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**AWARENESS, PERCEPTION, AND  
USAGE OF AMERICAN JOB CENTER  
SERVICES REPORT**

**November, 2018**

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## EXECUTIVE SUMMARY

Hawai'i business executives recognize that every aspect of workforce management is difficult, yet important to manage. As will be noted in the detailed results outlined in the report, Hawai'i executives reported that employee management from recruiting qualified employees to their training are important.

American Job Center is not well recognized with only 37 percent of Hawai'i business executives are aware of the organization. A majority of Hawai'i business executives therefore have little knowledge of the services American Job center provides. The low awareness of American Job Center combined with the recognized benefits of the services provides opens a unique opportunity for expanded reach of American Job Center.

Building awareness of the organization and its services will serve the business community well. As is summerized in the report, all service areas provided by the American Job Center are important and beneficial to Hawai'i business executives and the community. It is proposed that two areas of concentration will most likely provide the most immediate positive communication response. The two areas are:

- Job candidates referred by the American Job Center have been trained in the skills needed for your industry
- American Job Center services are low cost or free for businesses

SMS analysts endeavored to identify the primary business target segments by company size, SIC code, and by geography. The high level of importance or likelihood rankings in all areas on inquiry do not provide adequate variance for such analysis. It appears that all business segments, are equally challenged by workforce administration and would benefit from service areas provided by American Job Center.

## SITUATION ANALYSIS

The Workforce Development Council (WDC) is an agency attached to the State of Hawai'i Department of Labor and Industrial Relations. WDC's mission is to provide a range of employment, education, training, and related services and supports to help all job-seekers secure good jobs while providing businesses with the skilled workers they need.

According to its website "American Job Centers are at the heart of the workforce investment system under the Workforce Innovation and Opportunity Act (WIOA). These centers provide an integrated array of high-quality services so that workers, job seekers, and businesses can conveniently find the help they need under one roof in easy to reach locations. American Job Centers are designed to help businesses find qualified workers and help job seekers obtain employment and training services to enhance their careers."

In Hawai'i, American Job Centers are available to help businesses and job seekers through their offices on the four major islands or through their web portal HireNet.

## OBJECTIVES

The primary objectives of the research are:

- To understand businesses' level of understanding about the American Job Centers on each island.
- To assess businesses' level of interest in the American Job Centers' services and the extent to which they might utilize the services.
- To obtain businesses' reactions to branding and messaging about the American Job Centers in Hawai'i

## METHODOLOGY

SMS completed 352 telephone interviews with a random sample of Hawai'i business decision makers. The sample was distributed geographically as follows:

Island	Sample	Margin of error
O'ahu	201	+/-6.9%
Maui	50	+/-13.8%
Kaua'i	51	+/-13.8%
Hawai'i	50	+/-13.8%
<b>Total</b>	<b>352</b>	<b>+/-5.2%</b>

Margin of error calculated at 95% confidence interval.

All interviews were conducted from the SMS calling center located in the SMS offices in downtown Honolulu. Data collection was undertaken between October 10 and October 23, 2018. All calls were monitored and supervised for quality assurance.

SMS professionals designed the survey instrument. The instrument was reviewed and improved with client guidance. The final survey was pre-tested prior to start of data collection. The approved survey instrument is attached as Appendix A.

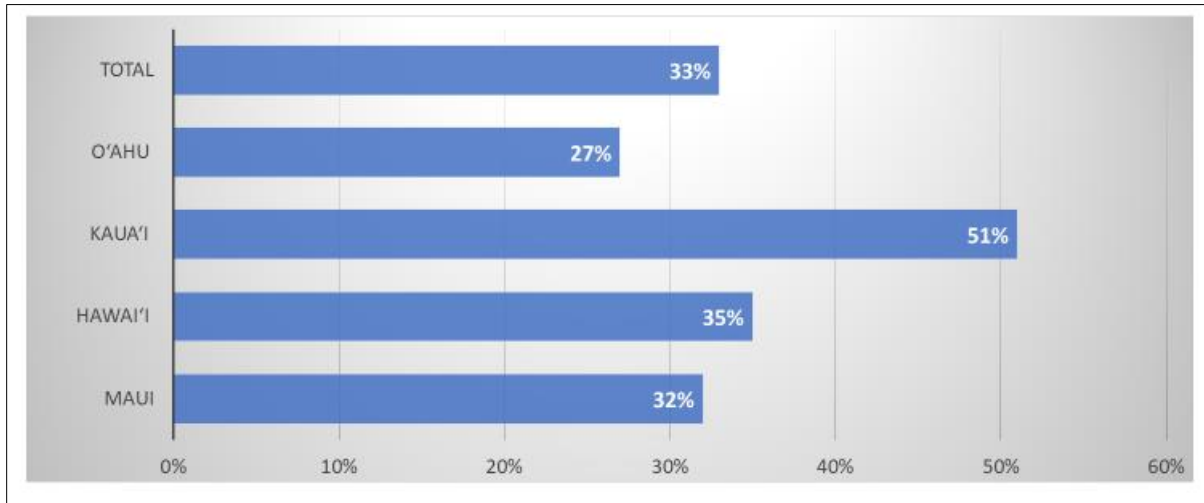
## SUMMARY OF RESULTS

The data provided for the neighbor islands in this report should be reviewed with caution due to the small sample and resulting high margin of error as noted in the Methodology section. However, even though the samples are small, they do provide "relative" insights on the attitudes and opinions of neighbor island business executives. Furthermore, when specific attitudes and opinions are consistent in multiple questions, the conclusions are strong indicators.

At times the comparison or conclusions refer to statewide responses. The statewide responses are not weighted but rather reflect the summary of all completed interviews. There is not adequate statewide business census data by SIC code, company size or other identifiable factors to undertake such a weighting.

