

## SURVEY RESULTS



# ECONOMIC DEVELOPMENT STRATEGY

Pikes Peak region, Colorado

PRESENTED BY:





**SURVEY RESULTS**

# SURVEY INFORMATION

- The Pikes Peak region surveys had 1,167 responses:
  - The Pikes Peak region Business Survey had 359 respondents.
  - The Pikes Peak region Community Survey had 808 respondents.
- This represents 0.19% of the region's population.
- The surveys were open for 6 weeks.



**BUSINESS RESULTS**

# OPEN-ENDED QUESTIONS (TOP RESPONSES)

What do you consider the greatest strengths of the Pikes Peak region:

- Natural Beauty; Climate; Outdoor Recreation
- Quality of Life; Affordable Cost of Living; “Small Town Feel”
- Educated Workforce; Good School System

# OPEN-ENDED QUESTIONS (TOP RESPONSES)

What do you consider the greatest weaknesses of the Pikes Peak region workforce:

- Lack of education
- Lack of skills/experience
- Limited work ethic/ambition

# WORKFORCE SKILL TRAIT IMPORTANCE

## 5 MOST important skill traits

- Communication Skills (4.59)
- Professionalism (4.56)
- Customer Service Skills (4.53)
- Eagerness to Learn/Develop (4.48)
- Flexibility/Adaptability to Change (4.37)

## 5 LEAST important skill traits

- Racial Diversity (3.16)
- Entrepreneurial Skills (3.66)
- Technical Skills (3.73)
- Administration Skills (3.74)
- Computer Skills (4.01)

*Source: AE Survey; rated on a scale of (1) "unimportant" to (5) "very important"*

# WORKFORCE SKILL TRAIT SATISFACTION

## 5 MOST satisfied

- Computer Skills (3.49)
- Technical Skills (3.42)
- Getting Along with Co-Workers (3.45)
- Basic Job Skills (3.38)
- Good Worker Value for Cost (3.35)

## 5 LEAST satisfied

- Racial Diversity (2.86)
- Entrepreneurial Skills (2.91)
- Leadership Skills (3.09)
- Management Skills (3.10)
- Communication Skills (3.14)

*Source: AE Survey; rated on a scale of (1) "unimportant" to (5) "very important"*



# OPEN-ENDED QUESTIONS (TOP RESPONSES)

What do you see as the greatest opportunity for business growth in the Pikes Peak region over the next three to five years?

- Alternative energy
- Military growth
- Small business growth and startups
- Low cost of living
- Highly educated workforce

What do you see as the greatest barrier to business growth in the Pikes Peak region over the next three to five years?

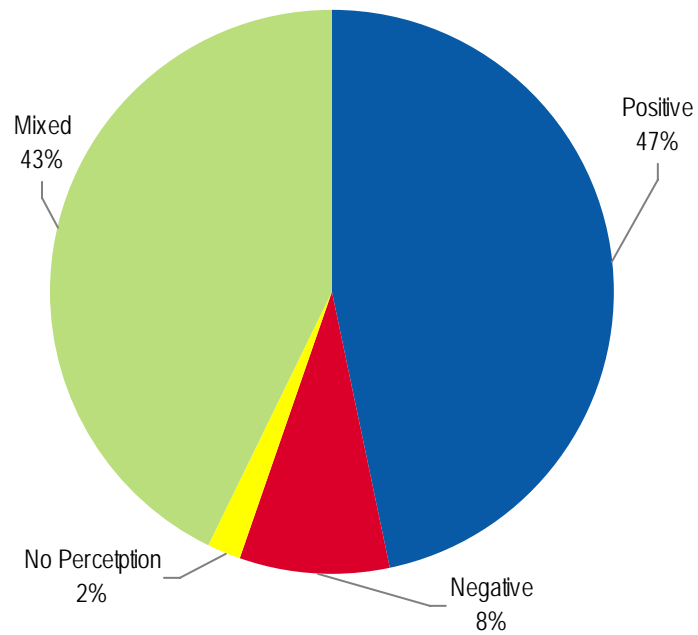
- Lack of political leadership
- Poor infrastructure
- Too few business incentives; Need to attract company headquarters
- Tax structure; inadequate capital for growth
- Perceived as too conservative, lacking diversity



RESIDENT RESULTS

# IMAGE

What type of image do you think the Pikes Peak region has?



