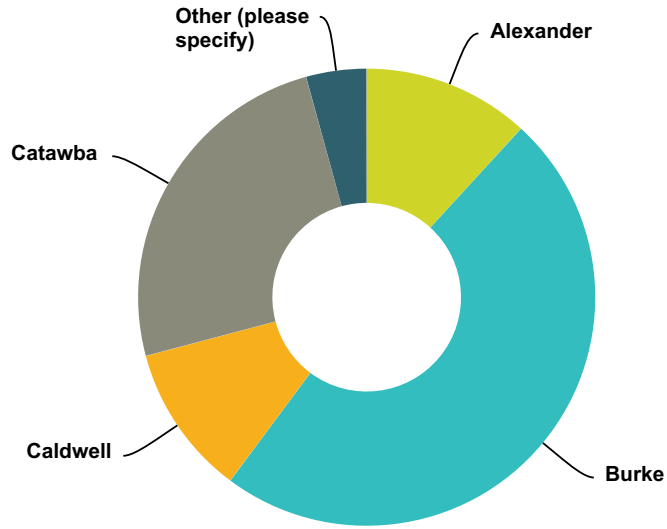


Appendix C: CEDS Survey Results (Except Open Responses)

Comprehensive Economic Development Strategy (CEDS) Survey

Q1 What county do you live in?

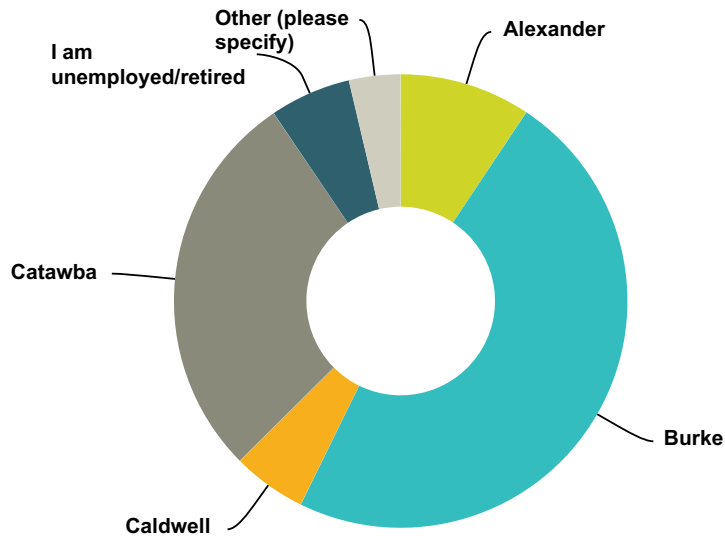
Answered: 982 Skipped: 1



Answer Choices	Responses	
Alexander	11.81%	116
Burke	48.37%	475
Caldwell	10.69%	105
Catawba	24.85%	244
Other (please specify)	4.28%	42
Total		982

Q2 What county do you work in?