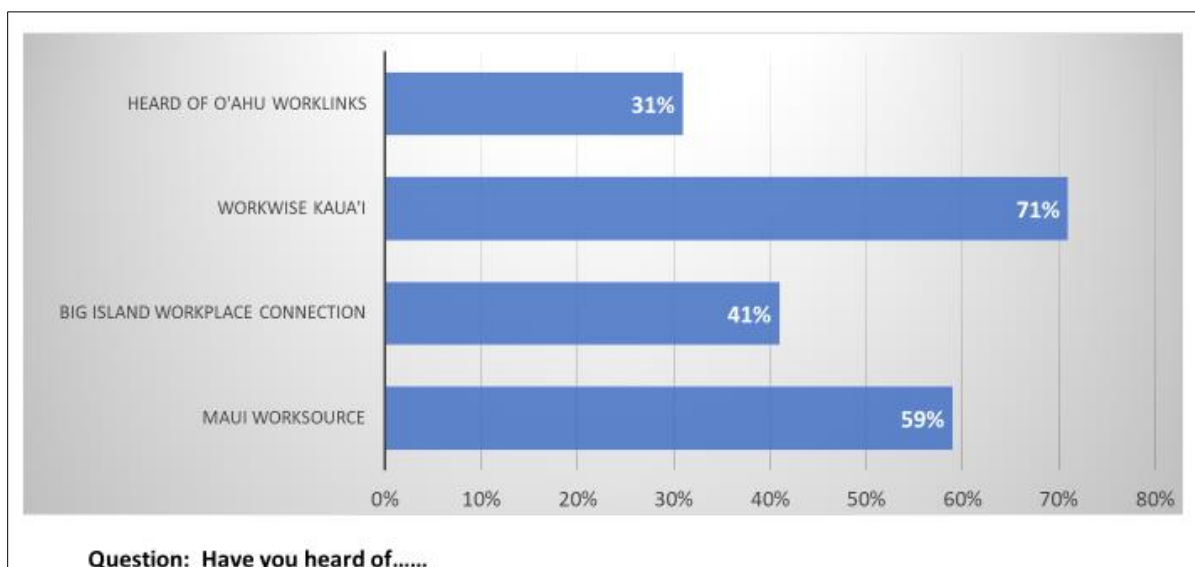
## Awareness of American Job Center

Awareness of American Job Center is low. Marketing research quantifies name awareness in a variety of manners ranging from unaided awareness (name recall without name mention) to aided awareness – when respondents are told the name of the organization. The following chart outlines the level of Hawai'i business executive awareness of American Job Center after being asked... "Are you aware of American Job Center?"



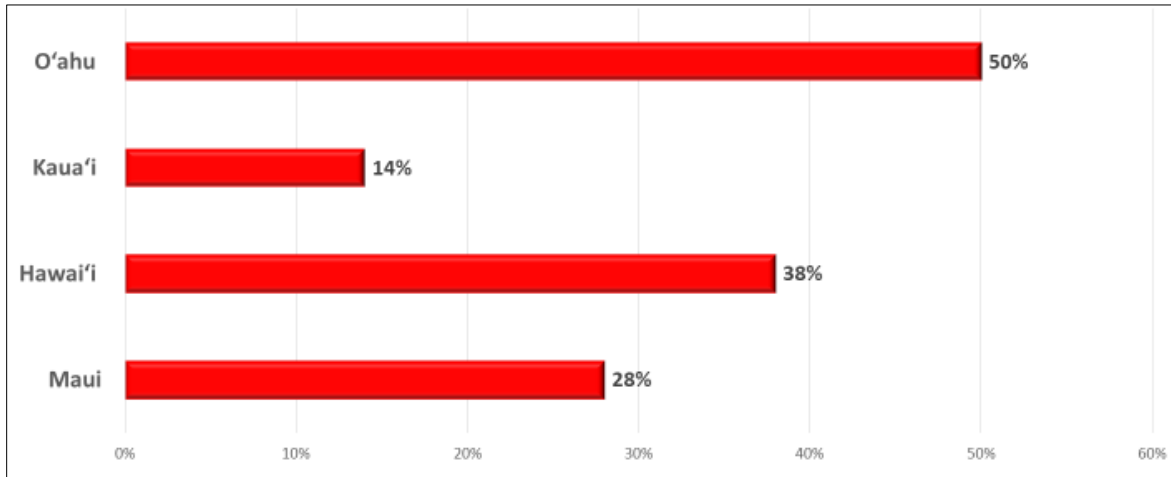
As can be noted, five out of 10 business decision makers on Kaua'i are aware of the organization as compared to 27 percent of O'ahu business decision makers. These are relatively low aided awareness levels when compared to other service industry measurements.

Prior to all island offices changing their name to American Job Center, each island's organization had a unique name. Business executives who were *not* aware of the American Job Center were asked whether they recognized the prior names of each island's organization. The following chart summarizes their awareness of these names.



Seven out of 10 business decision makers on Kaua'i who did not recognize the new name, American Job Center, did recognize the prior organization's name – Workwise Kaua'i. The prior name also had substantial recognition on Maui. The lowest level of awareness of the prior name was on O'ahu with three out of 10 business decision makers recognizing O'ahu Worklinks.

The following chart summarizes the percentage of business decision makers by island who are *not aware* of either name – American Job Center or the organization's prior island specific name. Half of the O'ahu business decision makers are not aware or recognize either name, whereas only 14 percent of Kaua'i business decision makers do not recognize the either name.



### Business Issues and Needs

The survey endeavored to identify the workforce challenges facing businesses executives in Hawai'i by asking an open-ended question. In other words, without mentioning any issues, business executives were asked: **“What is the most difficult challenge that your company faces regarding your workforce?”** On an unaided basis, business executives are most concerned about keeping or recruiting qualified employees. As can be noted in the following table more than 50 percent of executives on all islands stated this to be a major issue.

	Oahu	Maui	Hawaii	Kauai	Total
Keeping/Finding qualified employees	57%	54%	58%	63%	58%
To have more work	3%	0%	4%	0%	2%
Expenses/Pay rates	12%	14%	10%	12%	12%
Others	15%	18%	13%	18%	15%
None/Don't know/Refused	14%	16%	15%	11%	14%
Total	100%	100%	100%	100%	100%

Their comments included...

- Dependable and qualified workers
- Finding and keeping them; multitask compassionate team player; good worker, ethical, and professional
- Finding honest people... retail concerned of theft... reliable; come to work on time
- Finding people period
- Finding skilled and qualified candidates

The full list of verbatim responses can be reviewed in Appendix B.

Businesses executives were provided a list of workforce issues Hawai'i businesses may be facing and were asked to rank the importance of each. As can be noted on the following table all issues provided are important to Hawai'i businesses. These issues are of equal importance to businesses on all islands. The detailed scoring of each question by island can be reviewed in Appendix C-1.

		Oahu	Maui	Hawaii	Kauai	Total
Recruiting in general	Scored 6 to 10 (6 to Very Important)	80%	81%	75%	77%	79%
	Scored 1 to 5 (Very Unimportant to 5)	20%	19%	25%	23%	21%
	Total	100%	100%	100%	100%	100%
Recruiting qualified employees	Scored 6 to 10 (6 to Very Important)	88%	95%	87%	88%	89%
	Scored 1 to 5 (Very Unimportant to 5)	12%	5%	13%	13%	11%
	Total	100%	100%	100%	100%	100%
Training employees	Scored 6 to 10 (6 to Very Important)	89%	86%	88%	88%	88%
	Scored 1 to 5 (Very Unimportant to 5)	11%	14%	12%	13%	12%
	Total	100%	100%	100%	100%	100%
Understanding labor regulations	Scored 6 to 10 (6 to Very Important)	86%	89%	85%	95%	88%
	Scored 1 to 5 (Very Unimportant to 5)	14%	11%	15%	5%	12%
	Total	100%	100%	100%	100%	100%
Increasing costs of wages, health care, etc	Scored 6 to 10 (6 to Very Important)	84%	84%	86%	93%	86%
	Scored 1 to 5 (Very Unimportant to 5)	16%	16%	14%	7%	14%
	Total	100%	100%	100%	100%	100%

**Question: On a scale of 1 to 10, where 1 is very unimportant and 10 is very important, how important are each of the following issues to your company?**

The high level of importance does not vary by company size or other business identifiers. As an example, the following table demonstrates the lack of variance of importance of these issues by company size. SMS analysts have undertaken similar data reviews on all scale questions by multiple company identifiers and found no statistical variance.

