

SYNERGY SOUTHEAST IOWA

Southeast Iowa Resident and Business Perceptions



Preliminary Survey Results

April 2006

SURVEY INFORMATION

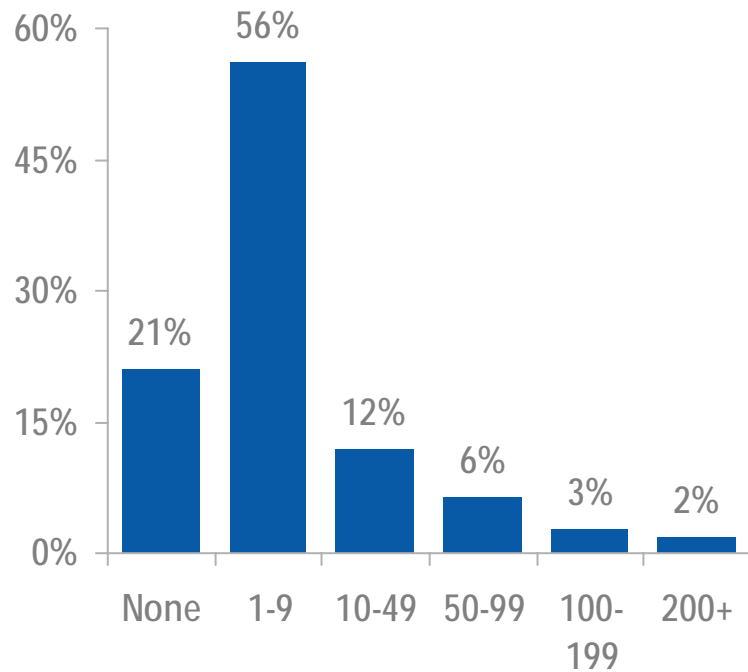
- The Southeast Iowa residential survey had **923 responses**.
- The Southeast Iowa business manager survey had **120 responses**.
- The surveys were **open for 4 weeks**.
- Participants in this project **did an excellent job of promoting the surveys to residents and business managers** through the newspaper, e-mails, newsletters, and word of mouth.
- The online survey is **not a random sample**, so the results don't indicate how the larger population across the region feels about any of these issues. However, it does **give us one more source of information** about Southeast Iowa, and gives the region's residents yet **another way to provide input during this process**.

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BUSINESS RESULTS

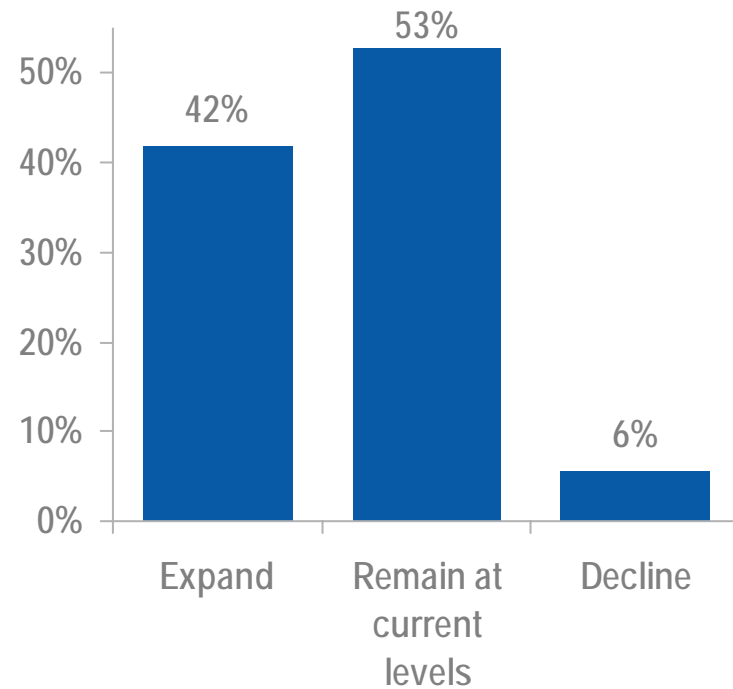
EMPLOYEES

How many employees did you hire last year?



Source: AE Survey

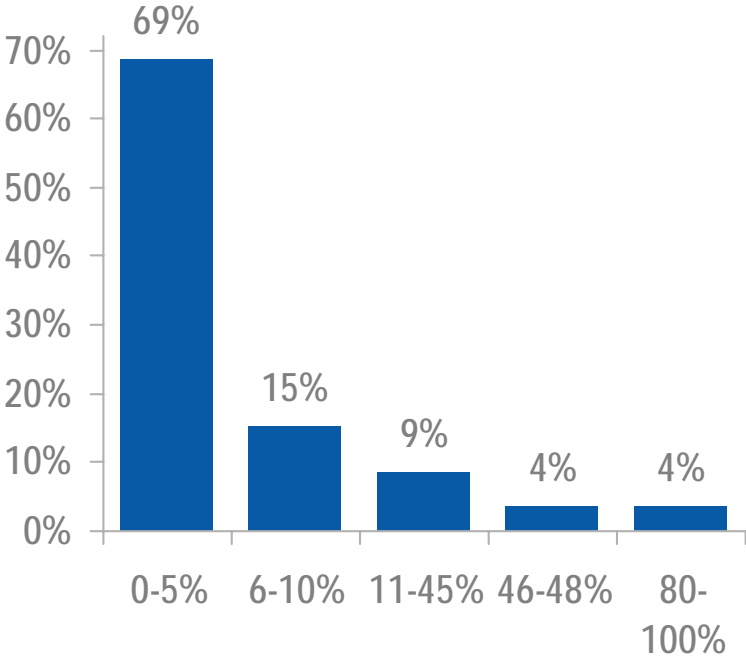
How will your local employment base change in the next two years?



