



CEO Survey 2014


greater
fort lauderdale
alliance | broward
county
Life. Less taxing.

Methodology

Kaufman Rossin administered the 2014 CEO Survey for the Greater Fort Lauderdale Alliance.

- 5,173 contacts in Broward County were sourced from Hoovers, Data.com, and Kaufman Rossin's private database.
- Email invitations were sent to CEOs or owners.
- Follow-up emails and phone contacts were used to increase response, particularly among Alliance members.
- 128 people completed the survey.
- Data was analyzed and interpreted by Kaufman Rossin professionals.



Executive Summary

Responder profile

- 75% run small to mid-sized businesses, with 1 to 50 full-time employees.
- Most have been in Broward more than 10 years.
- Just over 50% do the majority of their work in Broward.

Nearly 60% of them are:

- Professional services (16%)
- Technology (9%)
- Manufacturing (8%)
- Marketing, Advertising, Video (7%)
- Banking (6%)
- Retail (6%)
- Healthcare (6%)

Executive Summary

Most are optimistic

Confidence is up. The majority feel more confident now than last year, and expect more improvement in their business in the next 18 months.

Sales are up. Winning new business and retaining existing business continue to be the most positively impacted areas.

They plan to hire. Nearly half plan to hire full-time employees in the next 18 months.

They plan to invest in:

- Marketing (84%)
- Technology (81%)
- Training (64%)

Our interpretation:

- *Companies are battling to gain market share and distinguish themselves from competitors.*
- *Technology continues to be an important issue since many companies dramatically cut IT spending in 2009-2011.*

Executive Summary

Their concerns:

Local economy is poor

Good people are hard to find

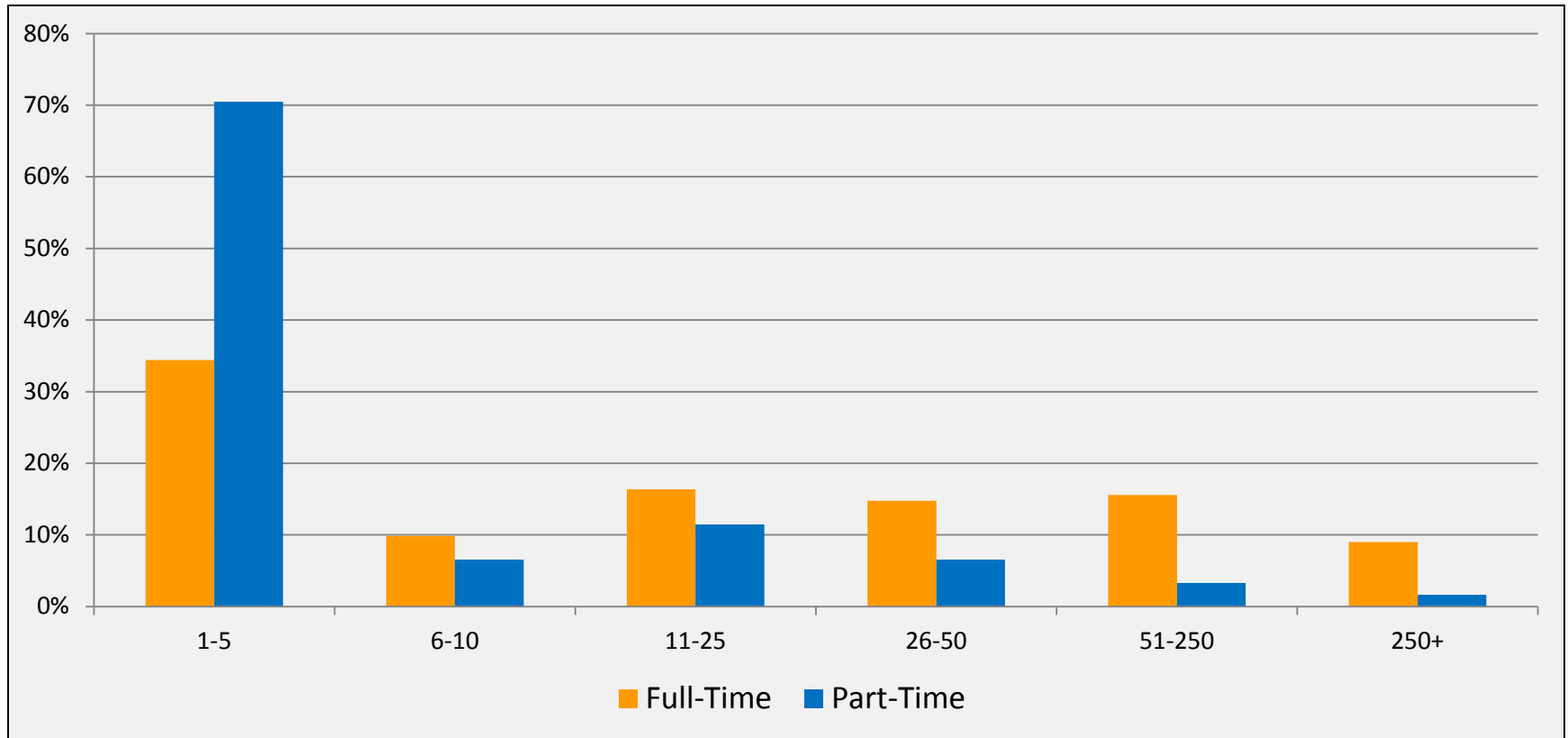
Lack of visionary leadership

Their top 3 issues:

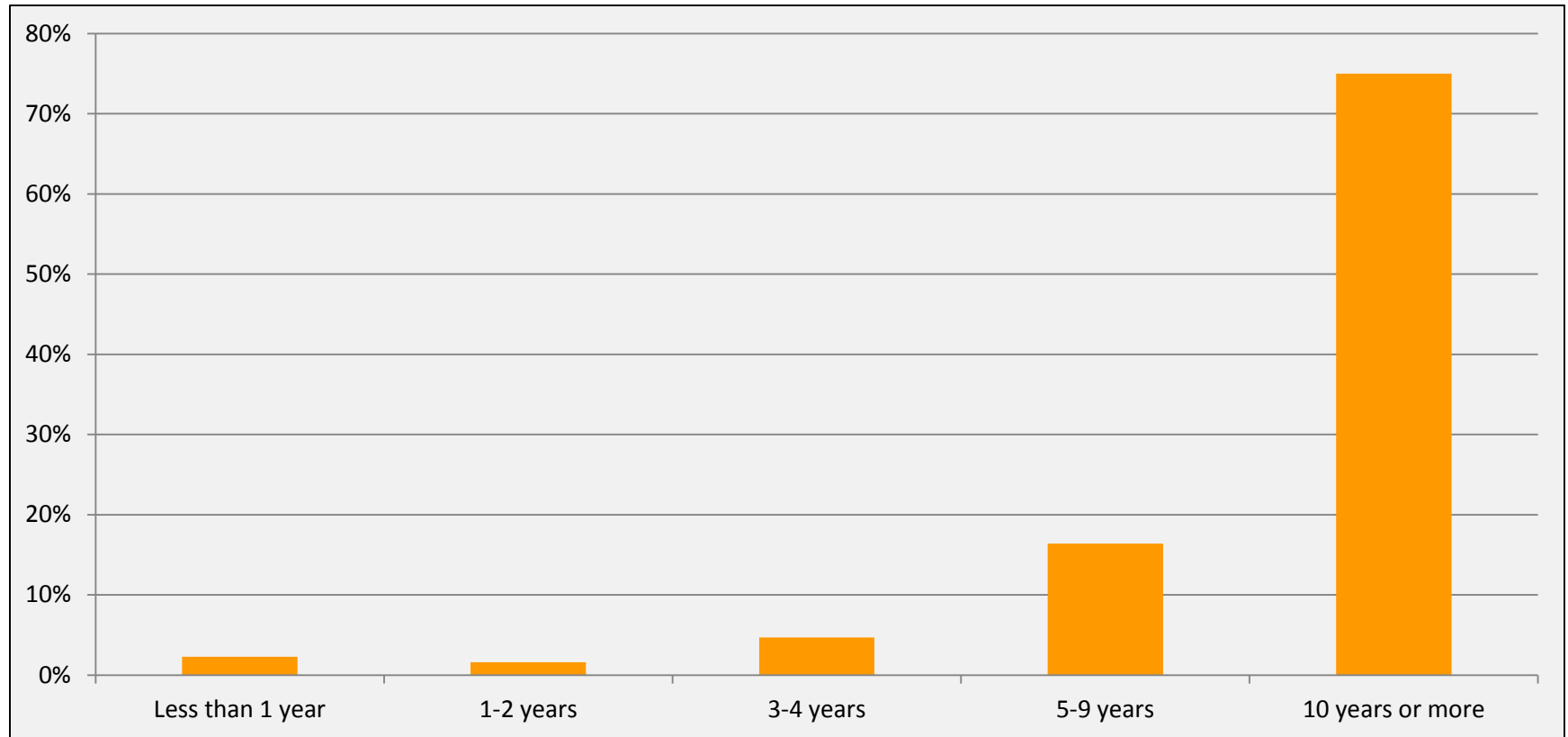
- Finding qualified professional employees
- Staying on top of new technology
- Developing new products/markets

Survey Data

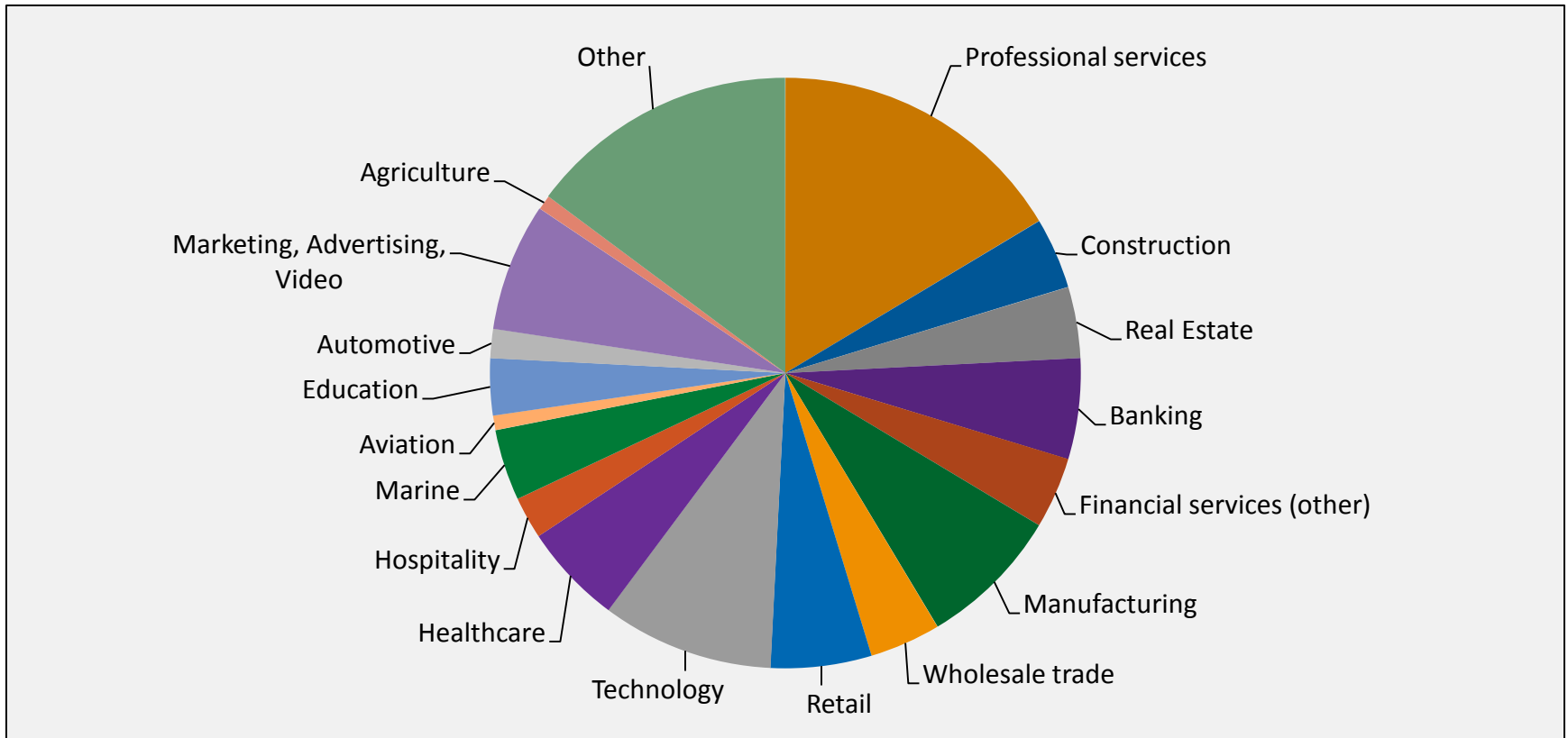
The respondents represent businesses of all sizes.



