

2020



National Business Trends Survey

Cascade Employers Association
cascadeemployers.com
503.485.9341



The National Network for Local Workplace Solutions

2020 National Business Trends

An Employer Associations of America (EAA) Sponsored Survey, coordinated by Cascade Employers Association in cooperation with employer associations nationwide.

Published: November 2019

Next Publication: November 2020

Confidential Survey Report

This survey is provided with the understanding that the information will:

- remain strictly confidential
- be restricted to authorized personnel only
- not be used in collective bargaining or grievance proceedings
- protect, completely, organizational identity



National surveys produced by the EAA include:

- National Business Trends Survey
- National Executive Compensation Survey
- National IT & Engineering Compensation Survey
- National Policies & Benefits Survey
- National Sales Compensation Survey
- National Wage & Salary Survey

© 2019 Employer Associations of America (EAA): All rights reserved. This survey is provided to the recipient to use as an *internal* compensation resource. Quotation from, or reproduction of, any part of the material contained in this survey, in any form or by any other means, without prior permission in writing from EAA or a survey co-sponsor named herein is prohibited.

2020 National Business Trends

Co-Sponsoring Associations

This survey was made possible by the collaborative efforts of Employer Associations throughout the nation. We want to graciously thank all of these associations for their efforts in attracting participants and helping to make the 2020 National Business Trends Survey a great success.



AAIM Employers' Association

St. Louis, MO
(314) 968-3600
www.aamea.org

Liz Redohl
liz.redohl@aamea.org



American Society of Employers

Livonia, MI
(248) 223-8053
www.aseonline.org

Jason Rowe
jrowe@aseonline.org



Capital Associated Industries, Inc.

Raleigh, NC
(919) 878-9222
www.capital.org

Lauren Kauffman
lauren.kauffman@capital.org



Cascade Employers Association

Salem, OR
(503) 585-4320
www.salarytrends.com

McKenna Arnold
marnold@cascadeemployers.com



Employers Association Forum, Inc.

Longwood, FL
(407) 260-6556
www.eafinc.org

Christine Crews
chris@eafinc.org



Employers Association of the NorthEast

Agawam, MA
(877) 662-6444
www.eane.org

Mark R. Adams
madams@eane.org



Hawaii Employers Council

Honolulu, HI
(808) 440-8845
www.hecouncil.org

Cathy Keaulani
ckeaulani@hecouncil.org



HR Source

Downers Grove, IL
(630) 963-7600
www.hrsource.org

Monica Sorenson
surveys@hrsource.org

2020 National Business Trends

Co-Sponsoring Associations (continued)

This survey was made possible by the collaborative efforts of Employer Associations throughout the nation. We want to graciously thank all of these associations for their efforts in attracting participants and helping to make the 2020 National Business Trends Survey a great success.



