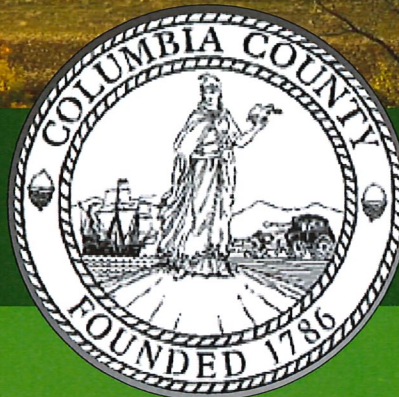




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Research Institute

Survey of Upstate New York Business Leaders

Dr. Don Levy
April 24, 2018

Columbia County Business Leaders Study?

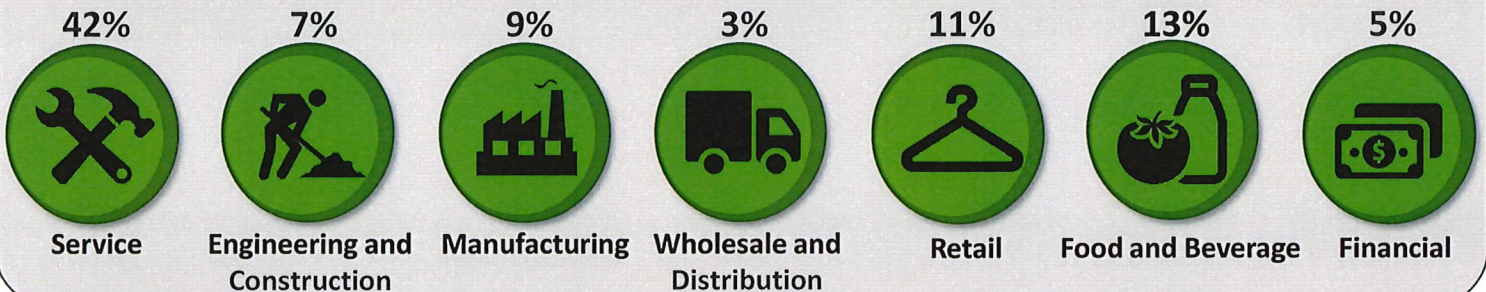


SCRI conducted the Columbia County Business Leader Survey from March 19, 2018– April 6, 2018.



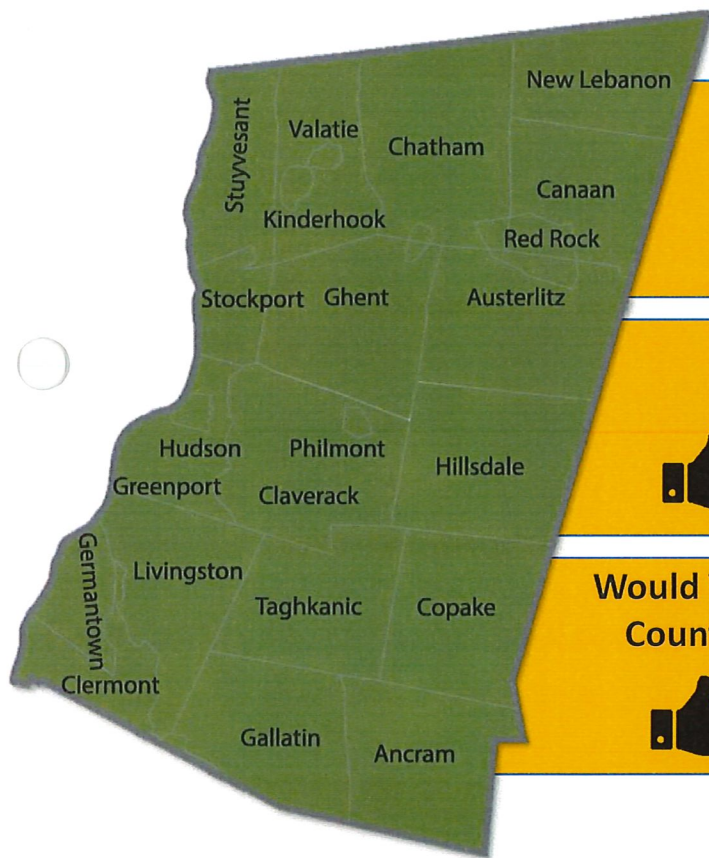
SCRI emailed surveys to 1555 businesses based upon a list provided by the CEDC

The survey broke down the businesses into the following industry categories:



SCRI interviewed 176 CEO's of companies in Columbia County for a margin of error of $\pm 7.4\%$.

