

Committee of 100

Catawba County

Economic Development Corporation

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Committee of 100

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Catawba County, Cities of Claremont, Conover, Hickory & Newton, Towns of Catawba and Maiden

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The Pathfinders Group, an independent analysis firm from Dallas, Texas, was recently commissioned to do a labor analysis of the laborshed serving Catawba County in order to determine our real under- and un-employment circumstances.

Armed with a true understanding of our labor picture, we should be able to truly quantify our true workforce availability to prospective employers.

We thought you might be interested in the survey results (should you be interested in the entire study, please contact us).

Labor Force Numbers

- ◆ The laborshed for Catawba County has a household population of 487,000.
- ◆ The commuting Civilian Labor Force totals 251,600.
- ◆ There are 42,800 total available workers including underemployed and unemployed.
- ◆ Only 4% of the underemployed have less than a HS Diploma or GED.

Views of the Catawba County Labor Force

- ◆ 34% of available workers (14,600) are willing to change jobs for \$14.99/hour or less.
- ◆ 75% rated Financial Stability of the Company as "extremely important".
- ◆ 70% rated Insurance Benefits as "extremely important".
- ◆ 68% rated Reputation of the Company as "extremely important".
- ◆ 63% rated Retirement Benefits as "extremely important".
- ◆ 58% rated Salary as "extremely important".

Catawba County Employers Views on the Existing Labor Force

- ◆ 95% rated productivity of the existing workforce "good" to "excellent".
- ◆ 90% rated reliability of the existing workforce "good" to "excellent".
- ◆ 85% stated that their Catawba County area operations were comparable to or better than operations in other locations.

Catawba County Employers Views on Labor Force Availability

- ◆ 46% rated availability of skilled workers as "good" to "excellent".
- ◆ 65% rated availability of unskilled workers as "good" to "excellent".
- ◆ 67% rated availability of professional workers as "good" to "excellent".
- ◆ 50% rated availability of technical workers as "good" to "excellent".

Catawba County Employers Views on Education & Training

- ◆ 61% of the employers interviewed rated the local public schools as good to excellent.
- ◆ 76% of the employers rated the local community colleges and technical schools as good to excellent.

Thanks to the Committee of 100 for funding this initiative!