MidAtlantic Employers Association

King of Prussia, PA
(800) 662-6238
www.meainfo.org

Shawn McGuire
smcguire@meainfo.org



MRA – The Management Association

Waukesha, WI
(262) 696-3348
www.mranet.org

Kelly Greinke
kelly.greinke@mranet.org



The Employers' Association

Grand Rapids, MI
(616) 698-1167
www.teagr.org/teaimis

Maggie McPhee
mmcphee@teagr.org



The Employers' Association

Maumee, OH
(419) 893-3000
www.theea.org

Kelly Beard
kelly.beard@theea.org



The Employers Association

Charlotte, NC
(704) 522-8011
www.employersassoc.com

Becky Drozd
bdrozd@employersassoc.com



United Employers Association

Portland, OR
(503) 595-2095
www.unitedemployers.org

Becca Wiegand
bwiegand@ueainc.com

2020 National Business Trends

Table of Contents

Introduction	Page
Report Overview	1
Report Formats	1
Response Levels	1
Participant Distribution Statistics.....	2
Section One: National Report	7
Significant Trends Summary	8
Participant Demographics.....	10
Detail Reports	11
Section Two: Western Region Report	21
Significant Trends Summary	22
Participant Demographics.....	24
Detail Reports	25
Section Three: Southern Region Report	35
Significant Trends Summary	36
Participant Demographics.....	38
Detail Reports	39
Section Four: Northeast Region Report	49
Significant Trends Summary	50
Participant Demographics.....	52
Detail Reports	53
Section Five: Midwest Region Report	63
Significant Trends Summary	64
Participant Demographics.....	66
Detail Reports	67
Section Six: State Reports	77
State Detail Reports (alphabetical)	78
Appendix (“Other” specified responses).....	594

2020 National Business Trends

Introduction

Report Overview

Each day, employers are faced with the challenge of how to move their business forward. The 2020 National Business Trends Survey provides detailed information regarding how executives have responded in 2019 and how they are planning to respond in 2020 to the changing business climate. The reports include:

- Business Outlook
- Business Investment Plans
- Staffing Plans
- Recruitment/Retention Challenges
- Job Creation Challenges
- Business Improvement Measures
- Pay Strategies
- Business Challenges

Report Formats

The 2020 National Business Trends Survey report is divided into six sections; National Report, Regional Reports (Midwest, Northeast, Southern, & Western), and individual State Reports. The National and Regional sections contain a Significant Trends Summary, a response Detail Report and Participant Demographics. The State Reports contain a response Detail Report and Participant Demographics only.

Response Levels

The 2020 National Business Trends Survey includes **1,093** distinct participating organizations spread out over all 50 states, and Washington D.C. Many survey participants indicated they have business operations in multiple states.

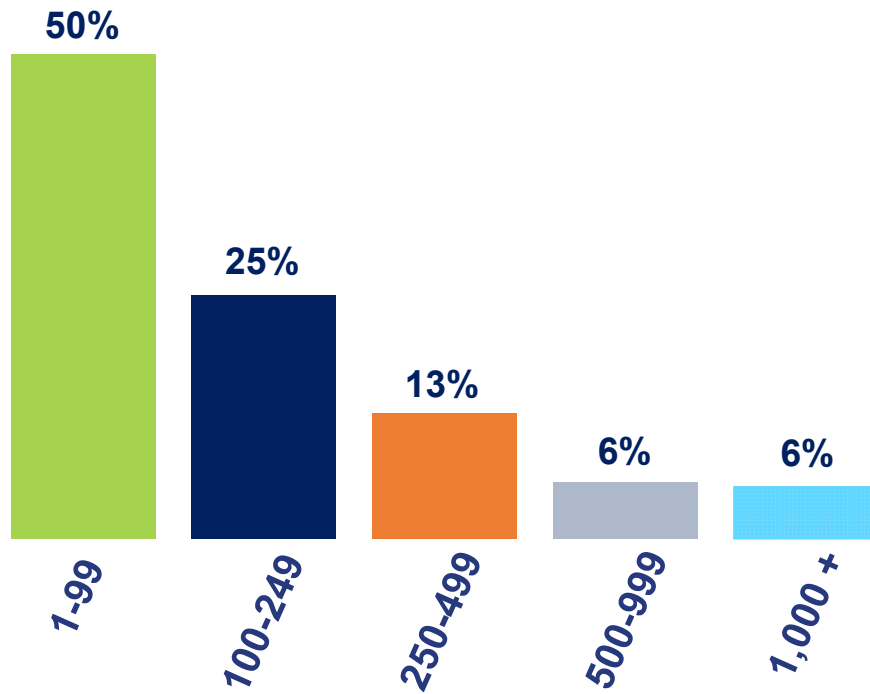
Notes:

Participant responses may not total 100% in some instances due to rounding, the ability to select multiple responses and/or due to participant omissions.