Source: AE Survey

**Slide 11**

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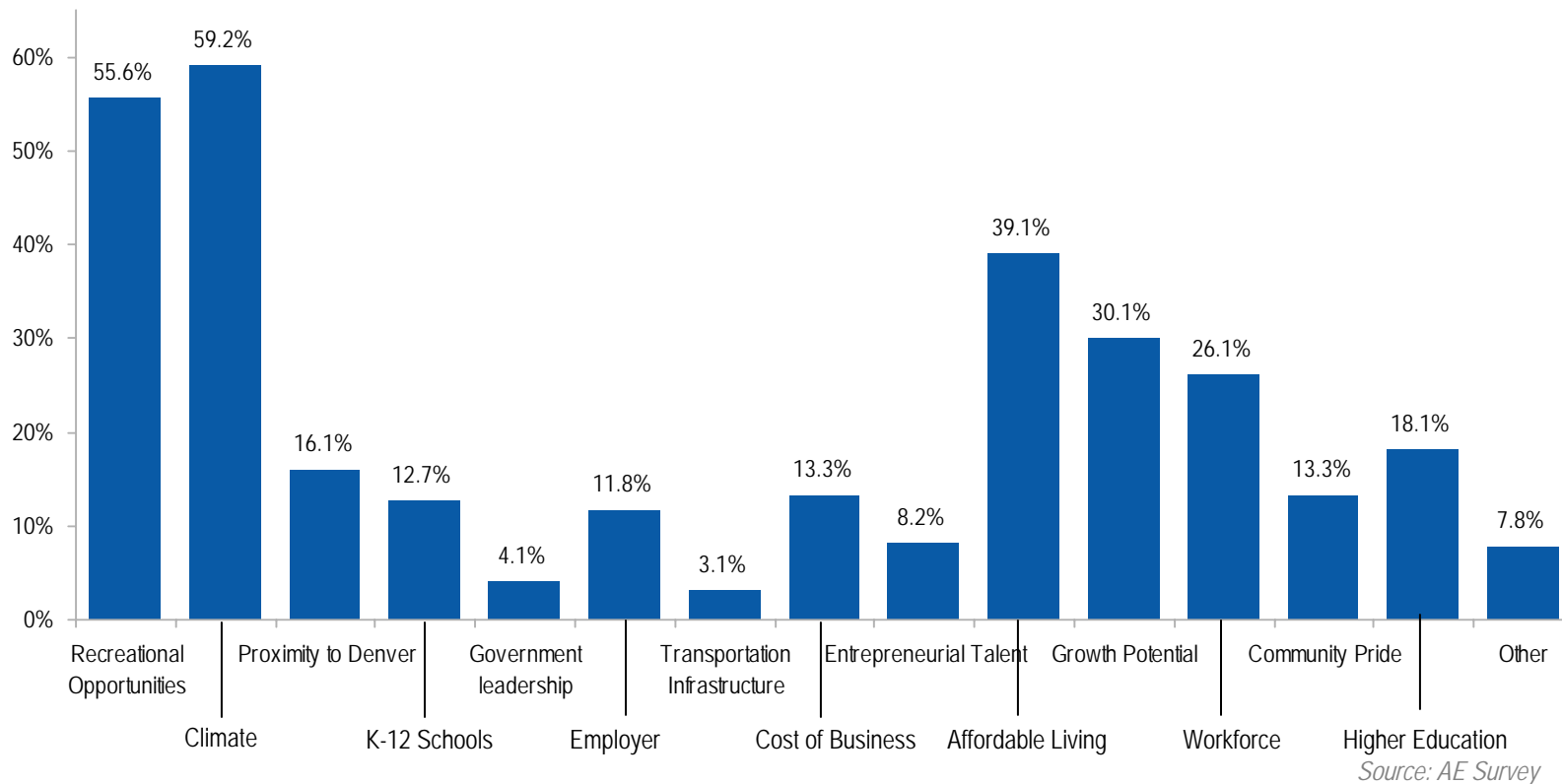
**J.Z.3**

make blue the dominant color in the responses. Is it possible to label each column underneath rather than having a legend?

