership	12	67	160	82	39	360
Growth management	11	68	136	97	48	360
<i>answered question</i>						<b>364</b>
<i>skipped question</i>						<b>38</b>

### Question #11

How well does the Region meet your expectations in the following areas?

Answer Options	Very Satisfied	Satisfied	Average	Dissatisfied	Very Dissatisfied	Response Count
Future economic growth potential	62	150	108	38	6	364
Image as a business destination	34	117	126	70	16	363
Cost of doing business	32	149	163	15	4	363
Small business resources	20	114	173	49	8	364
Image as a visitor destination	28	91	144	83	18	364
<i>answered question</i>						<b>366</b>
<i>skipped question</i>						<b>36</b>

### Question #12

How well does the Region meet your expectations in the following areas?

Answer Options	Very Satisfied	Satisfied	Average	Dissatisfied	Very Dissatisfied	Response Count
Entrepreneurial support	14	85	175	52	10	336
Career advancement opportunities	11	99	151	61	16	338
Job availability	19	99	128	78	13	337
Wage levels	12	68	156	83	17	336
<i>answered question</i>						<b>338</b>
<i>skipped question</i>						<b>64</b>

**Question #13**

**If you are a business owner or entrepreneur, what do you need to expand or develop your business? Choose up to three.**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Access to capital	41.3%	74
Help with licenses/permits/regulations	28.5%	51
Skilled employees	52.0%	93
Marketing	26.8%	48
Business Planning/Counseling	15.1%	27
Website/Tech upgrades	17.3%	31
Street/Façade Improvements	22.3%	40
Networking with similar businesses & industry	22.9%	41
Local government business retention/expansion	33.5%	60
<i>answered question</i>		<b>179</b>
<i>skipped question</i>		<b>223</b>

**Question #14**

**Please indicate your agreement or disagreement with the following statement:  
“Entrepreneurs have what they need to start and grow a company in my region.”**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Strongly agree	3.9%	12
Somewhat agree	35.1%	108
Neutral (neither agree or disagree)	34.4%	106
Somewhat disagree	22.1%	68
Strongly disagree	4.5%	14
<i>answered question</i>		<b>308</b>
<i>skipped question</i>		<b>94</b>

**Question #15**

**How has the availability of programs and services for entrepreneurs in your region changed over the last three years?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Significantly improved	3.4%	10
Somewhat improved	38.4%	114
Stayed the same (neither improved or declined)	53.2%	158
Somewhat declined	3.0%	9
Significantly declined	2.0%	6
<i>answered question</i>		<b>297</b>
<i>skipped question</i>		<b>105</b>

### Question #16

How do the following types of infrastructure impact economic development in your region?

Answer Options	Significant advantage	Somewhat of an advantage	Neutral (neither advantage or disadvantage)	Somewhat of an disadvantage	Significant disadvantage	Rating Average	Response Count
Broadband	97	91	67	43	15	2.32	313
Water and sewer	94	87	92	34	7	2.28	314
Housing	73	124	83	32	5	2.28	317
Public transportation	43	48	79	101	46	3.19	317
Road/highway system	82	75	56	65	40	2.70	318
Drive time to work	80	85	66	55	30	2.59	316
Pedestrian/bicycle routes	22	44	115	75	58	3.33	314
Railroad	28	58	149	34	46	3.04	315
Air	100	98	98	17	6	2.16	319
<i>answered question</i>							<b>320</b>
<i>skipped question</i>							<b>82</b>

### Question #17

How have the following types of infrastructure changed over the past three years?

Answer Options	Significantly improved	Somewhat improved	Neutral (neither improved or declines)	Somewhat declined	Significantly declined	Rating Average	Response Count
Broadband	51	141	112	5	3	2.26	312
Water and sewer	14	91	197	6	6	2.68	314
Housing	17	131	136	26	5	2.59	315
Public transportation	4	54	216	29	13	2.98	316
Road/highway system	11	85	131	55	33	3.04	315
Drive time to work	5	41	156	74	37	3.31	313
Pedestrian/bicycle routes	5	80	192	24	13	2.87	314
<i>answered question</i>							<b>318</b>
<i>skipped question</i>							<b>84</b>

### Question #18

How does skilled workforce availability impact economic development in your region?

