



WORKPLACE & TALENT SURVEY

2025 REPORT



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Thank You to Our Survey Participants!



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Survey Insights and Objectives

In early 2025, the Surry County Economic Development Partnership launched a comprehensive Workforce & Talent Survey to better understand the current workforce landscape across Surry County. The purpose of this survey is to gather actionable insights from local employers on their talent needs, hiring trends, training practices, and workplace challenges – all to help guide collaborative efforts to strengthen our region's workforce.

As employers face a dynamic labor market marked by talent shortages, changing demographics, and evolving employee expectations, this survey provides a valuable snapshot of where we stand and what is needed to support local businesses in sustaining growth and competitiveness.

OBJECTIVES:

-  Identify current hiring needs and workforce gaps
-  Assess training and development practices
-  Understand challenges in talent attraction and retention
-  Benchmark local wages, benefits, and incentives
-  Gauge interest in partnerships with schools and training programs
-  Strengthen collaboration between employers, educators, and community partners

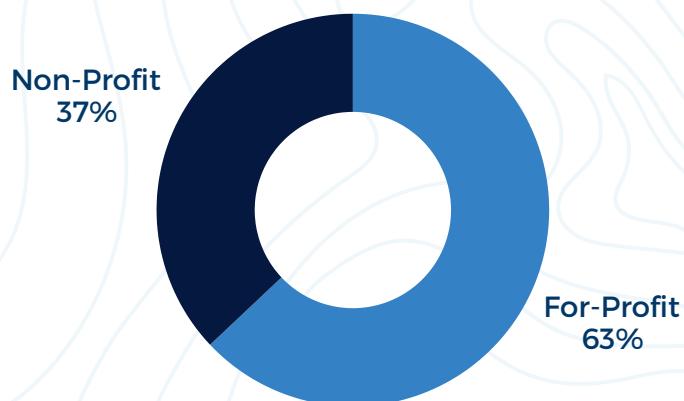


About the Survey Participants

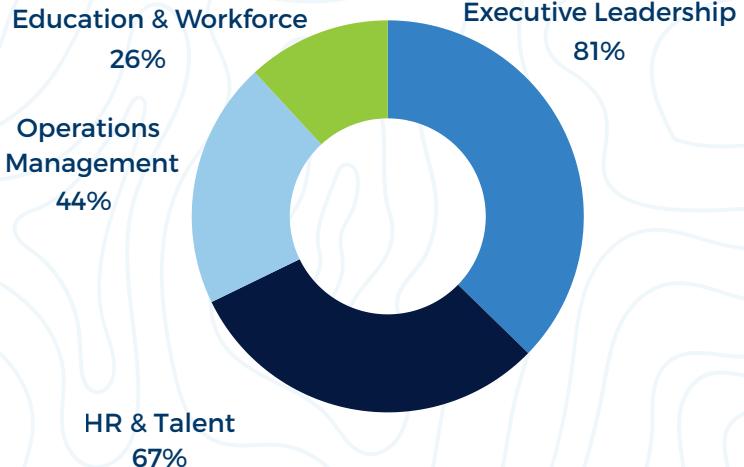
WHO TOOK PART IN THIS 2025 SURRY COUNTY WORKFORCE & EMPLOYER SURVEY?

This survey captured feedback from a diverse range of Surry County employers – representing manufacturing, healthcare, education, government, staffing, and service-based industries. The responses reflect businesses of all sizes and workforce types, offering a strong cross-section of the local economy.

