PERCENT OF INDUSTRIES REPRESENTED

Professional, Scientific & Technical
Unclassified Establishments
Construction
Manufacturing
Information
Administrative, Support & Waste
Health Care & Social Assistance
Wholesale Trade
Retail Trade
Transportation & Warehousing
Arts, Entertainment & Recreation
Other Services (Except Public)

*All remarks were gathered from business decision-makers in your municipality

INTERVIEW HIGHLIGHTS

I would encourage the local government to look for local talent as opposed to out-of-state talent when they hire, particularly design professionals. There might be bigger companies, but there aren’t better companies than the ones we have in Salt Lake.

We are here for our employees. And we are here to give them opportunity. Our goal isn’t to reach a certain level of sales by a certain time. It is just plain and simply to provide opportunity of growth and living for our employees.

Everybody’s gonna tell you that there is a shortage of good, committed talent. It’s hard to find those people, but they exist. They can be obtained. But it’s a challenge.

You can’t handle diversity with clients unless you’re diverse yourself.

Businesses interviewed in the following ZIP codes

84070 | 84092
84093 | 84094 | 84107
OF BUSINESSES INTERVIEWED:
Annual revenues from $0 to $35,000,000
Median annual revenue: $500,000

- 56% Are family owned
- 56% Are members of a chamber, guild, or business association
- 26% Of decision-makers interviewed were female
- 22% Have more than 50% of workforce comprised of women
- 7% Export to foreign markets

Top cited benefits of these memberships:
1. Networking
2. Education
3. Marketing

EMPLOYEES & WORKFORCE

How does the local workforce fit your company's talent needs?
- Meets Needs
- Hard to Find
- Better Work Ethic
- Don't Know
- More Applicants
- STEM
- Applied & Technical
- Meets Needs
- More Knowledge
- Underqualified

How could the local workforce better meet your needs?
- More Applicants
- STEM
- Applied & Technical
- Meet Needs
- More Knowledge
- Underqualified

TOP BUSINESS CHALLENGES PAST AND FUTURE
(Percent of Businesses Citing Challenge)

- Competition
- Capital
- Economy
- Technology
- Marketing
- Revenue
- Workforce
- Talent Recruitment

Past: 0% 5% 10% 15% 20% 25% 30% 35% 40%
Future: 0% 5% 10% 15% 20% 25% 30% 35% 40%

Interview data shows when women are in decision-making roles within a business, more women are employed by that business.