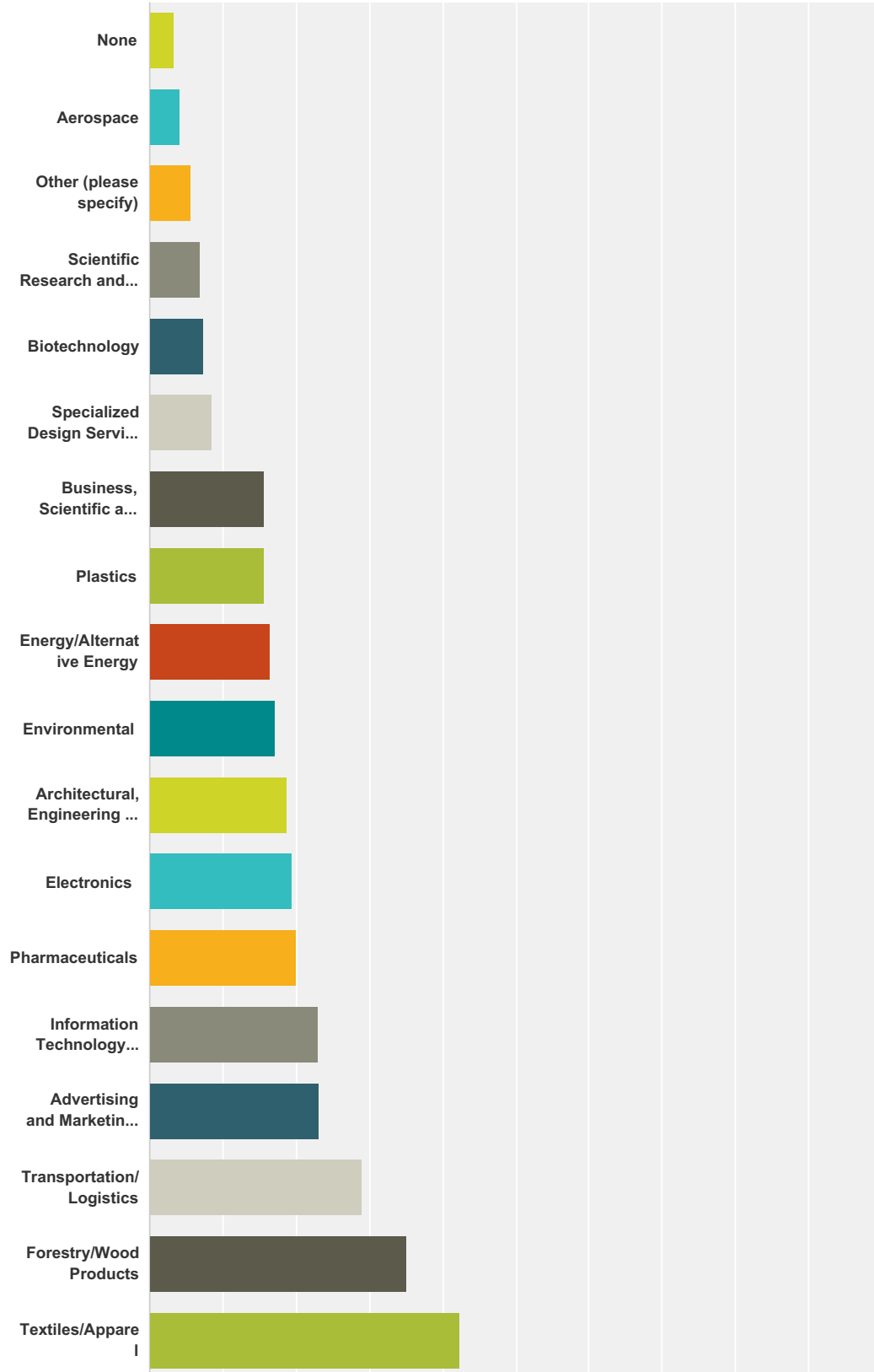
Answered: 983 Skipped: 0



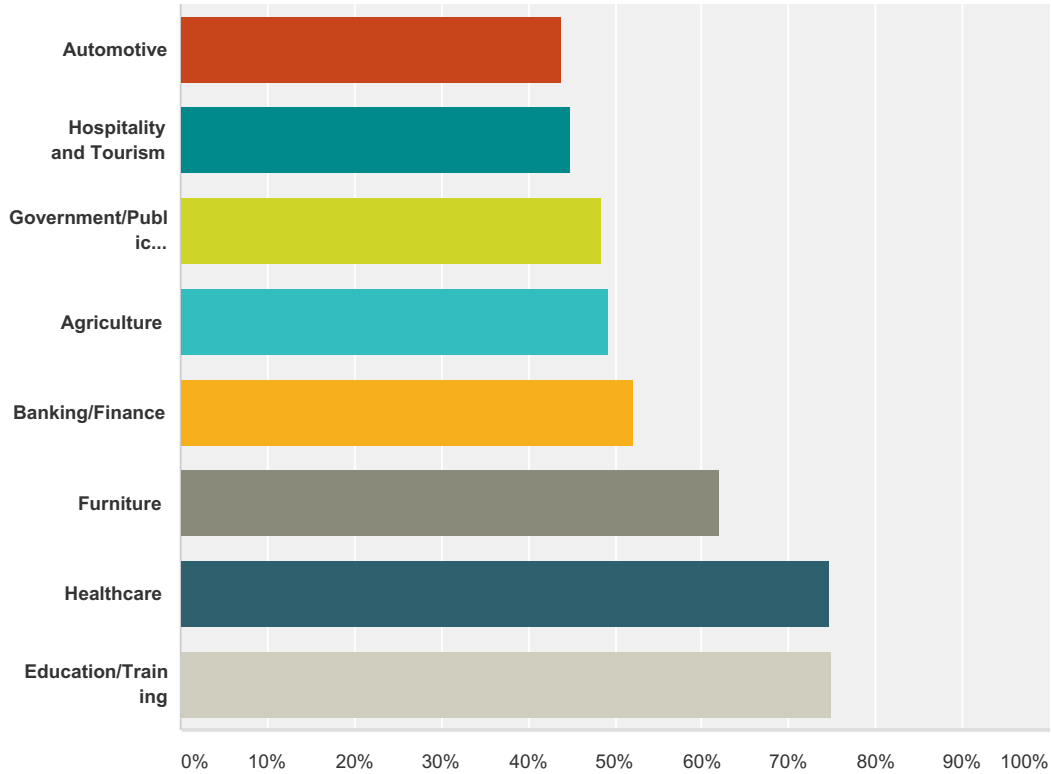
Answer Choices	Responses	
Alexander	9.36%	92
Burke	47.91%	471
Caldwell	5.29%	52
Catawba	27.98%	275
I am unemployed/retired	5.80%	57
Other (please specify)	3.66%	36
Total		983

Q3 What economic opportunities exist or are developing in your county? Choose all that apply.

Answered: 963 Skipped: 20



Comprehensive Economic Development Strategy (CEDS) Survey



Answer Choices	Responses	
None	3.32%	32
Aerospace	4.26%	41
Other (please specify)	5.71%	55
Scientific Research and Development Services	6.96%	67
Biotechnology	7.37%	71
Specialized Design Services	8.52%	82
Business, Scientific and Technical Consulting	15.68%	151
Plastics	15.68%	151
Energy/Alternative Energy	16.41%	158
Environmental	17.13%	165
Architectural, Engineering and Related Services	18.80%	181
Electronics	19.42%	187
Pharmaceuticals	20.15%	194
Information Technology Services	22.95%	221
Advertising and Marketing Services	23.16%	223
Transportation/Logistics	28.97%	279
Forestry/Wood Products	35.10%	338
Textiles/Apparel	42.37%	408

Comprehensive Economic Development Strategy (CEDS) Survey

Automotive	43.82%	422
Hospitality and Tourism	44.96%	433
Government/Public Administration	48.39%	466
Agriculture	49.33%	475
Banking/Finance	52.23%	503
Furniture	61.99%	597
Healthcare	74.66%	719
Education/Training	74.97%	722
Total Respondents: 963		

Q4 How can your county use its best resources to boost the economy?