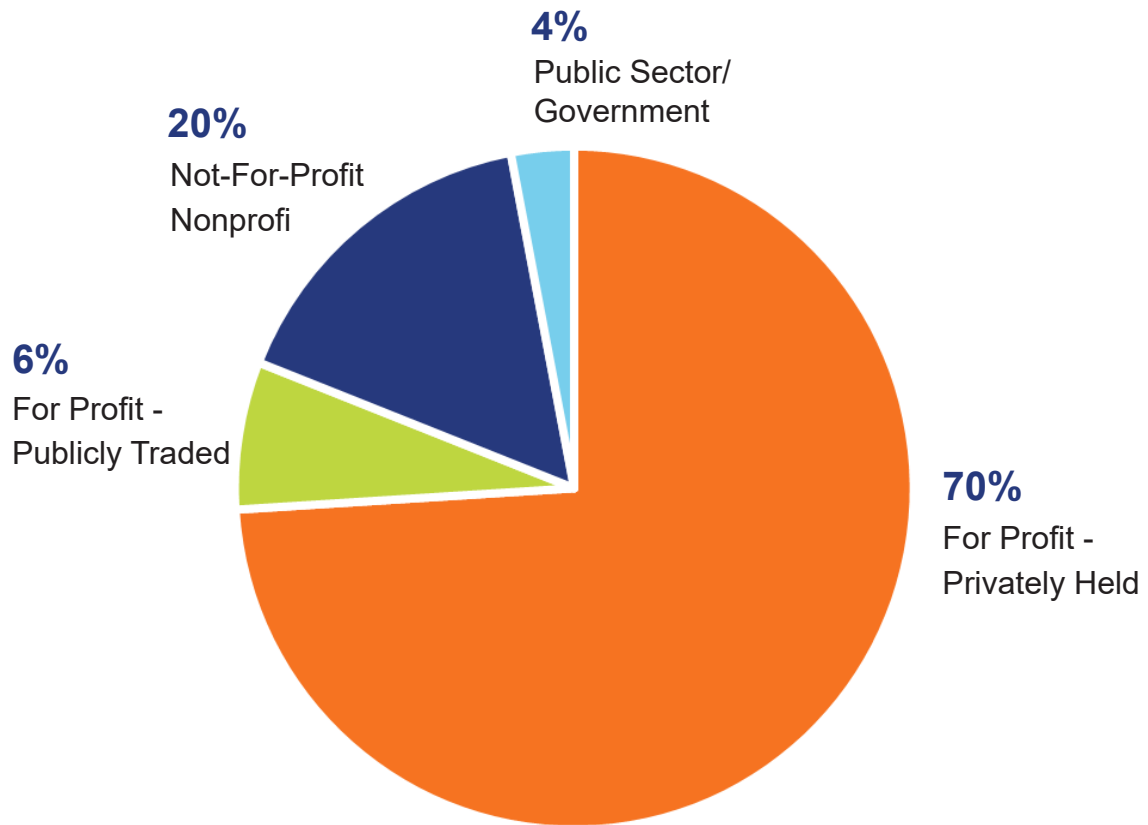
For states where there were less than 10 survey responses, State Reports have not been included because the number of responses is not sufficient to assure reasonably valid statistics. In addition, despite minimum response rates, the data in some instances is limited. Users should therefore view such responses with discretion. The data may not be representative of overall market trends.

2020 National Business Trends

Participant Distribution by Company Size/Employment



Participant Distribution by Profit Status



2020 National Business Trends

Participant Distribution by Industry



29%

Manufacturing
Durable Goods
(useful life = 3+ yrs.)



13%

Manufacturing
Non-Durable Goods
(consumed in less than life 3+ yrs.)



