

In Partnership with



Douglas County GA

Douglas County Industry Survey

2023 Report



ECONOMIC PARTNERSHIP

Workforce Survey

Results

As we navigate through 2023, the manufacturing industry is witnessing a transformative shift driven by several emerging trends. These trends are reshaping the way manufacturing operations work, making them more efficient, productive, and sustainable. From digitalization and automation to increased adoption of artificial intelligence (AI) and the growing importance of sustainability, the landscape of the manufacturing industry is undergoing significant changes.

In the midst of these evolving trends, community business leaders sought to gather insights from industry professionals, local business owners, and general residents on the current state of manufacturing and their vision for the sector's future. The feedback obtained from this survey will be crucial in identifying strengths, weaknesses, opportunities, and threats and formulating strategies to elevate Douglas County manufacturing to new heights.

The Elevate Douglas Survey is a comprehensive collection of data from many sectors of the Douglas County workforce. Comprising 19 questions, this survey offers a window into the various industries that underpin the Georgian economy and the challenges they face.

The data collected retrieved significant details about the operational dynamics of these industries. These sectors include manufacturing, logistics and distribution, construction, professional business services, environmental services/waste management, graphics art, and consulting. From workforce size*, ranging from 160 to 900+ across different companies, to average working hours, this survey covers a broad spectrum of operational facets.

Figure 1. Industry Breakdown

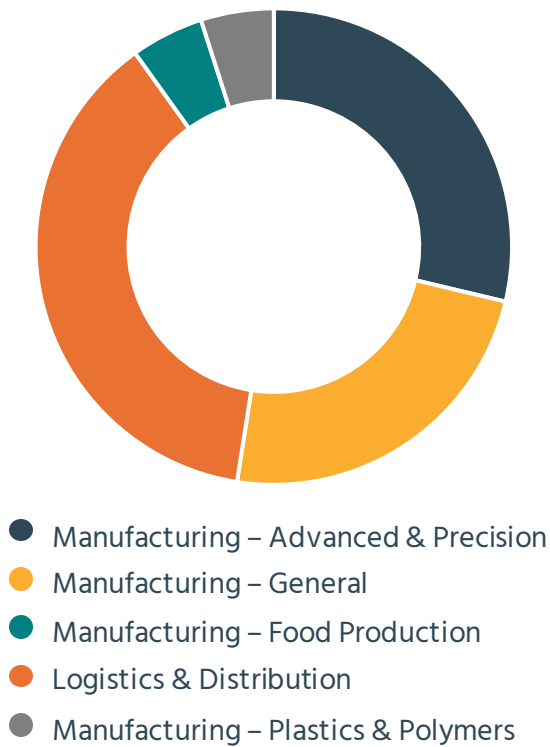


Figure 2. Total Number of Employees
(including staffing-agency labor and part-time labor)

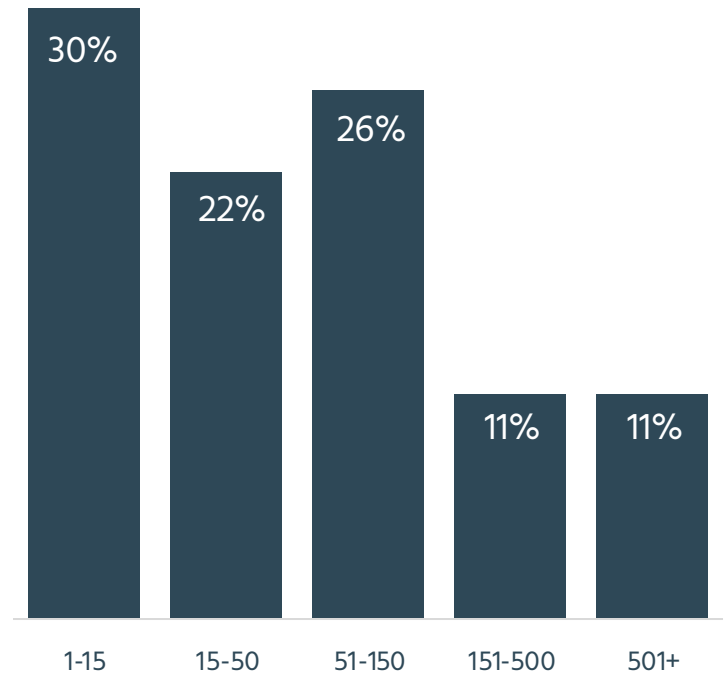
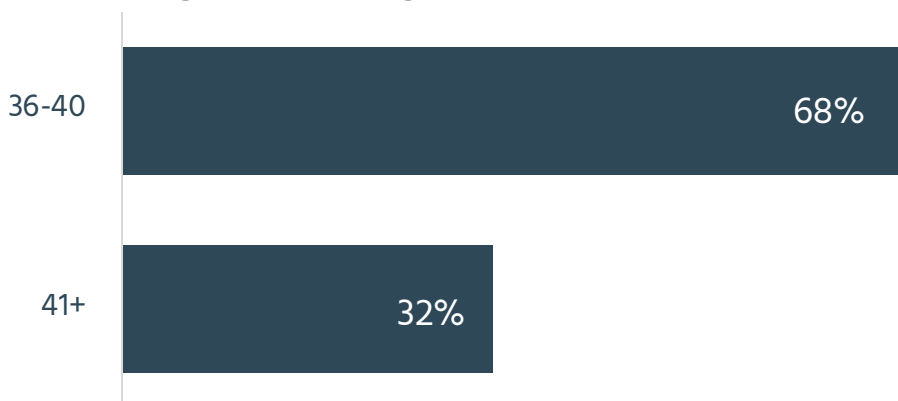