Source: AE Survey

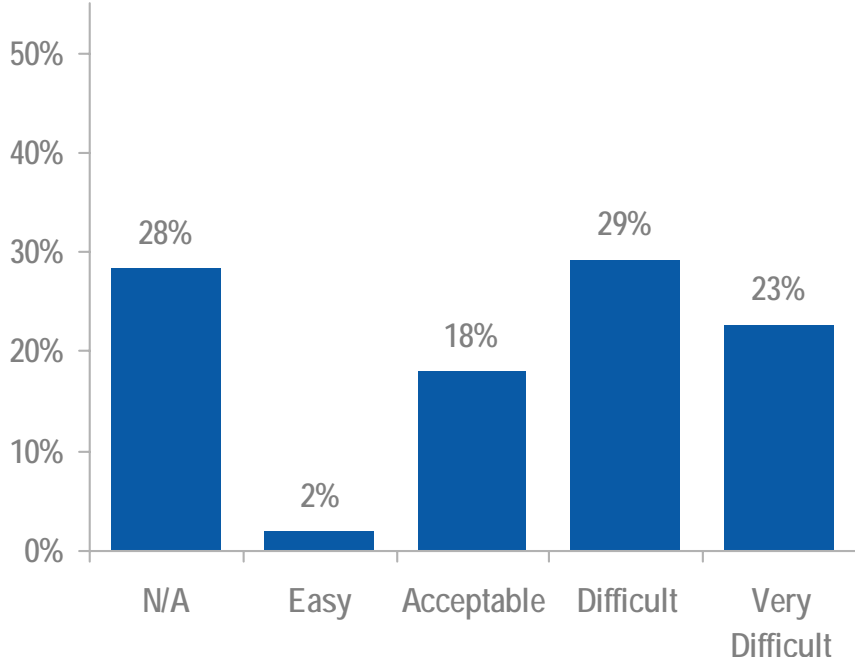
RECRUITMENT

What percentage of your key technical and managerial workers did you hire from outside the region?



Source: AE Survey

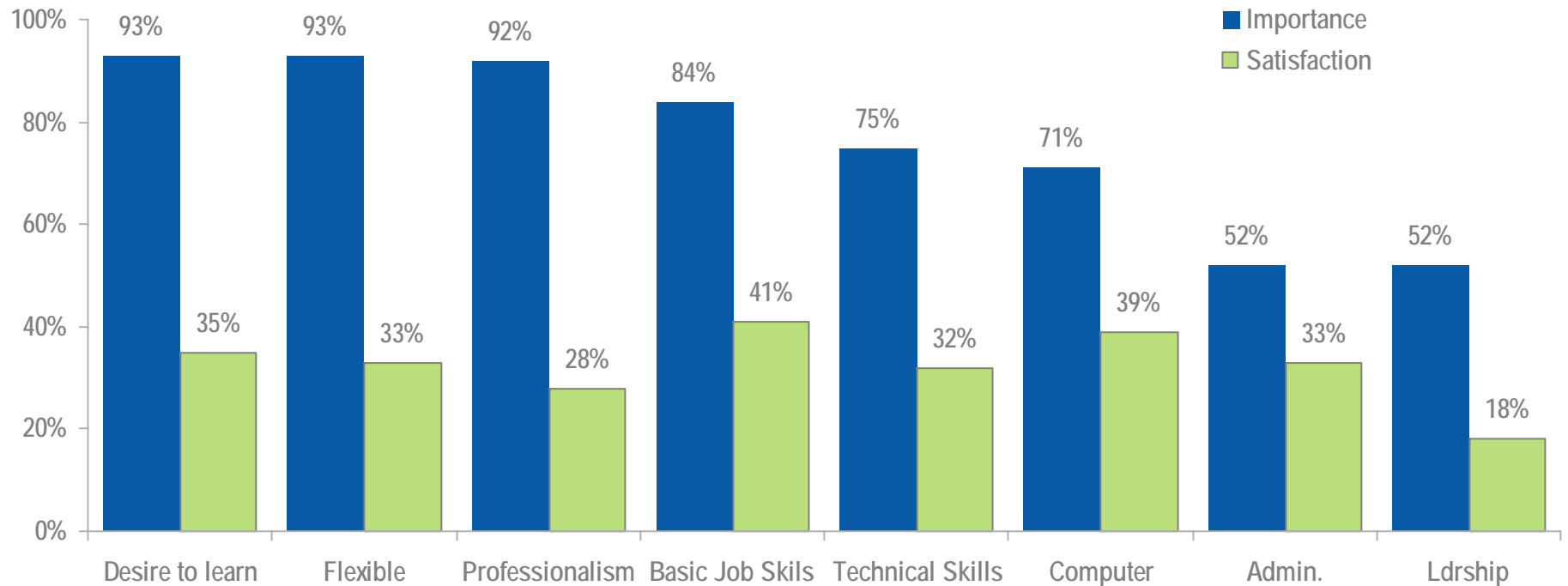
How difficult is recruiting employees from outside the region?