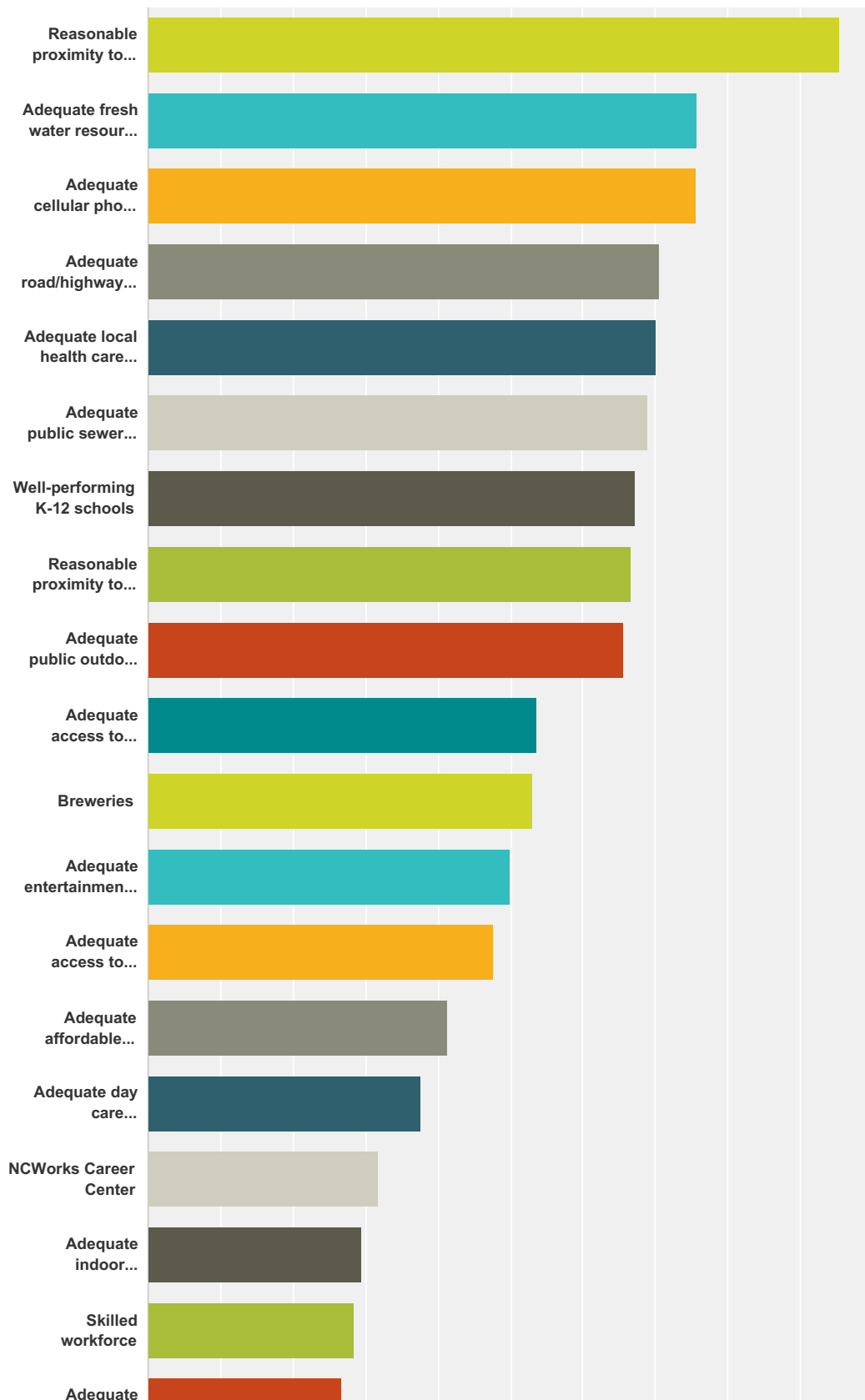
Answered: 648 Skipped: 335

Q5 What adaptive capabilities do you see for the county's economy? Adaptive capabilities might be specific skills in the county's workforce or in the built environment (such as vacant manufacturing plants or box stores) in your county that can guide a strategic renewal process.

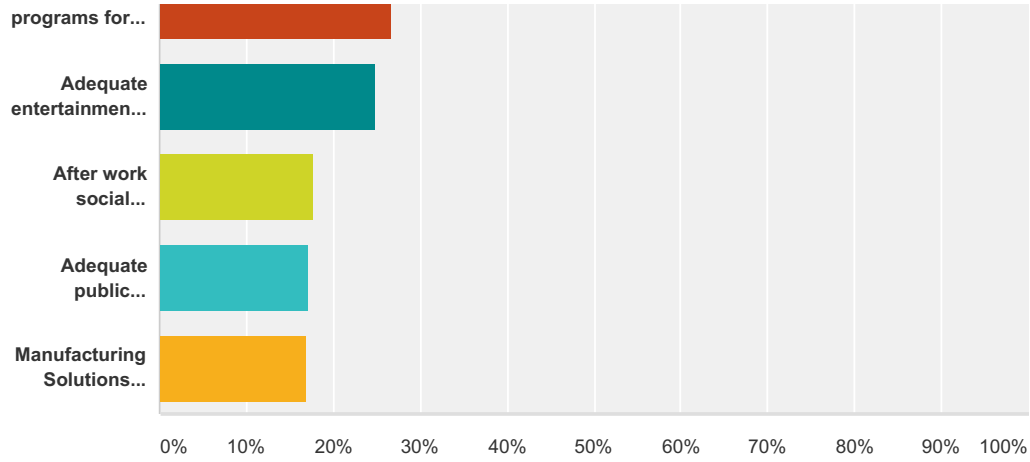
Answered: 600 Skipped: 383

Q6 Identify the existing county assets from the list below. Choose all that apply.

Answered: 959 Skipped: 24



Comprehensive Economic Development Strategy (CEDS) Survey



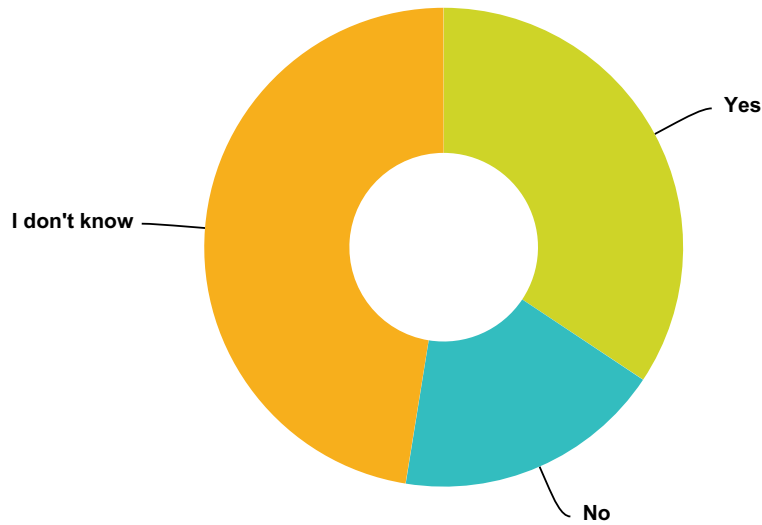
Answer Choices	Responses	
Reasonable proximity to a community college	95.31%	914
Adequate fresh water resources	75.70%	726
Adequate cellular phone service	75.50%	724
Adequate road/highway system	70.49%	676
Adequate local health care facilities	70.18%	673
Adequate public sewer systems	68.93%	661
Well-performing K-12 schools	67.15%	644
Reasonable proximity to a four-year university	66.63%	639
Adequate public outdoor recreation facilities (greenways, parks, public lands, etc.)	65.59%	629
Adequate access to high-speed internet broadband	53.60%	514
Breweries	53.08%	509
Adequate entertainment opportunities (community events, concerts, festivals, theaters)	49.84%	478
Adequate access to natural gas	47.65%	457
Adequate affordable housing choices	41.40%	397
Adequate day care opportunities	37.54%	360
NCWorks Career Center	31.70%	304
Adequate indoor recreation facilities	29.51%	283
Skilled workforce	28.47%	273
Adequate programs for the aging population	26.80%	257
Adequate entertainment venues	24.82%	238
After work social opportunities	17.83%	171
Adequate public transportation	17.21%	165
Manufacturing Solutions Center	17.00%	163

Comprehensive Economic Development Strategy (CEDS) Survey

Total Respondents: 959

Q7 Does your county currently market its assets?