Jeremy Zaborowski, 3/2/2009

# ASSETS & CHALLENGES

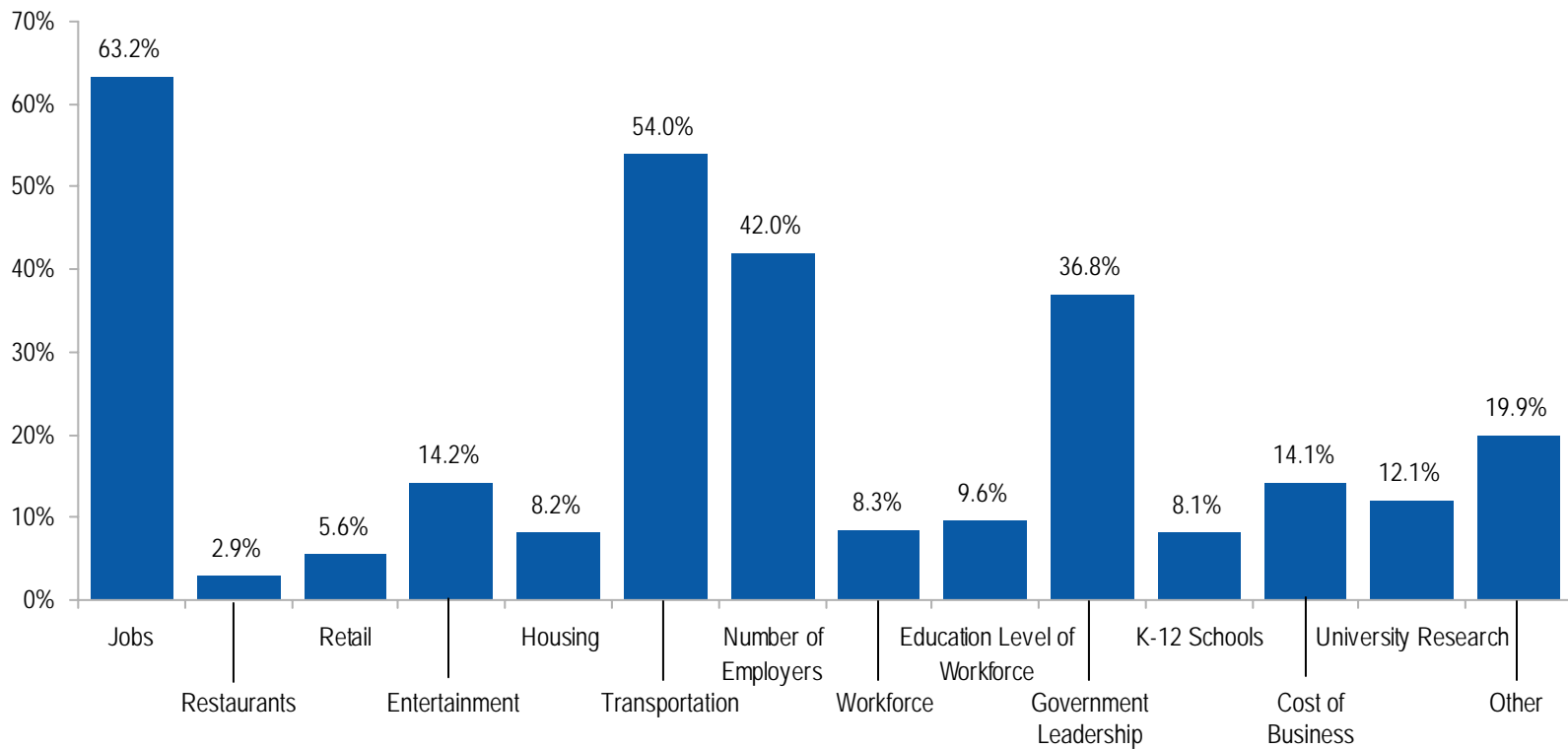
What are the three greatest assets in the Pikes Peak region that can contribute to economic growth?



Common "other" assets comments: "military", "natural beauty"

# ASSETS & CHALLENGES

What are the three greatest challenges facing the Pikes Peak region as it works to improve job and economic growth?



Source: AE Survey

Common "other" challenge comments: "conservative image" "tax structure," "intolerance," "lack of diversity"