Source: AE Survey

IMPORTANCE & SATISFACTION

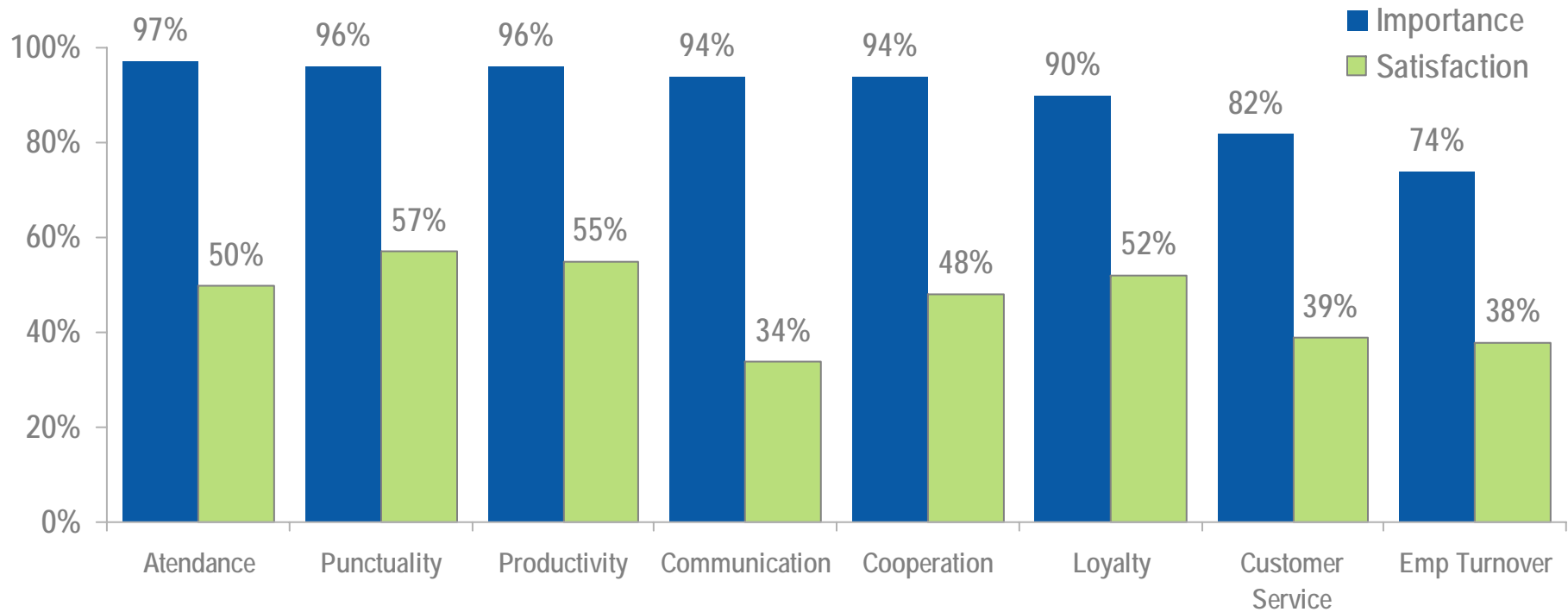
Workforce skill traits



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

IMPORTANCE & SATISFACTION

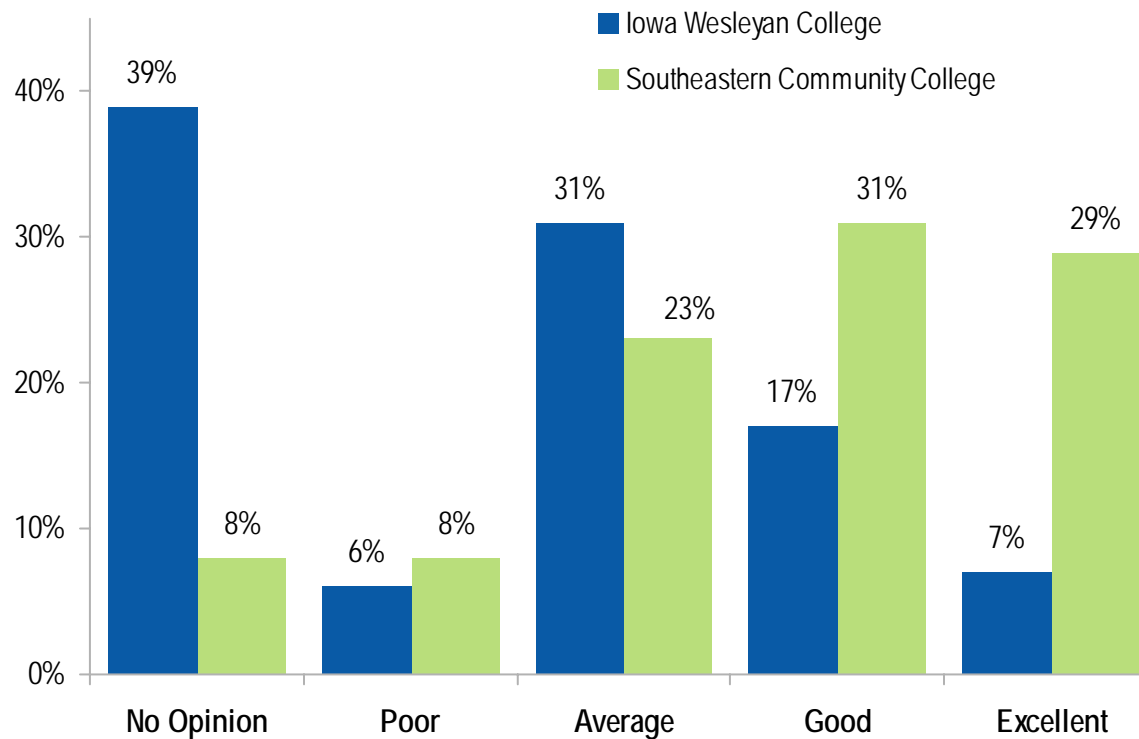
Workforce skill traits



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

Four Year & Community Colleges

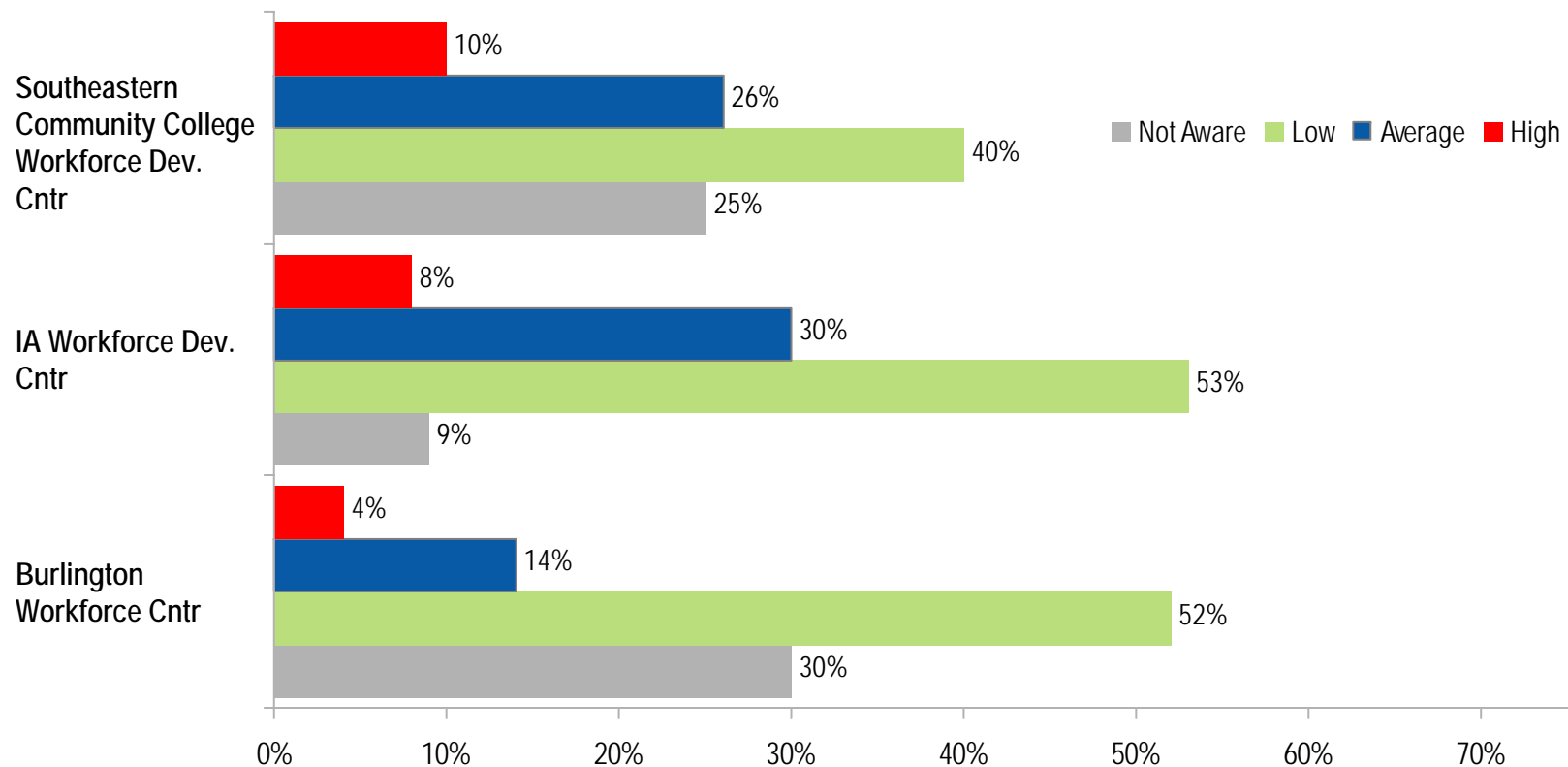
Support for business community's training needs



