



JOHN J. HELDRICH
CENTER FOR
WORKFORCE
DEVELOPMENT

The John J. Heldrich Center for Workforce Development/New Jersey Employer Survey

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Note: Due to rounding, some percentages may not sum to 100%

Hello, my name is___ and I'm calling on behalf of Rutgers University. We are conducting a brief survey of New Jersey employers that employ at least six workers. This survey will help us understand the most pressing issues currently facing New Jersey businesses.

S1. Is your establishment a for-profit company, a not-for-profit organization, or an educational institution?

For-profit (Go to Question 1)	86%
Not-for-profit (Go to Question 1)	9%
Educational institution (Go to Question 1)	6%
Government agency (Do not continue with survey)	
Count	301

May I please speak to the head of your firm (organization) or the person responsible for most hiring decisions?

Benchmarking workforce challenges facing business

1. I am going to read a list of issues important to many New Jersey businesses (and organizations). Please indicate whether each issue is very important, somewhat important, not too important or not at all important to your business (organization).

For each issue, ask whether it is:

- A. Very important
- B. Somewhat important
- C. Not too important
- D. Not at all important
- E. No response/Did not answer

Read each of the following issues:

A. State taxes

Very important	52%
Somewhat important	27%
Not too important	9%
Not at all important	7%
No response/Did not answer	5%
Count	301

B. State regulations

Very important	68%
Somewhat important	21%
Not too important	5%
Not at all important	3%
No response/Did not answer	2%
Count	301

C. Local taxes

Very important	46%
Somewhat important	27%
Not too important	14%
Not at all important	9%
No response/Did not answer	5%
Count	301

D. Local services

Very important	40%
Somewhat important	36%
Not too important	15%
Not at all important	6%
No response/Did not answer	3%
Count	301

E. Quality of applicants for new or open positions with your firm

Very important	82%
Somewhat important	10%
Not too important	5%
Not at all important	2%
No response/Did not answer	1%
Count	301

F. Quality of workers currently employed with your firm	
Very important	88%
Somewhat important	8%
Not too important	2%
Not at all important	1%
No response/Did not answer	0%
Count	301

G. Health insurance costs	
Very important	77%
Somewhat important	10%
Not too important	2%
Not at all important	9%
No response/Did not answer	1%
Count	301

H. Energy costs	
Very important	63%
Somewhat important	28%
Not too important	6%
Not at all important	2%
No response/Did not answer	1%
Count	301

2. Of those issues, which is the *most important* to your business (organization)? Which is the *second most important*?

Ask as open-ended questions with pre-coded responses:

MOST IMPORTANT?	
State taxes	10%
State regulations	4%
Local taxes	3%
Local services	2%
Quality of applicants for new or open positions with your firm	21%
Quality of workers currently employed with your firm	28%
Health insurance costs	24%
Energy costs	5%
Other	2%
No response/did not answer	2%
Count	301

SECOND MOST IMPORTANT?

State taxes	13%
State regulations	12%
Local taxes	6%
Local services	2%
Quality of applicants for new or open positions with your firm	19%
Quality of workers currently employed with your firm	11%
Health insurance costs	14%
Energy costs	14%
Other	2%
No response/did not answer	4%
Count	301

Workforce issues

3. Overall, how much difficulty has your firm (organization) experienced in *hiring* qualified applicants for job openings in the past 12 months?

A lot	31%
Some	34%
Not much	20%
None	14%
No response/Did not answer	1%
Count	301

4. How much difficulty has your firm (organization) experienced in *retaining* qualified workers in the past 12 months?

A lot	8%
Some	26%
Not much	34%
None	32%
No response/Did not answer	1%
Count	301

Now I am going to ask more specifically about your experience in hiring workers at different educational levels.

5. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require *less than a high school diploma*?

A lot	11%
Some	17%
Not much	17%
None	47%
No response/Did not answer	9%
Count	301

6. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require *a high school diploma*?