Figure 3. Average Hours Worked Per Week

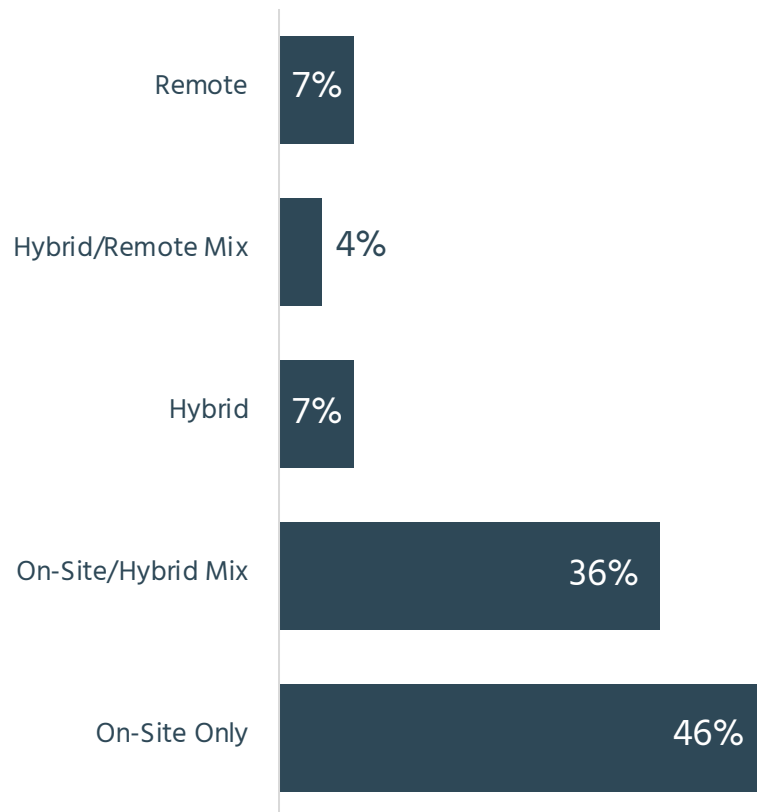


Current State of the Workforce

The Elevate Douglas Survey unearthed valuable insights about the current state of the workforce.

Work schedules can vary significantly across different companies. While some still adhere to traditional on-site schedules, others have embraced a more flexible approach. This includes offering a mix of on-site and hybrid roles, some fully hybrid, some hybrid and remote, and others fully remote. This adaptability allows employees to choose the working conditions that best suit their needs.