Source: AE Survey

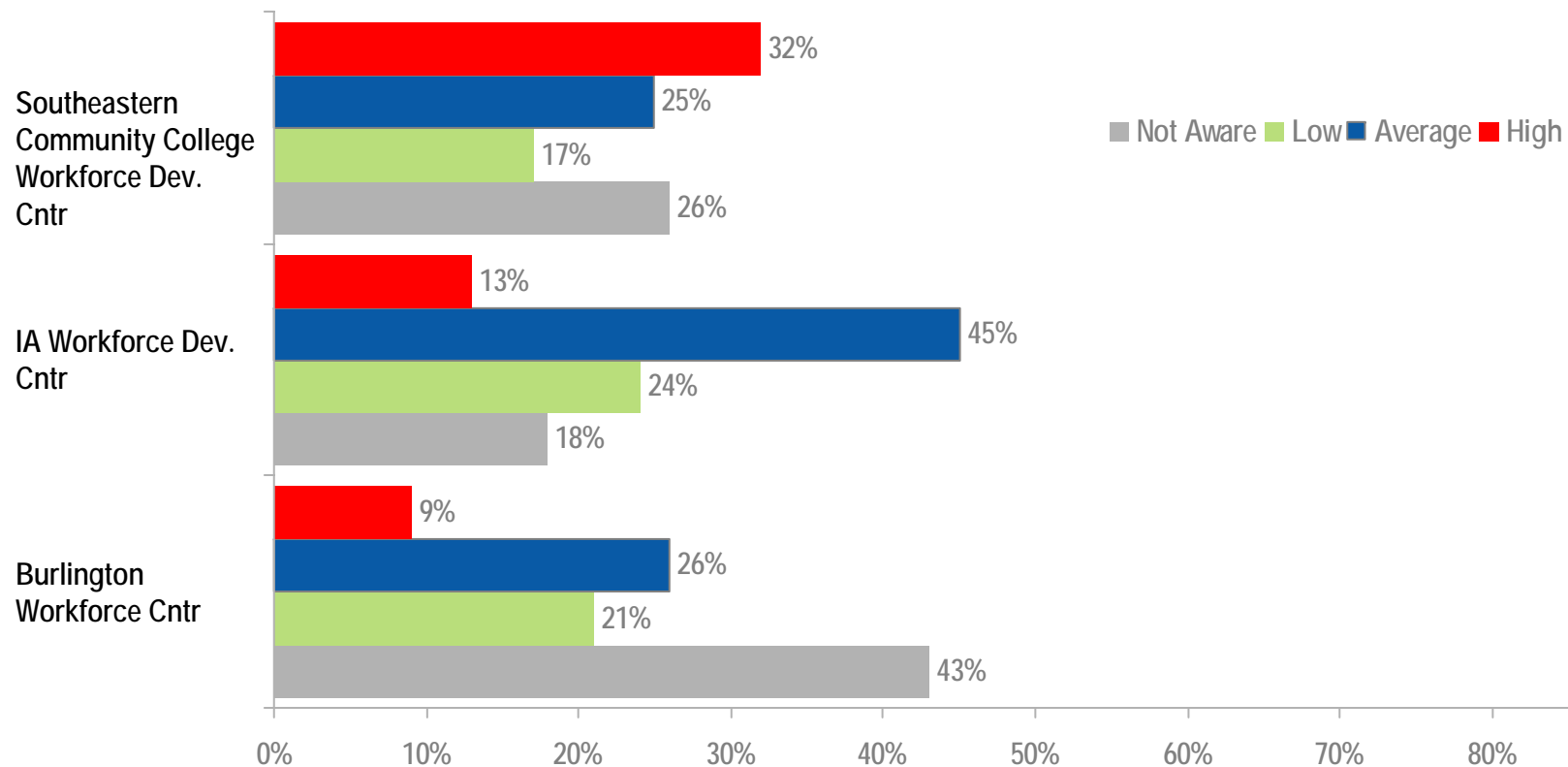
Workforce Development

Frequency of use



Workforce Development

Quality of service



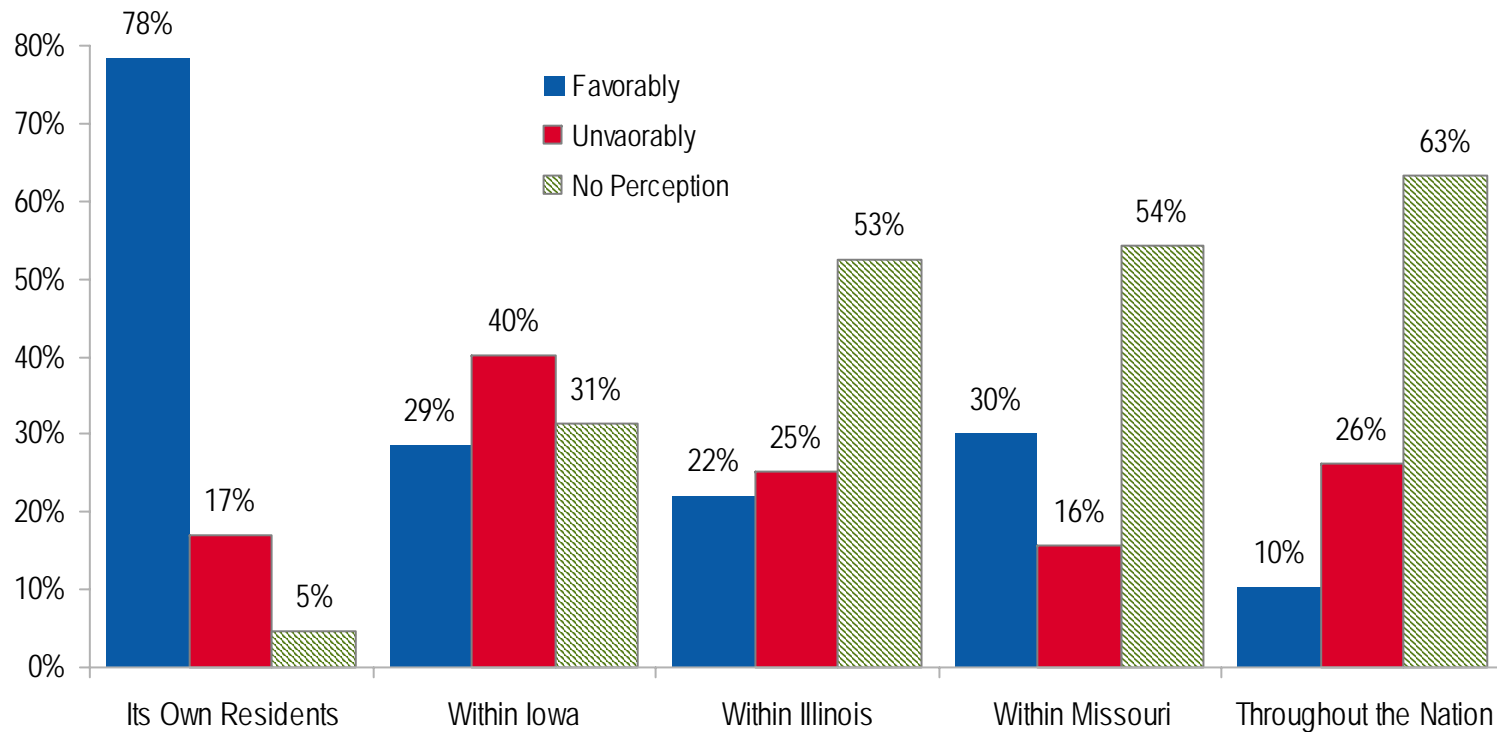
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RESIDENT SURVEY