Answered: 961 Skipped: 22



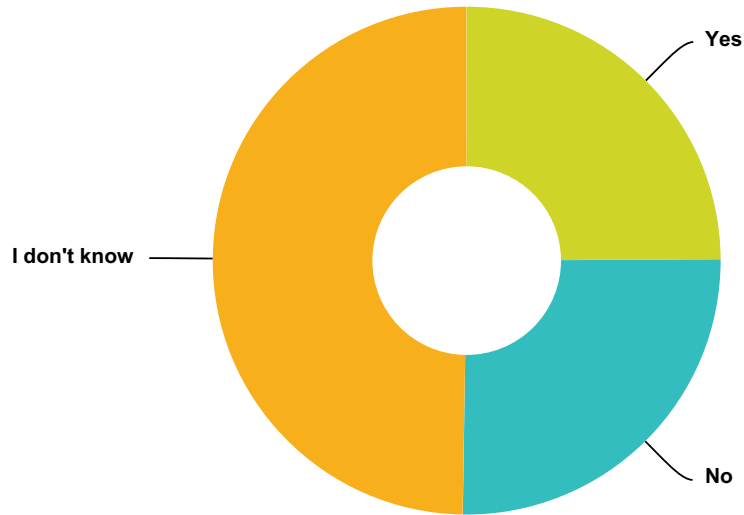
Answer Choices	Responses	
Yes	34.34%	330
No	18.21%	175
I don't know	47.45%	456
Total		961

Q8 If you answered yes to the previous question, please give some examples of county marketing efforts.

Answered: 300 Skipped: 683

Q9 Does the community you live in have a specific brand it uses for promotion of the area?

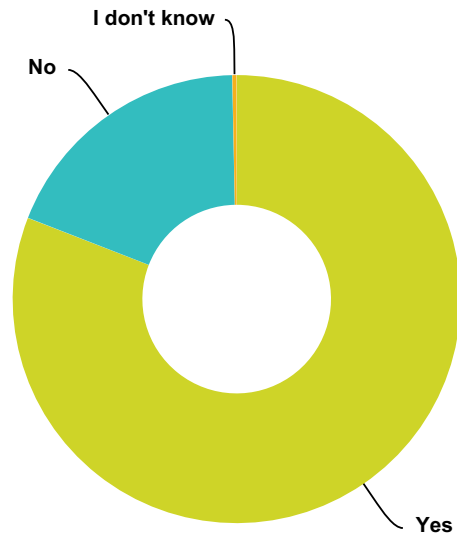
Answered: 959 Skipped: 24



Answer Choices	Responses	
Yes	24.92%	239
No	25.34%	243
I don't know	49.74%	477
Total		959

Q10 Do you have adequate high-speed internet access at home?

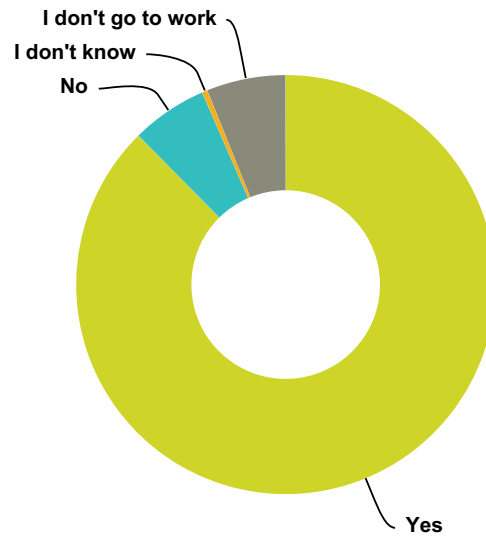
Answered: 964 Skipped: 19



Answer Choices	Responses	
Yes	80.91%	780
No	18.78%	181
I don't know	0.31%	3
Total		964

Q11 Do you have adequate high-speed internet access at work?

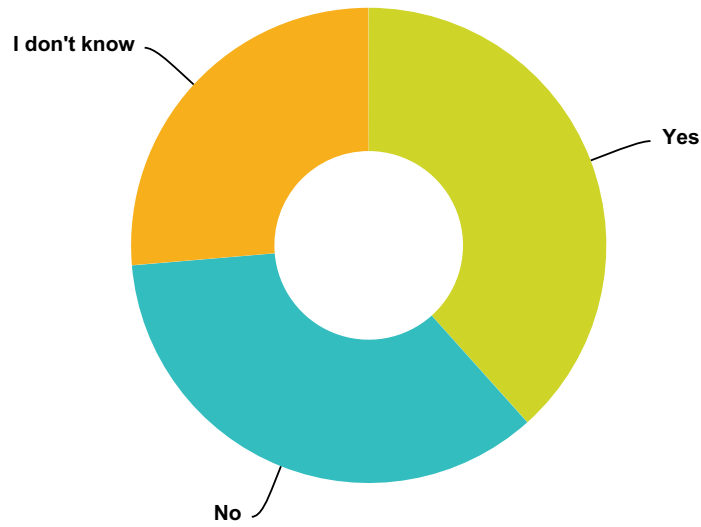
Answered: 967 Skipped: 16



Answer Choices	Responses	
Yes	87.59%	847
No	5.89%	57
I don't know	0.41%	4
I don't go to work	6.10%	59
Total		967

Q12 Do you have adequate high-speed internet access at public spaces?