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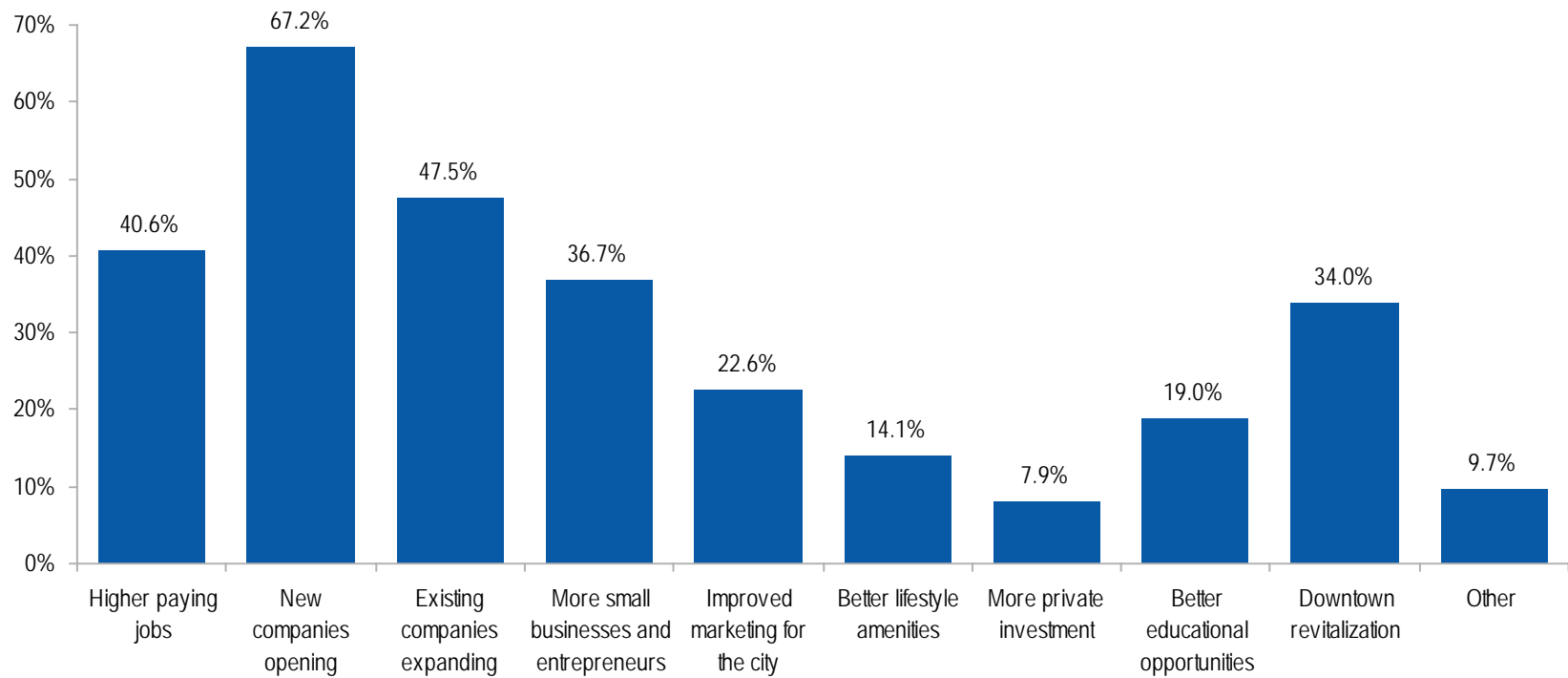
**J.Z.4**

Make sure the scale accomodates the full bar (e.g., jobs)

Jeremy Zaborowski, 3/2/2009

# ECONOMIC DEVELOPMENT

What should be the three top economic development goals for the Pikes Peak region?



Source: AE Survey

Common "other" goal comments: "public transportation," "improve tax structure," "more diverse employer base"



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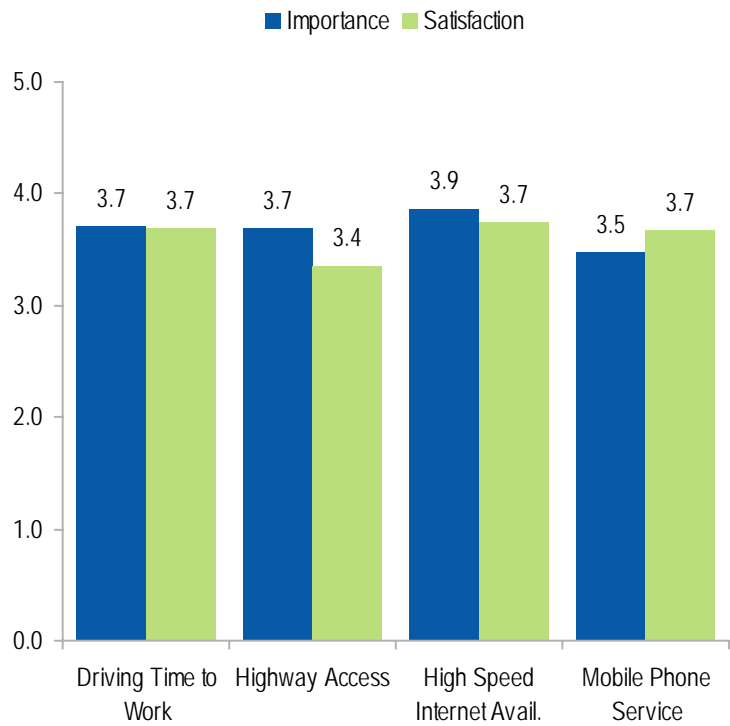
**J.Z.5**

