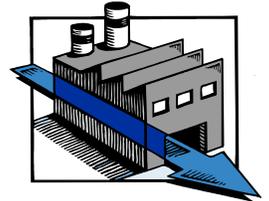




## Information Sheet

# 2005 Georgia Manufacturing Survey



The Georgia Manufacturing Survey is one of Georgia's preeminent tools for ascertaining the current and prospective health of its manufacturers. Conducted every two years, the purpose of the survey is to benchmark manufacturing performance by determining the needs, issues, challenges, capabilities, and potential facing Georgia manufacturers so that strategies for enhancing their **competitive advantages** can be developed and improved. The survey focuses on problems/needs, operational performance, trends in product, process, and organizational innovation, current and planned use of new technology, and the impact and effectiveness of Georgia's manufacturing assistance programs. The survey is conducted by Georgia Tech's Economic Development Institute in collaboration with the Georgia Tech School of Public Policy.

### How is this Survey Different?

Over the years, there have been several other manufacturing surveys in Georgia. Most of these surveys have been directed to short-term economic and tax factors. These surveys tend to be reported in standard format for the state as a whole, and they focus on the year the survey is conducted. In contrast, the Georgia Manufacturing Survey:

- ◆ Is forward looking, emphasizing innovation, use of technology, and new management practices
- ◆ Draws on long-range trends, based on a dataset that has been updated since 1994
- ◆ Provides standard reports plus customized reports *by region* and customized benchmark reports for *every manufacturing respondent*.
- ◆ Is targeted for use by the Georgia MEP, state and local economic developers, policy, and other business assistance providers.

### How the Survey is Conducted

Over the past ten years, the survey has been mailed every two years to all manufacturers with ten or more employees in Georgia. A professional survey is sent with an enclosed postage paid envelope. Approximately 4,000 manufacturers receive a survey.

### Key Elements

A diverse range of questions is asked. Some of the topics include:

- ◆ Product and process innovation
- ◆ Information technology
- ◆ Manufacturing productivity and performance
- ◆ Workforce and training
- ◆ Use of business assistance resources
- ◆ Industry trends
- ◆ Plus thematic questions developed in consultation with industry experts.

### Deliverables: How the Survey is Used

Survey results are used to inform Georgia Tech and other state of Georgia initiatives to assist business, technology, and economic development. The results of the survey are disseminated and used in multiple ways. A full final report, executive summary, and customized regional reports are prepared – these are also put on the Worldwide Web at <http://www.cherry.gatech.edu/survey>. In addition, results are spotlighted in the Focus on Manufacturing electronic newsletter that is emailed to economic developers and manufacturers around the state. Customized benchmarks are developed and sent to each participating manufacturer.

The survey is not simply a research report. The results are important for assessing Georgia programs providing assistance to manufacturers, including the Georgia MEP. A link can be found at the U.S. Department of Commerce's website through their Manufacturing Extension Partnership Program. The results can also be benchmarked globally due to collaboration with Germany's Fraunhofer Institute for Systems and Innovation Research.

Examples of how the Georgia MEP has used the survey in the past include:

- ◆ Workshop on improving manufacturing value-added, developed around customized benchmark reports from the survey
- ◆ Market information developed for lean manufacturing services
- ◆ Creation of a Center for New Market Opportunities based on survey information about increased demand for product development and marketing assistance.
- ◆ Industry-specific analyses of food processing, pulp and paper, and textiles utilized by the Georgia Traditional Industries Program.

#### **Confidentiality and Privacy Policy**

All individual information provided by manufacturers is kept strictly confidential. Publications and reports use only aggregated results. Names of participating companies are never released and we cannot share any individual company information with third parties.

#### **Availability**

We will mail the next Georgia Manufacturing Survey in the Fall of 2004. A report should be available for comments and distribution in the first quarter of 2005.

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