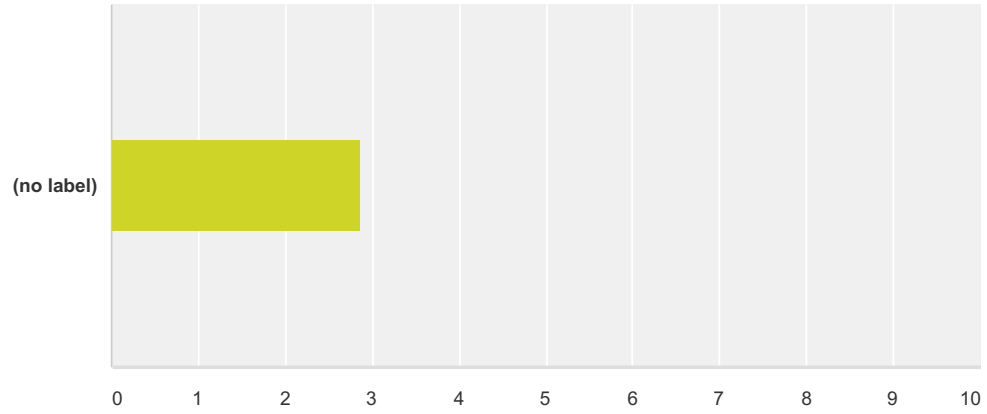
Answered: 972 Skipped: 11



Answer Choices	Responses	
Yes	38.37%	373
No	35.29%	343
I don't know	26.34%	256
Total		972

**Q13 How well does your community support affordable housing choices?
(Please rate)**

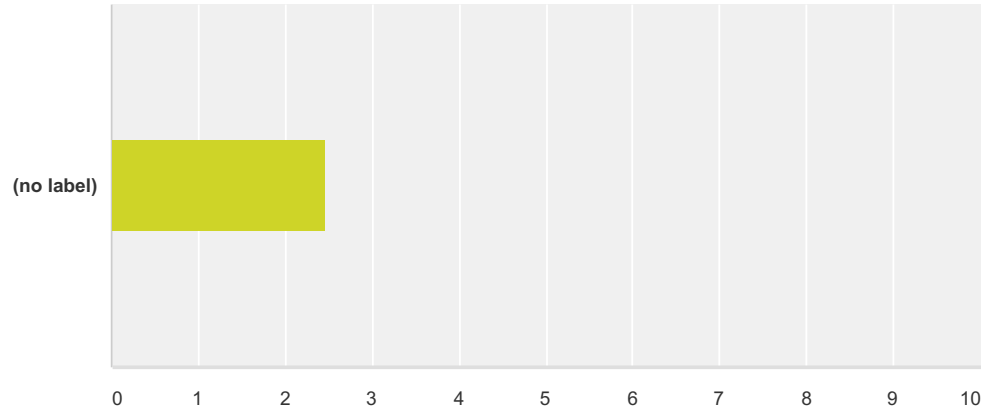
Answered: 933 Skipped: 50



	1 - None	2 - Little/Poor	3 - Adequate	4 - Good	5 - Excellent	Total	Weighted Average
(no label)	3.00% 28	28.94% 270	50.27% 469	15.86% 148	1.93% 18	933	2.85

Q14 Are there opportunities for minorities and low wealth individuals to engage in community planning? (Please rate)

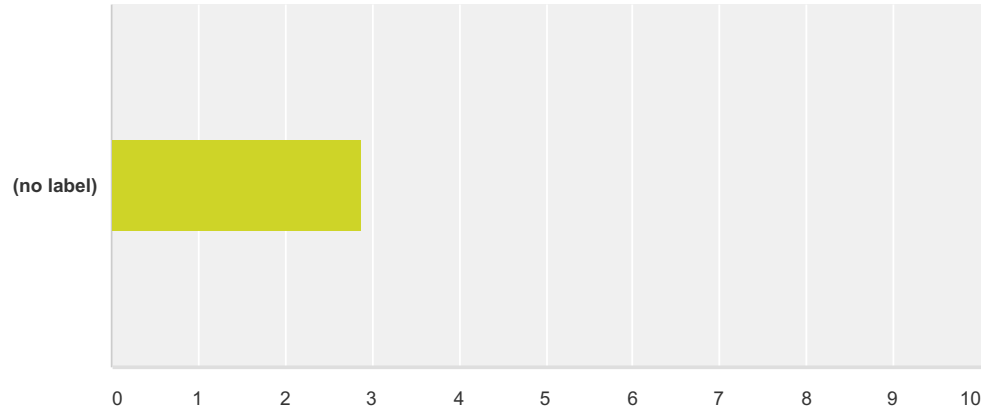
Answered: 920 Skipped: 63



	1 - None	2 - Few	3 - Adequate	4 - Good	5 - Excellent	Total	Weighted Average
(no label)	7.93% 73	52.17% 480	28.26% 260	8.37% 77	3.26% 30	920	2.47

**Q15 How well does your community invest in healthy, safe and walkable communities?
(Please rate)**

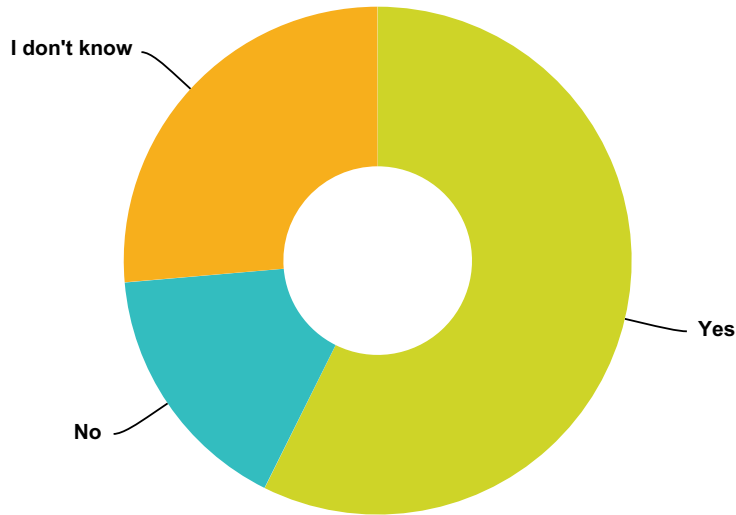
Answered: 958 Skipped: 25



	1 - No Investment	2 - Little Investment	3 - Adequate Investment	4 - Good Investment	5 - Excellent Investment	Total	Weighted Average
(no label)	3.86% 37	33.72% 323	38.00% 364	19.42% 186	5.01% 48	958	2.88

Q16 Do the municipalities within your county promote the restoration of their downtown areas?

