

Garner Economics Report: *Pathways to Prosperity*

Online Survey Results

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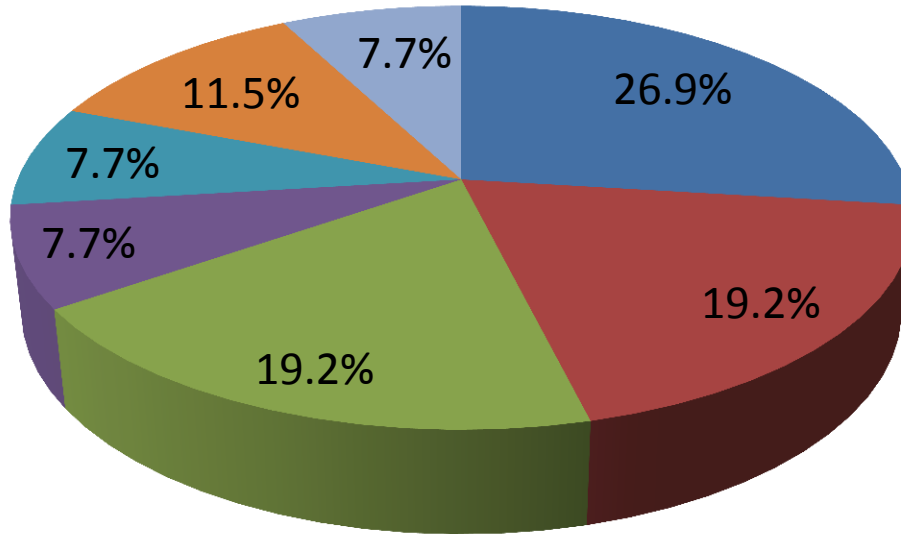


Online Survey

1. Invitation sent to the Steering Committee and focus group participants (110 total)
2. 42 individuals responded (38% response rate)
3. Respondents asked to indicate:
 - Degree of support / opposition to each recommendation
 - Top (3) priorities to take action on first
 - Which organization should lead each initiative
 - Steering Committee Member or focus group attended



Survey Participation



- Steering Committee Member
- Large Employer Focus Group (>100 employees)
- Small Employer / Entrepreneur Focus Group (<100 employees)
- Government and Elected Officials Focus Group
- Education and Workforce Development Focus Group
- Non-Profit Focus Group
- Media / Marketing / PR / Communication Focus Group

