

## Financial Services Study Questionnaire

**What?** This questionnaire is the core of the first comprehensive study of the Financial Services Industry in *Tampa Bay*. The study is important for understanding the types of firms that make up the regional Financial Services Industry and for determining its labor force and real estate needs. Employment in Financial and Business Services has risen by 27,400 over a year earlier, creating more new jobs than any other sector except services. We know that your time is valuable, but ask that you take this opportunity to help us gain comprehensive knowledge of our area's Financial Services Industry. The insights gained will be helpful in *Tampa Bay area's* economic development efforts and in your firm's business planning and decision-making.

**Who?** This study is sponsored by the College of Business Administration at the University of South Florida. The questionnaire was developed and is being administered by the Center for Economic Development Research (CEDR) at the College. Representatives from the Tampa Bay financial services industry and from local economic development agencies in Tampa Bay helped CEDR in the design of the study and of the questionnaire.

**Why?** Together we have identified region-wide information crucial to the continued competitiveness of Tampa Bay's expanding financial services cluster. This questionnaire is designed to gather this information.

**How?** The University will treat information gathered from your company as confidential. Combined with information from other firms it will be analyzed and disseminated to responding firms in a report. The report will:

- ◆ Generate useful information for your firm and for local public administrators, educators, workforce and public service organizations, and other segments of the infrastructure that support regional growth and development in financial services.
- ◆ Provide an accurate estimate of the *economic impact* of the financial services industry on employment, income and welfare in Tampa Bay.
- ◆ Provide information on local business conditions as they affect financial services firms in Tampa Bay. Data, including information on *operating costs*, *real estate costs* and *workforce availability and utilization* in the financial services industry, will help your firm's human resources and strategic planning operations.

**Where?** The study encompasses the seven counties in USF's service area: Hernando, Hillsborough, Pasco, Pinellas, Polk, Manatee, and Sarasota counties. We refer to these seven counties as *Tampa Bay*.

**When?** We hope to receive responses from your firm within 10 business days. After that time a representative from CEDR will call to offer assistance and answer questions. CEDR hopes to have collected all data by the end of February 2000. CEDR will analyze the data and anticipates issuing a report by year-end. In appreciation of your help, we will send you a complimentary copy of the report. A copy of the questionnaire is located on CEDR's website: [www.coba.usf.edu/centers/CEDR](http://www.coba.usf.edu/centers/CEDR). Also on line is a list of abbreviated NAICS business code definitions. We hope that we can count on your support. If you have any questions or comments, please contact us at:

CEDR-USF Downtown Center  
1101 Channelside Drive  
2<sup>nd</sup> Floor North  
Tampa, Florida 33602

Phone: 905-5851  
email: kwieand@coba.edu.usf

**Sincerely,** The FSSG and the staff of CEDR

Please enter your name and your title, and your company. Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_

### A. List of questions:

1. How long has your firm had a presence in Tampa Bay?

- One year or less
- Two to 5 years
- Six to 10 years
- Over 10 years

Questions that follow are directed toward the business organization located *in Tampa Bay* that you work for. Please do not include information on other units of the firm or on the parent firm located outside of the Tampa Bay area.

2. Relationship of your business organization to the parent company.

- Headquarters and main place of business for the firm.
- Headquarters of the firm
- Corporate Divisional/Regional/Other Headquarters
- Branch facility/division/office of the firm
- Subsidiary of the firm
- Independent franchise of another firm

3. Location of your firm's headquarters. If your business operation is not the firm headquarters, where is the headquarters of the firm located? If your business organization is headquarters, skip this question.

- In the seven county Tampa Bay study area
- Florida location outside of Tampa Bay
- Southeastern US outside of Florida
- Northeastern US
- Midwest US
- Southwest US
- Mountain states or Far West US
- Caribbean/Latin America
- Europe
- Asia
- Other

4. What is the organization form of your business?

- Sole proprietorship
- Partnership
- Limited partnership
- Sub-chapter S corporation
- Corporation
- Other
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5. Describing the business activities of your business organization.

Note: Question 5 is designed to provide a picture of the financial services industry in Tampa Bay. Business descriptions are consistent with the new North American Industrial Classification System (NAICS). Please list all activities in parts 5a, 5b, and 5c that your organization engages *inside* the Tampa Bay area. Also list all activities that your parent company engages in *outside* the Tampa Bay area. An addendum of NAICS industries, and an electronic copy of the questionnaire itself, can be found at the following web address: [www.coba.usf.edu/centers/cedr](http://www.coba.usf.edu/centers/cedr)

If your business organization engages in financial activities check all appropriate boxes below.