Answered: 971 Skipped: 12



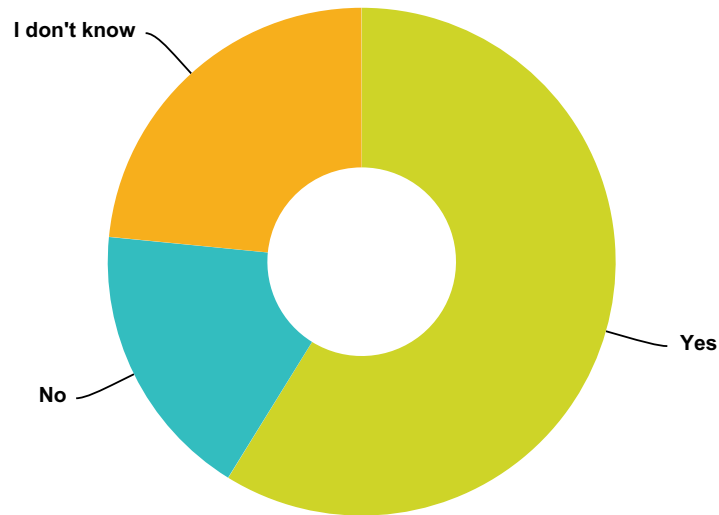
Answer Choices	Responses	
Yes	57.36%	557
No	16.27%	158
I don't know	26.36%	256
Total		971

Q17 If you answered yes to the previous question, please list the town and give examples.

Answered: 496 Skipped: 487

Q18 Does your community have the resources to develop a skilled workforce?

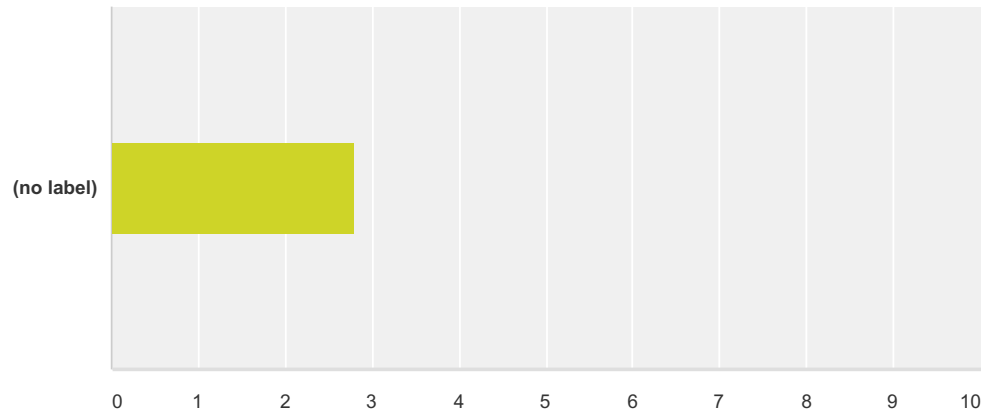
Answered: 969 Skipped: 14



Answer Choices	Responses	
Yes	58.82%	570
No	17.75%	172
I don't know	23.43%	227
Total		969

Q19 How well does your community work to maintain a skilled workforce? (Please rate)

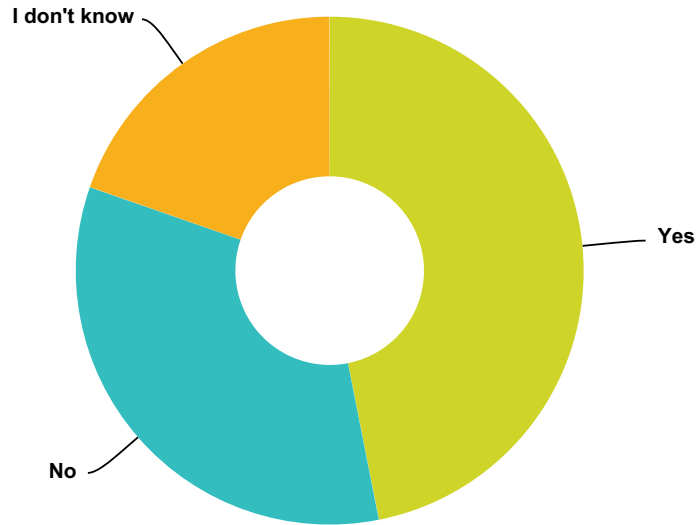
Answered: 927 Skipped: 56



	1 - None	2 - Little	3 - Adequate	4 - Good	5 - Excellent	Total	Weighted Average
(no label)	2.59% 24	35.38% 328	43.26% 401	16.72% 155	2.05% 19	927	2.80

Q20 Do you believe there are gaps in educational resources? (Including K-12, Community College, University, etc.)

Answered: 966 Skipped: 17



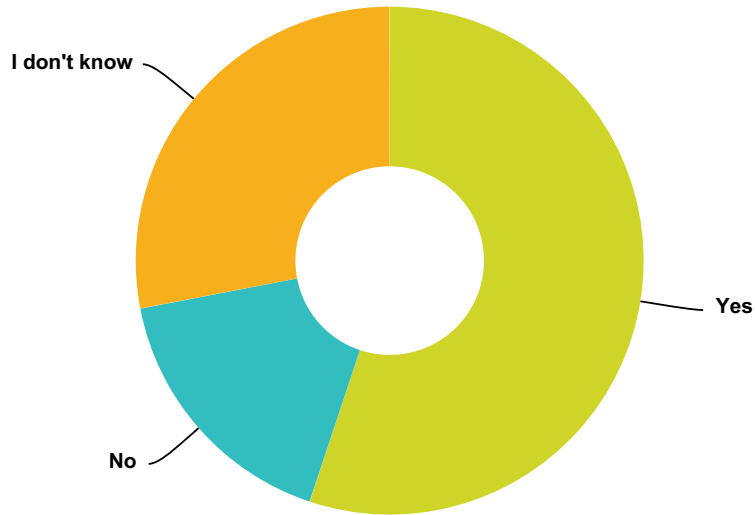
Answer Choices	Responses	
Yes	46.89%	453
No	33.44%	323
I don't know	19.67%	190
Total		966

Q21 If you answered yes to the previous question, please specify.

Answered: 380 Skipped: 603

Q22 Does your local government encourage small businesses to locate and grow in your community?