Columbia County Business Location



Time Located in Columbia County

11 years or more: **56%**

10 years or fewer: **26%**



Will Your Business be in Columbia County in 10 years



Yes
61%



No
22%



Would You Locate Your Business in Columbia County if you Could do it All Over Again?



Columbia
60%



Someplace else
22%



How the Index is Compiled

Current

How would you describe the **current business or economic conditions** in New York State as compared with six months ago?



Better



Same



Worse

Future

Looking forward from today through next year, that is, the entire 2018 year, how would you describe your expectations **for the economy in New York State?**



Better



Same



Worse

Current Industry

Thinking specifically about **your industry**, how would you describe the current business or economic conditions in New York State compared with six months ago?



Better



Same



Worse

Future Industry

And **looking forward** from today through the next year, how would you describe your expectations **for your industry** here in New York?



Better



Same



Worse

Business Success

Thinking about your business in Columbia County, how would you describe your business compared to 12 months ago?

More
Successful



Same



Less
Successful



How the Index is Compiled

Worse

Same

Better

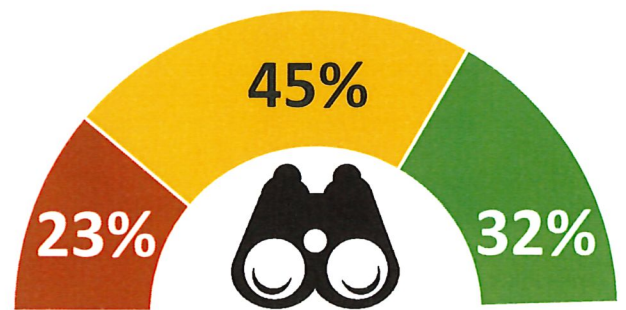
Current
Success



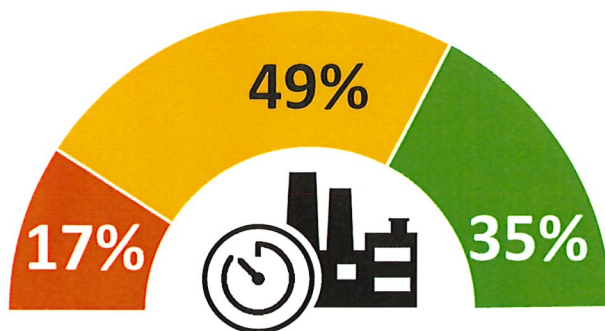
Current



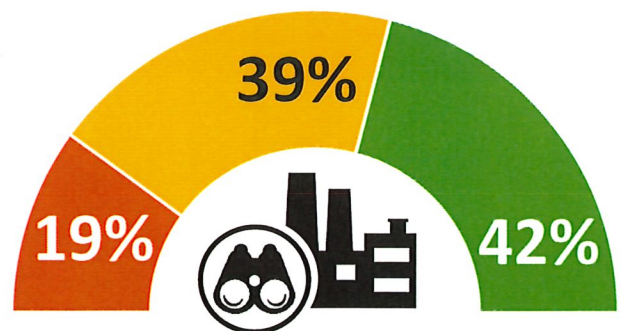
Future



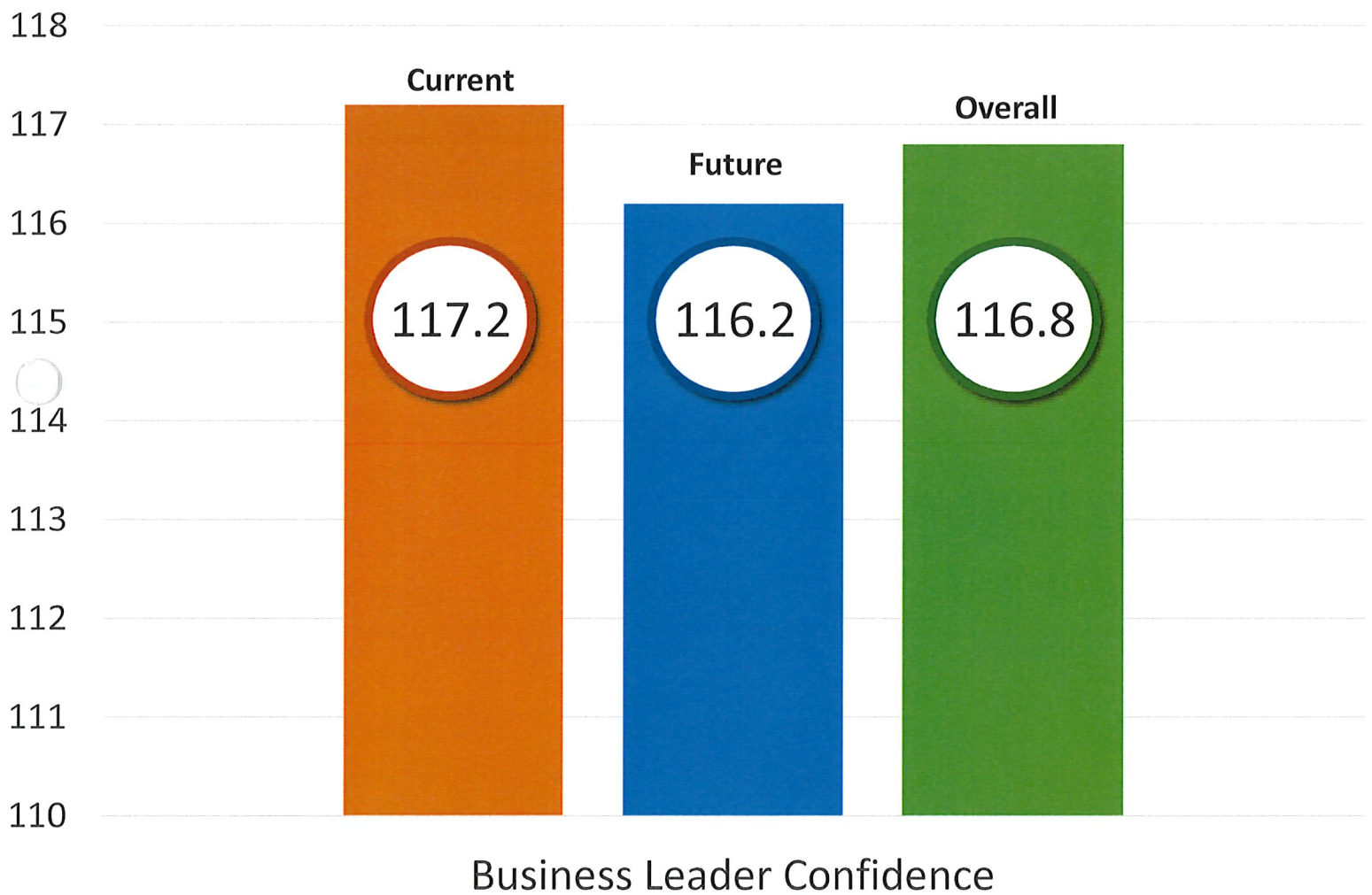
Current Industry



Future Industry



Columbia Business Leader Index



Business Leader Index: Cluster Analysis



Optimistic

Business leaders in the optimistic group describe an economy in which they see improved conditions and expect better days ahead.

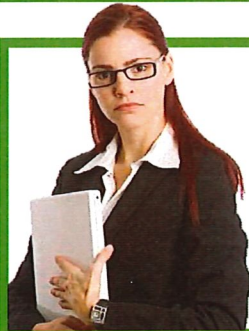
44%



Treading Water (Middle)

Business leaders in the middle group are treading water. They tend to feel as though the economy is stable but do not anticipate improving conditions.