	Your Business Inside Tampa Bay	Parent Activities Outside Tampa Bay
▪ Commercial banking (52211)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Savings institutions (52212)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Credit unions (52213)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Credit card issuing (52221)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Sales financing (52222)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Consumer lending (522291)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Real estate credit (522292)	<input type="checkbox"/>	<input type="checkbox"/>
▪ International trade financing (522293)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Secondary market financing (52294)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Other non-depository credit intermediation (52229)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Mortgage and non-mortgage loan brokers (52231)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Financial transactions processing, reserve, and clearinghouse activities (52232)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Other credit activities related to credit intermediation (52239)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Investment banking and securities dealing (52311)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Securities brokerage (52312)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Commodity contracts dealing (52313)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Commodity contracts brokerage (52314)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Securities and commodities exchanges (5232)	<input type="checkbox"/>	<input type="checkbox"/>

- Portfolio management (52392)
- Investment advice (52393)
- Trust, fiduciary and custody activities (523991)
- Direct life, health, and medical insurance carriers (52411)
- Direct insurance (except life, health and medical) carriers (52412)
- Reinsurance carriers (52413)
- Insurance agencies and brokerages (52421)
- Other insurance related activities (52429)
- Pension funds (52511)
- Other insurance funds (52519)
- Open-end investment funds (52591)
- Trusts, estates, and agency accounts (52592)
- Real estate investment trusts (52593)
- Other financial vehicles (52599)
- Lessors of real estate (5311)
- Offices of real estate agents and brokers (53121)
- Activities related to real estate (5313)

If your business organization engages in professional, scientific, technical, or administrative services, check the appropriate boxes below.

	Your Business Inside Tampa Bay	Parent Activities Outside Tampa Bay
▪ Legal services (5411)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Accounting, tax preparation, bookkeeping, and payroll services (5412)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Architectural, engineering, and related services (5413)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Specialized design services (5414)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Computer systems design and related services (5415)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Management, scientific, and technical consulting services (5416)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Advertising and related services (5418)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Other professional, scientific or technical services (5419)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Office administrative services (5611)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Facilities support services (5612)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Employment services (5613)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Business support services (5614)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Travel arrangement and reservation services (5615)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Investigative and security services (5616)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Services to buildings and dwellings (5617)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Other support services (5619)	<input type="checkbox"/>	<input type="checkbox"/>

If your business organization engages in information services, check the appropriate boxes below.

	Your Business Inside Tampa Bay	Parent Activities Outside Tampa Bay
▪ Publishing industries (511)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Motion picture and sound recording industries (512)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Radio and television broadcasting (5131)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Cable networks and program distribution (5132)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Wired telecommunications carriers (51331)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Wireless telecommunications carriers (except satellite) (51332)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Telecommunications resellers (51333)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Satellite telecommunications (51334)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Other telecommunications (51339)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Information services (5141)	<input type="checkbox"/>	<input type="checkbox"/>
▪ Data processing services (5142)	<input type="checkbox"/>	<input type="checkbox"/>

6. From question 5, please write the NAICS code of your business organization's

✓ primary activity, measured by employment \_\_\_\_\_

✓ second most important activity, measured by employment \_\_\_\_\_

✓ third most important activity, measured by employment \_\_\_\_\_

7. How many persons does your establishment employ?

a. Full-time \_\_\_\_\_

b. Part time \_\_\_\_\_

c. Temporary/Outsourced workers (employed through another firm)

\_\_\_\_\_

8. Are your temporary/outsourced workers primarily seasonal? Yes No.

If yes, what season?      Jan-Mar      Apr-Jun      Jul-Sep      Oct-Dec

9. If your organization hires temporary workers, please indicate the percentages of temps employed in:

- Temporary clerical workers/Total temporary workers \_\_\_\_\_
- Temporary technical workers/Total temporary workers \_\_\_\_\_
- Temporary professional workers/Total temporary workers \_\_\_\_\_

10. How many additional positions is your business organization actively seeking to fill at this time?

\_\_\_\_\_

The FSSG has determined the major information requirement of firms in or related to financial services in the Tampa Bay area concerns business workforce issues. Please report the following information on your workforce.