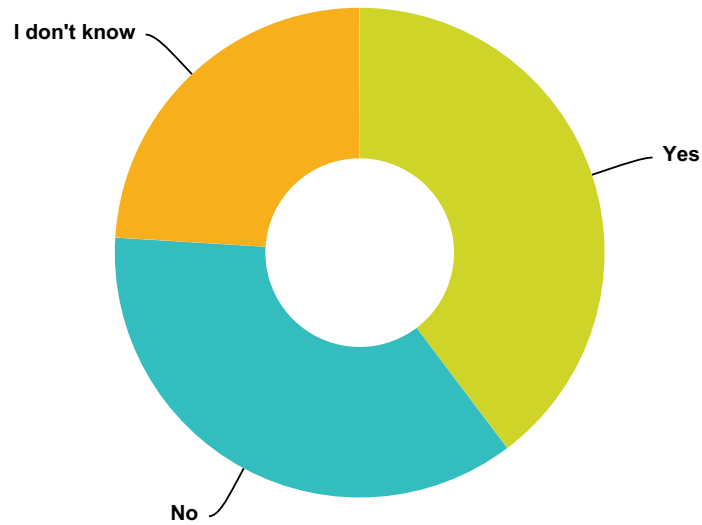
Answered: 967 Skipped: 16



Answer Choices	Responses	
Yes	55.12%	533
No	16.86%	163
I don't know	28.02%	271
Total		967

Q23 Do you believe your community has gaps in its healthcare services?

Answered: 962 Skipped: 21



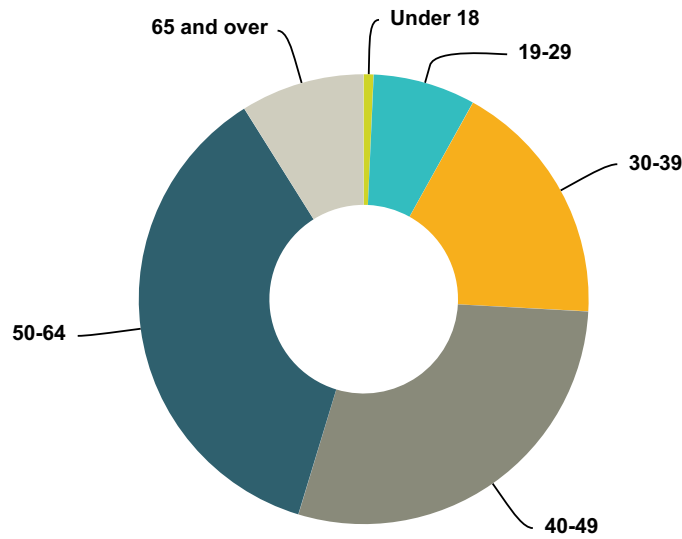
Answer Choices	Responses	
Yes	39.71%	382
No	36.28%	349
I don't know	24.01%	231
Total		962

Q24 If you answered yes to the previous question, please specify.

Answered: 313 Skipped: 670

Q25 Please select your age range:

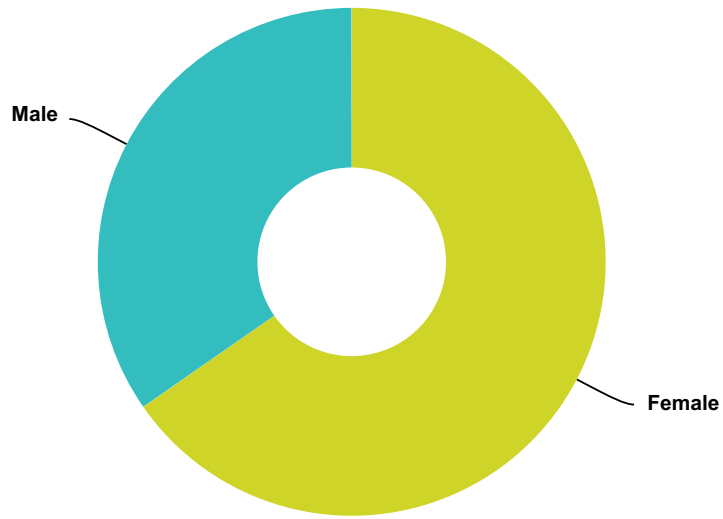
Answered: 978 Skipped: 5



Answer Choices	Responses	
Under 18	0.72%	7
19-29	7.36%	72
30-39	17.79%	174
40-49	28.83%	282
50-64	36.40%	356
65 and over	8.90%	87
Total		978

Q26 Please specify your gender:

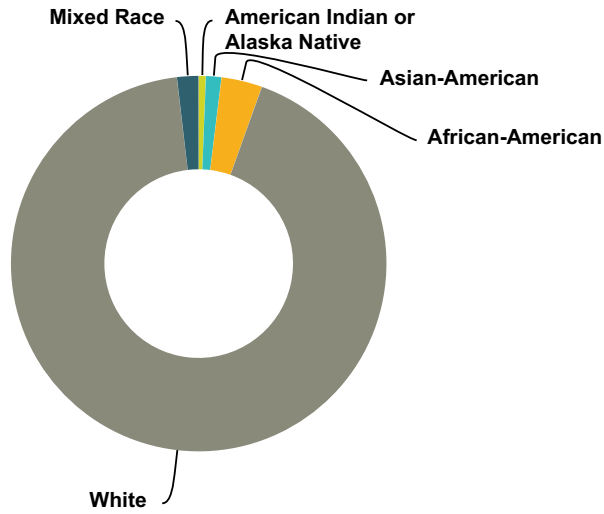
Answered: 969 Skipped: 14



Answer Choices	Responses	
Female	65.33%	633
Male	34.67%	336
Total		969

Q27 Please specify your race:

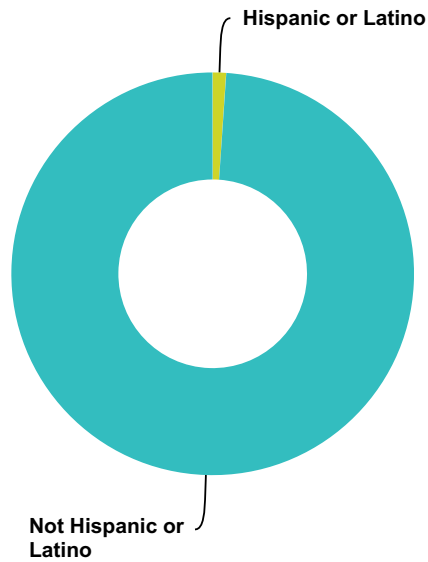
Answered: 970 Skipped: 13



Answer Choices	Responses	
American Indian or Alaska Native	0.62%	6
Asian-American	1.34%	13
African-American	3.51%	34
White	92.68%	899
Mixed Race	1.86%	18
Total		970