10%

Professional,
Scientific, &
Technical Services



9%

Healthcare and
Social Assistance



5%

Financial &
Insurance



5%

Services (Except
public administration)



4%

Wholesale Trade



3%

Construction



3%

Education
Services



3%

Retail Trade



3%

Transportation /
Warehousing



3%

Public
Administration



2%

Arts,
Entertainment, &
Recreation



2%

Agriculture,
Forestry, Fishing &
Hunting



2%

Utilities



1%

Real Estate
Rental & Leasing



1%

Accommodation
& Food Services



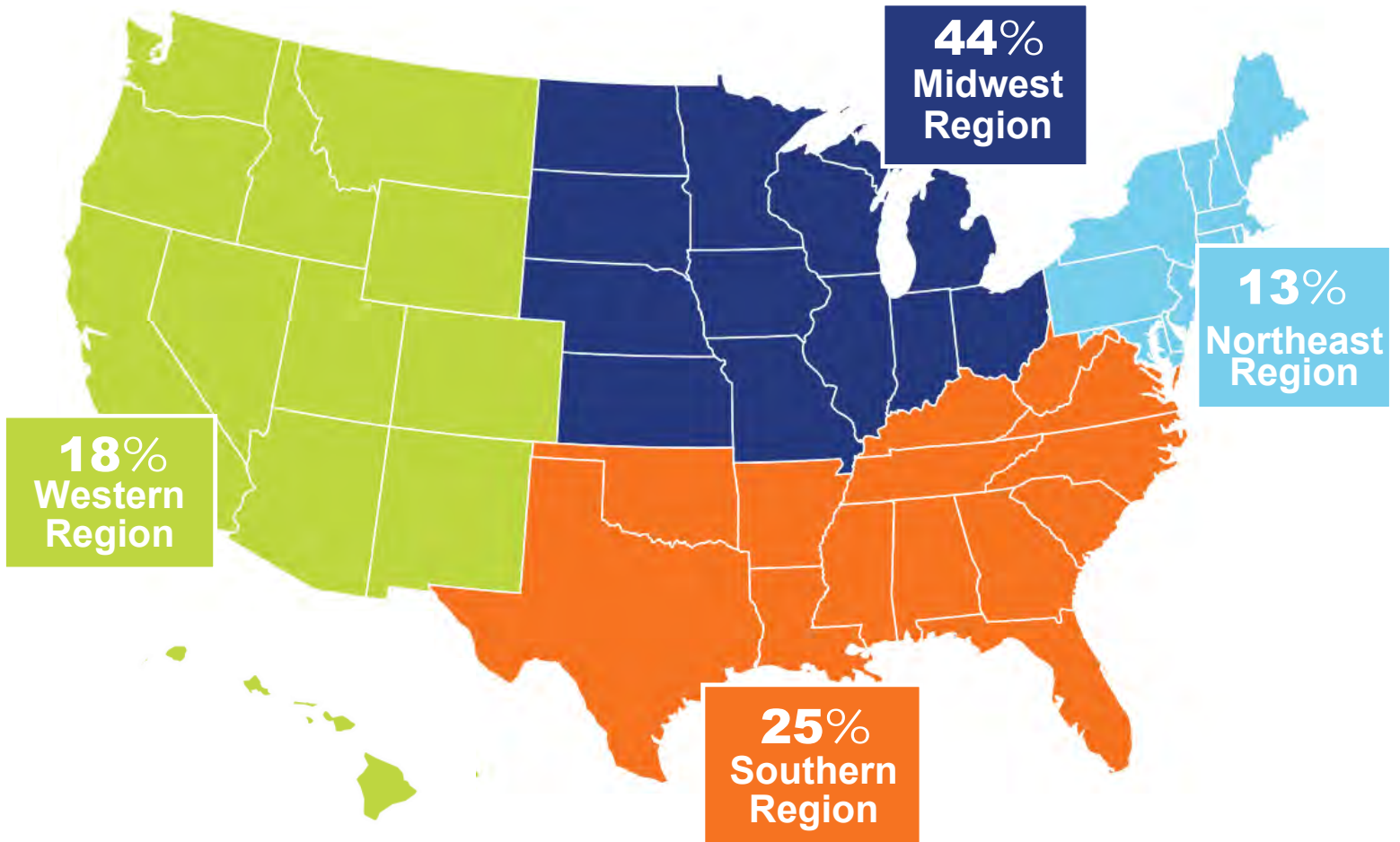
1%

Mining

Industries "Information," "Management of Companies and Enterprises," & "Administrative and Support and Waste Management and Remediation Services" have less than 1% of participants.

