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## Consumer Survey Executive Summary

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The Survey Research Center (SRC) at IUPUI conducted two surveys in March 2007 for the Lifelong Learning Taskforce of the WIRED (Workforce Innovation in Regional Economic Development) Talent Network project in North Central Indiana as contracted by Tecumseh Area Partnership. The talent Network is funded by a regional WIRED award from the U.S. Dept. of Labor and administered through Purdue University.

The first was a survey of over 200 employers in the 14 county WIRED region. This survey was of non-retail employers with at least 50 employees and achieved a 50 percent response rate. The second survey was of over 600 adult employees living in the same region. This survey was of randomly selected adults who were employed outside the home. The response rate with employees was 26 percent.

### **Employer Survey Highlights:**

1. Most employers (80%) offer on-site education and training (mostly job-related skills and safety training)
2. About half offer tuition reimbursement for college (70% of larger companies with 100+ employees)
3. The great majority of employers expressed awareness of the training resources in the community
4. Most felt there were some useful training opportunities available, but about 40 percent felt that training in valuable areas of interest was unavailable in their community
5. Most also expressed a desire for on-site training (preferred more by larger companies) and online training (preferred more by smaller companies)

### **Employee Survey Highlights:**

1. Employees 18-64 years old all reported essentially the same level of access to computers; about 85 percent.
2. Nearly all access was to computers at home; about half also had access at work.
3. One fourth of employees in the region report having taken advantage of training offered by their employer in the past 12 months; almost one-third work at jobs where no such training is available. Employees under 65 were equally likely to have participated in employer-sponsored training.
4. About 20 percent of workers have job-related training and college classes available through their employer. About one out of seven (13-15%) have access to safety training or specific new job orientation courses.
5. Two-thirds of employees were aware of college classes offered in their community. About one-third knew of specific job-related training that was available in the community but not sponsored by their employer.
6. When asked where they would look for information about education and training opportunities, half said they would contact local branches of educational institutions (Ivy Tech, Purdue, etc.) and just as many mentioned searching the Internet.
7. About half reported having significant barriers to obtaining further training and education. Cost was most commonly mentioned.