43%

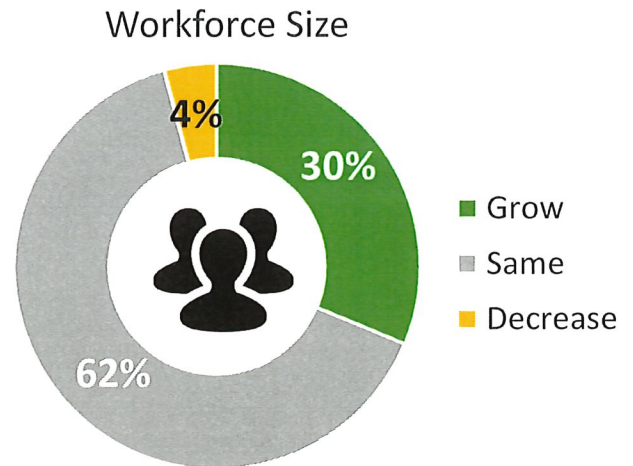
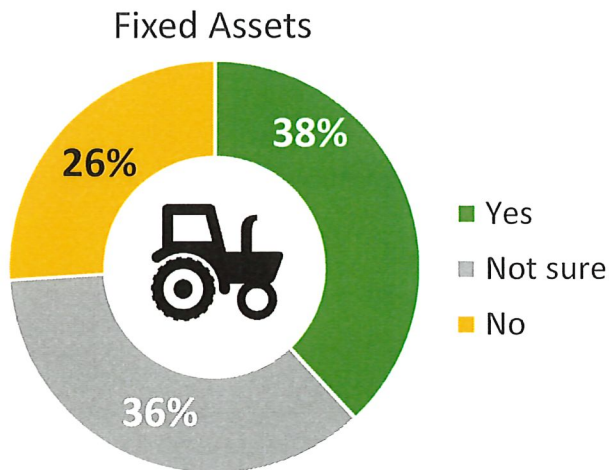
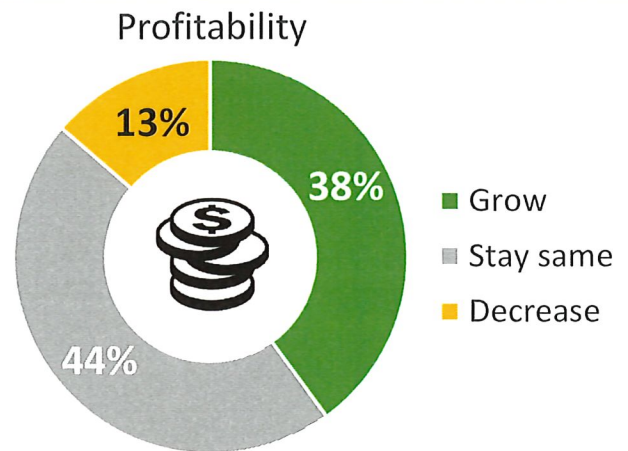
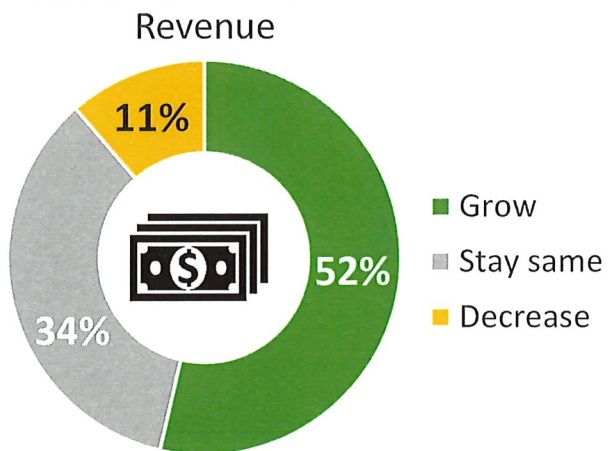


Pessimistic

Business leaders in the pessimistic group feel as though conditions have worsened recently and expect further decline.

13%

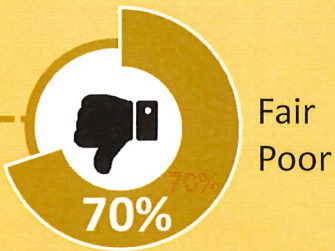
Columbia Business Leader Expectations



Columbia Business Leaders' Relationship With Government

Would you say the [Federal/State] government is doing an excellent, good, fair or poor job of creating a business climate in which companies like yours will succeed?