1 = Very Unimportant 10 = Very Important	Oahu		Maui		Hawaii		Kauai		Total
	Small (<27)	Large (>=27)	Small (<30)	Large (>=30)	Small (<26)	Large (>=26)	Small (<22)	Large (>=22)	
Recruiting in general	7	9	8	9	7	8	7	8	8
Recruiting qualified employees	8	9	9	10	8	9	8	9	8
Training employees	9	9	9	10	9	8	8	10	9
Understanding labor regulations	8	9	9	10	8	8	9	9	8
Increasing costs of wages, health care, etc	8	8	8	9	9	8	8	10	8

\*Businesses with unknown number of all employees were excluded.



After identifying American Job Center to the business executives, an additional question was asked regarding the importance of American Job Center services. By identifying how important each of the services provided by American Job Center is, it's another verification of the issues facing the business executives. The responses provided reaffirm the responses provided previously – specifically all the areas of work force management and administration are important, but training and education are most important followed by recruitment services. The detailed breakdown of responses can be reviewed as Appendix C-2.

		O'ahu	Maui	Hawai'i	Kaua'i	Total
Recruitment services	Very Important to Somewhat Important	39%	43%	43%	43%	41%
	Moderately Important	26%	11%	22%	25%	23%
	Slightly Important to Very Unimportant	36%	46%	35%	33%	37%
	Total	100%	100%	100%	100%	100%
Job fairs	Very Important to Somewhat Important	21%	34%	31%	28%	25%
	Total	100%	100%	100%	100%	100%
Labor market and economic data	Very Important to Somewhat Important	36%	45%	41%	32%	37%
	Moderately Important	30%	16%	21%	44%	29%
	Slightly Important to Very Unimportant	35%	39%	38%	24%	34%
	Total	100%	100%	100%	100%	100%
Facilities and/or technology for candidate interviews	Very Important to Somewhat Important	34%	36%	34%	41%	36%
	Total	100%	100%	100%	100%	100%
Training and education	Very Important to Somewhat Important	70%	76%	73%	69%	71%
	Moderately Important	11%	11%	11%	21%	12%
	Slightly Important to Very Unimportant	20%	13%	16%	10%	17%
	Total	100%	100%	100%	100%	100%
Human resource consulting	Very Important to Somewhat Important	38%	40%	43%	38%	39%
	Moderately Important	23%	23%	16%	36%	24%
	Total	100%	100%	100%	100%	100%

**Question: Following is a list of services provided by the American Job Center. Please tell us how important is each service to your company?**

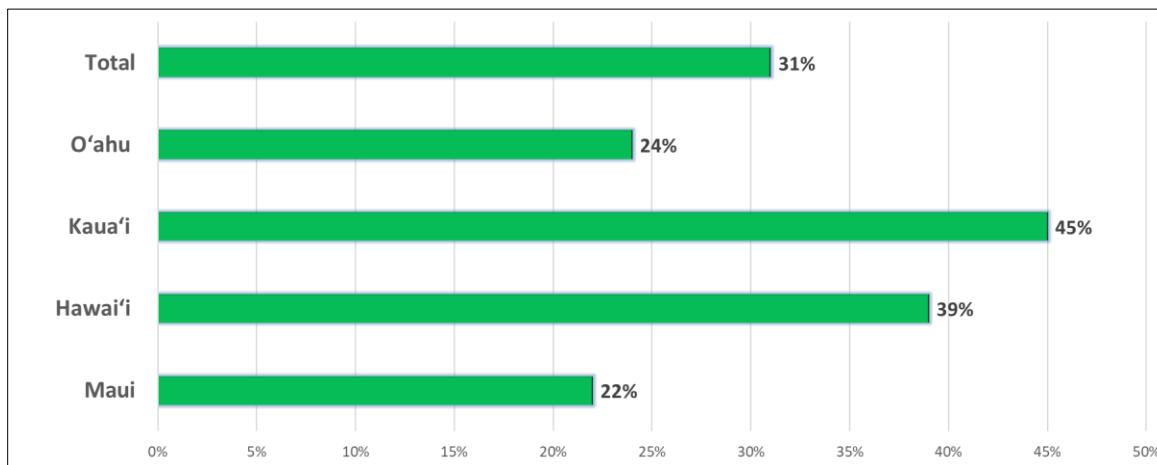
Analysis of business characteristics concludes that all business sizes identify training and education as more important. An analysis by business SIC codes results in a similar conclusion; all industries consider training and education as more important.

1 = Very Unimportant 5 = Very Important	Oahu		Maui		Hawaii		Kauai		Total
	Small (<27)	Large (>=27)	Small (<30)	Large (>=30)	Small (<26)	Large (>=26)	Small (<22)	Large (>=22)	
	Recruitment services	3	4	3	4	3	3	3	
Job fairs	2	3	2	3	2	2	3	3	2
Labor market and economic data	3	3	3	4	3	3	3	4	3
Facilities and/or technology for candidate interviews	3	4	3	4	3	2	3	3	3
Training and education	4	4	4	5	4	4	4	4	4
Human resource consulting	3	3	3	4	3	3	3	3	3

Calculation based on mean score where 5 is very important and 1 is not important at all.

## Utilization of American Job Center Services

Utilization of American Job Center services is highest on Kaua'i. As can be seen on the following chart, utilization tracks with level of awareness of American Job Center. Usage on Maui and O'ahu are slightly above 20 percent of the island's businesses.



Question: Have you utilized the services of American Job Center in the past?

The most utilized American Job Center service on all islands (except Kaua'i) was recruitment of employees. It is interesting to note that education and training services are highly utilized on Maui and the Island of Hawai'i. Human resource information services were utilized across all islands. Though Kaua'i business executives stated the highest usage of American Job Center services, they have little recall of the services used.

	Oahu	Maui	Hawaii	Kauai	Total
	Recruitment services	29%	50%	29%	8%
Education and Training services	14%	25%	29%	0%	13%
Labor market services such as market facts	0%	0%	14%	8%	5%
Human Resource information	21%	50%	43%	23%	29%
Employer incentive programs	7%	0%	14%	8%	8%
Government resources	7%	0%	0%	0%	3%
Other	14%	0%	0%	8%	8%
Don't know/remember	14%	0%	14%	23%	16%
Refused	0%	0%	0%	23%	8%
Total	100%	100%	100%	100%	100%

Question: Which services did you use? (CHECK ALL THAT APPLY)

Business executives were asked “**In your own words, can you please tell us why you decided to use American Job Center for these services?**” More than half of the respondents stated for recruitment services. Some of the other reasons are outlined in Appendix B-2 and include reasons such as...

- Low cost
- Mark Gray reached out to us personally (O’ahu)
- To get good employees
- I think somebody came and had a candidate for us and it worked out great
- Easy to hire people using that service

Business executives who have not used American Job Center services to-date did not do so because they were not aware of the organization.