Same thing with this one on labels - New companies opening

Jeremy Zaborowski, 3/2/2009

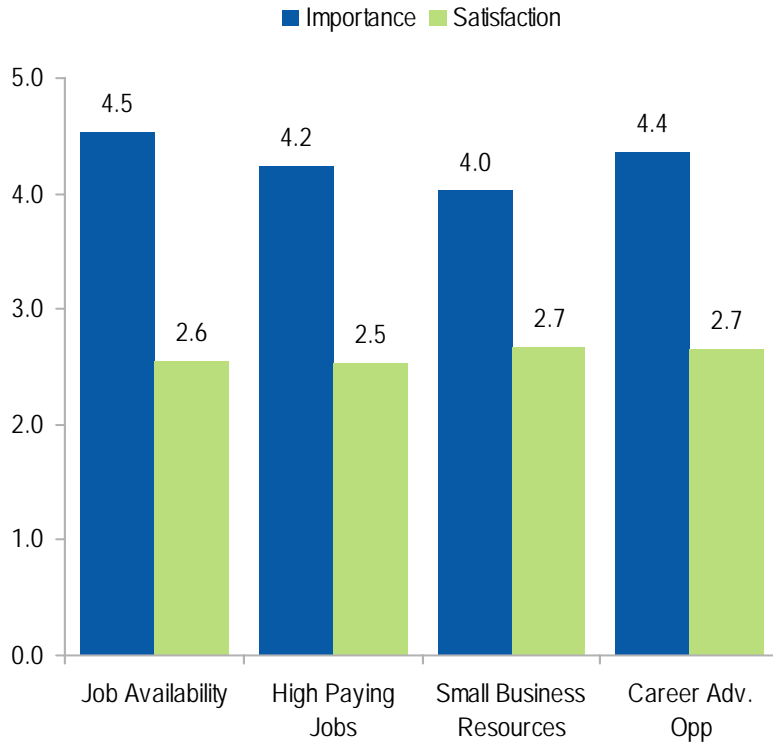
# IMPORTANCE & SATISFACTION

## Infrastructure



Source: AE Survey, Average response on scale of 1 to 5

## Work Environment



Source: AE Survey, Average response on scale of 1 to 5

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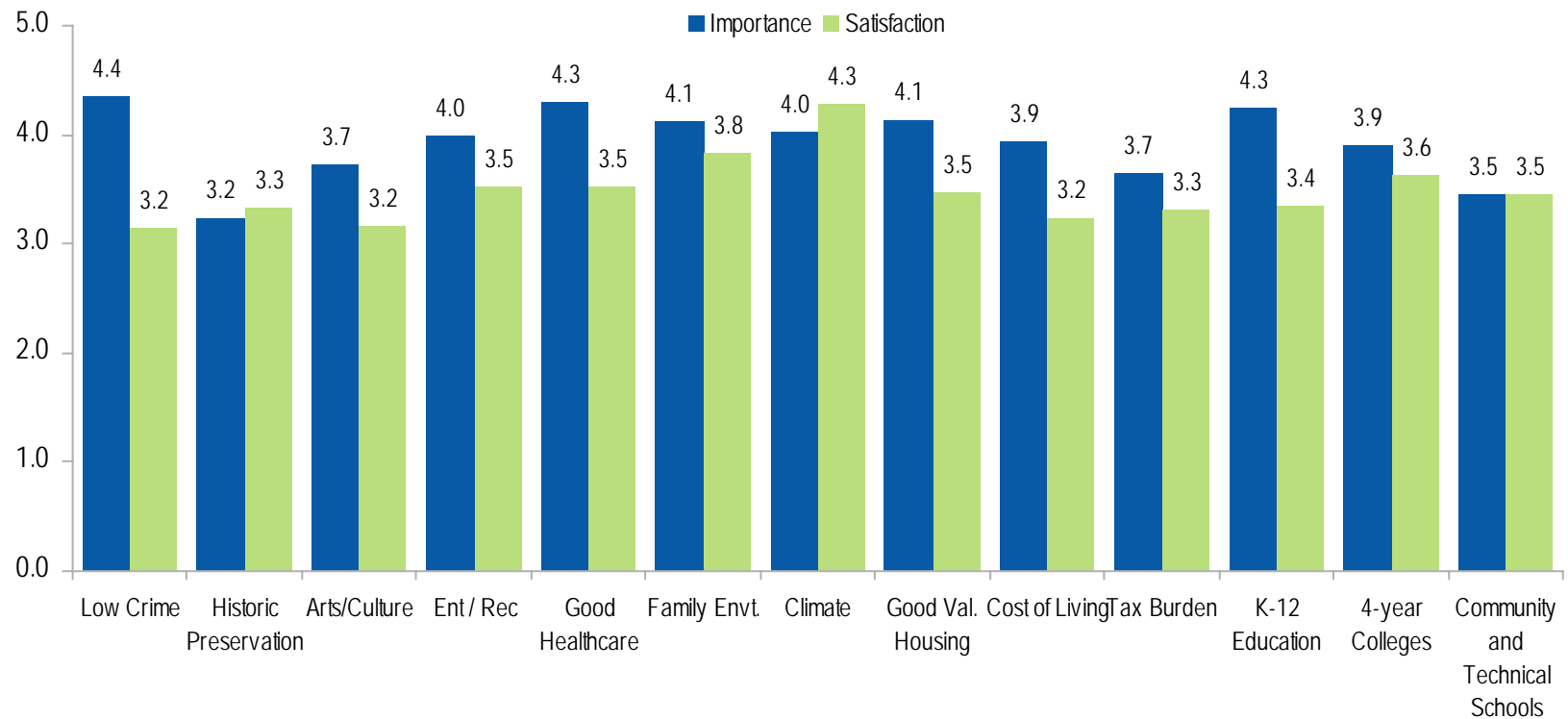
**J.Z.7**