Q28 Please specify your ethnicity:

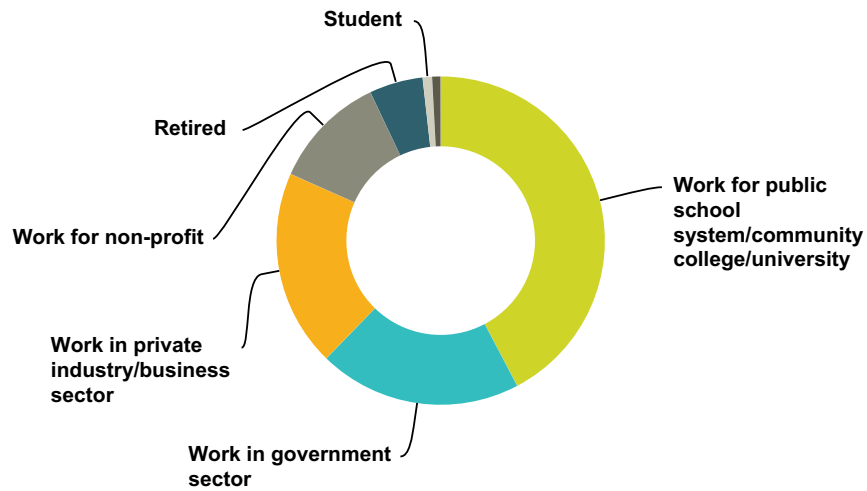
Answered: 931 Skipped: 52



Answer Choices	Responses	
Hispanic or Latino	1.07%	10
Not Hispanic or Latino	98.93%	921
Total		931

Q29 What is your employment status?

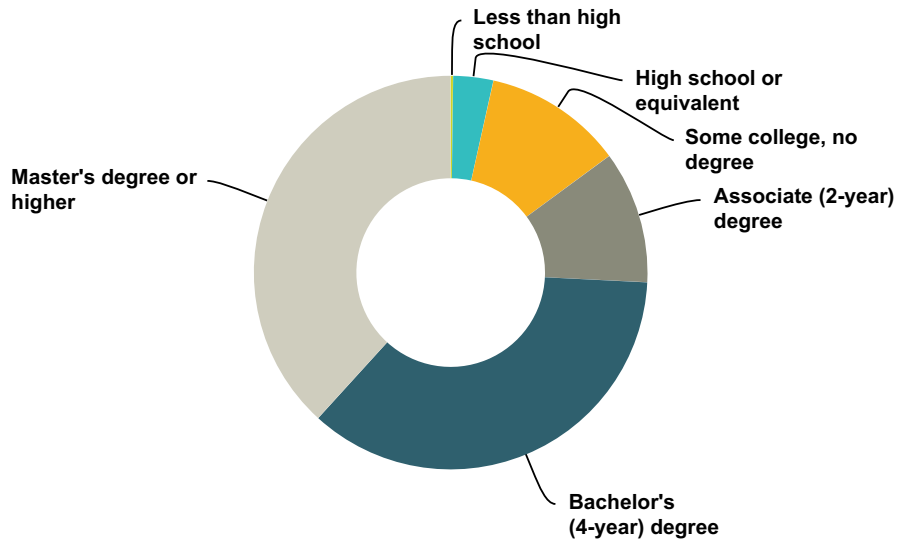
Answered: 965 Skipped: 18



Answer Choices	Responses	
Work for public school system/community college/university	42.28%	408
Work in government sector	20.00%	193
Work in private industry/business sector	19.38%	187
Work for non-profit	11.30%	109
Retired	5.28%	51
Student	0.93%	9
Unemployed, seeking employment	0.83%	8
Total		965

Q30 Please indicate your educational attainment level:

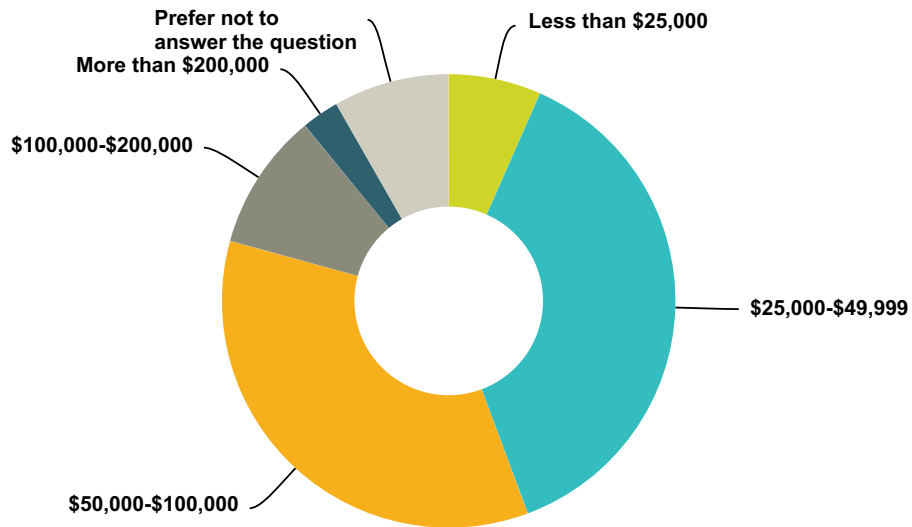
Answered: 973 Skipped: 10



Answer Choices	Responses
Less than high school	0.21% 2
High school or equivalent	3.29% 32
Some college, no degree	11.41% 111
Associate (2-year) degree	10.89% 106
Bachelor's (4-year) degree	35.97% 350
Master's degree or higher	38.23% 372
Total	973

Q31 What were your individual (not household) earnings in 2016?

Answered: 970 Skipped: 13



Answer Choices	Responses	
Less than \$25,000	6.60%	64
\$25,000-\$49,999	37.73%	366
\$50,000-\$100,000	34.95%	339
\$100,000-\$200,000	9.79%	95
More than \$200,000	2.68%	26
Prefer not to answer the question	8.25%	80
Total		970

Q32 Do you have any other thoughts about the region's economic competitiveness that you would like to share with us?

Answered: 341 Skipped: 642