11. Provide an approximate breakdown of your employees by the duties that they perform, showing the number of employees in each category. (Categories are consistent with those used in the US Department of Labor's National Compensation Survey.) Column a lists technical and management personnel, and column b lists administrative support personnel.

**a. Technical and Management Personnel**

**b. Administrative Support**

- Engineers \_\_\_\_\_
- Mathematical and computer scientists \_\_\_\_\_
- Lawyers \_\_\_\_\_
- Other technical professionals \_\_\_\_\_
- Financial Executives/ Managers \_\_\_\_\_
- Other Executives, managers and administrators \_\_\_\_\_
- Accountants and auditors \_\_\_\_\_
- Personnel and training officers \_\_\_\_\_
- Sales supervisors and representatives \_\_\_\_\_

- Supervisors \_\_\_\_\_
- Computer operators \_\_\_\_\_
- Financial analysts \_\_\_\_\_
- Clerks \_\_\_\_\_
- Secretaries \_\_\_\_\_
- Customer service representatives \_\_\_\_\_

12. Does your business organization include

- A call center for customer service
- A call center for technical support
- A call center engaged in direct marketing of products or services
- A call center engaged in sales and order-taking

13. If you checked one or more of the boxes in question 12, indicate how many employees work in the call center.

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14. This question is designed to describe the relationships between the Tampa Bay financial services industry and its suppliers and customers. Please indicate whether your firm provides or receives goods and services from the following industry groups.

a. Does your business organization purchase goods or services from: [Check *all* that apply]

	Tampa Bay Businesses	Firms located outside of Tampa Bay
Utilities (22)	_____	_____
Construction (23)	_____	_____
Manufacturing industries (31-33)	_____	_____
Couriers (4921)	_____	_____
Publishing, motion picture, and sound recording (511,512)	_____	_____
Broadcasting and telecommunications (513)	_____	_____
Information services and data processing services (514)	_____	_____
Credit Intermediaries (522)	_____	_____
Securities commodity contracts other investments (532)	_____	_____
Insurance Carriers (524)	_____	_____
Funds, trusts, other investment vehicles (525)	_____	_____
Insurance, Real Estate Agencies, Brokerage (5242)	_____	_____
Real estate (531)	_____	_____
Non-real estate rental & leasing services (532)	_____	_____
Professional, scientific, and technical services (541)	_____	_____
Management of companies and enterprises (551)	_____	_____
Administrative and support services (561)	_____	_____
Educational Services (611)	_____	_____



b. Does your business organization sell goods or services to: [Check *all* that apply]

	Tampa Bay Businesses	Firms located outside of Tampa Bay
Utilities (22)	_____	_____
Construction (23)	_____	_____
Manufacturing industries (31-33)	_____	_____
Couriers (4921)	_____	_____
Publishing, motion picture, and sound recording (511,512)	_____	_____
Broadcasting and telecommunications (513)	_____	_____
Information services and data processing services (514)	_____	_____
Credit Intermediaries (522)	_____	_____
Securities commodity contracts other investments (532)	_____	_____
Insurance Carriers (524)	_____	_____
Funds, trusts, other investment vehicles (525)	_____	_____
Real estate (531)	_____	_____
Non-real estate rental & leasing services (532)	_____	_____
Professional, scientific, and technical services (541)	_____	_____
Management of companies and enterprises (551)	_____	_____
Administrative and support services (561)	_____	_____
Educational Services (611)	_____	_____

15. Please provide an estimate of the percentage workforce in your Tampa Bay business organization whose primary function is to provide service to customers who are located outside of the Tampa Bay region.

\_\_\_\_\_%. (This data is crucial to estimating the impact of the industry on the Bay area.)

16. Please provide an estimate of the percentage of your business activities in Tampa Bay that supports customers

- Located outside of the United States. \_\_\_\_\_%.
- Can you specify your foreign customer base? What percentage of your business comes from:
  - Canada \_\_\_\_\_%
  - Mexico and Central America \_\_\_\_\_%
  - Caribbean \_\_\_\_\_%
  - Other Latin America \_\_\_\_\_%
  - Europe \_\_\_\_\_%
  - Middle East \_\_\_\_\_%
  - Asia or Australia \_\_\_\_\_%
  - Africa \_\_\_\_\_%

In items 16-20, please report the following information for the two major personnel groups: **a. Technical & Management** and **b. Administrative Support**.