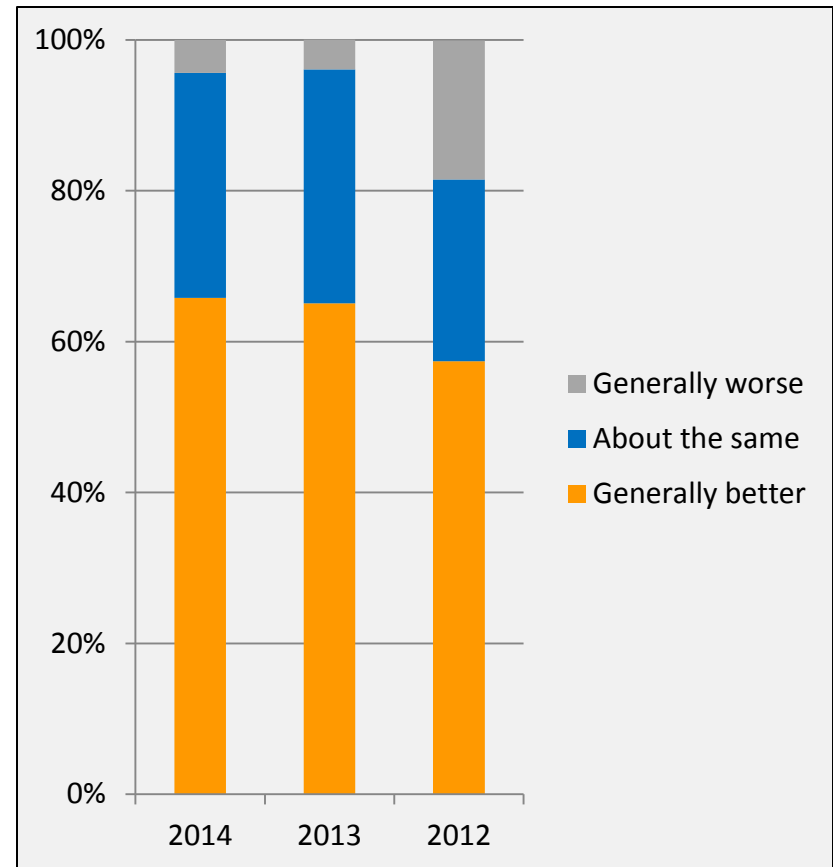
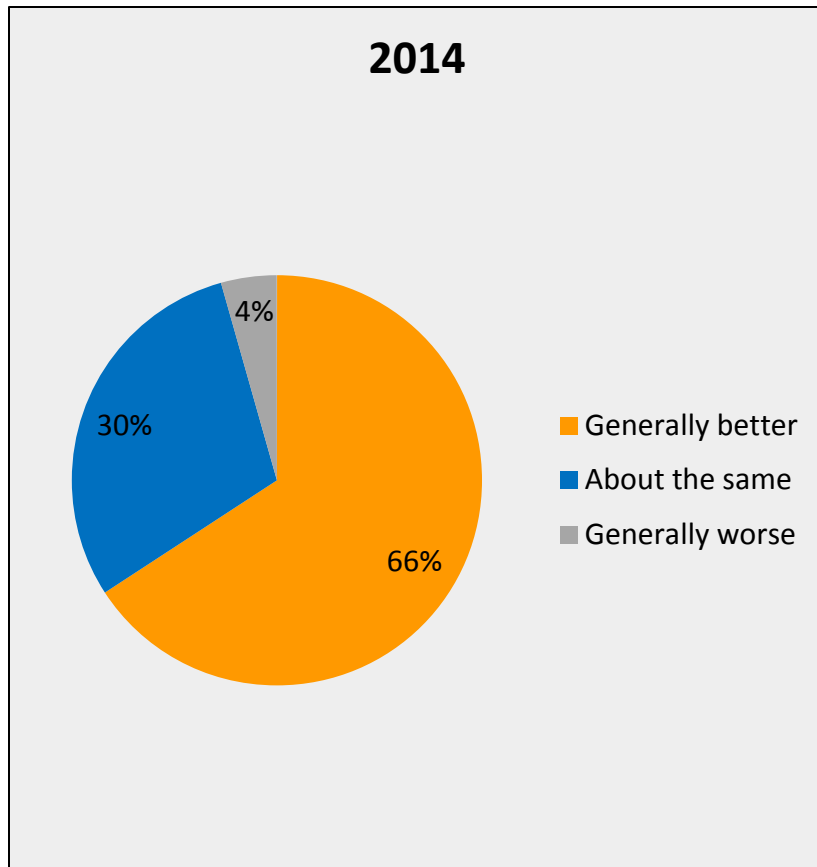
Most have been in business in Broward County for more than ten years.



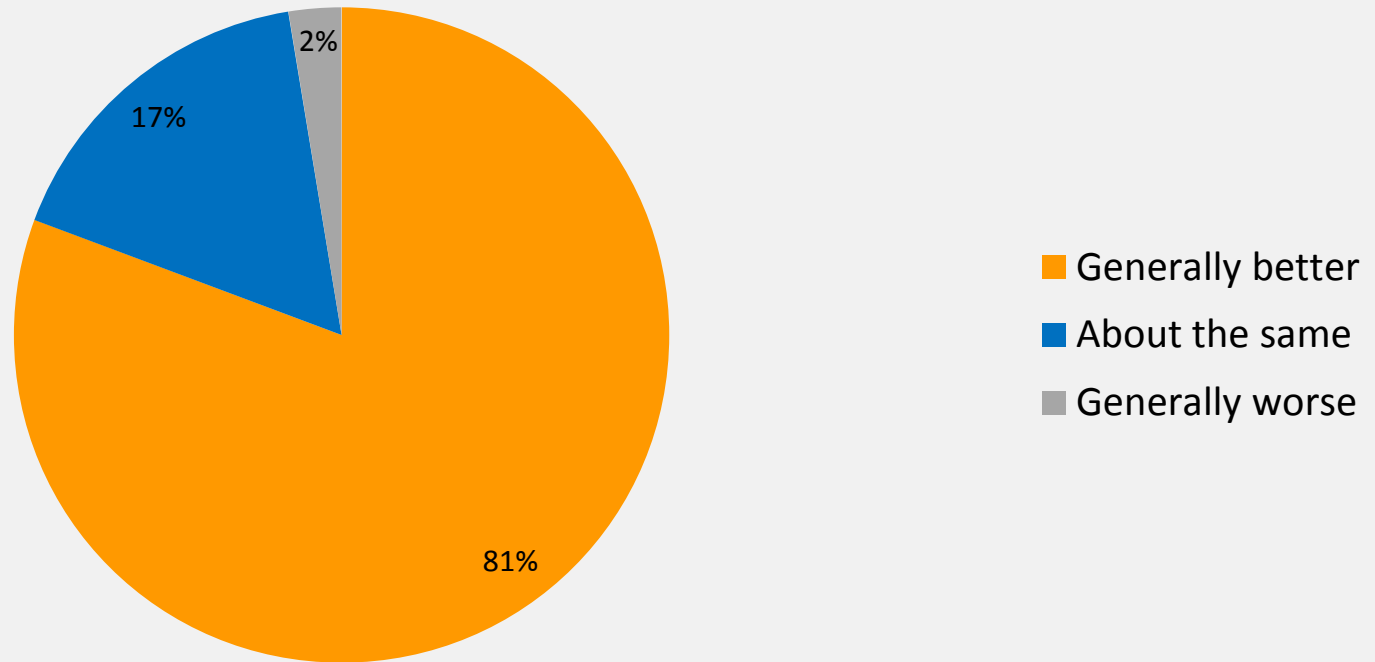
A wide range of industries responded.



