

NOVA  
Silicon Valley ICT Employer Follow-Up Survey (n=50<sup>1</sup>)  
December 2011  
Final Toplines

*Introduction*

This survey has been commissioned by the four workforce investment boards in Silicon Valley, which are committed to developing the regional workforce. The survey is being conducted by BW Research, an independent research organization. At the end of the survey, you will be given the opportunity to request the research findings and enter into a drawing for a \$100 Visa Gift Card.

The survey should take approximately ten minutes of your time. By answering this survey, you can help the regional workforce investment system develop the appropriate type of training that will prepare the employees you will be looking for in the future.

Your individual responses will **not** be published; only aggregate information will be used in the reporting of the survey results.

**PLEASE NOTE: TRADITIONAL ROUNDING RULES APPLIED  
NOT ALL PERCENTAGES WILL EQUAL EXACTLY 100%**

*Screener Questions*

**SCREENER**  
A In what county are you located?

52%	Santa Clara
18%	San Francisco
14%	San Mateo
12%	Alameda
4%	Santa Cruz
0%	Other [TERMINATE]
0%	Don't know/ Refused [TERMINATE]

<sup>1</sup> 43 respondents answered the entire survey and 7 provided partial responses. Exact sample size varies by question depending on skip patterns and the number of partial completes.

**SCREENER B** Is your firm classified in the technology industry or does it provide technology-related products or services?

100% Yes  
 0% No [TERMINATE]  
 0% Don't know/ Refused [TERMINATE]

**SCREENER C** Do you feel comfortable answering questions about the hiring and staffing needs of your location?

100% Yes  
 0% No – Please provide us with the email address of someone at your firm who is better able to answer questions about hiring and staffing so that we can send him or her a survey: \_\_\_\_\_.

**SCREENER D** Does your firm have more than one location?

34% Yes  
 66% No, just one location  
 0% Don't know/ Refused [TERMINATE]

<u>Total number of locations</u>	<u>Mean</u>	<u>Conservative Mean<sup>2</sup></u>	<u>Median</u>
99	2.02	1.65	1.00

**IF FIRM HAS MORE THAN ONE LOCATION ASK SCREENER E, OTHERWISE SKIP TO Q1**

<sup>2</sup> One firm removed reporting 20 locations.

**SCREENER E**

Of your [Insert number from Screener D] locations, how many are outside Silicon Valley?

*\*\* The data below is only among firms that reported having more than one location \*\**

Total number of locations outside Silicon Valley	Mean	Conservative Mean <sup>3</sup>	Median
49	3.06	2.00	1.00

*\*\* The data below is representative of both firms that only have one location and firms that have multiple locations \*\**

Total number of locations outside Silicon Valley	Mean	Median
49	1.00	.00

Total number of locations in Silicon Valley	Mean	Median
50	1.02	1.00

**SECTION 1 – General Employment Assessment**

Next, please think only about your permanent employees [IF Screener C = Multiple locations include, “that work from your current location and **not** those that are at your corporate headquarters or other locations”].

**Q1**

Including all full-time and part-time employees, how many **permanent** employees work at your location?

Total number of permanent employees	Mean	Conservative Mean <sup>4</sup>	Median
3,845	78.47	17.60	9.00

Breakdown of permanent employees:

- 52% Less than 10 permanent employees
- 22% Between 10 and 24 permanent employees
- 18% Between 25 and 99 permanent employees
- 6% 100 or more permanent employees
- 2% Don't know/ Refused permanent employees

<sup>3</sup> One firm removed reporting 19 locations outside of Silicon Valley.

<sup>4</sup> One firm removed reporting 3,000 permanent employees.

If you currently have [TAKE Q1 #] full-time and part-time **permanent** employees at your location, how many more or less employees do you expect to have at your location 12 months from now?

**Q2**

(Please enter the number more or less. For example, if you currently have 50 permanent employees and expect to have 5 more 12 months from now, you would enter 5 next to more.)

- 58% More
- 2% Less
- 34% Same number of permanent employees
- 6% Refused

**Expected Employment in 12 months**

**(Calculated by only examining employers with both current and projected data)**

	<u>Current</u>	<u>12 months</u>
n	47	47
Mean	80.47	84.34
Median	9.00	12.00
Sum	3,782	3,964
<b>New permanent employees</b>		<b>182</b>
<b>% Growth</b>		<b>4.8%</b>

Instead of 12 months out, please think about 24 months from now.

**Q3** If you currently have [TAKE Q1 #] full-time and part-time **permanent** employees at your location, how many more or less employees do you expect to have at your location 24 months from now?

(Please enter the number more or less. For example, if you currently have 10 permanent employees and expect to have 8 more 24 months from now, you would enter 8 next to more.)

