

Constant Contact Survey Results

Survey Name: Small Business Survey - Windham County

1-Oct-14

1. Please check the sector that best describes the business you operate.

	Number of Response(s)	Response Ratio
Agricultural, Forestry	1	3.5%
Computer, I.T.	2	1.7%
Construction	3	5.3%
Education	6	10.7%
Finance, Insurance or Real Estate	5	5.3%
Health, Community Service	4	7.1%
Manufacturing	1	1.7%
Professional Services	7	10.7%
Trade Services	2	1.7%
Retail Sales and Services	12	19.6%
Food Services	5	8.9%
Leisure and Hospitality	11	19.6%
Arts, entertainment	1	1.7%
Wholesale Trade	1	1.7%
Other*	6	21.4%
Total	56	100%

* Note - moved 6 reposes under "other" to appropriate sectors - AR 10/2

2. How many employees does your business presently have (please include yourself)?

	Number of Response(s)	Response Ratio	Extended Employees
1-5	20	36.3%	20 - 100
6-10	15	27.2%	90 - 150
11-15	7	12.7%	77 - 105
16-20	7	12.7%	112 - 140
20-30	2	3.6%	40 - 60
31-40	1	1.8%	31 - 40
41-50	3	5.4%	123 - 150
Total	55	100%	493 - 745

351 - 523 Actual FT

3. How many employees are part-time??

29% - 30%
PT of above
FT total

	Number of Response(s)	Response Ratio	Extended Employees
1 - 2	23	41.0%	23 - 46
3 - 4	10	17.8%	30 - 40
5 - 6	5	8.9%	25 - 30
7 - 8	2	3.5%	14 - 16
9 - 10	3	5.3%	27 - 30
11 - 12	2	3.5%	22 - 24
13 - 14	0	0.0%	
15 - 16	1	1.7%	15 - 16
17 - 18	0	0.0%	
19 - 20	1	1.7%	19 - 20
Other	9	16.0%	142 - 222
No Responses	0	0.0%	
Total	56	100%	

SeVEDS and Windham County Chambers of Commerce
Small Business Survey

4. How many new positions do you think you will add in the next 5 years?

	Number of Response(s)	Response Ratio	Extended Employees
1	8	14.2%	8
2	13	23.2%	26
3	6	10.7%	18
4	7	12.5%	28
5	5	8.9%	25
6	2	3.5%	12
7	0	0.0%	0
8	2	3.5%	16
9	0	0.0%	0
10	1	1.7%	10
no new employees projected	8	14.2%	
we will downsize	0	0.0%	143
Other	3	5.3%	
No Responses	1	1.7%	
Total	56	100%	65 Full Time 45%

5. How many positions do you think will be part-time?

	Number of Response(s)	Response Ratio	Extended Employees Part Time
1	16	28.5%	16
2	12	21.4%	24
3	5	8.9%	15
4	1	1.7%	4
5	2	3.5%	10
6	0	0.0%	0
7	0	0.0%	0
8	0	0.0%	0
9	1	1.7%	9
10	0	0.0%	0
none	15	26.7%	
Other	4	7.1%	78
No Responses	0	0.0%	
Total	56	100%	55%

6. How many positions do you think you will need to replace due to turn over and/or retirement in the next 5 years?

	Number of Response(s)	Response Ratio	
1 - 5	40	71.4%	40 - 200
6-10	7	12.5%	49 - 70
11-15	2	3.5%	22 - 30
16-20	2	3.5%	32 - 40
21-25	0	0.0%	
Other	5	8.9%	143 - 340
No Responses	0	0.0%	
Total	56	100%	

SeVEDS and Windham County Chambers of Commerce
Small Business Survey

7. Please indicate which occupational or educational skills your workforce has a need for or which skills you have identified as being in short supply during your recruiting efforts.