Figure 4. Scheduling Flexibility



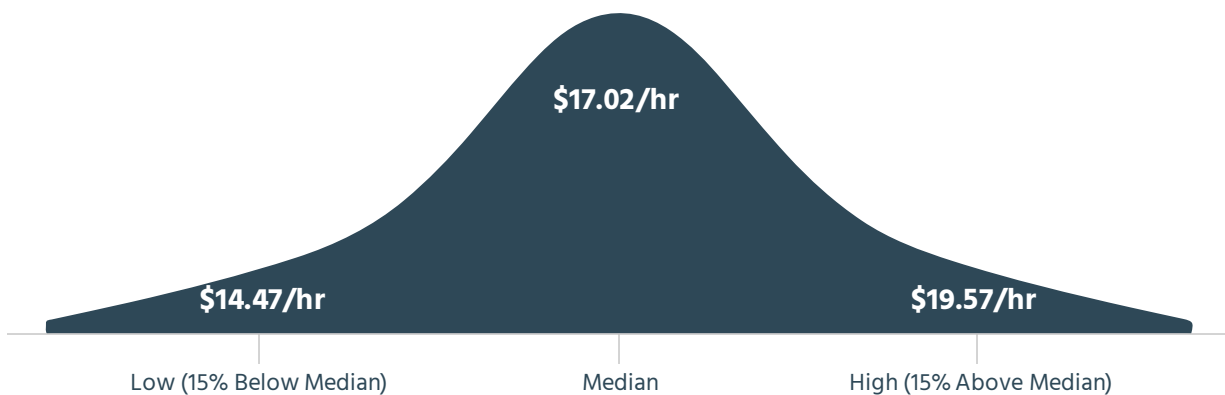
In addition to flexible schedules, the overtime policy of these companies is also worth noting. It was found that a significant percentage, up to 32%, of hourly employees regularly work overtime. This demonstrates the dedication and commitment of these individuals to their work.

The lowest reported base pay for entry-level positions ranged between \$15.00 and \$21.00 per hour. However, as employees progress to higher levels, the pay scales diverge significantly, indicating a wide range of earning potential within these organizations.



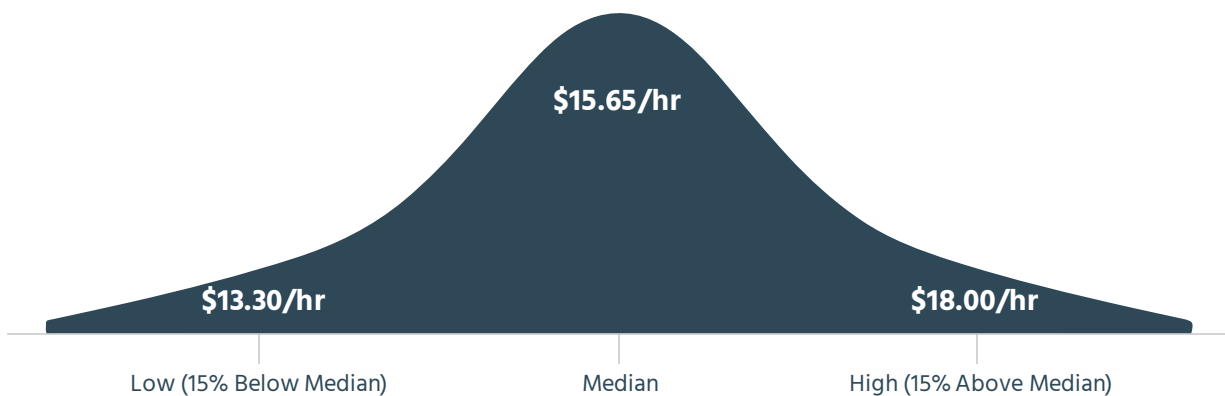
Lowest Reported Entry-Level Base Pay **\$15.00/hr - \$21.00/hr**

Figure 5. Typical Compensation Ranges in the Atlanta-Sandy Springs-Alpharetta area.



The median wage is \$17.02/hr, which is 22.6% lower than the national median. When you adjust the median wage for regional cost of living (which is 3.7% below the average) workers “feel like” they make \$17.67/hr.

Figure 6. Typical Compensation Ranges in the state of Georgia.