get rid of the lines around the bars in the bar graphs

Jeremy Zaborowski, 3/4/2009

# IMPORTANCE & SATISFACTION

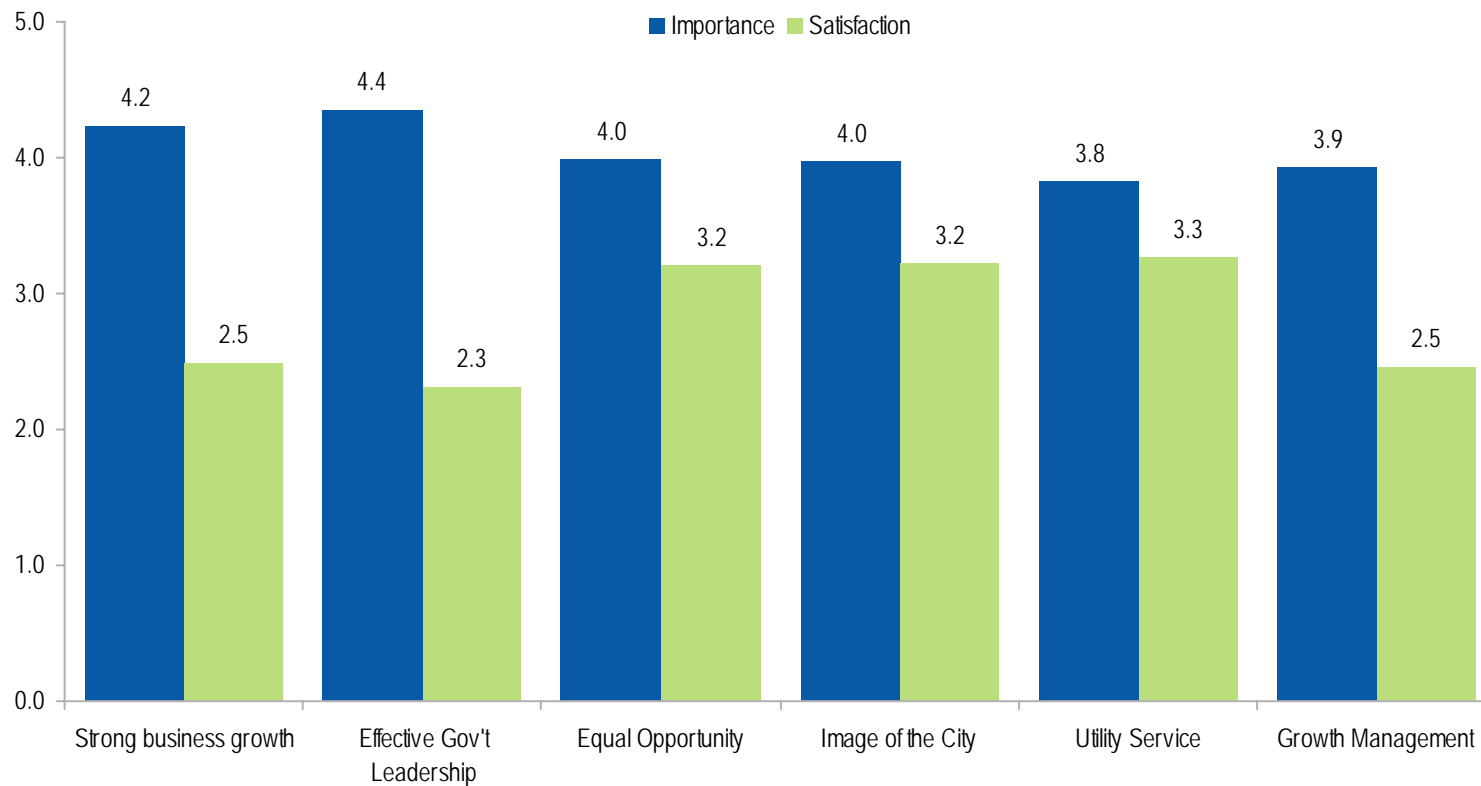
## Livability



Source: AE Survey, Average response on scale of 1 to 5