27 TOTAL PARTICIPANTS



RESPONDER PROFILES



MANUFACTURING



HEALTHCARE



EDUCATION



GOVERNMENT



STAFFING & EMPLOYMENT SERVICES



AUTOMOTIVE



COMMUNICATIONS SERVICES



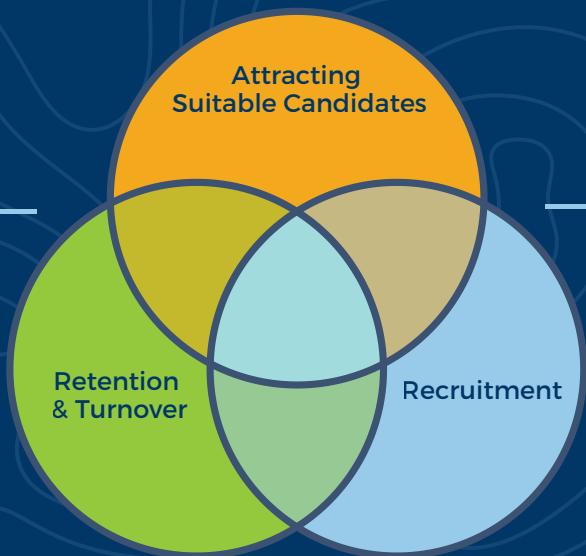
RESIDENTIAL & COMMERCIAL HVAC



WORKPLACE SURVEY REPORT 2025

Survey Highlights

MOST PRESSING TALENT & WORKPLACE CHALLENGES



TALENT



87.3%
average offer
acceptance rate



Pay Rate
continues to be
the top reason for
decline



85%
offer performance
bonuses or pay
incentives

WORKPLACE



Top Retention

Improving training &
development, offering better
pay, & improving onboarding



Top Benefits

Health insurance,
paid time off, &
dental insurance



81%
of employers are
hiring for GED or
high school grads



65%
currently offer
internships to
high school
students

OUTLOOK



63%
of employers expect
to expand in the next
12 months



85%
expect to expand
over the next
several years



96%
provide internal or
external training
opportunities



63%
partner with Surry
Community College
for training

GREATEST COMPANY CHALLENGES

1. Finding talent
2. Employee retention
3. Funding

MOST DIFFICULT SKILL TO FIND IN CANDIDATES

1. Professionalism
2. Work Ethic
3. Emotional Intelligence

MOST ESSENTIAL SKILLS IN CANDIDATES

1. Professionalism
2. Work Ethic
3. Problem Solving
4. Critical Thinking



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Hiring & Talent Trends



AVERAGE TIME TO HIRE

- 6.5 Weeks (about 1.5 months)