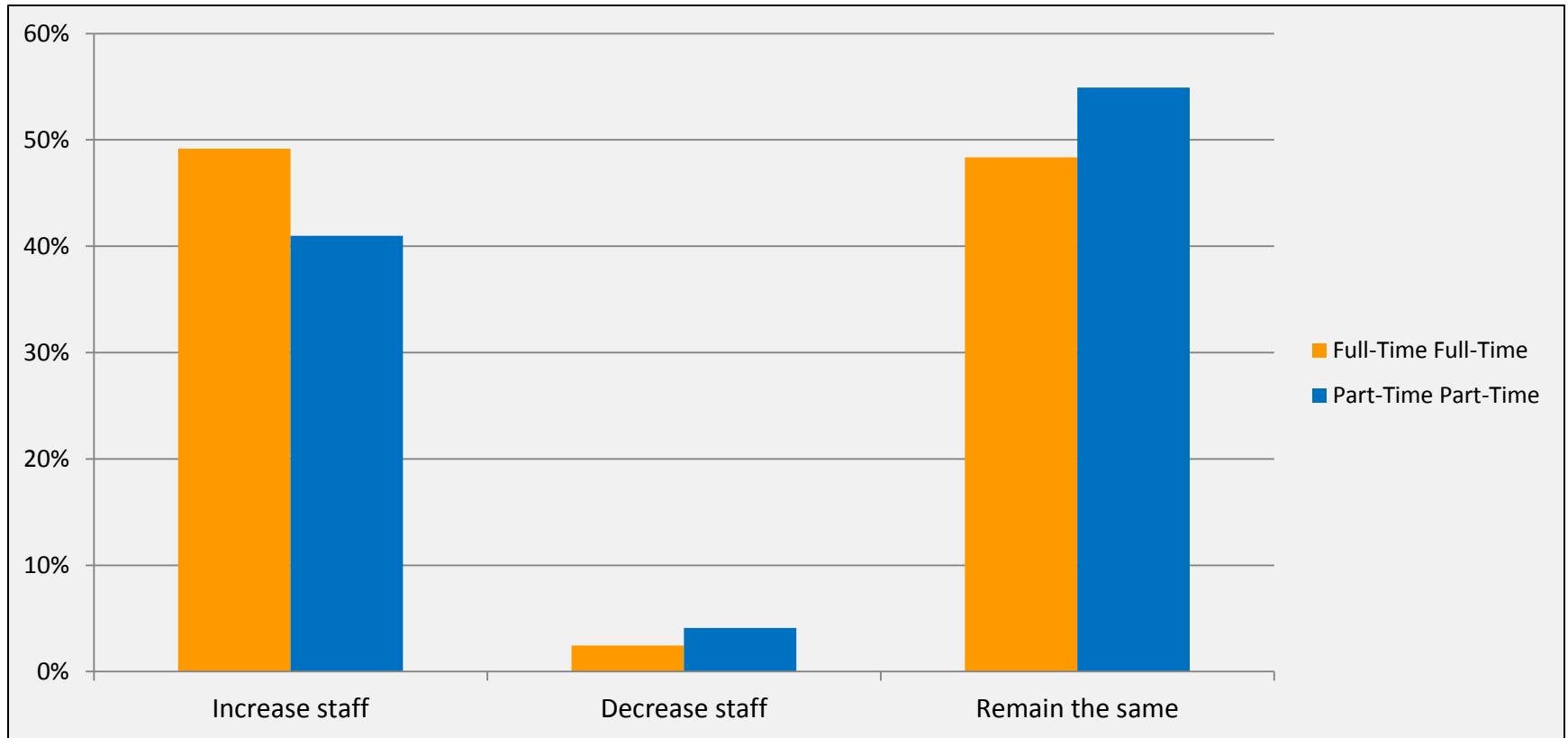
The majority feel like things are better than one year ago, continuing a positive trend...