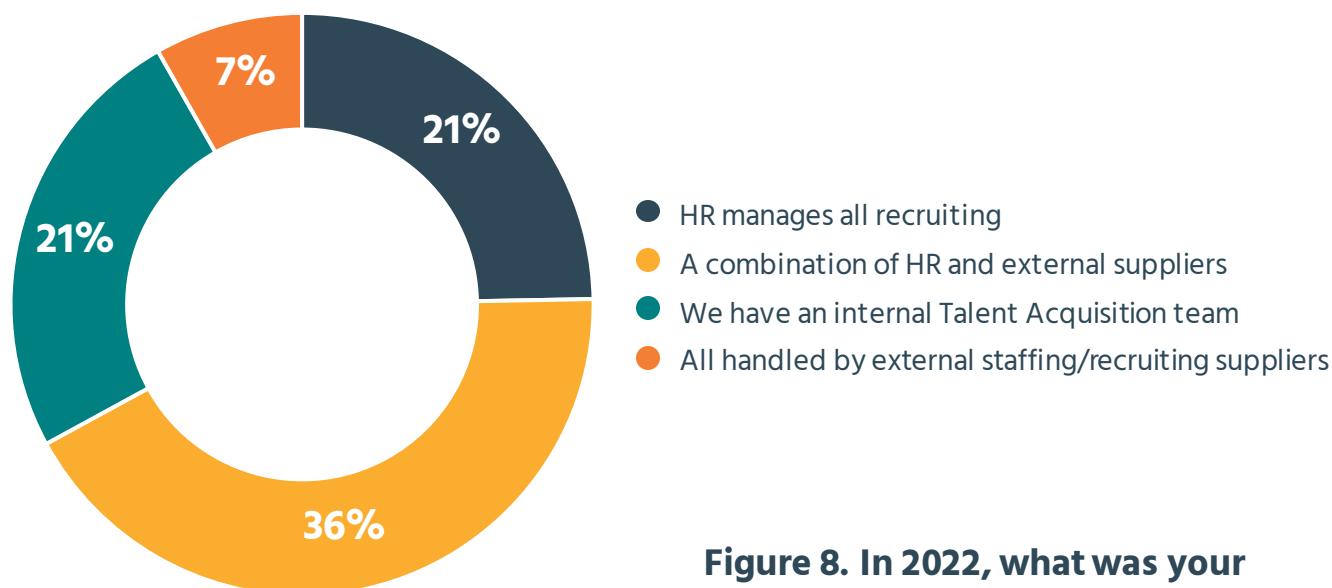
The median wage is \$15.65/hr, which is 28.8% lower than the national median. When you adjust the median wage for regional cost of living (which is 6.6% below the average) workers “feel like” they make \$16.76/hr.

Overall, these findings highlight the diverse and dynamic nature of work schedules, overtime policies, and wage structures across different companies.

Recruitment Challenges Highlighted by Business Leaders

While the current state of the workforce shows promise, it is not without its challenges. According to business leaders, recruitment remains a significant hurdle in the manufacturing industry.

Figure 7. How would you describe your company's recruitment and hiring process?



Many businesses struggle to find skilled workers with the technical expertise needed for their specific operations due to recruitment difficulties, high turnover rates, and absenteeism. Some companies also reported a desire for more flexibility. This results in a shortage of qualified candidates and can hinder growth and productivity within these organizations.

Figure 8. In 2022, what was your turnover percentage?

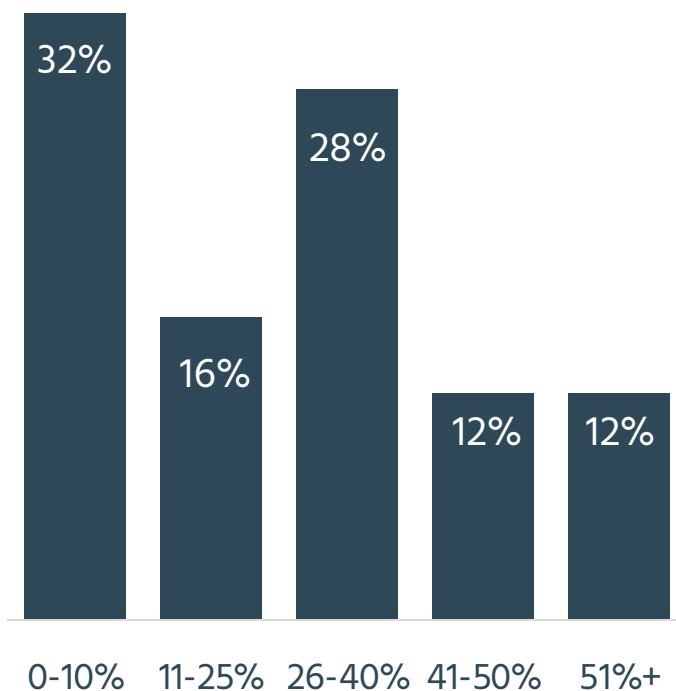


Figure 9. What market challenges have impacted your business the most in the last year (rank in order of greatest impact)?