		Oahu	Maui	Hawaii	Kauai	Total
Why not used American Job Center Services in the past?	Was not aware of the organization	77%	86%	82%	75%	79%
	Other reason	23%	14%	18%	25%	21%
	Total	100%	100%	100%	100%	100%

**Question: Why did you not use American Job Center Services in the past?**

The other reasons that business executives did not use American Job Center ranged from lack of workforce issues or needs to need of specialized employees that the business executive may assume cannot be provided by the American Job Center. Comments included...

- We ask inside first and we have staffing companies that utilize
- Need people with license certified dental assistance no school in Maui... no program available to get certified

The complete list of responses can be reviewed in Appendix B-3.

### **American Job Center – Services Desired and Future Opportunities**

Business executives were provided with a listing of services and benefits provided by American Job Center and were asked how likely they would be to contact American Job Center for each of the services/benefits. All services and benefits identified to the business executives were equally likely to generate a contact. It is important to note, that a large proportion of business executives would not be likely to contact American Job Center for any of the services/benefits listed.

As can be noted, the fact that American Job Center candidates have been trained in the skills necessary for a specific industry stimulates the highest interest. This is followed by the benefit of low cost or free services.

		Oahu	Maui	Hawaii	Kauai	Total
American Job Center services are low cost or free for businesses	Very Likely to Somewhat Likely	59%	53%	65%	57%	59%
	Not Too Likely to Not Likely At All	41%	47%	35%	43%	41%
	Total	100%	100%	100%	100%	100%
American Job Center services are made available through government support	Very Likely to Somewhat Likely	54%	47%	56%	44%	51%
	Not Too Likely to Not Likely At All	46%	53%	44%	56%	49%
	Total	100%	100%	100%	100%	100%
Job candidates referred by the American Job Center have been trained in the skills needed for your industry	Very Likely to Somewhat Likely	66%	47%	67%	68%	64%
	Not Too Likely to Not Likely At All	34%	53%	33%	32%	36%
	Total	100%	100%	100%	100%	100%
Other companies in your industry have used the American Job Center's services	Very Likely to Somewhat Likely	50%	46%	54%	44%	49%
	Not Too Likely to Not Likely At All	50%	54%	46%	56%	51%
	Total	100%	100%	100%	100%	100%
The American Job Center is staffed with experts who can help advise you on HR issues	Very Likely to Somewhat Likely	46%	43%	56%	59%	49%
	Not Too Likely to Not Likely At All	54%	57%	44%	41%	51%
	Total	100%	100%	100%	100%	100%

**Question:** If you were advised that (*CONCEPT*), how likely would you be to contact the American Job Center for their services?

More detailed summary of responses can be reviewed in Appendix C-3

To further understand the American Job Center services that will most benefit Hawai'i businesses, a list of such services/benefits was provided to the respondents. Each business executive was asked how important each service is to their business. All services described to business executives were ranked as important. There are no statistical differences between responses.

		Oahu	Maui	Hawaii	Kauai	Total
Train and build a skilled workforce for in-demand and growing industries	Important	78%	69%	83%	85%	79%
	Not important	7%	6%	6%	12%	7%
Promote economic growth and business expansion	Important	69%	61%	67%	76%	69%
	Not important	14%	16%	11%	10%	13%
Increase access for individuals and those with barriers to employment such as veterans.	Important	70%	68%	73%	81%	72%
	Not important	10%	16%	11%	5%	10%
Increase employment, retention, and earning	Important	78%	70%	89%	74%	78%
	Not important	12%	14%	5%	10%	11%
Reduce welfare dependence and increase economic self-sufficiency	Important	76%	68%	86%	83%	78%
	Not important	8%	8%	3%	7%	7%
Match qualified job seekers with employers' job openings	Important	74%	71%	81%	76%	75%
	Not important	9%	16%	8%	7%	10%

**Question:** The goal of the American Job Center is to help Hawai'i businesses by implementing the following strategies. On a five-point scale, where 1 is very unimportant and 5 is very important, how important is each of the following to your business. Top two and bottom two responses combined.

More detailed breakdown of responses can be viewed in Appendix C-4.

A slight majority of Hawai'i business executives would prefer to contact American Job Center through the HireNet website versus visiting their local island office. The preference for use of the website is highest on the Island of Hawai'i.

		Oahu	Maui	Hawaii	Kauai	Total
Visit American Job Center Office on my island	Very Likely to Somewhat Likely	40%	34%	47%	40%	40%
	Not Too Likely to Not Likely At All	60%	66%	53%	60%	60%
	Total	100%	100%	100%	100%	100%
Use HireNet website	Very Likely to Somewhat Likely	57%	37%	69%	51%	55%
	Not Too Likely to Not Likely At All	43%	63%	31%	49%	45%
	Total	100%	100%	100%	100%	100%

**Question: Hawai'i businesses can access the American Job Center services on each island by visiting their local island office. The government also developed a free online job recruiting website called HireNet Hawaii that all businesses can use for job recruiting, posting a job, searching for candidates, and more. On a four-point scale, where 1 is not likely at all, and 4 is very likely, how likely are you to...**

When asked **“Are there any other suggestions you may wish to provide to the American Job Center to better serve you?”** Seven out of 10 respondents stated that they did not know what to suggest. Some of the comments made by business executives...

- I want to communicate with them more information to how to benefit my company...
- More advertising for American Job Center and what they offer
- Call business in the area since Hilo is small and talk to owners

An additional 12 percent stated that they would like more information. The comments can be reviewed in Appendix B-4.

## Company Characteristics

The SIC code of participating companies was attached from the SMS business database. The largest industry category is the service industry which includes Hawai'i's largest industry-tourism.

	O'ahu	Maui	Hawai'i	Kaua'i	Total
A. Agriculture, Forestry, and Fishing	1%	0%	2%	0%	1%
B. Mining	0%	0%	0%	0%	0%
C. Construction	5%	7%	13%	4%	6%
D. Manufacturing	5%	9%	0%	2%	4%
E. Transportation, Communications, Electric, Gas, and Sanitary Services	5%	5%	0%	5%	4%
F. Wholesale Trade	4%	4%	10%	2%	4%
G. Retail Trade	22%	21%	17%	33%	23%
H. Finance, Insurance, and Real Estate	7%	14%	4%	12%	8%
I. Services	48%	39%	54%	42%	47%
J. Public Administration: Nonclassifiable Establishments	2%	2%	0%	0%	2%
Total	100%	100%	100%	100%	100%

The number of employees in the businesses interviews conforms to the business statistics in Hawai'i with a majority being small businesses with under 10 employees.

	O'ahu	Maui	Hawai'i	Kaua'i	Total
Less than 5	42%	37%	33%	40%	40%
5 to 10	21%	26%	23%	26%	23%
11 to 15	5%	11%	8%	9%	7%
16 to 25	6%	5%	0%	2%	4%
26 to 50	5%	4%	12%	4%	6%
51 to 100	3%	0%	6%	2%	3%
More than 100	3%	4%	4%	2%	3%
Don't know/Refuse	15%	14%	15%	16%	15%
Total	100%	100%	100%	100%	100%

A majority of the businesses interviewed have only one office usually located on the island they were interviewed.