TOP REASON OFFERS ARE DECLINED

- #1 Pay, followed by hours, transportation barriers, and distance to travel



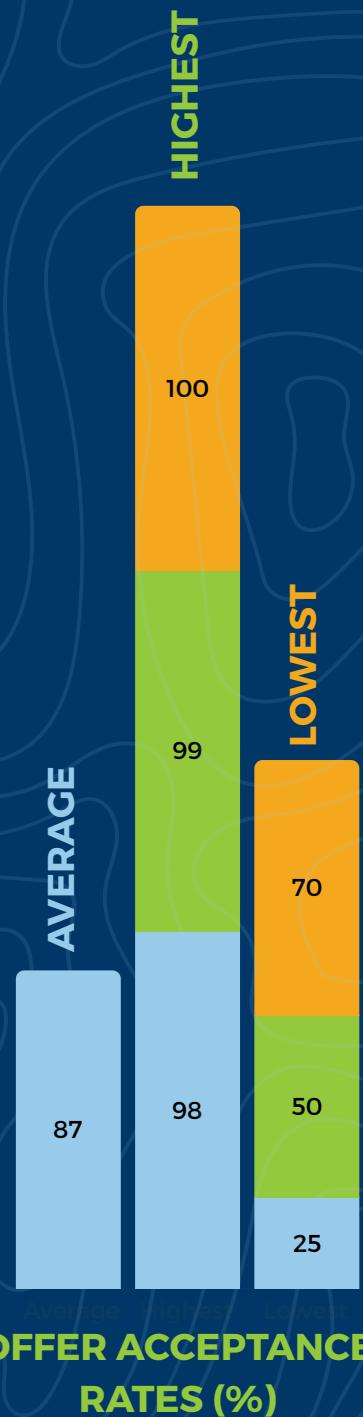
TOP COMPANY CHALLENGES

- Finding talent, employee retention, and funding

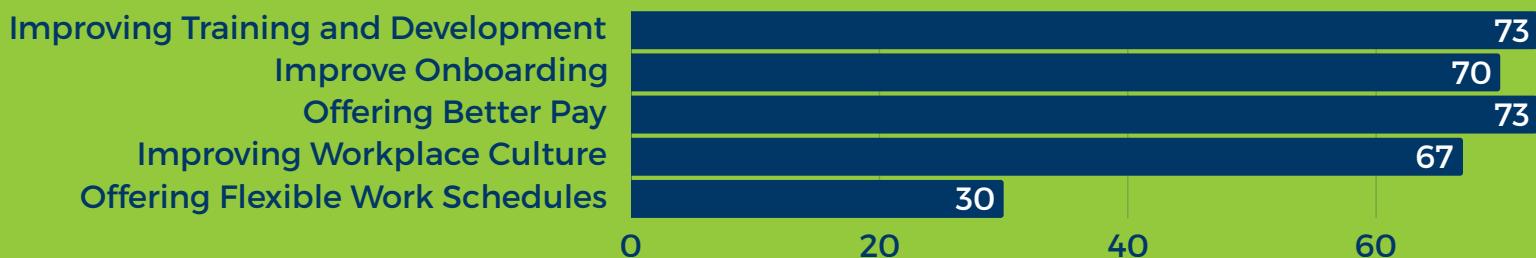


HIGHEST TALENT & WORKPLACE ISSUES

- Attracting suitable candidates, retention and turnover, recruitment, filling jobs in a timely manner, burnout & stress management



TOP 5 EFFORTS TO REDUCE TURNOVER (%)



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Required Education & Training



DEGREE REQUIREMENTS: 4-YEAR DEGREES

0 POSITIONS	8%
1-5 POSITIONS	25%
6-25 POSITIONS	17%
26-100 POSITIONS	13%
101-200 POSITIONS	8%
200+ POSITIONS	4%
QUALITATIVE	25%



DEGREE REQUIREMENTS: 2-YEAR DEGREES

0 POSITIONS	4%
1-5 POSITIONS	21%
6-25 POSITIONS	21%
26-100 POSITIONS	8%
101-200 POSITIONS	4%
200+ POSITIONS	13%
QUALITATIVE	29%

*most in upper range is education/healthcare

*most in upper range is education/healthcare



CERTIFICATION REQUIREMENTS

0 POSITIONS	29%
1-10 POSITIONS	13%
11-50 POSITIONS	13%
51-100 POSITIONS	4%
101-200 POSITIONS	13%
200+ POSITIONS	17%
QUALITATIVE	13%