IMAGE

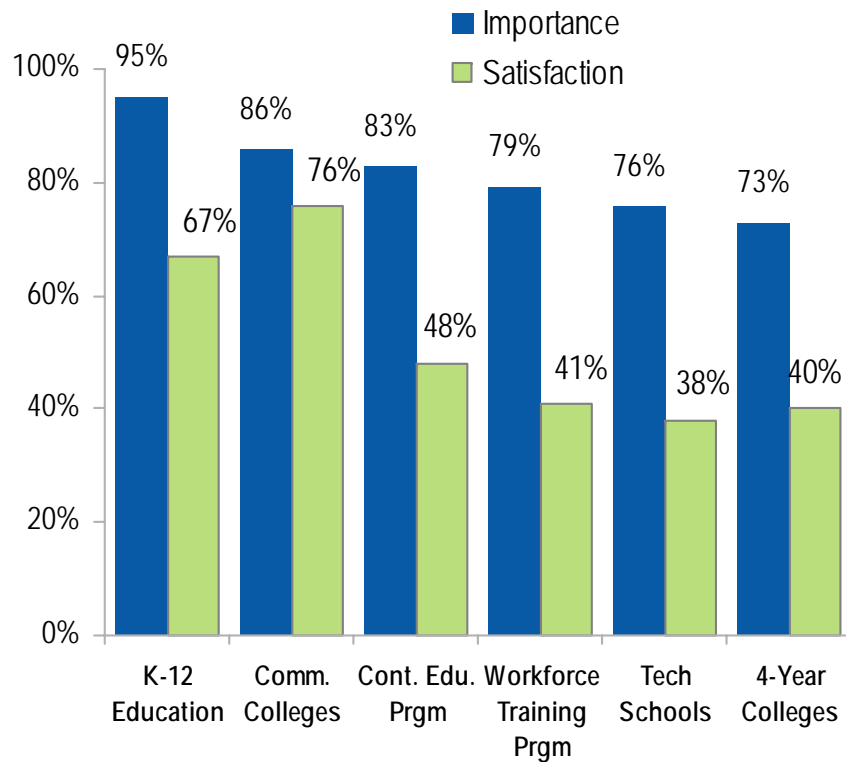
How is Southeast Iowa Perceived?