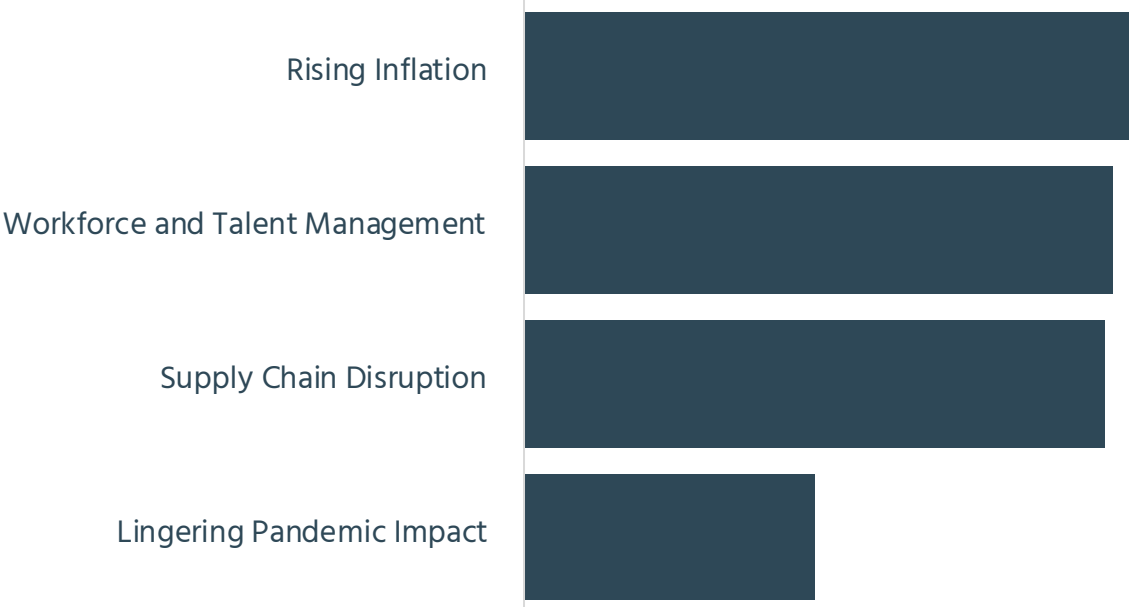
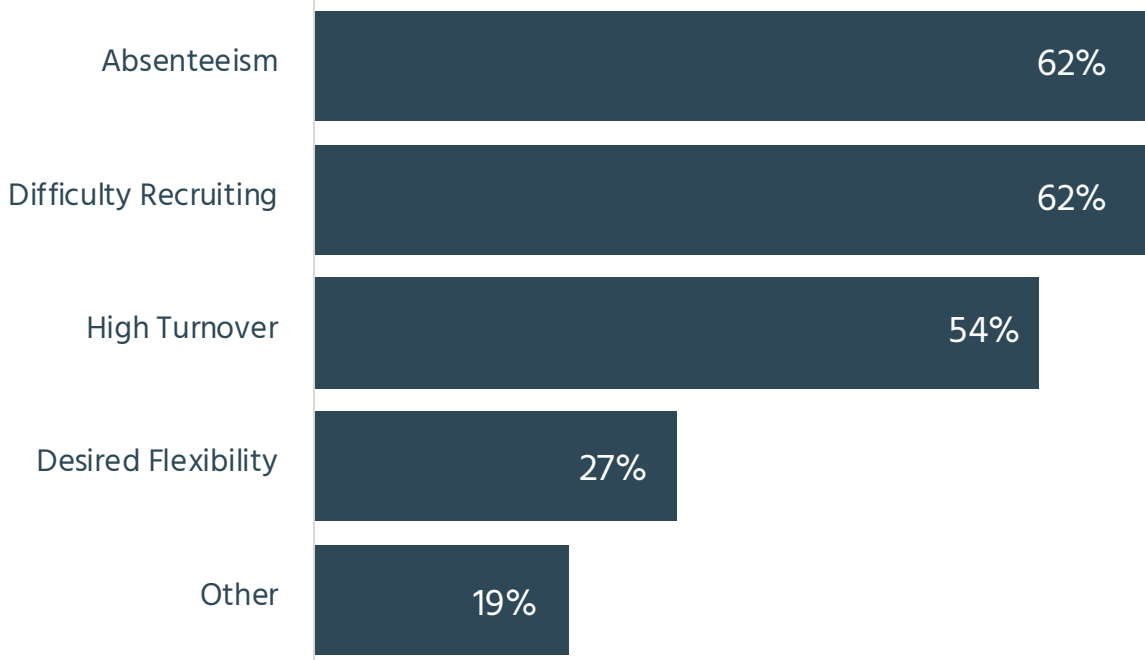


Figure 10. What challenges have you specifically experienced as it relates to your workforce (select all that apply)?