# IMPORTANCE & SATISFACTION

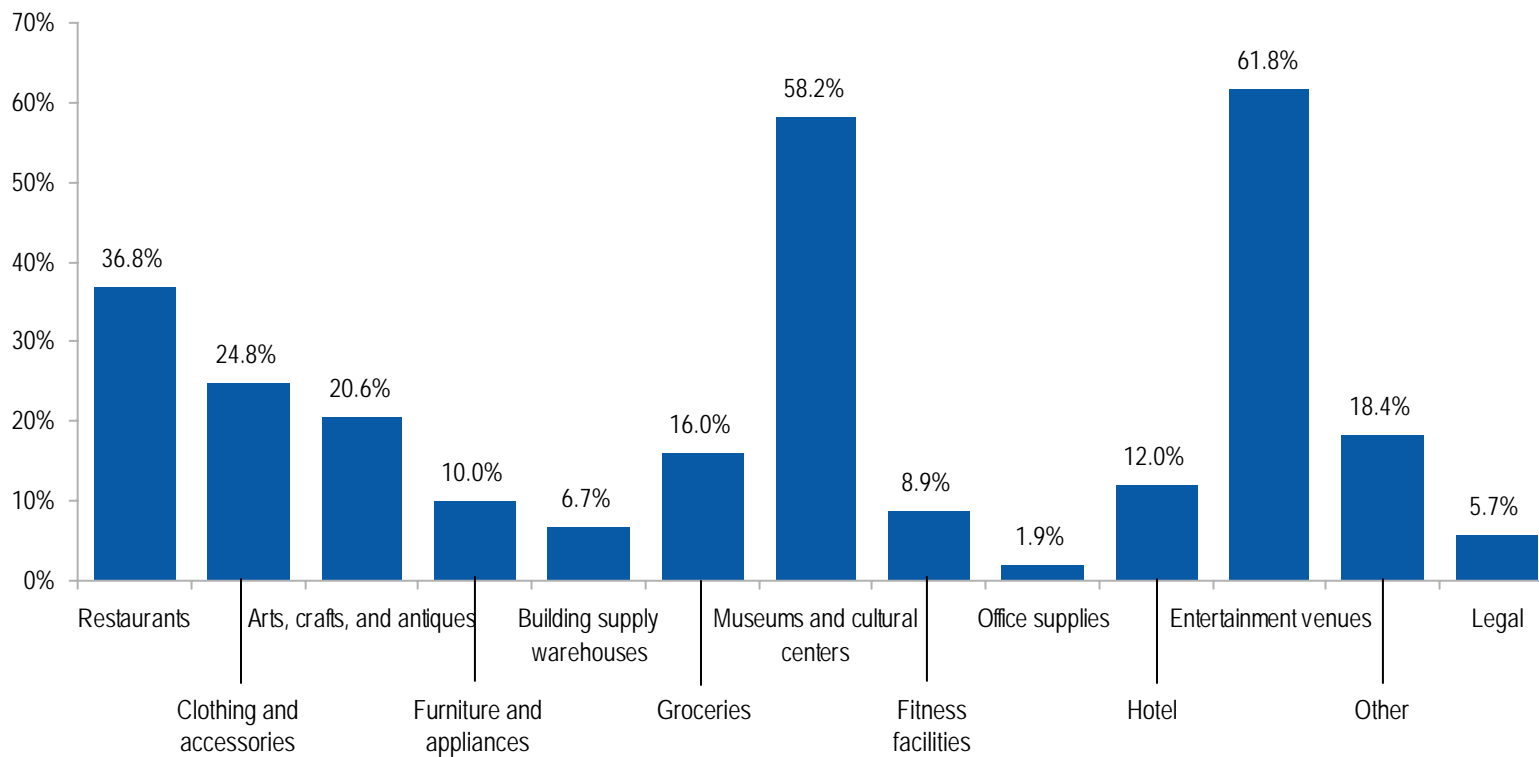
## General Economy



Source: AE Survey, Average response on scale of 1 to 5

# RETAIL

What retail businesses would you like to see expand or open in the Pikes Peak region?