	O'ahu	Maui	Hawai'i	Kaua'i	Total
1 office only	94%	84%	90%	82%	90%
2 offices only	4%	11%	6%	9%	6%
3 offices only	1%	0%	2%	2%	1%
4 offices	1%	5%	2%	7%	3%
Total	100%	100%	100%	100%	100%

The interviews were completed among workforce decision makers with eight out of 10 business executives either in an executive or management position.

	O'ahu	Maui	Hawai'i	Kaua'i	Total
Executive	39%	32%	40%	28%	36%
Manager	48%	60%	44%	51%	50%
Supervisor	2%	2%	2%	4%	2%
Administrative/Staff	11%	7%	8%	16%	11%
Other	0%	0%	6%	2%	1%
Total	100%	100%	100%	100%	100%

# APPENDIX

## APPENDIX A: SURVEY INSTRUMENT

### SURVEY

Aloha. I am calling from SMS Research on behalf of the Department of Labor and Industrial Relations regarding one of their programs and services. May I please speak to the person in charge of hiring at your company? If not currently available, may I have his/her name and we will call back at a later time.

Name \_\_\_\_\_  
 Direct line if available \_\_\_\_\_

Many thanks.

We are undertaking a confidential survey among Hawai'i executives responsible for hiring their staff. The survey will take approximately 10 minutes, and all your answers will remain confidential.

Some questions for classification of your business...

1. What is the number of full-time employees in Hawai'i?   |\_|\_|\_|\_| employees
2. How many part-time employees?   |\_|\_|\_| employees
3. Do you have offices on more than one island and if so, which islands? And which office is your Hawai'i head office?

	Offices	Head Office
O'ahu	<input type="radio"/>	<input type="radio"/>
Maui	<input type="radio"/>	<input type="radio"/>
Hawai'i	<input type="radio"/>	<input type="radio"/>
Kaua'i	<input type="radio"/>	<input type="radio"/>

4. May I have your title?  
\_\_\_\_\_
5. How many years have you been employed at your current company?   |\_|\_|\_| years
6. Our survey subject is Hawai'i's workforce. What is the most difficult challenge that your company faces regarding your workforce?  
\_\_\_\_\_  
\_\_\_\_\_
7. Following are some issues that have been identified from discussions with other Hawai'i executives. On a scale of 1 to 10, where 1 is very unimportant and 10 is very important, how important are each of the following issues to your company?

(ROTATE)	Very Important									Very Unimportant	Don't Know	Refused
	10	9	8	7	6	5	4	3	2	1		
Recruiting in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recruiting qualified employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding labor regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing costs of wages, health care, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Have you ever heard of...

American Job Center		O'ahu WorkLinks		WorkSource Maui		Workwise Kaua'i		Big Island Workplace Connection	
Yes	No (GO TO EACH OF THE FOLLOWING ISLAND QUESTIONS)	Yes	No	Yes	No	Yes	No	Yes	No
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Have you utilized the services of American Job Center in the past?

Yes.....   
 No (GO TO QUESTION 12) .....

10. Which services did you use? (CHECK ALL THAT APPLY)

- Recruitment services .....
- Education and Training services .....
- Labor market services such as market facts .....
- Human Resource information .....
- Employer incentive programs .....
- Government resources .....
- Other (Specify): \_\_\_\_\_ ..
- Don't know/remember.....

11. In your own words, can you please tell us why you decided to use American Job Center for these services?

12. Why did you not use American Job Center Services in the past?

- Was not aware of the organization .....
- We use our in-house HR department .....
- We use an outside company (Specify) .....
- Other reason (Specify): \_\_\_\_\_ ..

Following is a list of services provided by the American Job Center.

13. Please tell us how important is each service to your company?

(ROTATE)	Very Important	Important	Moderately Important	Slightly Important	Very Unimportant	Don't Know	Refused
Recruitment services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labor market and economic data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities and/or technology for candidate interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training and education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human resource consulting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



14. If you were advised that (*CONCEPT*), how likely would you be to contact the American Job Center for their services?

(ROTATE)	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All	Don't know	Refused
American Job Center services are low cost or free for businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Job Center services are made available through government support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job candidates referred by the American Job Center have been trained in the skills needed for your industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other companies in your industry have used the American Job Center's services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Job Center is staffed with experts who can help advise you on HR issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Hawai'i businesses can access the American Job Center services on each island by visiting their local island office. The government also developed a free online job recruiting website called HireNet Hawaii that all businesses can use for job recruiting, posting a job, searching for candidates, and more. On a four-point scale, where 1 is not likely at all, and 4 is very likely, how likely are you to...

(ROTATE)	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All	Don't know	Refused
Visit American Job Center Office on my island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use HireNet website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. The goal of the American Job Center is to help Hawai'i businesses by implementing the following strategies. On a five-point scale, where 1 is very unimportant and 5 is very important, how important is each of the following to your business:

(ROTATE)	Very Important	Important	Moderately Important	Slightly Important	Very Unimportant	Don't Know	Refused
Train and build a skilled workforce for in-demand and growing industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote economic growth and business expansion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase access for individuals and those with barriers to employment such as veterans, the disabled, ex-offenders, and/or other barriers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase employment, retention, and earnings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce welfare dependence and increase economic self-sufficiency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Match qualified job seekers with employers' job openings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. Are there any other suggestions you may wish to provide to the American Job Center to better serve you?**

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**Thank you for participating in this survey.**

## APPENDIX B: OPEN-ENDED COMMENTS BY ISLAND

### Appendix B-1: What is the most difficult or most important challenge that your company faces regarding your workforce?

#### O'ahu

- None (8)
- Nothing (8)
- Finding good workers (5)
- Qualified people (4)
- No challenges (4)
- Finding good employees (3)
- Turnover (3)
- Finding employees (2)
- Attendance (2)
- Attendance (2)
- Finding qualified people (2)
- Good employees (2)
- Taxes (2)
- Hiring
- Finding good worker
- Wage
- Income
- Finding people
- Training
- Qualified
- Benefits
- Aging workforce
- Acquiring temporary workers
- Attendance
- Basically, to achieve confident and reliable employees
- Bilingual competitive pay
- Busy times
- Cleaning, food safety, take care customer
- Clients and the happiness of staff
- Competency
- Competent people worker laborers
- Consistency of small businesses gaining customers
- Cost
- Cost of employee benefits
- Cost of living
- Dental reception is hard to come by – availability, timing, training
- Dependable worker
- Dependable and qualified workers
- Detail with customers
- Difficulty showing work – no call no show issues
- Driver license, showing up on time, drugs
- Expanding
- Experience
- Figuring what's for lunch dealing with customers
- Find good workers
- Find qualify individuals
- Finding an employee that is qualified