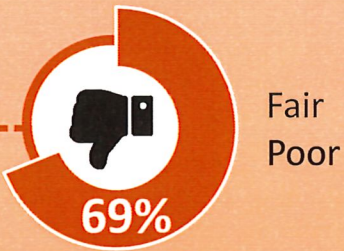
FEDERAL



71%
Not
confident
government
can improve
business
climate



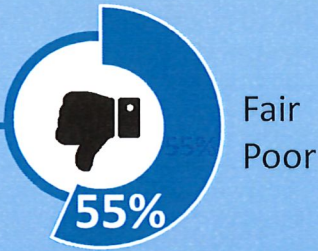
STATE



63%
Not
confident
government
can improve
business
climate



LOCAL

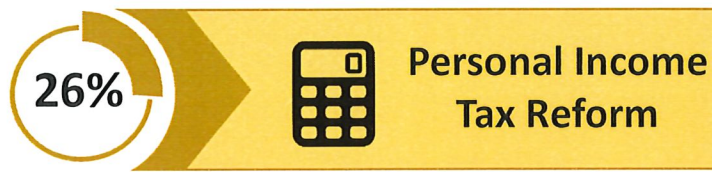
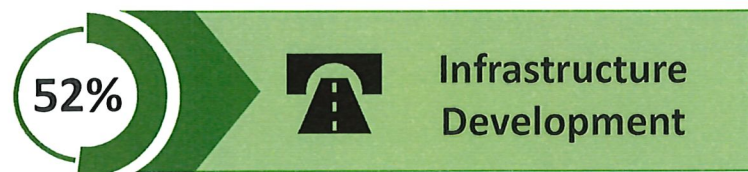


47%
Not
confident
government
can improve
business
climate



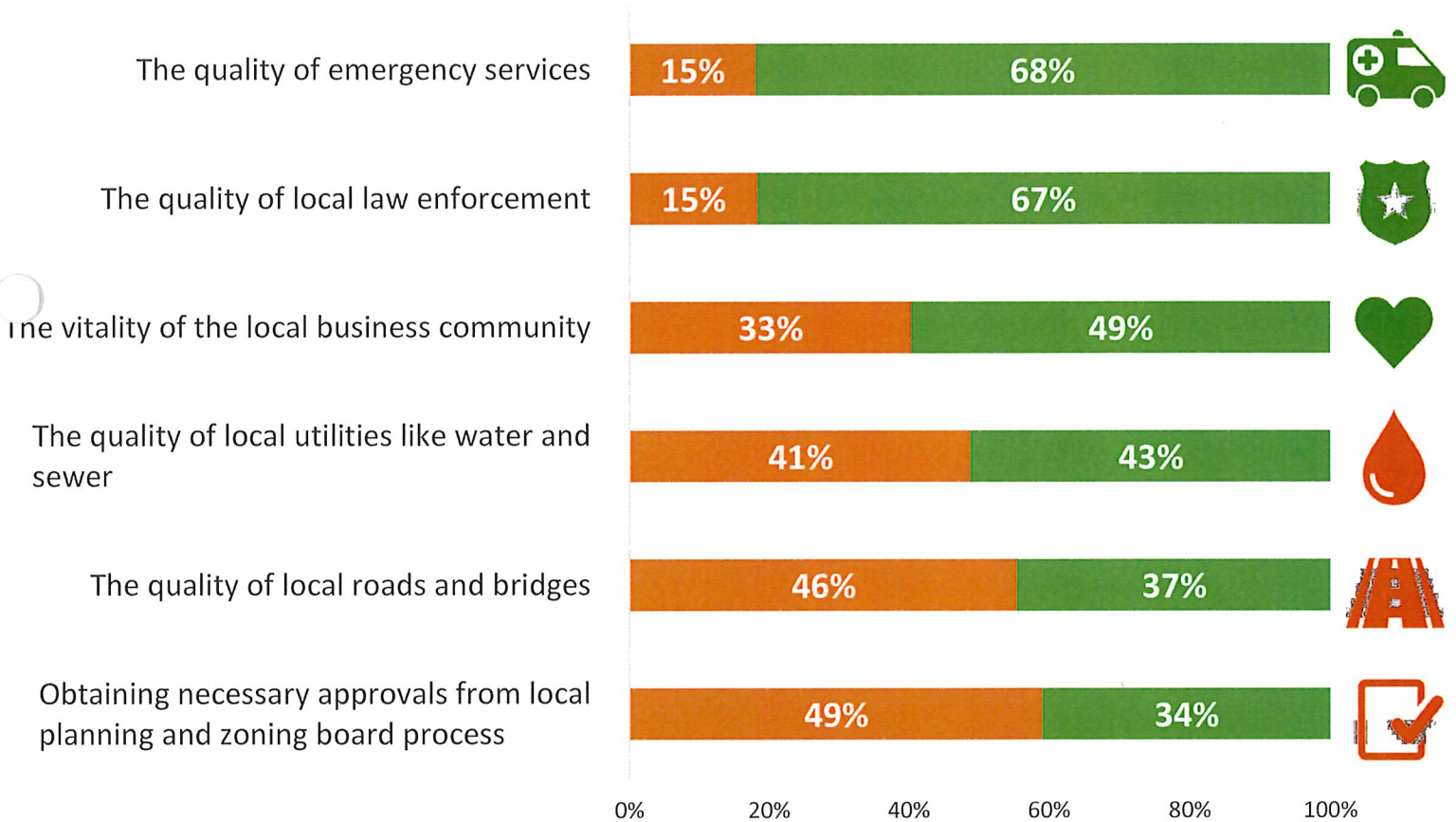
Columbia Business Leaders' Relationship with Government