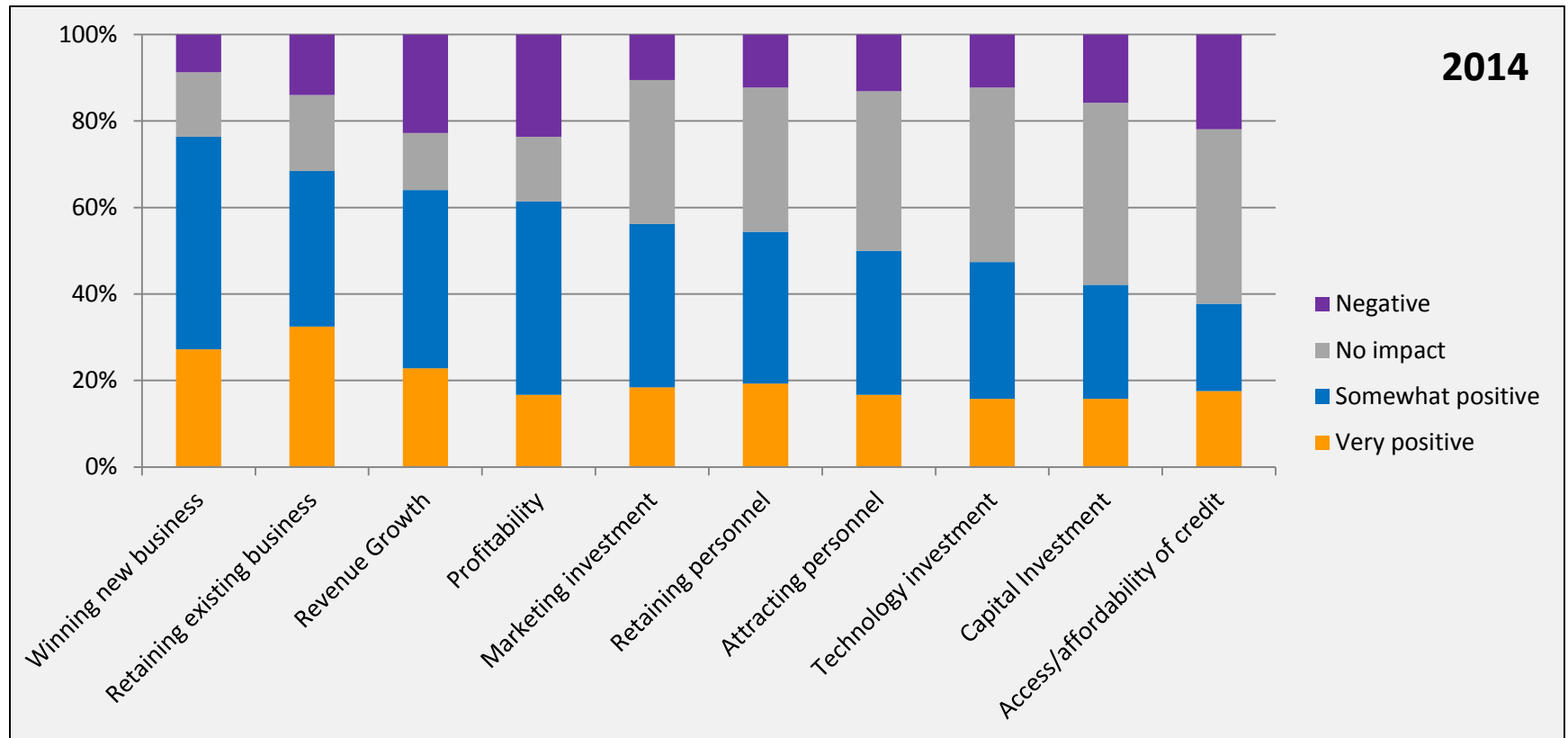
...and even more expect improvement to continue over the next 18 months.



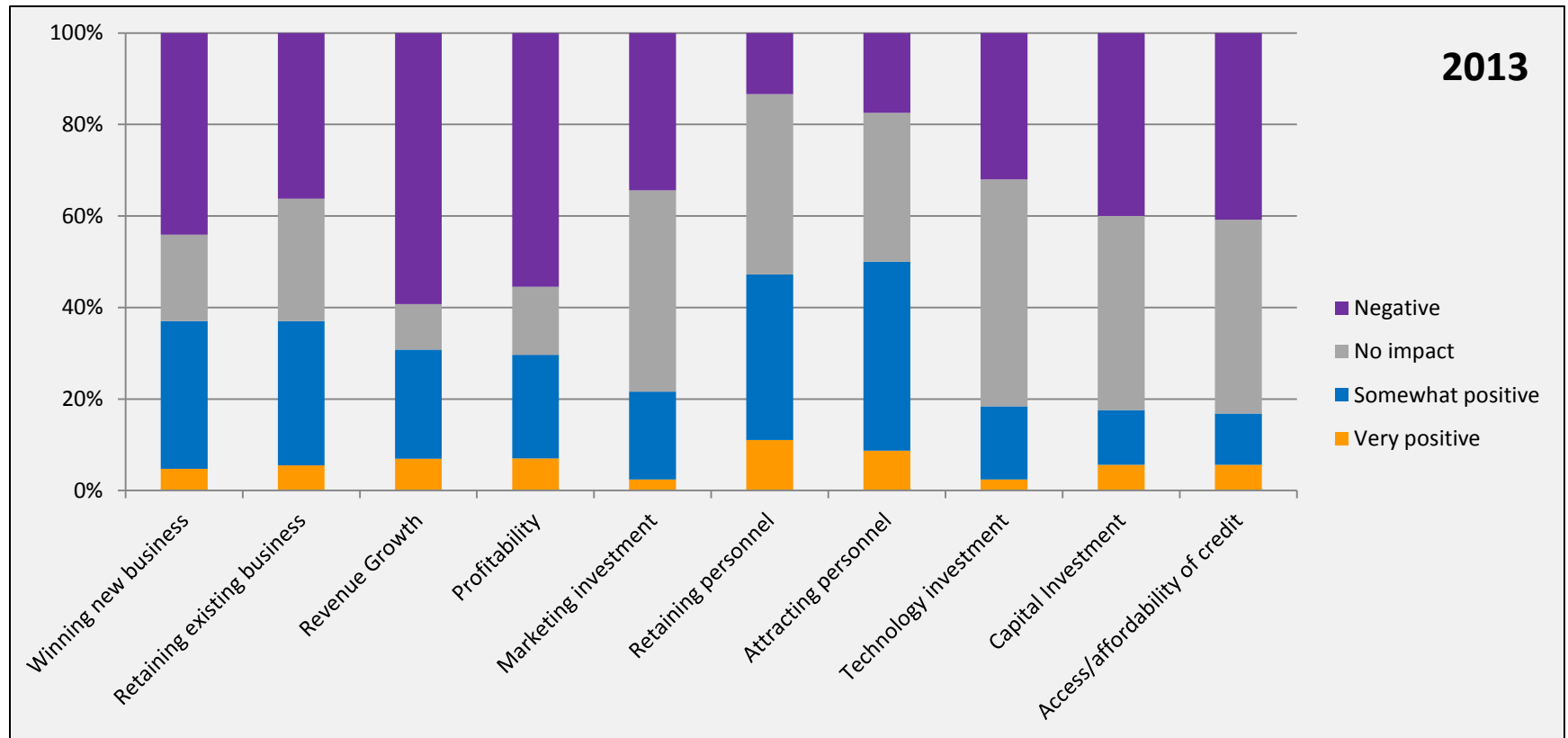
49% expect to increase full-time staff.