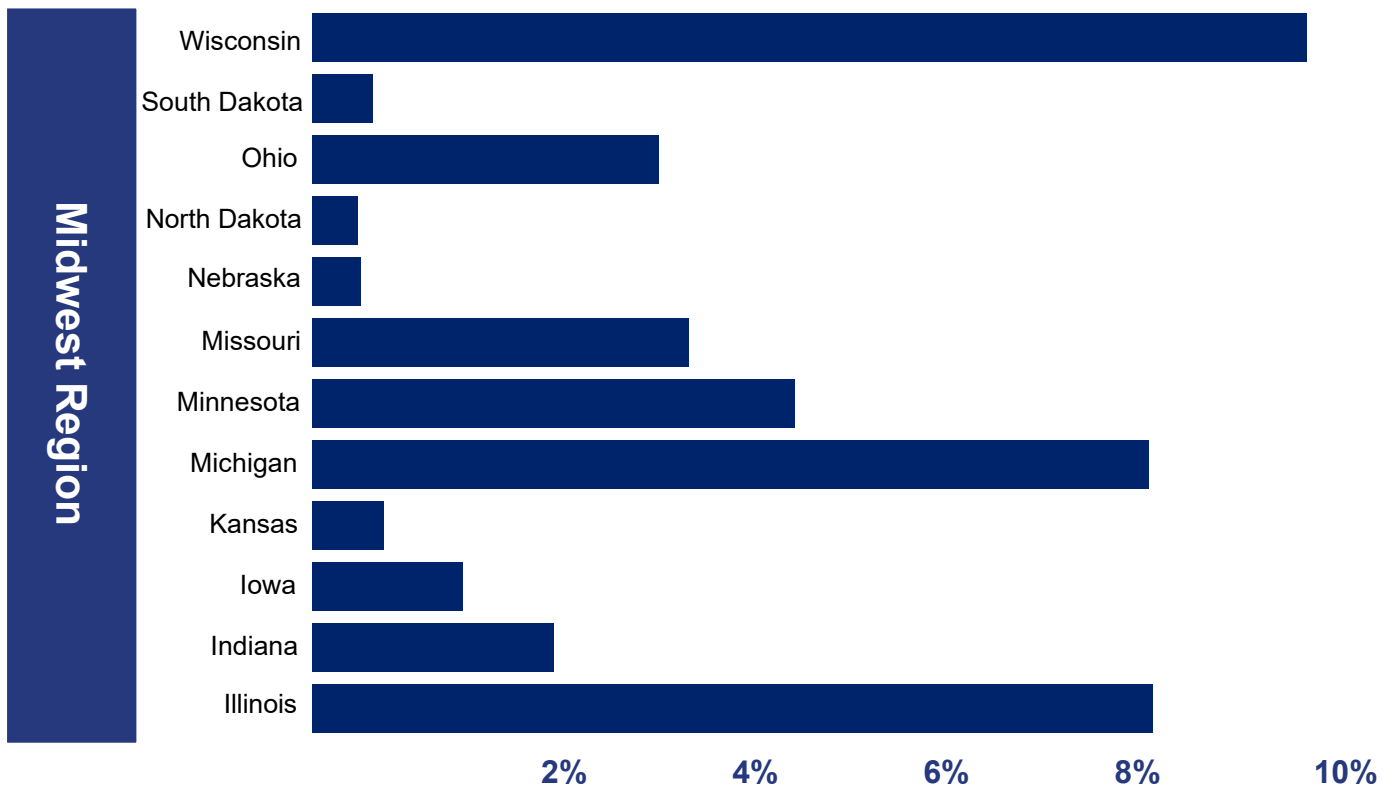
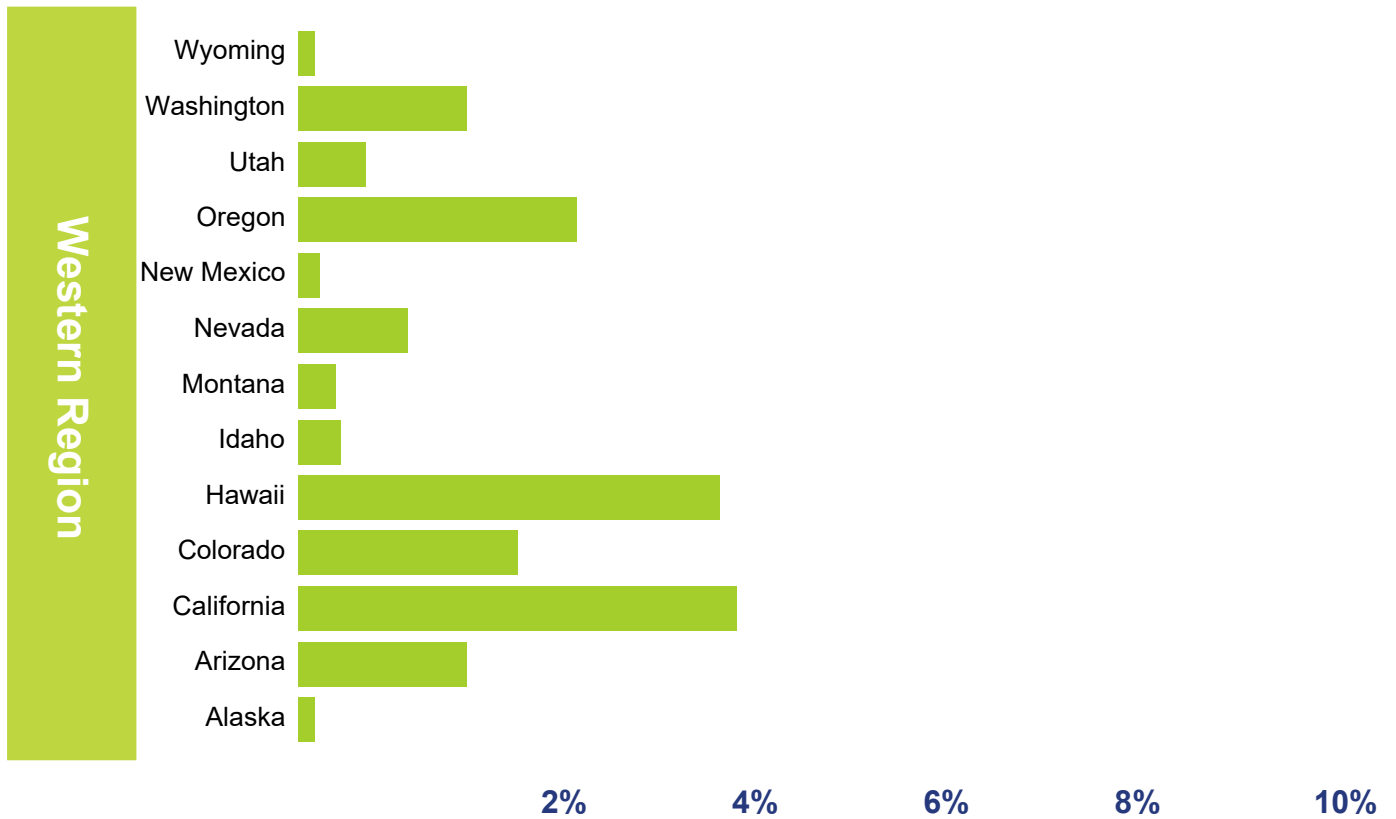
2020 National Business Trends

Participant Distribution by Geographic Region



2020 National Business Trends

Participant Distribution by State



2020 National Business Trends

Participant Distribution by State