- Finding and keeping them; multitask compassionate team player; physical and office good work ethic; professional
- Finding and recruiting talent, talent skill sets
- Finding apparent employees
- Finding appropriate candidates for our company
- Finding appropriate candidates to hire
- Finding available talent
- Finding capable, trained employee
- Finding competent employees
- Finding consistent and reliable employees with diligence
- Finding dependable employee
- Finding dependable people, hiring in general
- Finding employees that know what they are doing
- Finding good salespeople, communication
- Finding more qualified worker
- Finding more qualified workers
- Finding people to show up to work – several pull double of shifts; hard for business; qualified people that can do the job – they can do job attendance – no show no call, dependability
- Finding people to work
- Finding qualified; don't have a drug problem not arrested for certain of crimes
- Finding qualified applicants
- Finding qualified early childhood degree teachers
- Finding qualified employees biggest challenge
- Finding qualified employees and health care experience
- Finding qualified workers
- Finding quality workers
- Finding qualified candidates in all positions
- Finding qualified employees
- Finding qualified intern or staff
- Finding qualified workers
- Finding right person with right skills
- Finding specific qualifications qualified applicants
- Finding the right skill set for our operation
- Finding candidates that can be trained in general usually a long process to gain applicants
- Finding worker
- Finding workers
- Finding workforce – competent
- Government taxes
- Graduating high schoolers can't read or write
- Hard to find low rate work; those that accept low wages
- Hard to find skillful employees
- Hard to find the right worker... we hire train then they quit... forced to deal with young people; clothing is attire is for Young
- Hard to find good worker
- Having a hard time finding a long-term employee
- Having enough qualified candidates
- Having reliable employees
- Having the finance to hire
- Having work
- Hawai'i's bullshit taxes
- Hiring enough staff
- Hiring qualified guys cost of labor
- Hiring they keep coming and going
- Hiring, qualified employees
- Honesty of employees

- Honesty
- Interruptions
- Irregular levels of work – related to construction projects
- Keeping good employees
- Keeping reliable employees, dealing with taxes
- Keeping staff
- Keeping them
- Keeping up with the bills
- Labor cost; turnover
- Lack of labor
- Language speaking
- Life insured; need being licensed
- Limited hires
- Lock out
- Loss of a good workers
- Low unemployment
- Making sure we hire the right persons for social and skill sets
- Management
- Many problems – attendance hire them when need; no one available; very low very poor availability
- In educating no foundation; lack of quality of education
- No problems
- No problems
- No replacement
- None
- None small and no one actually quit
- None-none
- Not having enough employees.
- Only one-man shop
- Overseas
- Pay rate
- Payroll
- Payroll
- People wanting to work
- Probably all the different insurances
- Providing benefits
- Public relations, limitation with questions
- Punctuality
- Qualified applicants
- Qualified and hardworking people
- Qualified employees
- Qualified people; specialized niche; finding educated in Oral Facial Myology
- Qualified employees
- Qualified people
- Qualified worker
- Rising cost here in Hawai'i
- Receiving qualified applicants and having them show up for the interview
- Recruiting good team members
- Recruiting the right people
- Recruitment
- Refused
- Relevant experience to hire qualified employees
- Reliability
- Reliable and motivated workers
- Scheduling

- Short staffing
- Show up or no show up
- Skilled labor
- Skilled labor
- Skillset
- Some people do not have knowledge... incompetent...guys haven't...just hired didn't show up no call to works, payroll gets difficulty
- Stability
- States make cost too high for small business
- Staying in business
- The economy
- Traffic going to work
- Trying to find help; employees that are in general – dishwasher, cooks, hostess, dining kitchen area
- Trying to find employees to show up
- Turnover frontline employees
- Turnover rate
- Unemployment rates... were taking from another office, very few candidates, unemployment
- Wage and qualified worker
- Wages
- Will learn
- Work experience

## **Maui**

- None (2)
- Nothing (2)
- Qualified people (2)
- Finding qualified employees (2)
- Hiring
- Finding good worker
- Wage
- Income
- Finding employees
- Reliability
- Acquiring proper insurance for employees
- Attendance, drug use, work habits,
- Capital
- Competing with the hotel
- Cost for providing health care
- Customers
- Differences in opinions
- Difficult to connect with younger generation today.
- Employees not being able to stay and make it in on time
- Employers are long term
- Family oriented
- Finding good workers
- Finding good workers
- Finding reliable people – people show up not stoned or hung over
- Finding skilled labor
- Funding for enough positions
- Generate enough income for the work force
- Getting applicants to apply
- Getting people to apply
- Hard to find good employees
- Hiring employees

- Hiring the right people
- Hiring workers
- Honest
- Interest in the job
- Less foot traffic over Internet shoppers; training and hiring
- Longevity
- Motivation
- No challenge
- Not enough time
- Not enough workers
- One-man team
- Our age
- Providing paying payroll
- Qualified candidates
- Qualified people – education, experience
- Qualify help
- Qualified candidates
- Taxes; lack of talent

### **Hawai'i**

- None
- Nothing
- Finding qualified employees
- Hiring
- Finding good worker
- Wage
- Finding employees
- Finding good workers
- Finding people
- Training
- Getting qualified workers
- All the training has become high and turnover taking current; training takes out of their schedule; promote within
- Being able to offer full benefit package
- Checking references and vetting the employees
- Dependable
- Dependable employees
- Employees
- Finding competent workers
- Finding employee hire stay work hard now... 21 Century is spoiled – don't want to work just want pay check
- Finding men willing to work in the field and sun
- Finding really good people who care about children
- Finding the right types of who wants work everyday... apply then start and don't work
- Finding trained people
- Hard to get people willing to work
- Hiring competent workers
- Hiring nurses
- I don't have any
- Low unemployment rate
- Mainland companies being independent competitiveness – none
- Medical and increase cost
- Money to pay them
- Non-resourceful availability, employees not showing up for work
- None

- None many find persons that continuously work... clean driving abstracts; hard to get them to come to work every day no reliability
- None okay no challenges 6 month new
- Productivity
- Providing a livable income
- Qualified work
- Qualified people
- Recruiting physicians
- Retaining associates
- Rule of hiring out in the country
- Rules and laws
- Showing up to work when surfs up
- Slang
- Stable
- Stable employees
- They don't last – people
- Unemployment is so low and it's hard to find good employees that we need
- Weather
- Work hard... cashier... sell things not showing up you have to come in to work

### **Kaua'i**

- Hiring (2)
- Qualified worker (2)
- None
- Nothing
- Getting qualified workers
- Reliability
- Finding employees
- Qualified
- Finding long-term employees – longer than 30 months
- Ability to pay people well enough
- Can't find people – low unemployment
- Dealing with family lost
- Elected dictators
- Employee shown up to work
- Ethics and integrity
- Finding people
- Finding a specialty employee
- Finding certified and qualified mechanics
- Finding good help
- Finding good works/reliable people
- Finding honest people... retail concerned of theft... reliable comes to work on time
- Finding more teachers
- Finding people period
- Finding skilled and qualified candidates
- Finding the right worker
- Finding workforce
- Getting qualified teachers
- Haven't been able to fill positions for a long time
- Haven't hired anyone since I've been here
- High insurance and taxes and workers comp when people leave
- Hire a lot of challenge on new hiring a lot of things they don't pay attention... not quick enough... multiple task force... cannot keep them... consumer prices going be hire...
- Hiring and finding good employees