77% More  
 0% Less  
 17% Same number of permanent employees  
 6% Refused

**Expected Employment in 24 months  
 (Calculated by only examining employers with both current and projected data)**

	<u>Current</u>	<u>12 months</u>
n	45	45
Mean	83.31	91.00
Median	9.00	16.00
Sum	3,749	4,095
<b>New permanent employees</b>		<b>346</b>
<b>% Growth</b>		<b>9.2%</b>

**Q4** In general, what level of difficulty does your firm have finding and hiring qualified permanent employees or workers?

31% Great difficulty  
 46% Some difficulty  
 21% No difficulty  
 2% Don't know/ Refused

**Q5** Next, please think about just those workers at your current location that are not permanent workers, they are either temporary or contract and working on a project-by-project basis or for a certain period of time.

Does your firm hire non-permanent workers, either on a temporary or contract basis?

- 65% Yes, we hire non-permanent workers
- 35% No, we do not hire non-permanent workers
- 0% Don't know/ Refused

*\*\* Data below is from firms that reported that they hire non-permanent workers \*\**

<u>Total number of non-permanent workers</u>	<u>Mean</u>	<u>Conservative Mean</u>	<u>Median</u>
1,601	51.65	3.37	3.00

- 90% Less than 10 non-permanent workers
- 6% 10 to 24 non-permanent workers
- 0% 25 to 99 non-permanent workers
- 3% 100 or more non-permanent workers
- 0% Don't know/ Refused

**Q6** If you currently have [TAKE Q5 #] **temporary and/or contract** workers at your location, how many more or less **temporary and/or contract** workers do you expect to have at your location 12 months from now?

- 41% More
- 6% Less
- 53% Same number of permanent employees
- 0% Refused

**Expected Employment in 12 months**  
**(Calculated by only examining employers with both current and projected data)**

	<u>Current</u>	<u>12 months</u>
n	34	34
Mean	47.09	48.62
Median	2.00	3.00
Sum	1,601	1,653
<b>Change in non-permanent employees</b>		<b>52</b>
<b>% Growth</b>		<b>3.2%</b>

**Conservative Statistics – Expected Employment in 12 months**  
**(One firm removed adding 20 more non-permanent workers and having over 2,000% growth)**

	<u>Current</u>	<u>12 months</u>
n	33	33
Mean	48.48	49.45
Median	2.00	3.00
Sum	1,600	1,632
<b>Change in non-permanent employees</b>		<b>32</b>
<b>% Growth</b>		<b>2.0%</b>

**SECTION 1 – Industry, Technology, and Work Profile**

**Q7** Which of the following technologies are most important to your firm?

- 58% Software
- 13% Hardware
- 8% Internet
- 8% Networking [this includes cloud computing]
- 4% Telecommunications
- 8% Other

*\*\* Open ended responses from respondents that reported “Other” to this question can be found in the attached document\*\**

**Q8** From a technology perspective, which of the following descriptions comes closest to describing your firm?

- 13% A new firm either researching or still developing a product or service
- 6% A firm that is starting to produce new products or services
- 48% A firm that has an established ability to produce certain products or services
- 33% A combination of some or all of these

**Q9** Please identify the emerging or new technologies that are important to your firm.  
(Select all that apply)<sup>5</sup>

- 65% Applications development
- 58% Software systems
- 52% Mobile applications
- 46% Cloud computing
- 21% Social media
- 13% Chip design
- 21% Other
- 4% Don't know/ Refused

*\*\* Open ended responses from respondents that reported "Other" to this question can be found in the attached document\*\**

Next, please think about hiring preferences at your firm.

**Q10** Which of the following technologies are most important when thinking about skills and experience that you are more likely to hire for?  
(Select all that apply)<sup>6</sup>

- 29% Mobile applications
- 27% Cloud computing
- 10% Social media
- 35% Convergence of cloud computing, mobile applications, and/or social media
- 35% Other
- 15% Don't know/ Refused

*\*\* Open ended responses from respondents that reported "Other" to this question can be found in the attached document\*\**

**ASK FOR EACH Q11 RESPONSE EXCEPT FOR DK/REF (IF CHOOSE OTHER, PIPE IN OTHER SPECIFY RESPONSE)**

<sup>5</sup> Multiple responses allowed for this question. The sum of percentages may equal more than 100 percent.

<sup>6</sup> Multiple responses allowed for this question. The sum of percentages may equal more than 100 percent.

**Q11** Please describe the key skills or credentials that are particularly important for applicants working in:

*\*\* Open ended responses to the question can be found in the attached document \*\**

**Q12** Is your firm facing a shortage of qualified applicants for any occupations that you are currently hiring for or expect to hire for in the near future?