Source: AE Survey

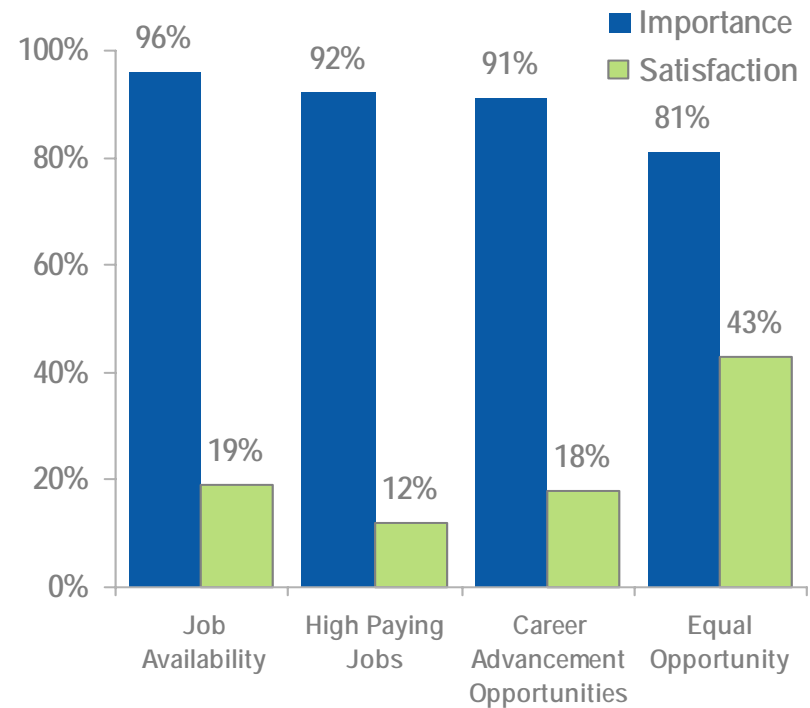
IMPORTANCE & SATISFACTION

Education



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

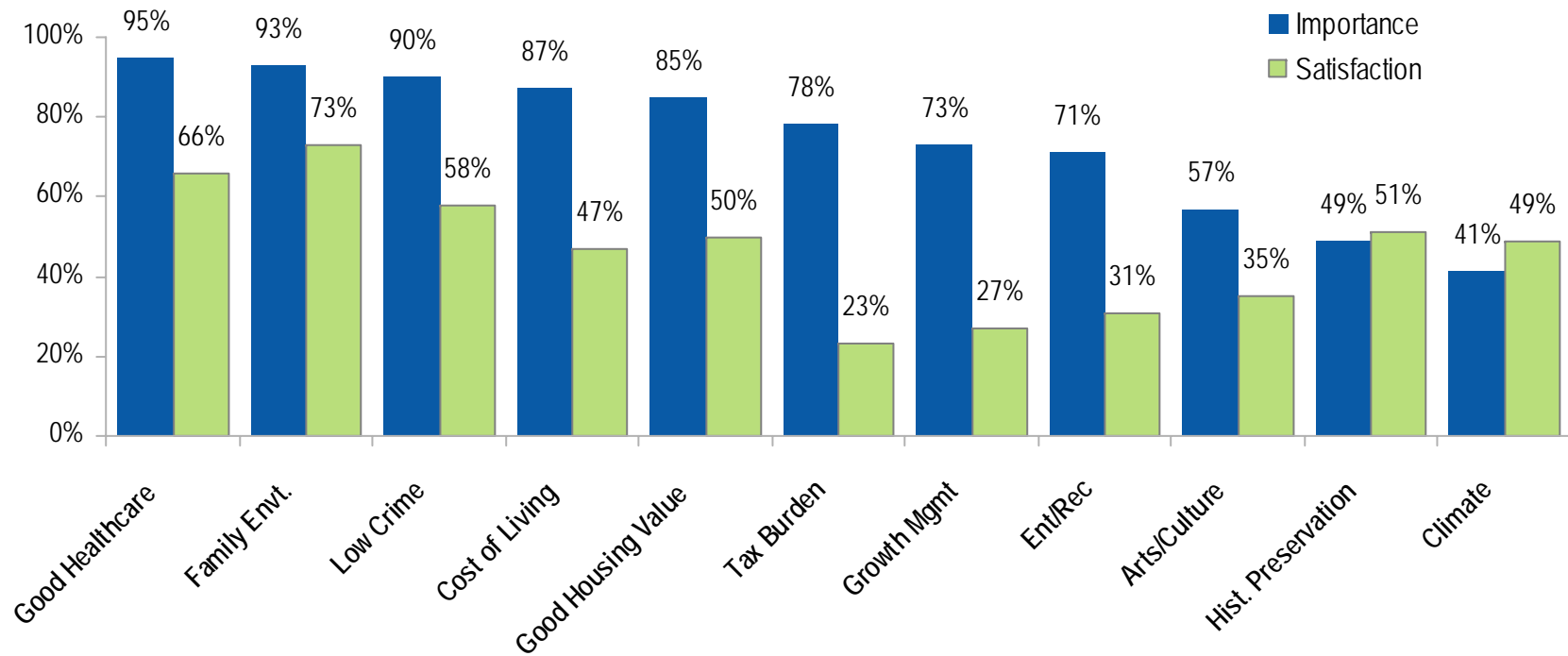
Work Environment



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

IMPORTANCE & SATISFACTION

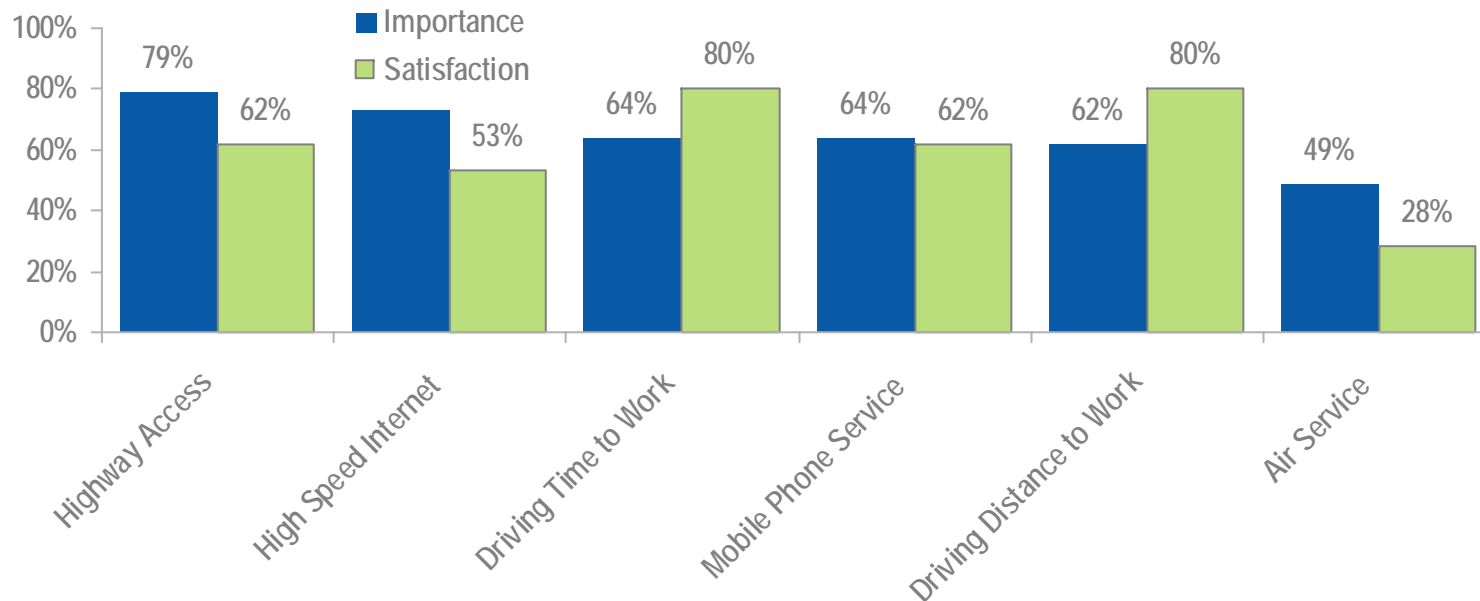
Livability



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

IMPORTANCE & SATISFACTION