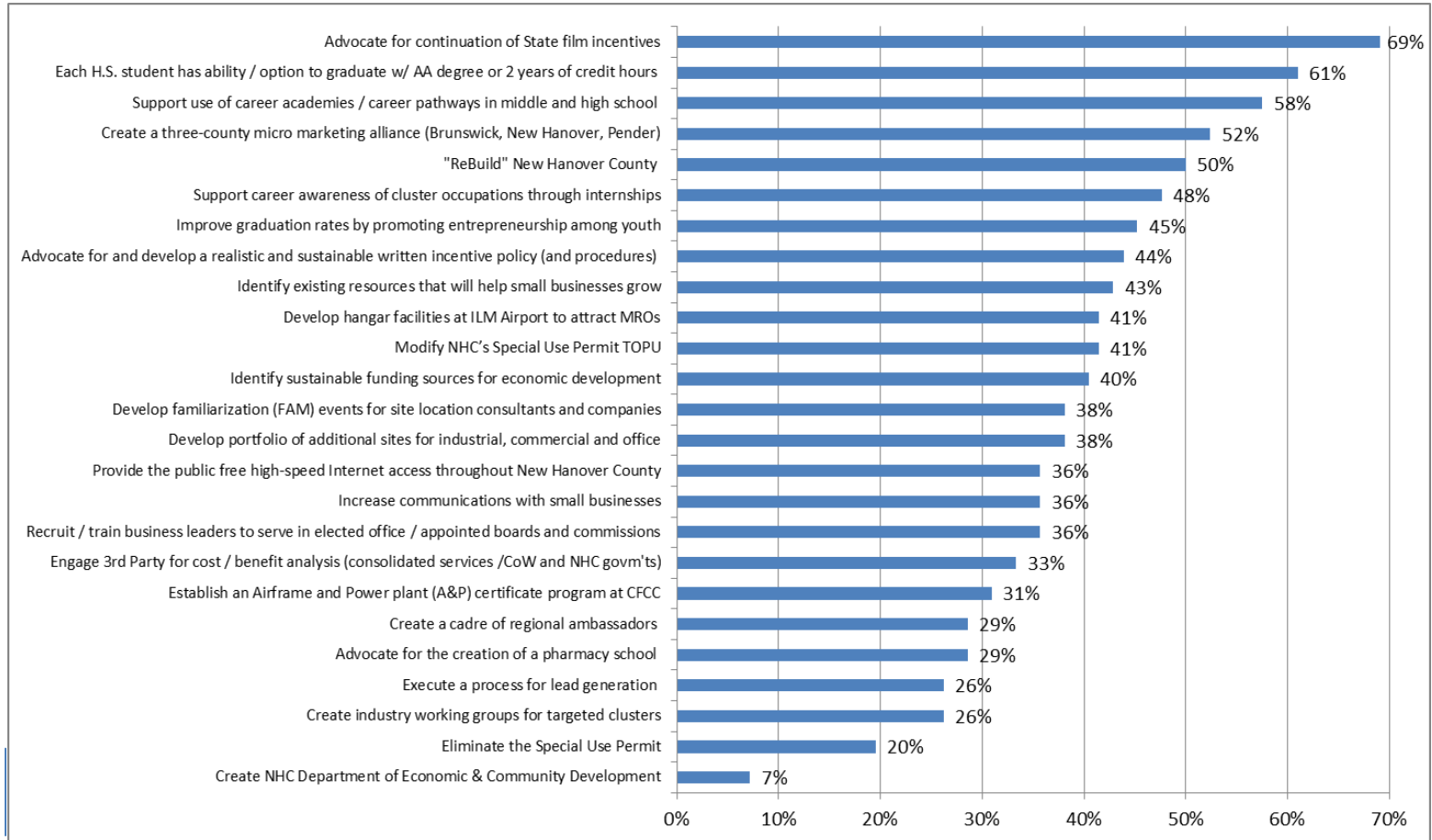


Net Supporter Score

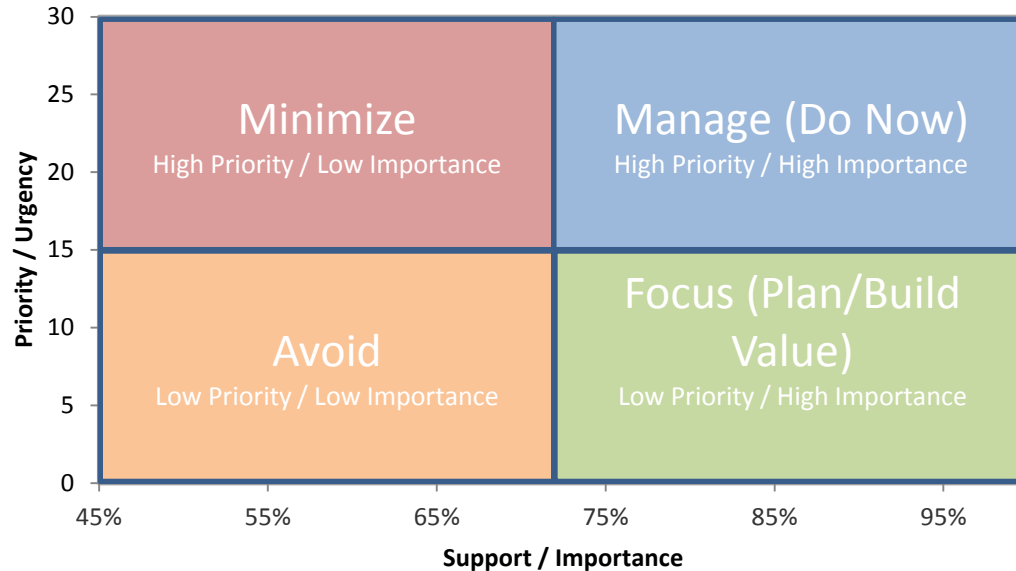
- Similar in concept to “Net Promoter” Score
 - Net Supporter Score = % Strongly Support - % Strongly Oppose
- Identifies areas where community leaders are prepared to invest their:
 - Time
 - Advocacy
 - Resources
- Higher score = higher commitment (to the issue)