Answer Options	Response Percent	Response Count
Significant advantage	23.0%	70
Somewhat of an advantage	25.3%	77
Neutral (neither advantage or disadvantage)	22.4%	68
Somewhat of a disadvantage	26.0%	79
Significant disadvantage	3.3%	10
<i>answered question</i>		<b>304</b>
<i>skipped question</i>		<b>98</b>



**Question #19**

<b>How has skilled workforce availability in your region changed over the last three years?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Significantly improved	3.7%	11
Somewhat improved	33.6%	101
Stayed the same (neither improved or declined)	46.2%	139
Somewhat declined	13.6%	41
Significantly declined	3.0%	9
<i>answered question</i>		<b>301</b>
<i>skipped question</i>		<b>101</b>

**Question #20**

<b>Please indicate your agreement or disagreement with the following statement: "Career and technical education is viewed as an important part of K-12"</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Strongly agree	21.0%	65
Somewhat agree	35.3%	109
Neutral (neither agree or disagree)	17.2%	53
Somewhat disagree	20.7%	64
Strongly disagree	5.8%	18
<i>answered question</i>		<b>309</b>
<i>skipped question</i>		<b>93</b>

**Question #21**

<b>How well does the Region meet your expectations in the following areas:</b>						
<b>Answer Options</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Average</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Response Count</b>
Community Colleges	104	131	64	12	2	313
Universities	66	131	73	36	7	313
Training/skills building programs	27	100	110	62	9	308
K-12	23	77	111	71	30	312
<i>answered question</i>						<b>314</b>
<i>skipped question</i>						<b>88</b>

**Question #22**

<b>How would you rate the Region's economic performance over the past three years?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
A	9.3%	28
B	44.4%	134
C	36.4%	110
D	7.6%	23
F	2.3%	7
<i>answered question</i>		<b>302</b>
<i>skipped question</i>		<b>100</b>

**Question #23**

<b>Successful economic development in the Region means, choose up to three:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Recruiting/expanding new industry	75.9%	230
Supporting existing business retention & expansion	77.2%	234
Starting and growing new startup companies	38.0%	115
Improving/increasing our educational assets	46.2%	140
Improving quality of life/lifestyle amenities	29.0%	88
Increasing tourism	7.9%	24
Recruiting/expanding new retail	19.5%	59
<i>answered question</i>		<b>303</b>
<i>skipped question</i>		<b>99</b>

**Question #24**

<b>How do you rate economic development and job creation as a priority for the Region?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Highest priority	51.2%	155
Medium priority	39.9%	121
Low priority	7.9%	24
Not a priority	1.0%	3
<i>answered question</i>		<b>303</b>
<i>skipped question</i>		<b>99</b>

**Question #25**

<b>Name three specific things leaders can do to make the region a better place for residents.</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Improve roads and connectivity	44.7%	139
Improved K-12 education	50.8%	158
Improve public transportation	20.6%	64
Create job opportunities	41.2%	128
Lower taxes	15.8%	49
Develop more quality of life amenities	16.1%	50
Create government efficiency	13.5%	42
Fund more workforce training	9.0%	28
Make areas more pedestrian/bike friendly	10.6%	33
Improve safety	9.3%	29
Foster sustainability practices	4.8%	15
Promote diversity	9.0%	28
Build and preserve more parks/green space	15.8%	49
Foster entrepreneurship growth	13.2%	41
Manage urban sprawl	16.1%	50
Improve healthcare	6.1%	19
Create more affordable housing	11.3%	35
Other (please specify)	5.5%	17
<i>answered question</i>		<b>311</b>
<i>skipped question</i>		<b>91</b>

**Question # 26**

<b>Name three specific things leaders can do to make the region a better place for businesses.</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Provide small business support	29.5%	90
Lower taxes	19.3%	59
Improve public transportation	17.4%	53
Fund more workforce training	22.6%	69
Provide better/more Incentives	15.7%	48
Improve the K-12 education system	35.7%	109
Reduce regulations for businesses	21.6%	66
Focus on business attraction	21.6%	66
Collaborate regionally	14.8%	45
Create a pro-business climate	20.0%	61
Grow technology competencies	15.7%	48
Improve infrastructure	30.2%	92
Promote diversity	6.9%	21
Improve permitting process for development	12.8%	39
Foster wage growth	11.5%	35
Other (please specify)	6.6%	20
<i>answered question</i>		<b>305</b>
<i>skipped question</i>		<b>97</b>

**Question #27**

<b>How would you rate the resiliency of your region?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Very resilient	9.2%	28
Somewhat resilient	49.3%	150
Neutral (neither resilient or vulnerable)	22.7%	69
Somewhat vulnerable	15.5%	47
Significantly vulnerable	3.3%	10
<i>answered question</i>		<b>304</b>
<i>skipped question</i>		<b>98</b>

**Question #28**

<b>What are the biggest threats to resiliency in your region? Check all that apply.</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Overreliance on one industry or employer	44.3%	132
Inability to attract and retain population	35.9%	107
Inadequate preparation for a manmade or natural	13.1%	39
Lack of civic participation	37.6%	112
Vacant downtowns	39.3%	117
Inadequate housing supply	17.4%	52
Insufficient access to healthy foods	11.7%	35
Housing affordability	30.9%	92
Other (please specify)	14.8%	44
<i>answered question</i>		<b>298</b>
<i>skipped question</i>		<b>104</b>