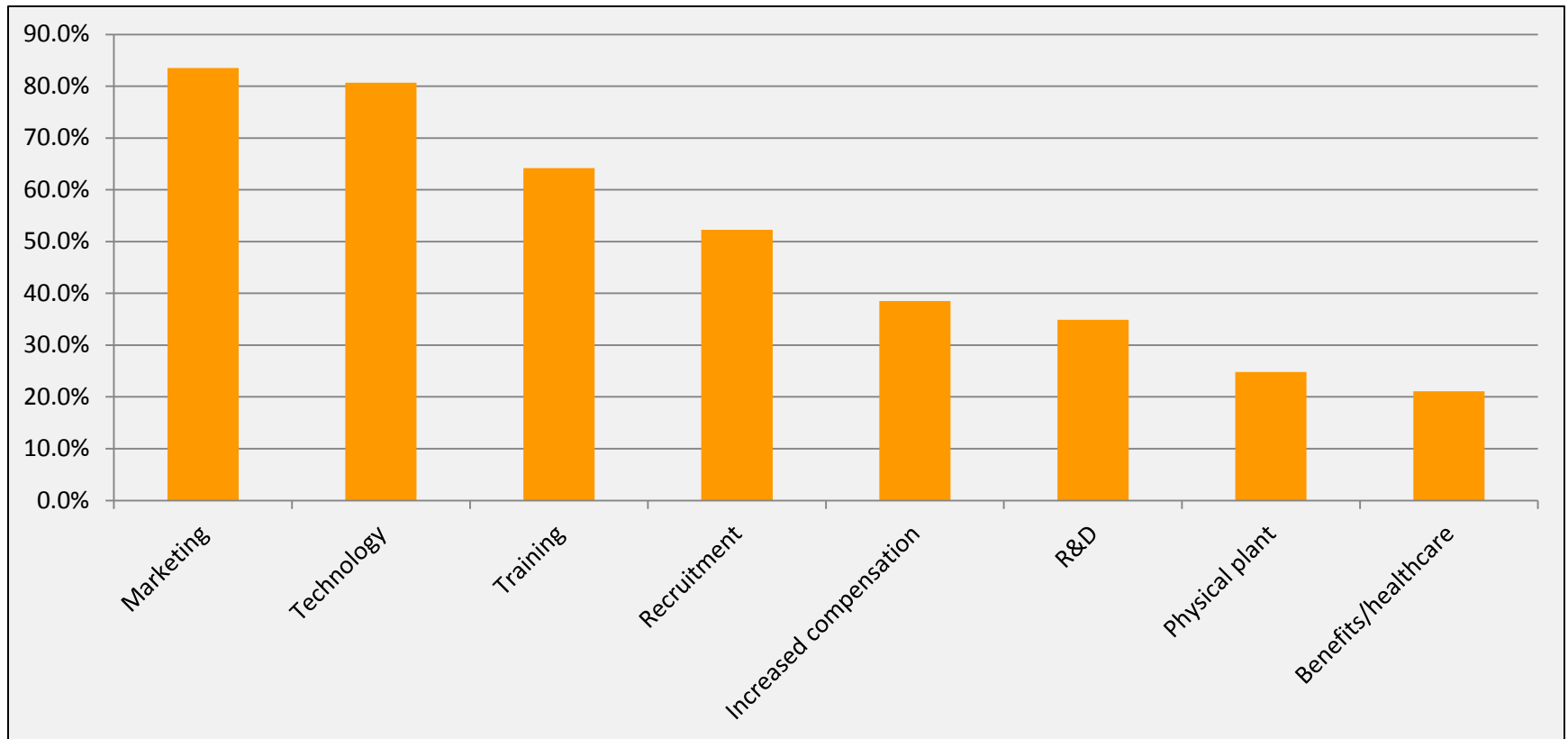
The current economy has a positive impact on winning new business and retaining existing business.



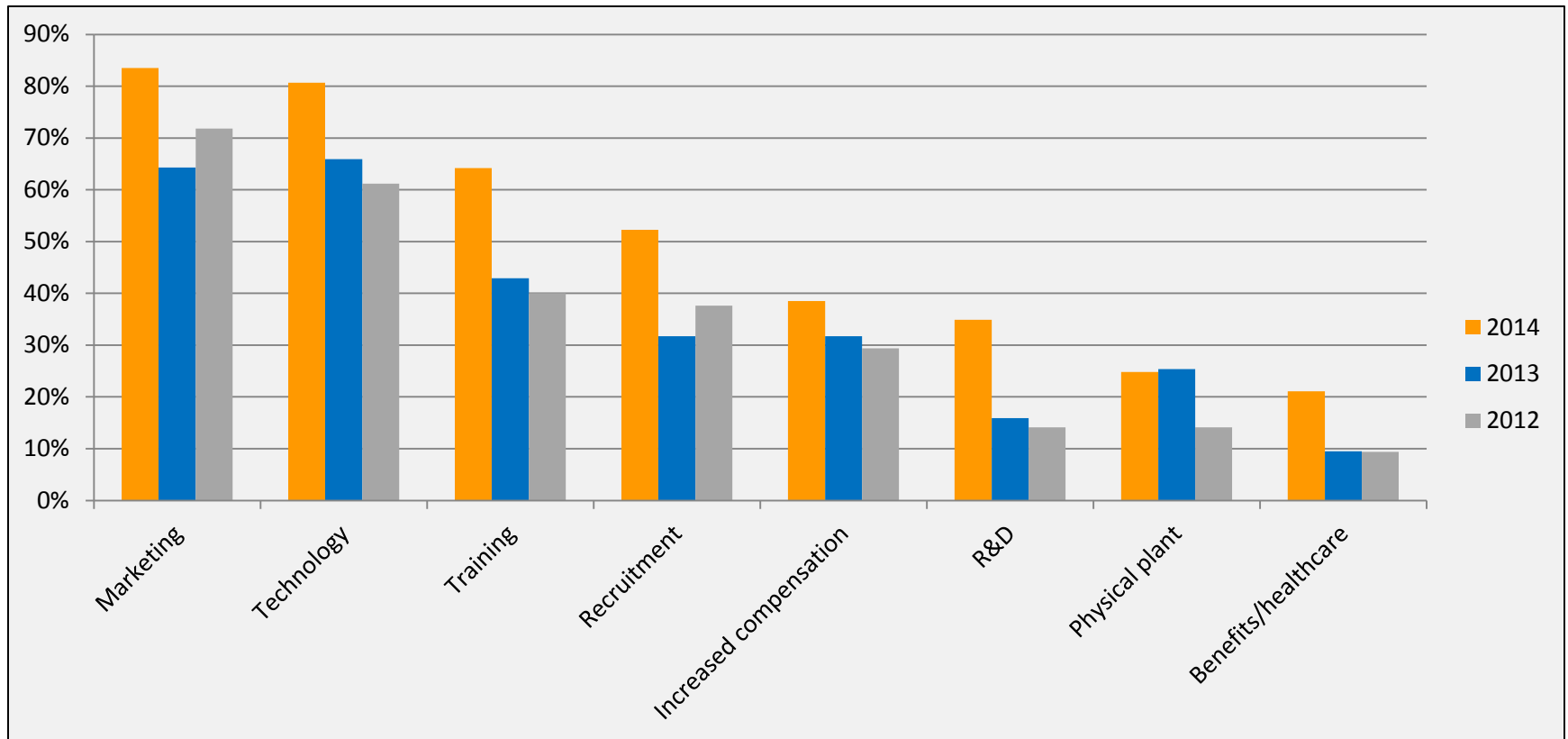
And a much more overall positive outlook than 2013.