HIGH SCHOOL DIPLOMA / GED REQUIREMENTS

0 POSITIONS	8%
1-25 POSITIONS	15%
26-99 POSITIONS	19%
100+ POSITIONS	23%
ALL OR NEARLY ALL	23%
QUALITATIVE	12%

TRAINING & UPSKILLING OPPORTUNITIES



96% of employers provide internal or external training

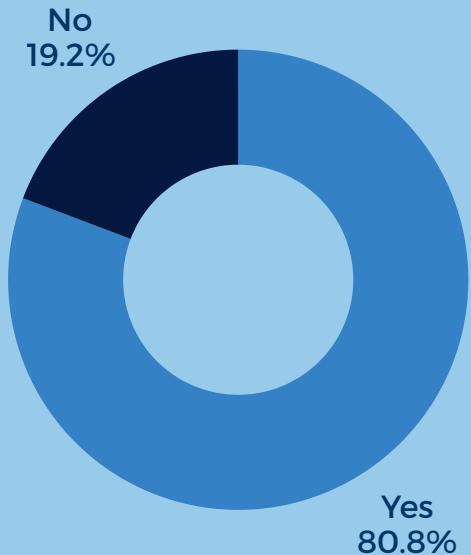


63% use Surry Community College (SCC) Business & Industry Training



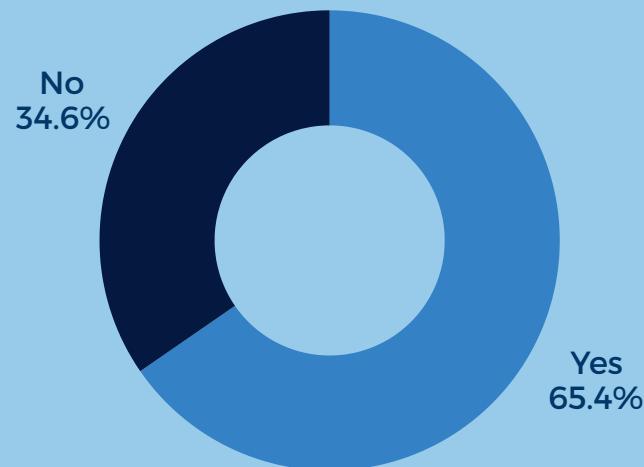
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Entry-Level & Youth Opportunities



Employers in Surry County are making strong efforts to engage the emerging workforce. From hiring high school graduates to offering internships and apprenticeships, there's growing alignment between youth development and local workforce needs.

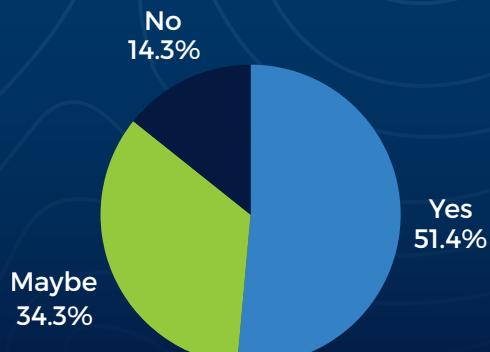
STRONG ENTRY-LEVEL ACCESS: 4 OUT OF 5 EMPLOYERS HIRE HIGH SCHOOL GRADS



2 OUT OF 3 EMPLOYERS OFFER INTERNSHIPS TO HIGH SCHOOL STUDENTS

These opportunities help students gain experience and explore local careers

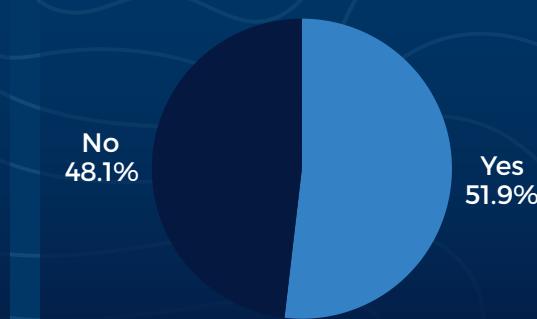
1. Would you be interested in offering semester-long internships if students are covered by school insurance?



2. Do you currently offer pre-apprenticeships or apprenticeships through the Surry-Yadkin Works Program?



3. If you don't currently participate, would you like more information about Surry-Yadkin Works?



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Apprenticeships, Surry-Yadkin Works & Partnerships



Employers across Surry County are recognizing the value of apprenticeships and are showing growing interest in the Surry-Yadkin Works program – a nationally recognized model that helps students and employers build stronger workforce pipelines.