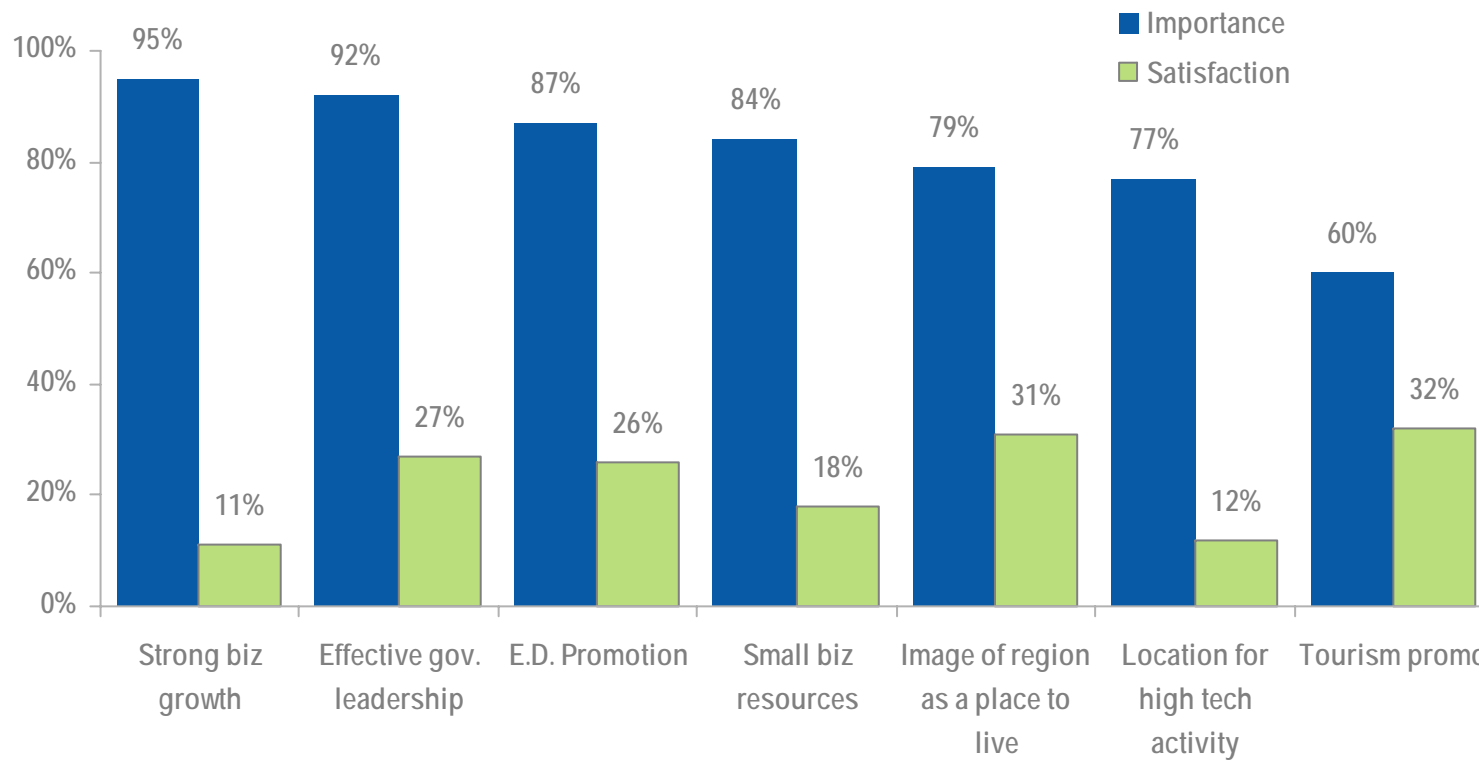
Infrastructure



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

IMPORTANCE & SATISFACTION

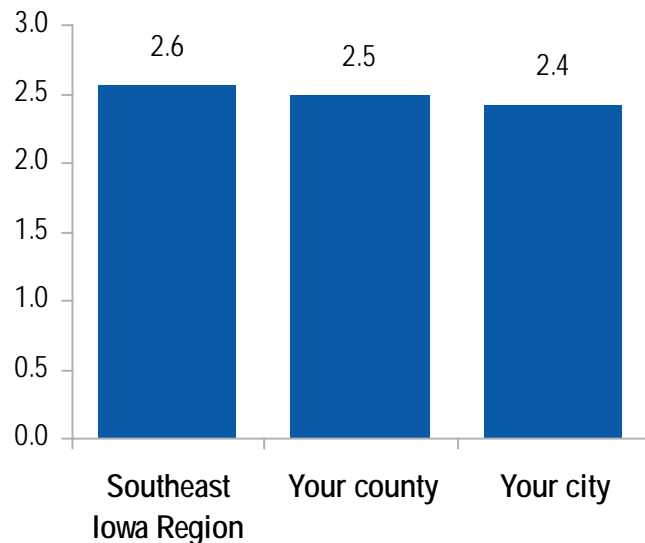
General Economy



Source: AE Survey, Average response on scale of 1 to 5 (one is important/satisfied, 1 & 2 were added to come up with the percentage)

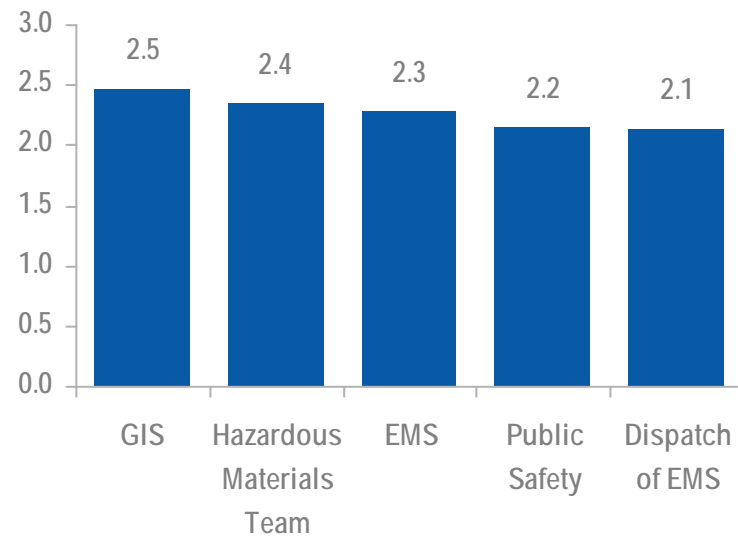
GOVERNMENT SERVICES

How well are service coordinated and performed?