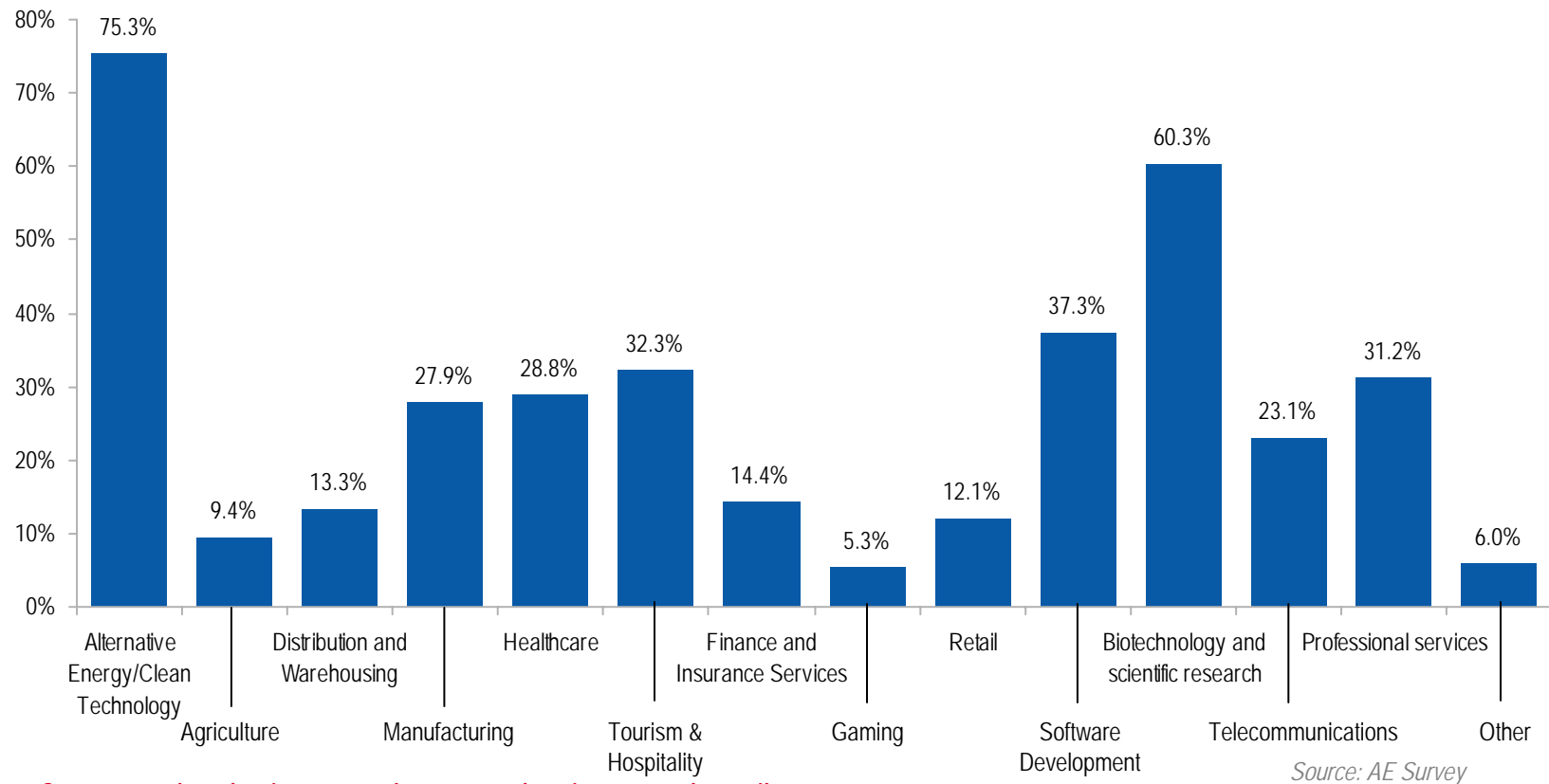


Common "other" industries: "retail," "clean energy"

Source: AE Survey

# INDUSTRY

What industries would you like to see expand or locate in the Pikes Peak region?



Common "other" businesses: "pharmacy," "boutique upscale retail"

# OPEN-ENDED QUESTIONS (TOP RESPONSES)

## Top Comments:

- High paying jobs need to be attracted rather than just jobs
- Do not let this plan sit on the shelf
- Make an actionable plan
- The Pikes Peak region has so much untapped potential
- We need strong leadership
- Governmental structure starves the region during a recession
- The region is very dependent upon military, which is positive for some and negative for others
- The region is beautiful and needs to be properly managed to reduce sprawl/ haphazard development