54%

More than HALF of employers already participate in Surry-Yadkin Works

And over HALF of non-participating employers want to learn more about the program



EMPLOYER PARTNERSHIPS WITH EDUCATION PROVIDERS

MOST COMMON EDUCATIONAL PARTNERS





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Retention & Benefits

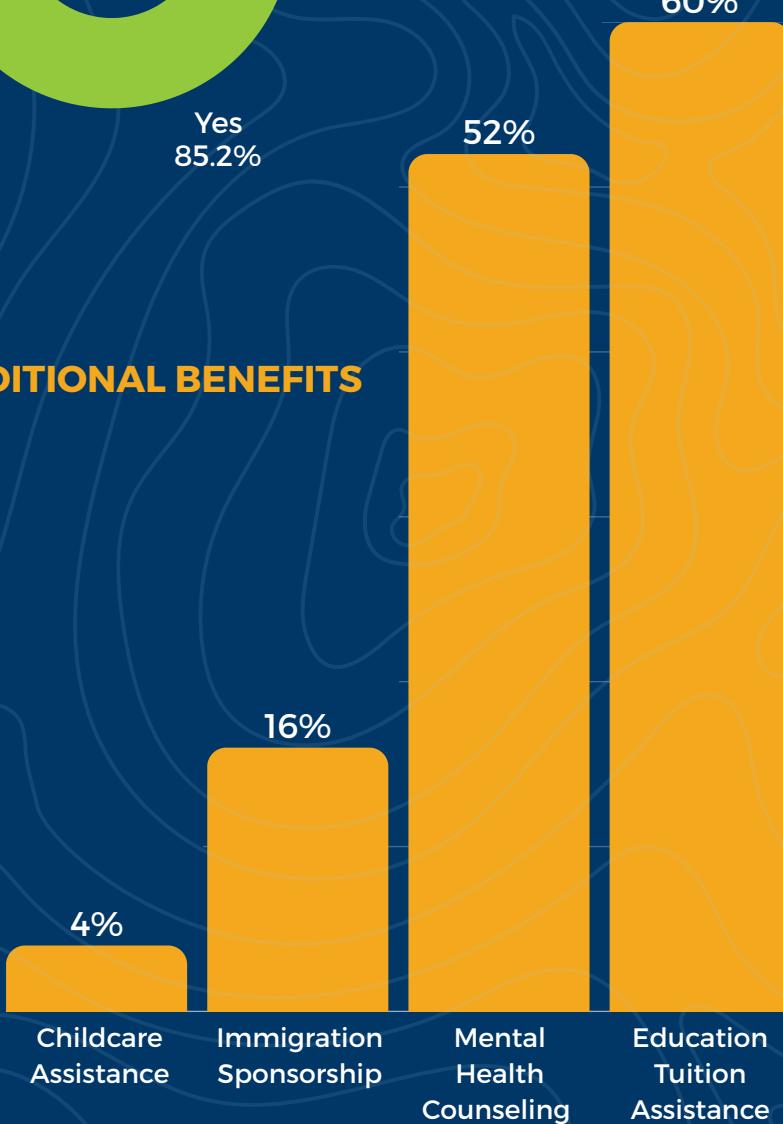


Successful recruitment is only part of the story – keeping employees engaged and supported is key to long-term retention. Here's what Surry County employers are doing to reduce turnover and offer competitive benefits.



Most organizations offer pay incentives or performance bonuses

ADDITIONAL BENEFITS



MOST COMMON EMPLOYEE BENEFITS

- Health Insurance
- Paid Time Off
- Dental Insurance
- Retirement or 401(k)
- Vision Insurance