A lot	14%
Some	24%
Not much	21%
None	36%
No response/Did not answer	5%
Count	301

7. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require *an associate degree*?

A lot	7%
Some	18%
Not much	19%
None	42%
No response/Did not answer	14%
Count	301

8. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require *a bachelor's degree*?

A lot	10%
Some	20%
Not much	15%
None	44%
No response/Did not answer	12%
Count	301

9. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require *a graduate or professional degree*?

A lot	11%
Some	15%
Not much	9%
None	50%
No response/Did not answer	16%
Count	301

10. Does your firm (organization) hire workers with *a vocational certificate or specialized technical credential*?

Yes (Go to Question 11)	54%
No (Go to Question 12)	43%
No response/Did not answer	3%
Count	301

11. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require *a vocational certificate or specialized technical credential*?

A lot	20%
Some	31%
Not much	20%
None	27%
No response/Did not answer	3%
Count	163

12. Of all the educational qualifications, which is the *most difficult* to hire for?

Ask open-ended question with pre-coded responses:

Less than a high school diploma	10%
High school diploma	17%
Associate degree	7%
Bachelor's degree	16%
Graduate or professional degree	16%
Vocational certificate or specialized technical credential	12%
Other	3%
No response/did not answer	19%
Count	301

State Actions to Assist Businesses

Now I am going to ask you questions about how state government might assist businesses (and organizations) in hiring qualified workers and upgrading the skills of currently employed workers.

13. In your view, how important is it for state government to provide assistance to NJ businesses (organizations) in preparing qualified workers?

Very important	41%
Somewhat important	28%
Not too important	16%
Not at all important	15%
No response/Did not answer	2%
Count	301

14. The following are actions state government could take to assist New Jersey businesses (and organizations) in preparing qualified workers. Please rate each of the following statements on a scale of 0 to 10, where 0 means strongly disagree, 10 means strongly agree, and 5 means neither agree nor disagree.

A. Improve K-12 education so that graduates are better prepared for the workforce

0 “Strongly disagree”	2%
1	2%
2	2%
3	1%
4	0%
5 “Neither agree nor disagree”	11%
6	4%
7	8%
8	11%
9	4%
10 “Strongly agree”	53%
No response/did not answer	2%
Count	301

B. Improve community college education so that graduates are better prepared for the workforce

0 “Strongly disagree”	2%
1	1%
2	1%
3	1%
4	1%
5 “Neither agree nor disagree”	15%
6	3%

7	10%
8	14%
9	5%
10 “Strongly agree”	47%
No response/did not answer	1%
Count	301

C. Improve state college and state university education so that graduates are better prepared for the workforce

0 “Strongly disagree”	1%
1	1%
2	2%
3	1%
4	0%
5 “Neither agree nor disagree”	17%
6	3%
7	8%
8	12%
9	5%
10 “Strongly agree”	49%
No response/did not answer	2%
Count	301

D. Improve vocational education so that graduates are better prepared for the workforce

0 “Strongly disagree”	2%
1	1%
2	1%
3	1%
4	1%
5 “Neither agree nor disagree”	13%
6	3%
7	8%
8	13%
9	5%
10 “Strongly agree”	49%
No response/did not answer	2%
Count	301

E. Assist businesses (organizations) with recruitment and screening of applicants

0 “Strongly disagree”	11%
1	4%
2	6%
3	3%
4	2%
5 “Neither agree nor disagree”	30%
6	4%
7	6%
8	10%
9	4%
10 “Strongly agree”	21%
No response/did not answer	2%
Count	301

15. In your view, how important is it for state government to provide assistance to NJ businesses (organizations) in upgrading the skills of currently employed workers?

Very important	28%
Somewhat important	36%
Not too important	16%
Not at all important	20%
No response/Did not answer	1%
Count	301

16. The following are actions state government could take to assist in upgrading the skills of currently employed workers. Please rate each of the following statements on a scale of 0 to 10, where 0 means strongly disagree, 10 means strongly agree, and 5 means neither agree nor disagree.