- Hiring people
- Hiring qualified individuals
- Hours and wages demand are high availability
- Housing for employees
- Housing on the Northshore of Kaua'i
- Kaua'i living – hiring cannot; not stable stability... no transportation
- Keeping the cost of living
- Languages
- Maintaining employees
- Nothing
- Pay
- Pay rates
- People stay at their job; hard to find employees
- Phone calls
- Productive agent
- Qualified employee
- Qualified
- Retaining staff, turnover rate is high, employment morale
- Shipping cost
- Sometimes they come in train them no skills, minimum wage to start; stay 6 months then move on take skills somewhere else
- They're very happy; no challenges faced
- We don't have that problem

**Appendix B-2: In your own words, can you please tell us why you decided to use American Job Center for these services?**

**O'ahu**

- Because it was for unemployment
- Because of their job fair
- Employee pool is hard to find those wanting to do labor work
- Good
- Job hiring
- Jobs posting
- Just need a job
- Looking for candidates but process is not user friendly . harder for doing online than in person
- Low cost
- Mark Gray reached out to us personally
- To get good employees
- Work
- You didn't

**Maui**

- Jobs
- Looking to find next employment
- Not sure if we still do
- Posting ad and hiring

**Hawai'i**

- Always good to use all venues that we can attract the best employees
- Difficulty finding employees
- I think somebody came and had a candidate for us and it worked out great
- In employees right away
- Jobs
- Never used service

**Kaua'i**

- Job
- Easy to hire people using that service
- Finding workers
- Looking for jobs
- They are good resources had good relationship with them because we are a training site here; they provided us with workers

## **Appendix B-3: Why did you not use American Job Center Services in the past?**

### **O'ahu**

- Company is seasonal
- Didn't need mass hirer
- Didn't need to utilize them because I'm employed for ten years and we didn't need new employees
- Don't recruit
- Never need it too
- No need for it
- No reason
- Used another organization Altres
- We ask inside first, and we have staffing companies that utilize

### **Maui**

- Need people with license certified dental assistance; no school in Maui... no program available to get certified
- Own employee; been here for 27 years

### **Hawai'i**

- Always had employees but have recommended to others
- Before personal

### **Kaua'i**

- No reason
- Haven't heard of it
- Just don't
- Wanted local

## “Appendix B-4: Are there any other suggestions you may wish to provide to the American Job Center to better serve you?”

### O‘ahu

- No (17)
- None (11)
- Nothing (4)
- No (3)
- No thank you (2)
- Not at this time (2)
- Nothing at this time (2)
- Communication
- Blend their names with HireNet
- Convince everyone to stop electing the same people in the State of Hawai‘i if we keep electing the same candidates will never get better results
- have more actual people to work with the services
- I don't know I don't know about them
- I want to communicate with them more information to how to benefit my company
- I would like to see them advertise
- I'm not looking to hire anybody; this survey doesn't really apply to me
- More advertising for American Job Center and what they offer
- More awareness
- No Comment
- Not really
- Nothing at this point
- Nothing right now
- Put money into training on how to dress and act present themselves for interviews
- Send me more informed to better understand them
- Will go the website

### Maui

- None (6)
- No (5)
- Nothing
- Nothing at this time
- Counseling and labor services
- In order to work in this profession, we need educated certified dental assistants in dental in Maui – we need schools in Maui – want them already educated; I have a lot of other dental; it's like a Hospital Hazzard Infection Control Regulations not hiring off the street and won't be training
- More advertisement – better access to the Office of outer island exposure
- Nope

### Hawai‘i

- No (5)
- None (2)
- Nothing
- Not at this time
- Call business in the area since Hilo is small and talk to owners
- HireNet week out those resumes that aren't perfect and very old... resumes have found jobs... search becomes cumbersome; no physical looking into lead posted applicant online... don't see anyone that would place the applicant to the employer... those need additional hands on help now
- Keep up good work
- Need work on questions... to make it clearer...
- No thank you
- Training for individual who are supervisors in every field

- What can help you can help me

#### **Kaua'i**

- No (8)
- None (4)
- Nothing (2)
- Nothing at this time
- No
- Advertise
- Advertiser your name so we know that you're available
- Better hiring qualified
- I can't think of any
- I have used HireNet in the past and have been successful, however a lot of the applicants there do not show up for interviews
- Make people more aware of them
- More awareness of their services
- Need more information
- No comment
- None
- Qualified workers and depend workers
- Send me an e-mail to know where you're located
- The program we participated in they were sending workers 55 and older; the program was for four years that was good amount of time to learn the job position; often times when we get different agencies only six months, we feel it's not a sufficient amount of time; we are really happy with the services that American Job Center has provided for us.

## APPENDIX C: DETAILED TABLES

### Appendix C-1

		O'ahu	Maui	Hawai'i	Kaua'i	Total
Recruiting in general	Very Unimportant	7%	4%	6%	5%	6%
	2	1%	0%	4%	2%	1%
	3	0%	4%	2%	5%	2%
	4	1%	0%	2%	2%	1%
	5	11%	12%	12%	9%	11%
	6	7%	7%	4%	5%	6%
	7	13%	5%	13%	11%	12%
	8	16%	19%	12%	14%	16%
	9	6%	5%	4%	7%	6%
	Very Important	37%	44%	42%	39%	39%
	Don't know/Not sure	1%	0%	0%	2%	1%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Recruiting qualified employees	Very Unimportant	4%	2%	4%	4%	3%
	2	0%	0%	0%	2%	1%
	3	1%	0%	2%	0%	1%
	4	0%	0%	2%	0%	1%
	5	7%	4%	6%	7%	6%
	6	4%	2%	6%	2%	3%
	7	6%	5%	4%	7%	6%
	8	12%	21%	13%	11%	13%
	9	8%	4%	6%	11%	7%
	Very Important	57%	63%	58%	56%	58%
	Don't know/Not sure	1%	0%	0%	2%	1%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Training employees	Very Unimportant	5%	2%	2%	4%	4%
	2	1%	0%	0%	0%	1%
	3	0%	0%	0%	2%	0%
	4	0%	4%	2%	4%	1%
	5	6%	9%	8%	4%	6%
	6	2%	2%	0%	0%	2%
	7	7%	5%	6%	2%	6%
	8	11%	11%	13%	23%	13%
	9	9%	5%	4%	2%	7%
	Very Important	58%	63%	65%	60%	60%
	Don't know/Not sure	0%	0%	0%	2%	0%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Understanding labor regulations	Very Unimportant	2%	0%	4%	0%	2%
	2	1%	0%	0%	0%	1%
	3	2%	0%	0%	0%	1%
	4	0%	4%	4%	2%	2%
	5	8%	7%	8%	4%	7%
	6	5%	4%	4%	5%	5%
	7	7%	7%	6%	5%	7%
	8	13%	14%	8%	14%	13%
	9	6%	4%	8%	7%	6%
	Very Important	54%	61%	60%	63%	57%
	Don't know/Not sure	0%	0%	0%	0%	0%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Increasing costs of wages, health care, etc	Very Unimportant	5%	4%	0%	4%	4%
	2	0%	0%	0%	0%	0%
	3	0%	2%	2%	0%	1%
	4	0%	4%	0%	0%	1%
	5	8%	7%	12%	4%	8%
	6	4%	4%	4%	2%	4%
	7	6%	9%	4%	7%	6%
	8	18%	19%	15%	21%	18%
	9	8%	11%	8%	11%	9%
	Very Important	45%	42%	54%	51%	47%
	Don't know/Not sure	3%	0%	2%	2%	2%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	