	<b><u>Technical and Management</u></b>	<b><u>Administrative Support</u></b>
17. Most employees fall into which age group?	18-24	18-24
	25-34	25-34
	35-44	35-44
	over 45	over 45
18. Most employees have achieved what level of education?		
High school	12 years	12 years
Junior College	14 years	14 years
College	16 years	16 years
Post Graduate	over 16 years	over 16 years
19. Most employees have how many years experience in their current job?	Under 2	Under 2
	2 - 5	2 - 5
	6 - 10	6 - 10
	11 - 20	11 - 20
	over 20	over 20

**Technical and Management**

**Administrative Support**

20. Percent of labor force commuting from:

City of Tampa	_____	_____
East/South Hillsborough County	_____	_____
North Hillsborough County	_____	_____
West Polk County	_____	_____
East Polk County	_____	_____
City of St. Petersburg	_____	_____
Clearwater	_____	_____
Pinellas other than St. Petersburg And Clearwater	_____	_____
Pasco County	_____	_____
Hernando County	_____	_____
Bradenton/Sarasota	_____	_____

21. Do distances and/or commuting times pose a large obstacle to your business organization's attracting and keeping qualified employees?

Yes \_\_\_\_\_ No \_\_\_\_\_

22. Does your firm offer the following types of employee incentives? [Check *all* that apply]

- a. Health insurance
- b. Dental insurance
- c. Retirement plans
  - Profit sharing/ESOP plans
  - Defined contributions
  - Defined benefits
  - 401k
  - Performance bonuses
  - Other \_\_\_\_\_

23. Hiring and promotion programs. Does your business organization offer:

- Employees' in-house training courses for skill development?
- Financial support to attend professional development and certification courses?
- Tuition support for employees' education supplied by private and/or public educational institutions?
- Formal promotion and/or career development programs?
- Bonuses for bringing in new employees?
- Other \_\_\_\_\_

24. Work practices and on-site amenities. Does your firm offer on-site or off-site

- Day care facilities
- Exercise facilities
- Banking or other services
- Dining facilities
- Other \_\_\_\_\_

25. Work schedules and flexible hours, commuting. Does your firm offer

- Four day work-week (40 hours in 10 hour workdays)
- Flexible hours (arrive early, leave late, etc.)
- Telecommuting
- Commuting facilities or financial support for commuting

26. When was the last time that your organization added, deleted, or changed locations where employees worked?

- One year or less
- Two to 5 years
- Five to 10 years
- Over 10 years

27. We recognize that many businesses may occupy more than one building and/or have a presence at more than one location in *Tampa Bay*. However, please try to answer this question to the best of your knowledge about the facility(ies) of you company. What type of physical facility(ies) does your business organization occupy? [Check *all* that apply]

	Square feet occupied	Owned/Leased?
<input type="checkbox"/> High rise office tower (Over 10 floors)	_____	_____
<input type="checkbox"/> Mid-rise office block (3-9 floors)	_____	_____
<input type="checkbox"/> Low rise stand-alone building	_____	_____
<input type="checkbox"/> Low-rise office center	_____	_____
<input type="checkbox"/> Shopping center	_____	_____
<input type="checkbox"/> Purpose built campus	_____	_____
<input type="checkbox"/> Other	_____	_____

28. Is your business organization the sole occupant one or more buildings? (circle one)

Yes      No

29. Has your organization invested in equipment designed to insure continuous service or for disaster recovery of electrical power and/or communications services?

YES \_\_\_\_\_

NO \_\_\_\_\_

30. What is the highest level of internet service provider used by your firm? (ergo: T-1 lines, T-3 lines, microwave, other. Your firm's information officer should be able to provide this information.)

\_\_\_\_\_

31. Who is your internet service provider? \_\_\_\_\_

32. Please rank in your opinion, the most important reasons why your business organization is located in *Tampa Bay*. One (1) is most important and six (6) is least important.

Labor costs \_\_\_\_\_

Skilled labor force \_\_\_\_\_

Low real estate costs/land availability \_\_\_\_\_

Telecommunications infrastructure \_\_\_\_\_

To be near other types of suppliers of goods or services \_\_\_\_\_ (Specify) \_\_\_\_\_

Economic development incentive package \_\_\_\_\_

To be near local customer base \_\_\_\_\_