40% Yes  
46% No  
15% Don't know/ Refused

*(If Yes:) Please describe the occupations in which you are facing a shortage of qualified applicants and the specific skills for each occupation that applicants need to improve upon.<sup>7</sup>*

**Q13** Is your firm facing any skill gaps with current employees, meaning skills or abilities they are not providing that you currently need or will need in the near future?

30% Yes  
59% No  
11% Don't know/ Refused

*(If Yes:) Please provide more detail on the skill gaps<sup>8</sup>*

<sup>7</sup> Open ended responses can be found in the attached document.

<sup>8</sup> Open ended responses can be found in the attached document.

**Q14** How important are the following skills and abilities for the information technology professionals that you will be looking for over the next 12 to 24 months? (Please think about each job function or skill and not just their corresponding job titles.)

<b>Randomize</b>					
	<u>Extremely important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not applicable</u>	<u>Don't know/ Refused</u>
<b>A.</b> Computer hardware	16%	16%	35%	28%	5%
<b>B.</b> Data management	21%	37%	21%	19%	2%
<b>C.</b> Database design	19%	37%	23%	19%	2%
<b>D.</b> Engineering background	44%	37%	14%	2%	2%
<b>E.</b> Networking	26%	33%	21%	19%	2%
<b>F.</b> IT security	28%	33%	12%	26%	2%
<b>G.</b> Software design	42%	33%	19%	5%	2%
<b>H.</b> Systems administration	21%	21%	37%	19%	2%
<b>I.</b> Programming	47%	28%	7%	16%	2%

  

**With "Not applicable" and "Don't know/ Refused" filtered out**

	<u>Extremely important</u>	<u>Somewhat important</u>	<u>Not too important</u>
<b>A.</b> Computer hardware (n=29)	24%	24%	52%
<b>B.</b> Data management (n=34)	26%	47%	26%
<b>C.</b> Database design (n=34)	24%	47%	29%
<b>D.</b> Engineering background (n=41)	46%	39%	15%
<b>E.</b> Networking (n=34)	32%	41%	26%
<b>F.</b> IT security (n=31)	39%	45%	16%
<b>G.</b> Software design (n=40)	45%	35%	20%
<b>H.</b> Systems administration (n=34)	26%	26%	47%
<b>I.</b> Programming (n=35)	57%	34%	9%

**Q15** On average, how long does it take in weeks or months to find, evaluate, and hire a permanent entry-level technology professional at your firm?

(Responses recoded into weeks)

<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Conservative Mean<sup>9</sup></u>	<u>Median</u>
2 weeks	52 weeks	8.42 weeks	7.06 weeks	6.00 weeks

<sup>9</sup> One firm removed reporting 52 weeks.

**Q16**

On average, how long does it take in weeks or months to find, evaluate, and hire a permanent mid-level technology professional at your firm?

(Responses recoded into weeks)

<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Median</u>
1 week	26 weeks	9.20 weeks	8.00 weeks

**Q17**

Are there any other skills, areas of knowledge, or abilities that are critically important for applicants for any key occupations at your firm that are missing from current applicants that we did not already ask about?

*\*\* Open ended responses to the question can be found in the attached document \*\**

**Q18**

Are you interested in receiving information from the NOVA Workforce Investment Board (the local workforce investment board in North Santa Clara County), including the findings of this research and how to stay engaged with the regional technology research?

47%	Yes
49%	No
5%	Don't know/ Refused

**Q19**

As a thank you for completing the survey, would you like your name entered into our drawing for a \$100 Visa Gift Card?

77%	Yes
23%	No
0%	Don't know/ Refused

[IF Q18=1]: Please provide your contact information so NOVA can send you information.

[IF Q18=2 or 3 and Q19=2 or 3]: For quality control purposes only, please provide your contact information below. Please be assured that your information will only be seen by the independent research firm to check that we only receive one completed survey per company location.

[IF Q18=1 and 19=1]: Please provide your contact information so NOVA can send you information and we can place your name in the Visa Gift Card drawing.

[IF Q18=2 or 3 and Q19=1]: Please provide your contact information so we can place your name in the Visa Gift Card drawing.

[Collect from Everyone]

- A. First and Last Name \_\_\_\_\_
- B. Position \_\_\_\_\_
- C. Phone \_\_\_\_\_
- D. Email \_\_\_\_\_
- E. Company Name \_\_\_\_\_
- F. Company Address (including City) \_\_\_\_\_

**Thank you for completing the survey**

- G. Date of Interview \_\_\_\_\_
- H. Time of Interview \_\_\_\_\_

Source:

- 88% Other
- 12% Previous Nova Tech Participant

Complete or partial survey

- 86% Complete
- 14% Partial