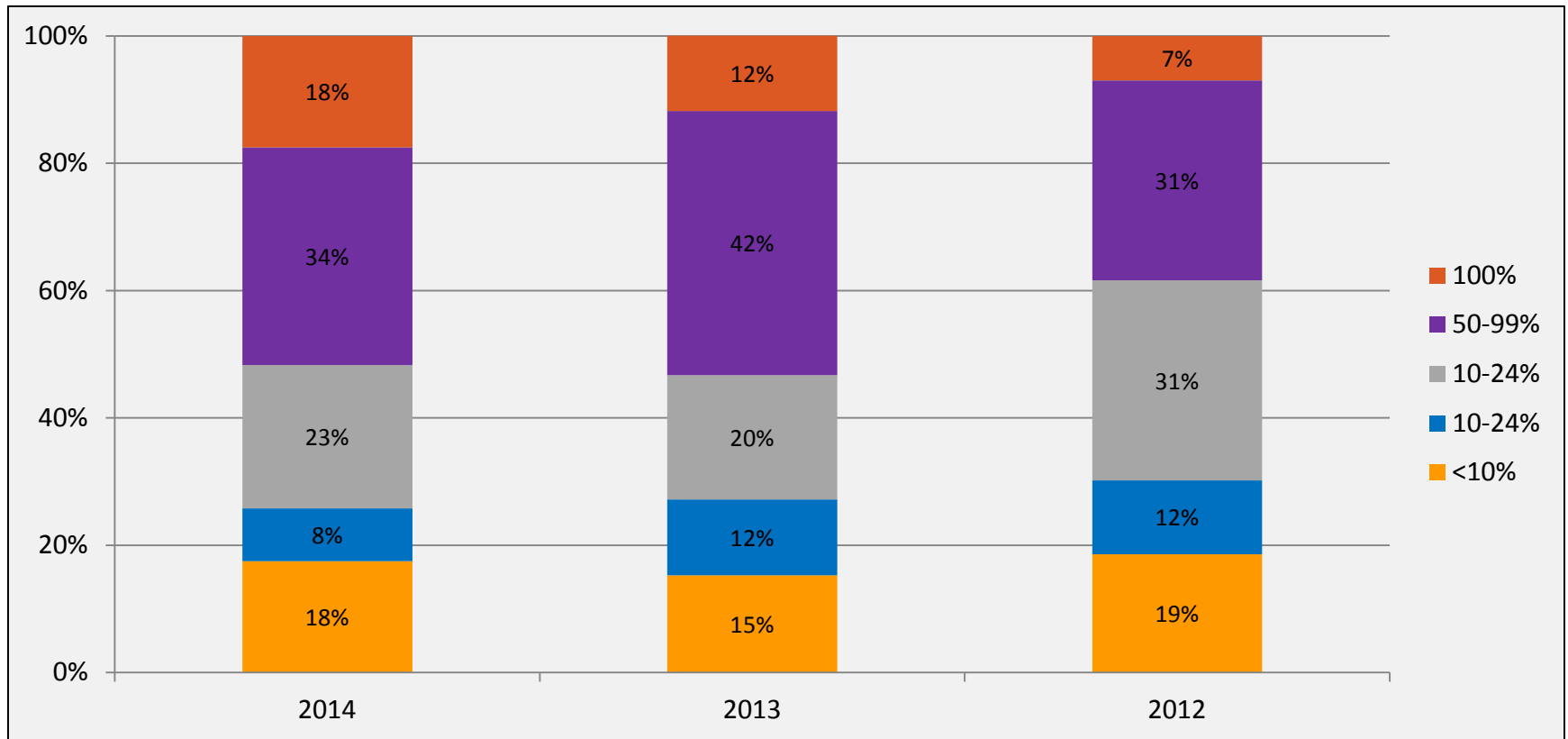
Most plan to invest in marketing and technology over the next 18 months.