What would you like to see the Governor and Legislature of New York focus on?



Attributes of Columbia County

■ Fair/Poor ■ Excellent/Good



Columbia Business Leaders on Local Area

Business leader ratings of "Excellent" or "Good" for their area



Place consumers want to live



Appropriate job training



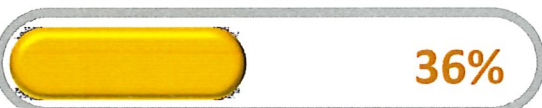
Consumer confidence



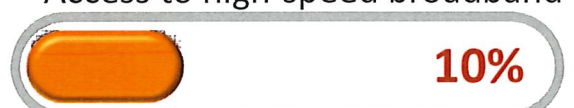
Affordable housing



Area businesses can succeed



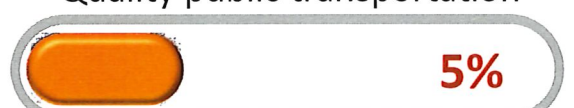
Access to high-speed broadband



Local government business support



Quality public transportation



Shovel ready sites



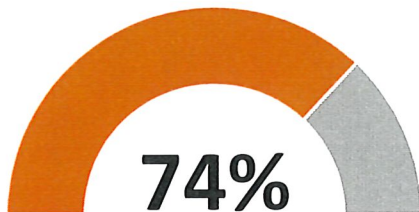
Workforce Quality Problems

14% of CEOs rate the suitable workforce of their local area as “excellent or good.”

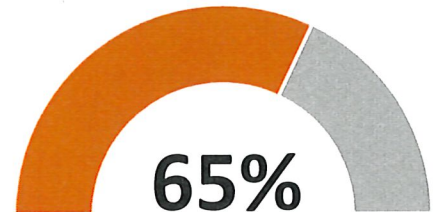
Very/somewhat significant problem



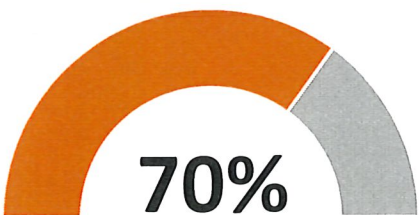
Technical skills



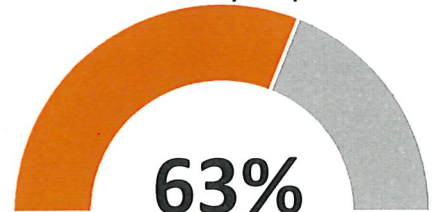
Drug & alcohol abuse



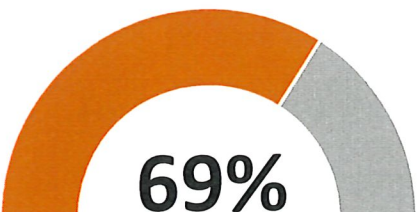
Their work ethic



Realistic salary expectations



Verbal and writing ability



Conclusions

Job Training and Apprenticeship Programs!!!

44% in Optimistic Group, Index > 100, Poised for Good Year

Revenue and Profit Expectations Strong; Concerned about Workforce Suitability; 40% Confident in Local Government

Despite Workforce, Housing, Broadband & Transportation Worries, Business Leaders Committed to Columbia County



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