## Appendix C-2

		O'ahu	Maui	Hawai'i	Kaua'i	Total
Recruitment services	Very Important	26%	26%	38%	29%	28%
	Important	12%	16%	5%	12%	12%
	Moderately Important	25%	11%	22%	24%	22%
	Slightly Important	10%	13%	11%	14%	11%
	Very Unimportant	25%	32%	24%	17%	25%
	Don't know/Not sure	1%	0%	0%	5%	2%
	Refused	0%	3%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Job fairs	Very Important	12%	18%	30%	10%	15%
	Important	9%	16%	0%	17%	10%
	Moderately Important	25%	11%	8%	24%	20%
	Slightly Important	13%	8%	11%	17%	12%
	Very Unimportant	42%	47%	49%	26%	41%
	Don't know/Not sure	0%	0%	3%	7%	2%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Labor market and economic data	Very Important	24%	26%	27%	14%	23%
	Important	10%	18%	11%	17%	12%
	Moderately Important	28%	16%	19%	43%	27%
	Slightly Important	15%	18%	22%	10%	16%
	Very Unimportant	18%	21%	14%	14%	17%
	Don't know/Not sure	5%	0%	8%	2%	4%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Facilities and/or technology for candidate interviews	Very Important	24%	18%	24%	17%	22%
	Important	9%	16%	8%	21%	12%
	Moderately Important	26%	26%	19%	26%	25%
	Slightly Important	13%	5%	19%	10%	12%
	Very Unimportant	24%	29%	24%	19%	24%
	Don't know/Not sure	4%	5%	5%	7%	5%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Training and education	Very Important	56%	53%	54%	52%	54%
	Important	14%	24%	19%	17%	17%
	Moderately Important	11%	11%	11%	21%	12%
	Slightly Important	5%	0%	5%	5%	4%
	Very Unimportant	15%	13%	11%	5%	12%
	Don't know/Not sure	0%	0%	0%	0%	0%
	Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	
Human resource consulting	Very Important	24%	21%	35%	14%	24%
	Important	13%	16%	8%	24%	15%
	Moderately Important	23%	21%	16%	36%	24%
	Slightly Important	15%	13%	16%	14%	15%
	Very Unimportant	24%	21%	24%	12%	22%
	Don't know/Not sure	1%	5%	0%	0%	2%
	Refused	0%	3%	0%	0%	0%
Total	100%	100%	100%	100%	100%	

## Appendix C-3

		O'ahu	Maui	Hawai'i	Kaua'i	Total
American Job Center services are low cost or free for businesses	Very Likely	31%	26%	32%	31%	31%
	Somewhat Likely	28%	26%	32%	26%	28%
	Not Too Likely	18%	18%	5%	17%	16%
	Not Likely At All	23%	29%	30%	26%	25%
	Don't know	0%	0%	0%	0%	0%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
American Job Center services are made available through government support	Very Likely	27%	18%	30%	19%	25%
	Somewhat Likely	25%	29%	22%	24%	25%
	Not Too Likely	23%	21%	16%	19%	21%
	Not Likely At All	23%	32%	24%	36%	26%
	Don't know	3%	0%	8%	2%	3%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Job candidates referred by the American Job Center have been trained in the skills needed for your industry	Very Likely	35%	21%	41%	29%	33%
	Somewhat Likely	30%	26%	24%	38%	30%
	Not Too Likely	15%	21%	11%	17%	16%
	Not Likely At All	18%	32%	22%	14%	20%
	Don't know	1%	0%	3%	2%	2%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Other companies in your industry have used the American Job Center's services	Very Likely	25%	16%	30%	17%	23%
	Somewhat Likely	25%	29%	22%	24%	25%
	Not Too Likely	19%	21%	16%	31%	21%
	Not Likely At All	30%	32%	27%	21%	29%
	Don't know	1%	3%	5%	7%	3%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
The American Job Center is staffed with experts who can help advise you on HR issues	Very Likely	25%	8%	30%	26%	23%
	Somewhat Likely	22%	34%	24%	31%	25%
	Not Too Likely	21%	24%	11%	19%	20%
	Not Likely At All	32%	32%	32%	21%	31%
	Don't know	0%	0%	3%	2%	1%
	Refused	0%	3%	0%	0%	0%
	Total	100%	100%	100%	100%	100%



## Appendix C-4

		O'ahu	Maui	Hawai'i	Kaua'i	Total
Train and build a skilled workforce for in-demand and growing industries	Very Important	54%	50%	65%	45%	54%
	Important	24%	16%	14%	38%	24%
	Moderately Important	15%	24%	11%	2%	14%
	Slightly Important	3%	3%	3%	5%	3%
	Very Unimportant	4%	3%	3%	7%	4%
	Don't know	0%	5%	5%	2%	2%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Promote economic growth and business expansion.	Very Important	45%	42%	57%	55%	48%
	Important	23%	18%	8%	21%	20%
	Moderately Important	17%	24%	22%	14%	18%
	Slightly Important	8%	5%	5%	7%	7%
	Very Unimportant	6%	11%	5%	2%	6%
	Don't know	2%	0%	3%	0%	2%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Increase access for individuals and those with barriers to employment such as veterans, the disabled, ex-offenders, and/or other barriers.	Very Important	45%	42%	57%	55%	48%
	Important	24%	24%	16%	26%	23%
	Moderately Important	20%	16%	16%	14%	18%
	Slightly Important	4%	8%	3%	2%	4%
	Very Unimportant	6%	8%	8%	2%	6%
	Don't know	1%	0%	0%	0%	1%
	Refused	0%	3%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Increase employment, retention, and earnings.	Very Important	55%	47%	70%	52%	56%
	Important	22%	21%	19%	21%	21%
	Moderately Important	9%	16%	5%	17%	11%
	Slightly Important	7%	0%	0%	5%	5%
	Very Unimportant	5%	13%	5%	5%	6%
	Don't know	2%	3%	0%	0%	2%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Reduce welfare dependence and increase economic self-sufficiency.	Very Important	58%	47%	81%	55%	59%
	Important	17%	18%	5%	29%	17%
	Moderately Important	15%	24%	11%	10%	15%
	Slightly Important	3%	0%	0%	2%	2%
	Very Unimportant	5%	8%	3%	5%	5%
	Don't know	1%	3%	0%	0%	1%
	Refused	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%
Match qualified job seekers with employers' job openings.	Very Important	48%	37%	65%	50%	49%
	Important	25%	34%	14%	26%	25%
	Moderately Important	16%	13%	11%	17%	15%
	Slightly Important	4%	5%	5%	2%	4%
	Very Unimportant	6%	11%	3%	5%	6%
	Don't know	1%	0%	3%	0%	1%
	Refused	1%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%