In the face of these challenges, businesses are revamping their recruitment processes and incentivizing strategies to attract and retain the right talent. Modern recruitment methods have been increasingly adopted, leveraging technology and digital platforms for talent acquisition, as well as outsourcing their recruitment process.

Incentives have also become a significant part of their retention strategy. These include not only competitive salaries but also comprehensive benefits packages, work-life balance initiatives, and recognition programs. Many companies have offered Cost of Living Adjustments, with instances of adjustments taking place from 0-3 months to more than 12 months. Shift premiums were also offered for weekends, night, and afternoon/evening shifts.

Figure 11. When did your company last give a wage increase?

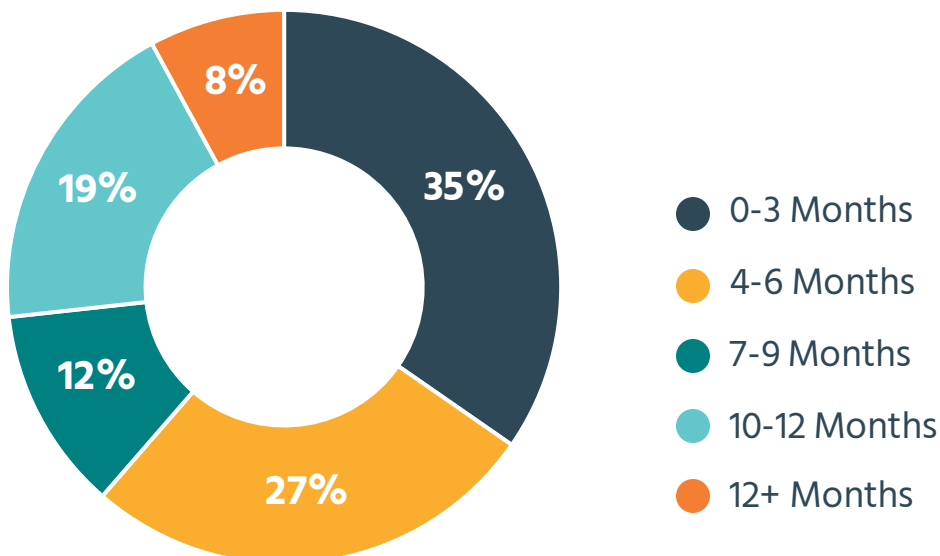


Figure 12. Do you offer any additional employee incentives (select all that apply)?