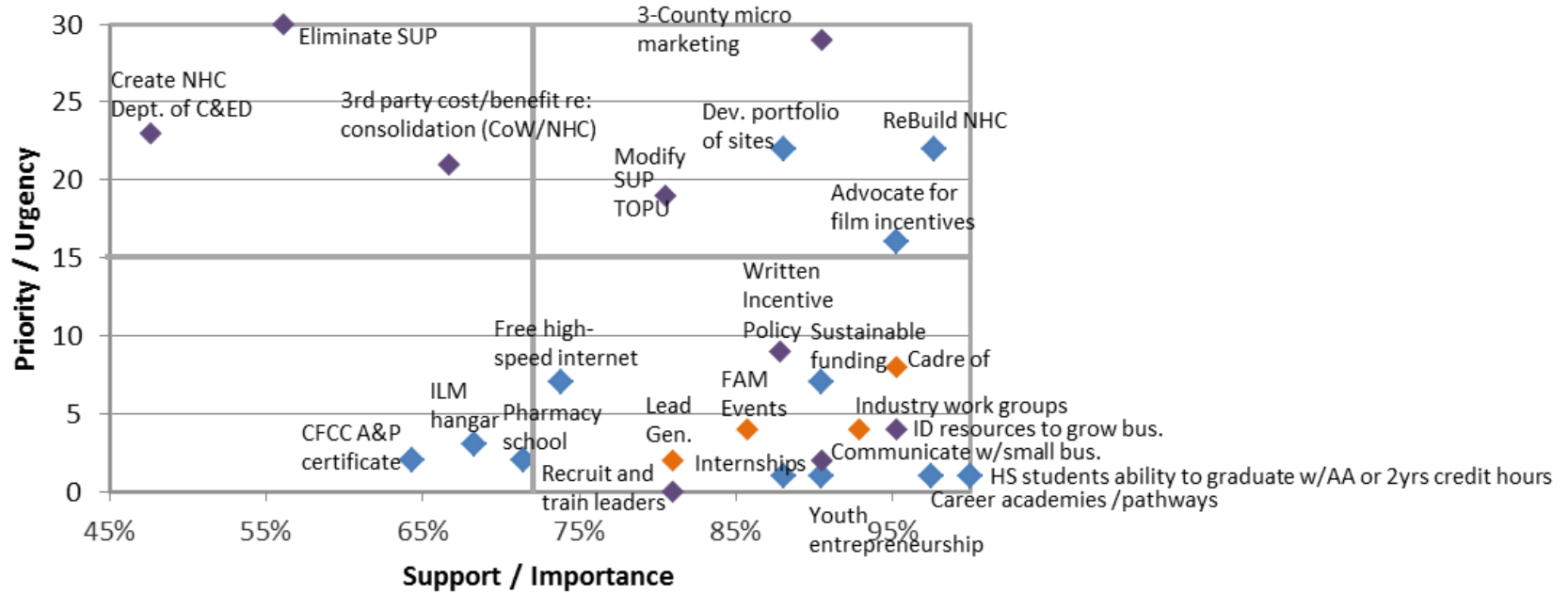
Net Supporter Score (% Strongly Support - % Strongly Oppose)



Urgent vs. Important



Urgent vs. Important



Priority / Urgency – Respondents identified the top three (3) strategies, in order of priority, they felt were most important to take action on first. Points were awarded to each strategy (3, 2 or 1 points) for each priority placement (#1, #2 or #3 respectively).

Support - The sum of the % respondents indicating that they Support or Strongly Support each strategy.