Source: AE Survey, Average response on scale of 1 to 5; where 1 is extremely well

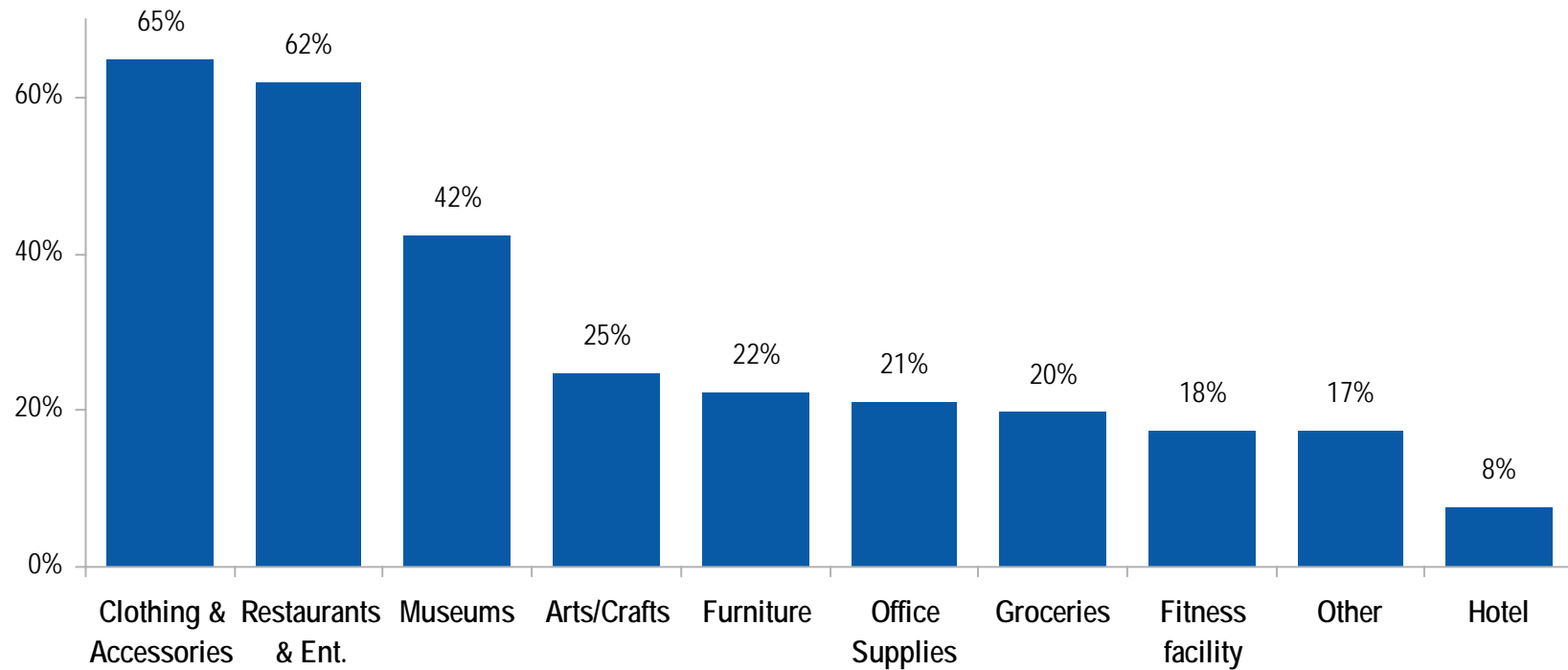
What is your degree of interest in regional coordination of the following:



Source: AE Survey, Average response on scale of 1 to 5; where 1 is extremely interested

RETAIL

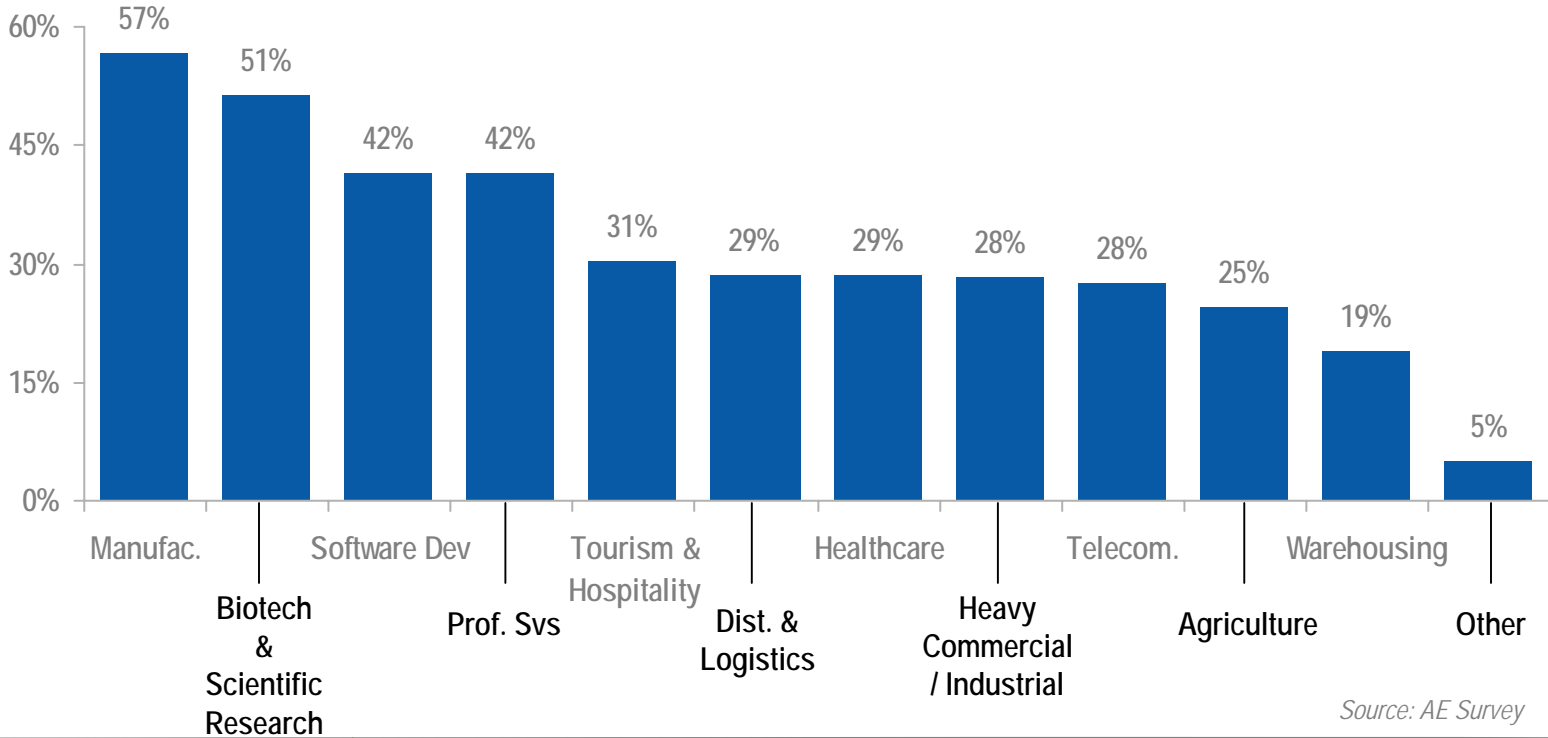
What Retail Businesses Would You Like to See Expand or Open in Southeast Iowa?



Source: AE Survey

INDUSTRY

What Industries Would You Like to See Expand or Locate in Southeast Iowa?



Source: AE Survey

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QUESTIONS OR COMMENTS?

thank you

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