	Number of Response(s)	Response Ratio
Customer Service / Sales / Marketing	22	39.2%
Office/Administrative	20	35.7%
Computer /I.T	14	25.0%
Food Preparation/Service	14	25.0%
Other	11	19.6%
Supervision & Management	10	17.8%
Accounting	9	16.0%
Writing/Editing	7	12.5%
Graphic Arts and Imaging	6	10.7%
Repair/ Maintenance	6	10.7%
Health Care	4	7.1%
Farming/Food Production	3	5.3%
Project Management	3	5.3%
Building / Construction	2	3.5%
Law	2	3.5%
Engineering / Technologies	1	1.7%
Human Resources	1	1.7%
Lean/Six Sigma/Process Improvement	1	1.7%
Manufacturing/Production	1	1.7%
Fork Lift Operation	0	0.0%
Machining	0	0.0%
Total	56	100%

8. Please indicate any gaps in workplace "Soft Skills" you have identified during your recruiting efforts

	Number of Response(s)	Response Ratio
Communication/Interpersonal Skills	30	55.5%
Problem Solving	25	46.2%
Customer Service/ Sales Skills	23	42.5%
Critical and Analytical Thinking	22	40.7%
Good Attendance Record/Dependability	22	40.7%
Adaptability	21	38.8%
Teamwork	19	35.1%
Leadership/Managerial Skills	17	31.4%
Trainability	16	29.6%
Following Directions	15	27.7%
Math Skills	15	27.7%
Reading & Using Information	14	25.9%
Writing	12	22.2%
Other	10	18.5%
Total	54	100%

9. As your business looks toward the future, what type of workforce training will be of most value to you if you need to improve your workforce? Please prioritize the choices below.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Most Valuable	Valuable	Least Valuable
Occupational Skills	20 38%	30 57%	3 6%
* Soft Skills/Personal	33 62%	19 36%	1 2%
Educational course work	9 17%	27 51%	17 32%

10. What training resources have you used to meet the skill needs of your workforce?

**SeVEDS and Windham County Chambers of Commerce
Small Business Survey**

	Number of Response(s)	Response Ratio
In House Trainers/On the Job Training	43	76.7%
Seminars	30	53.5%
Self-study/Online Training	26	46.4%
Private Vendor Training	9	16.0%
Four Year College or University	7	12.5%
Local Community College	4	7.1%
None	4	7.1%
Other	2	3.5%
Total	56	100%

11. Would a standardized work readiness skills training and certification credential that demonstrates a worker's aptitude and employability skills be useful to you in your recruiting efforts?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very Useful	Somewhat Useful	Useful	Not Useful	Already used
	5	19	12	18	2
	9%	34%	21%	32%	4%

12. What methods do you use for hiring?

	Number of Response(s)	Response Ratio
Word of Mouth	47	83.9%
Social Networking	31	55.3%
Local Newspapers	29	51.7%
Electronic Job Boards/Internet Postings	25	44.6%
Education Institutions	13	23.2%
Recruiting Agency/Temporary Employment Services	6	10.7%
Other	8	14.2%
Job Fairs	4	7.1%
Total	56	100%

13. Indicate the primary reasons rejected applicants are not qualified for the positions posted.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	First Choice	Second Choice	Third Choice
	21	12	8
Lack of relevant work experience	51%	29%	20%
Lack of technical skills	10	17	14
	24%	41%	34%
Poor attitude or presentation	24	11	6
	59%	27%	15%
Criminal record or not passing drug screening	13	4	24
	32%	10%	59%
Other (please specify)	15	2	24
	37%	5%	59%
23 Comment(s)			

14. What measure(s) is your business taking to address skill needs?

	Number of Response(s)	Response Ratio
In-house skills training / mentoring	41	74.5%
Increasing retention efforts	12	21.8%
Nothing	9	16.3%
Predicting future skills needs	7	12.7%

**SeVEDS and Windham County Chambers of Commerce
Small Business Survey**

Conducting a Skills Inventory	4	7.2%
Applying for / seeking funding to address needs	4	7.2%
None, Using outside private consultants / providers to assist	3	5.4%
Working with local education institutions to provide training	3	5.4%
Other	2	3.6%
Total	55	100%

15. Would you please provide the following contact information for the business?

First Name	48
Last Name	48
Company Name	48
Work Phone	48
Email Address	48
Address 1	48
Address 2	11
City	48
State/Province (US/Canada)	48
Postal Code	48