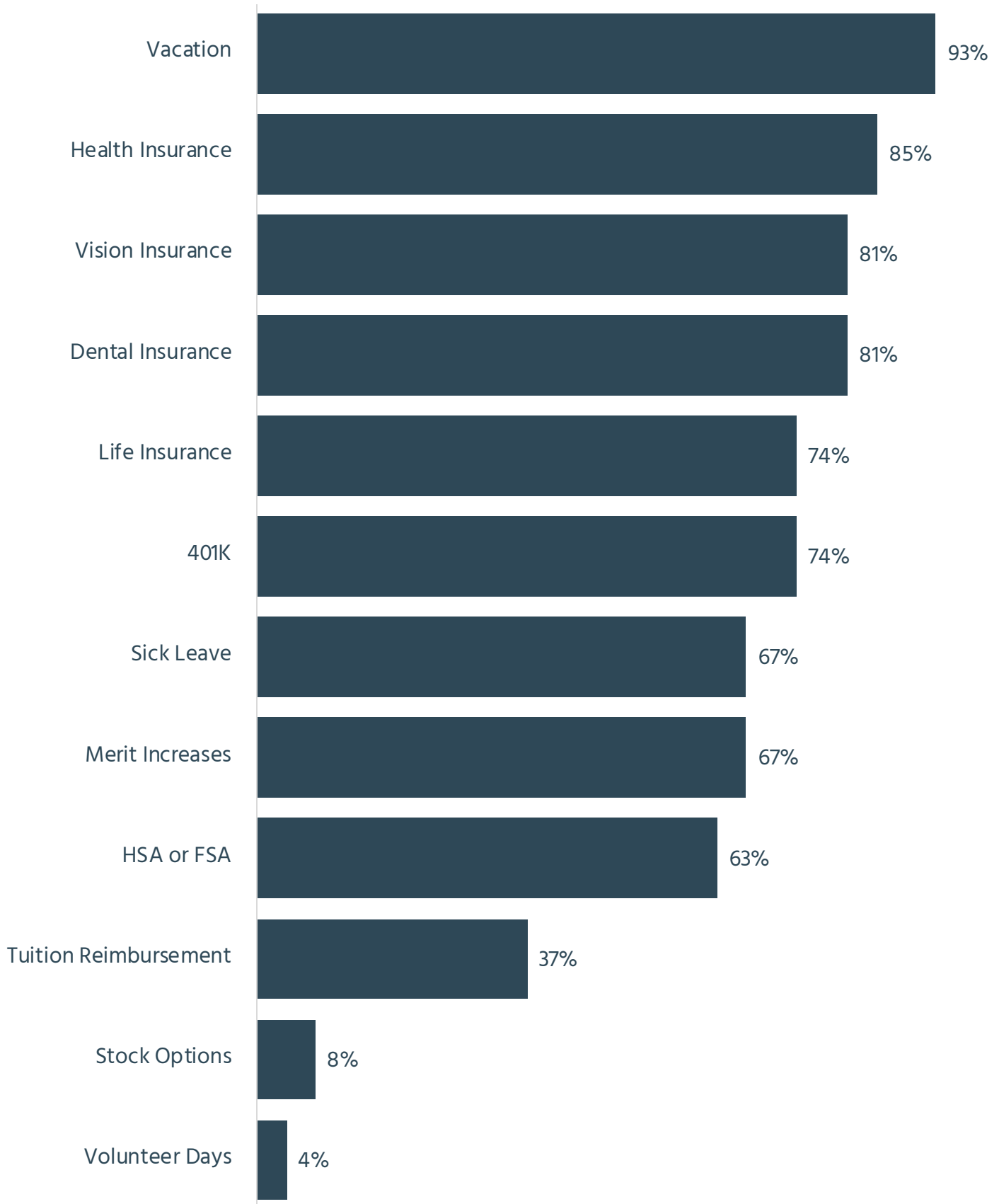


Figure 13. When is the last time you made a cost-of-living adjustment (COLA)?

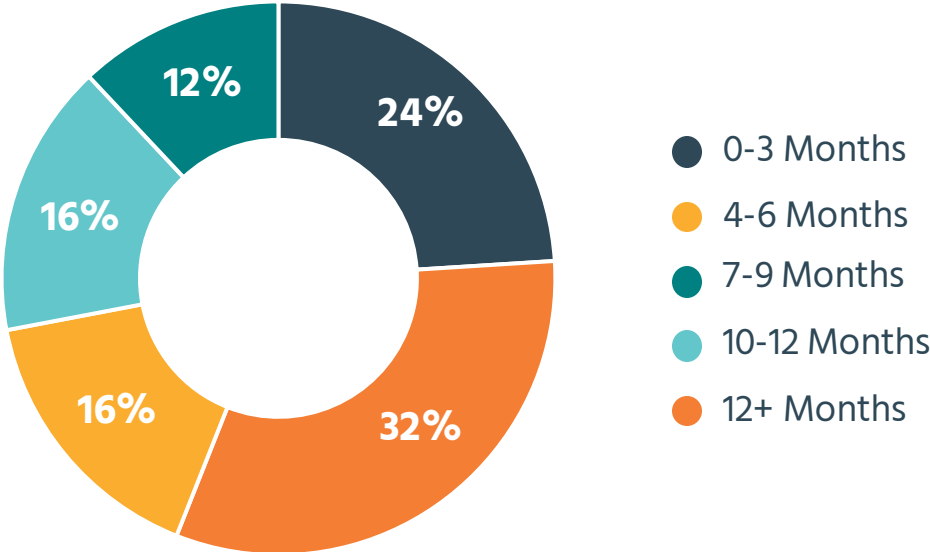


Figure 14. Does your business offer shift premiums (select all that apply)?