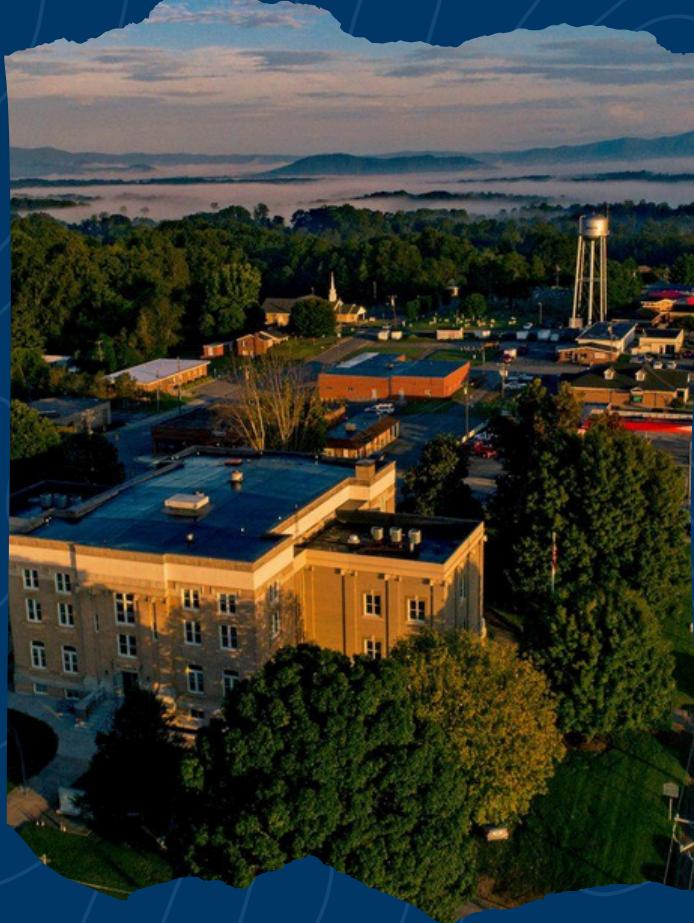
TOP UNIQUE BENEFITS

- Monthly Profit Sharing
- Incentive Pay
- Volunteer Time Off
- Discounts on Services
- Charity Donation Match
- Family Fun Days
- Employee Events
- Career Growth & Development Opportunities
- Wellness Discounts on Medical Premiums
- Rocket Lawyer Legal Services
- Teledoc Virtual Health Services



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Generational Workforce & Culture



Employers in Surry County value a multi-generational workforce and strong in-person work culture.

WHAT GENERATION MAKES UP THE MAJORITY OF EMPLOYEES?



2/3 of responders reported that Millennials makeup the majority of their employees



1/3 of responders reported that GenX makeup the majority of their employees

WORKPLACE CULTURE



- 81% of organizations have 100% full-time in person work
- Most of the remainder report 90%-99% in person
- Only one organization reported as low as 66% in-person

73%

22%

7%

6% - 15% REMOTE

1% - 5% REMOTE

0% REMOTE



Surry County remains a predominantly in-person workforce region – especially in manufacturing, healthcare, and public services. Opportunities for remote work remain limited but may expand in certain sectors.



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Workforce Snapshot & Future Outlook



ENTRY-LEVEL COMPENSATION

AVERAGE ANNUAL BASE WAGE

\$36,878

HIGHEST ANNUAL BASE WAGE

\$58,240

LOWEST ANNUAL BASE WAGE

\$27,560

EMPLOYER SIZE & GROWTH IN SURRY COUNTY

SIZE RANGE % OF EMPLOYERS

LESS THAN 10	8%
10-49	4%
50-74	23%
75-249	46%
250-499	8%
500+	23%

YES

63%

NO

37%

YES

85%

NO

15%

Nearly 2/3 of employers expect growth within the coming year

8 in 10 employers anticipate expansion over the next few years



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Thank You to Our Survey Participants!

AES
Altec Industries
Austin Electrical Enclosures
Cardinal CT Company
City of Mount Airy
County of Surry
Elkin City Schools
Hugh Chatham Health
Insteel Wire Products
Mountain Valley Hospice
Mount Airy City Schools
Nester Hosiery, LLC
Northern Regional Hospital
Onin Staffing
Pilot Mechanical Inc
Ridgecrest
Scenic Automotive Group
Surry Community College
Surry County Emergency Services
Surry Telephone Membership Corp
Texwipe
United Plastics
Vitro Glass
Wayne Sanderson Farms
Weyerhaeuser
WorkForce Unlimited
Young Door Company





CONTACT US

Thank you for exploring this Workforce Survey Report!
If you have questions, would like to request additional data, or are interested in collaborating on future talent and workforce initiatives, please reach out!



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