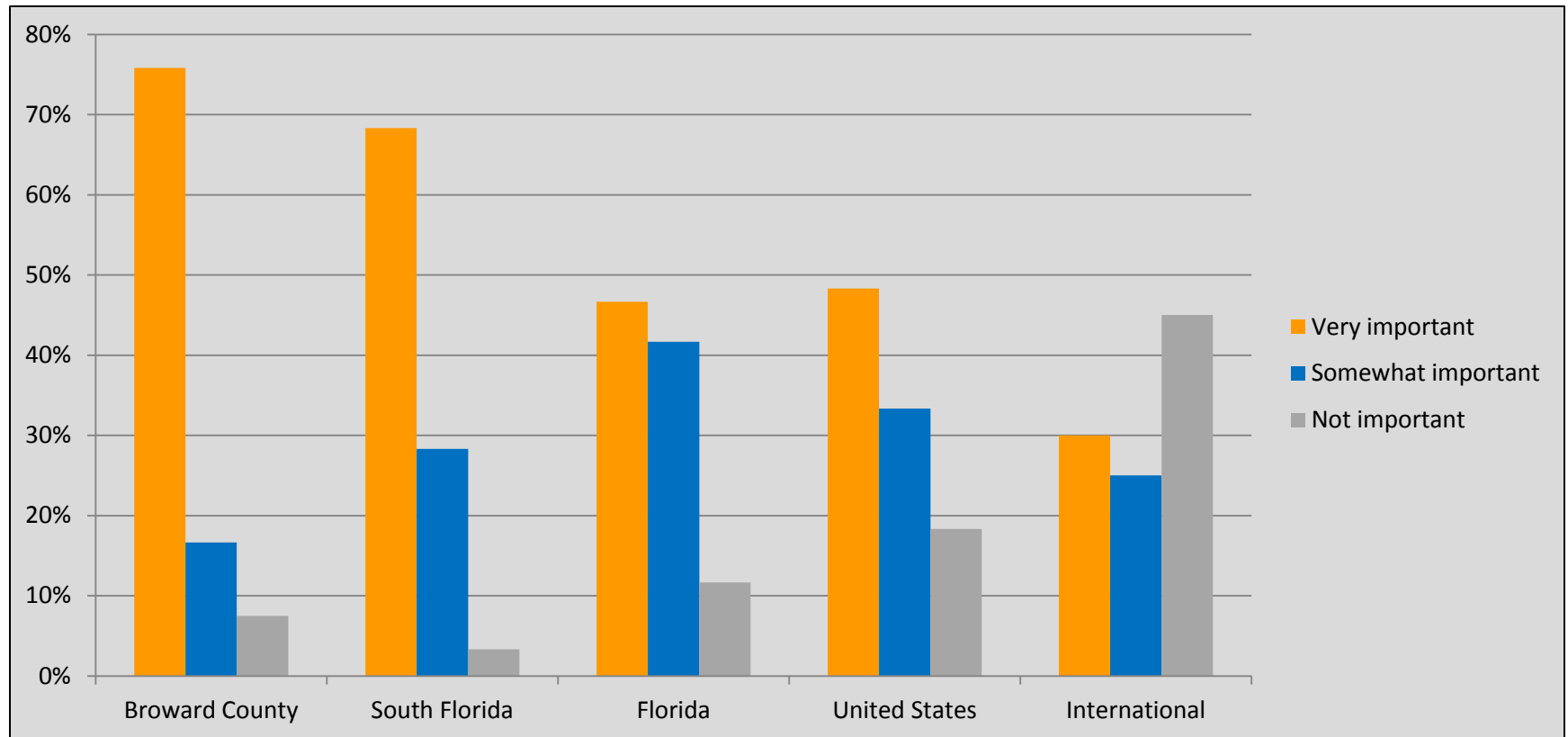
Investment has increased in nearly all areas for 2014.



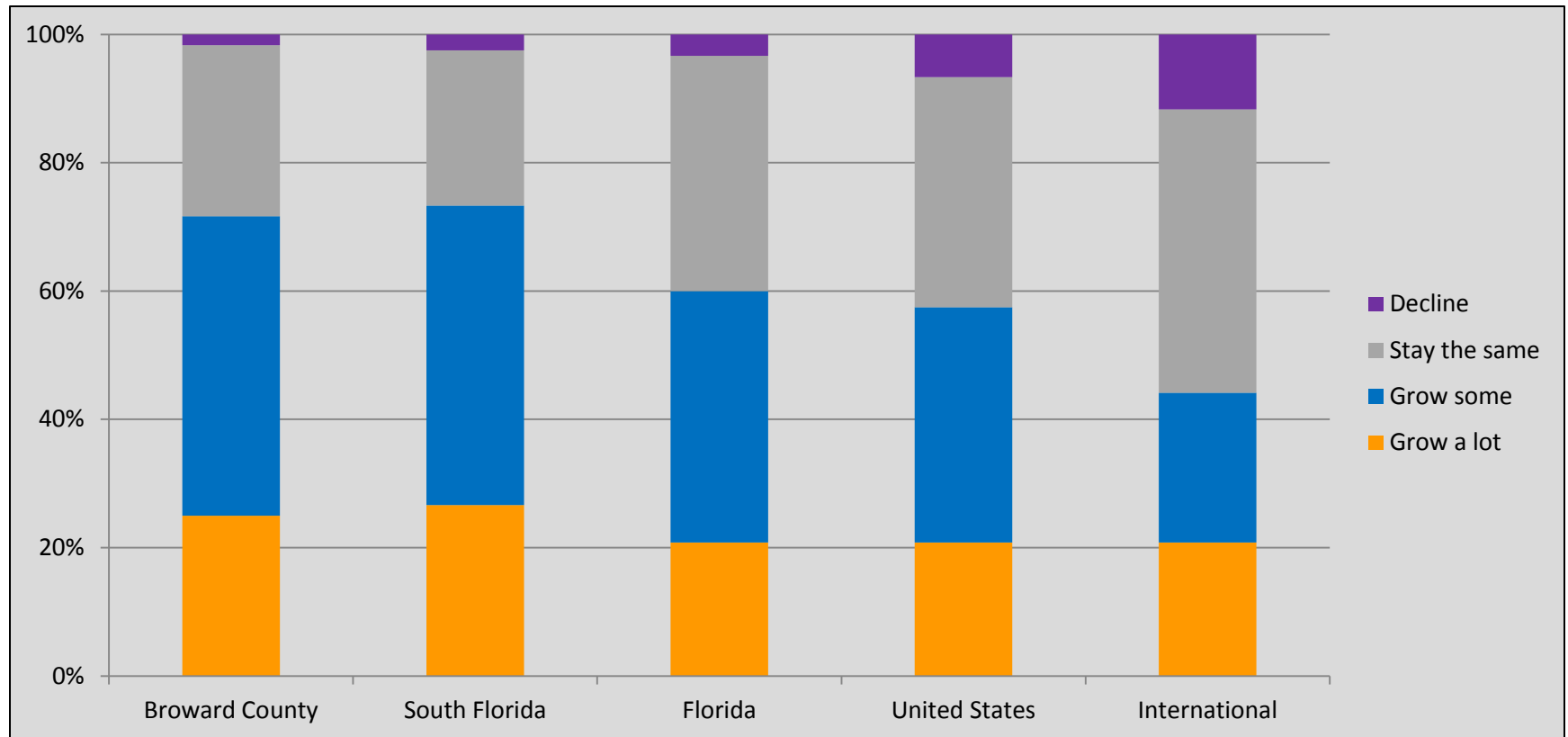
More report that 100% of business is conducted in Broward this year compared to last.



Broward County and South Florida are the most important geographic markets.



Growth is expected locally and throughout the U.S. for more than 50% of businesses.



The most important issues for businesses in 2014.