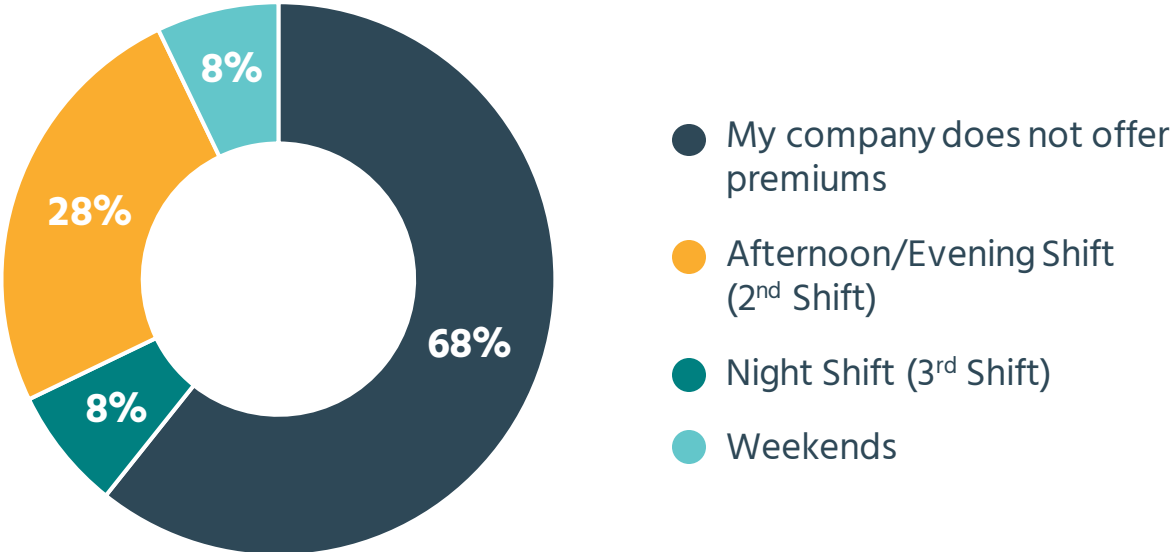
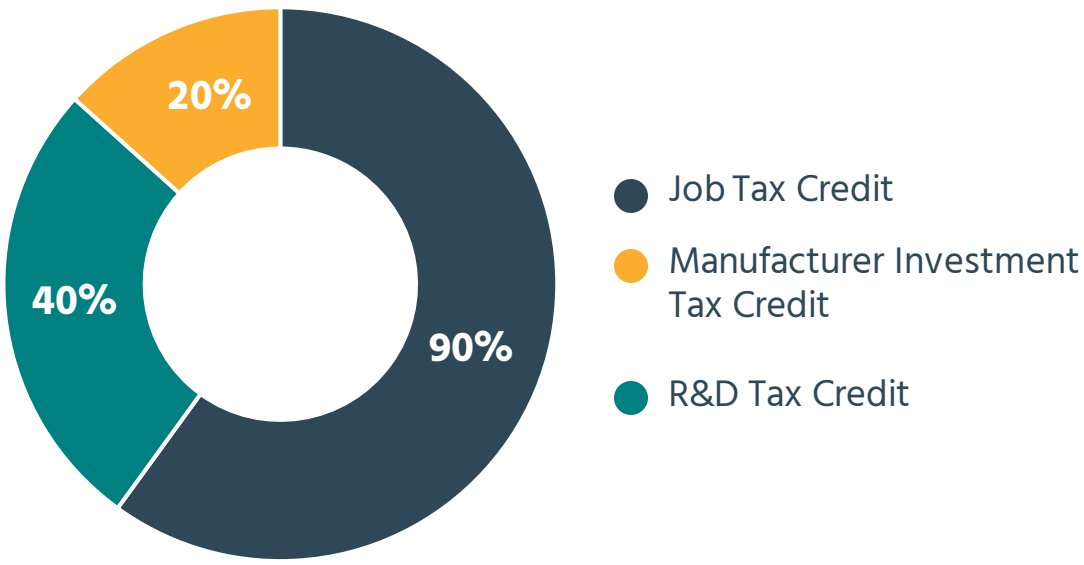


Figure 15. What Georgia Tax Credits does your company take advantage of?



In conclusion, the Elevate Douglas Survey has highlighted the diversity of businesses operating in Douglasville, Georgia, and the multi-faceted challenges and opportunities they are facing. Companies are adapting to the changing landscape of the manufacturing industry and continuously striving for growth and innovation.

Figure 16. Does your company have plans to expand in these areas?



82%

Companies Said
Equipment



64%

Companies Said
Human Capital



41%

Companies Said
Footprint

An aerial, grayscale map of a city with several white location pins scattered across the landscape. The map is slightly blurred, and the pins are semi-transparent.

MAU
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