A. Provide funding directly to companies to support training of employees

0 “Strongly disagree”	10%
1	4%
2	6%
3	4%
4	2%
5 “Neither agree nor disagree”	22%
6	4%
7	6%
8	9%
9	3%
10 “Strongly agree”	31%
Count	301

B. Provide funding directly to employees so that they can pursue education and training

0 “Strongly disagree”	8%
1	3%
2	5%
3	3%
4	2%
5 “Neither agree nor disagree”	14%
6	6%
7	8%
8	13%
9	5%
10 “Strongly agree”	32%
No response/did not answer	1%
Count	301

C. Provide tax incentives to assist companies that offer training to employees

0 “Strongly disagree”	4%
1	1%
2	2%
3	2%
4	1%
5 “Neither agree nor disagree”	12%
6	4%
7	10%
8	10%
9	7%
10 “Strongly agree”	46%
No response/did not answer	1%
Count	301

D. Provide tax incentives directly to employees so that they can pursue education and training

0 “Strongly disagree”	4%
1	1%
2	2%
3	2%
4	1%
5 “Neither agree nor disagree”	15%
6	3%
7	7%
8	12%
9	6%

10 “Strongly agree”	47%
Count	301

E. Encourage higher education institutions to focus more on upgrading the skills of currently employed individuals

0 “Strongly disagree”	2%
1	0%
2	2%
3	2%
4	1%
5 “Neither agree nor disagree”	24%
6	4%
7	11%
8	13%
9	5%
10 “Strongly agree”	36%
No response/did not answer	1%
Count	301

17. Has your firm (organization) taken any of the following actions to improve the skills of your current workforce?

Provide structured classroom training to employees either in-house or through an outside source	53%
Provide on-the-job training to employees either in-house or through an outside source	85%
Provide tuition assistance or tuition reimbursement to employees that pursue education and training	36%
Other (Volunteer option)	1%
None	6%
Count	301

Firm demographics

Now, I just have a few questions for classification purposes.

D1. I am going to read you a list of general activities undertaken by firms (organizations). Please tell me the one that most closely corresponds to the primary work done by your business (organization):

Agriculture, Forestry, Fishing	2%
Mining	0%
Construction	6%
Manufacturing	7%
Transportation, Communications, Utilities	4%
Wholesale trade	4%
Retail trade	22%
Services	18%
Finance, Insurance, and Real Estate	3%
Public Administration	1%
Healthcare	10%
Hospitality Services	6%
Other	17%
Count	301

D2. For how long has your company (organization) been in operation?

Less than 5 years	10%
5 to 10 years	14%
10 to 15 years	8%
15 to 20 years	11%
More than 20 years	57%
Declined to answer	1%
Count	301

D3. How many people are employed at your company (organization)?

6 to 24 people	69%
25 to 99 people	20%
100 to 249 people	4%
250 to 499 people	2%
500 or more	5%
Count	301

D4. Is your business (organization) headquartered in New Jersey?

Yes	82%
No	18%
Count	301

D5. What were the gross revenues (overall budget) at your firm (organization) during the most recently completed fiscal year?

Less than \$1 million	25%
\$1 million to less than \$3 million	21%
\$3 million to less than \$5 million	5%
\$5 million to less than \$10 million	5%
\$10 million or more	6%
Declined to answer	38%
Count	301

Appendix: Distribution of New Jersey employers with 5 or more employees, by size

Employer firms, establishments, employment, annual payroll, and receipts by firm size and state, 2002
(From United States Small Business Administration)

Firms between 5 and 19:	53,478 (69.0%)
Firms between 20 and 99:	16,980 (21.9%)
Firms between 100 and 499:	3,826 (4.9%)
Firms over 500:	3,194 (4.1%)

<http://www.sba.gov/advo/research/st.pdf>