

**ATTACHMENT K**

**MAIL AND INTERNET SHORT FORM FOR TELEPHONE REFUSALS**

Date

Name

Job title

Address

City, State Zip

Dear <Fname>,

One of our interviewers contacted you recently regarding an important national study of business competitiveness being sponsored by the U.S. Department of Agriculture, but was unable to complete an interview. Because your participation is important, I am writing to ask for your much needed assistance in this survey.

We have taken the liberty of providing an internet version with the hope that this might be more convenient and easier for you to answer for this business. If you prefer to answer over the Internet, type the web address below into your Internet browser and then enter your access code.

<http://opinion.wsu.edu/business/>

Access Code: <<RESPID>>

I hope that you will take the time to complete the questionnaire. The internet questionnaire takes less than 30 minutes to complete. If you cannot spare 30 minutes, the attached brief survey can be completed in about six minutes.<sup>1</sup> It will provide some essential information but we hope you are able to complete the full web survey.

Your responses will be kept strictly confidential and your name will not be connected to your answers in any way. The identification number on the back of the survey will only be used to remove your name from the mailing list when your questionnaire is returned.

If you have any questions about this effort, or prefer to answer by telephone, please feel free to call me at 1-800-833-0867 and mention the National Survey of Business Competitiveness.

Thank you in advance for your help. We appreciate it very much.

Sincerely,

Danna Moore, PhD.  
Interim Director, SESRC

OMB control number 0536-XXXX  
Expires (xx/xx/xxxx)

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<sup>1</sup> An Internet version of the brief essential information survey is also available online for your convenience. If you prefer to reply online, please go to this website: <http://opinion.wsu.edu/businessbrief/> and enter your access code: <RespID> to answer the questions.

*According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it has a valid Office of Management and Budget (OMB) control number. The valid OMB number for this information collection is 0536-XXXX. The time required to complete this information is estimated to average 2 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.*

**YOUR RESPONSE IS VOLUNTARY. YOUR ANSWERS TO ALL QUESTIONS ARE CONFIDENTIAL.** All information that is provided by participants to the National Survey of Business Competitiveness will only be used for statistical research purposes and reported in summary form. Your name and that of the business you represent will not be connected to your answers in any way. In accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347 and other applicable Federal laws, individual responses will be kept confidential and will not be disclosed in identifiable form to anyone outside of the research team. By law, every ERS and SESRC employee is subject to a jail term of up to 5 years, a fine of up to \$250,000 or both if he/she discloses any identifiable information about research participants

**1. Approximately what year did the business at this location begin operating?**

\_\_\_\_\_ Year

**2. Does this business have only one location or more than one location?**

<sub>1</sub> Only one location → **Skip to question 5**

<sub>2</sub> More than one location

**2a. (If more than one location) Is this location the business's headquarters or is it a branch location?**

<sub>1</sub> Headquarters

<sub>2</sub> Branch location

**3. What was the average number of employees on your payroll in 2012, including all full-time and part-time workers at this location?**

\_\_\_\_\_ # of employees

**4. Is any part of the workforce unionized or covered by a collective bargaining agreement?**

<sub>1</sub> Yes

<sub>2</sub> No

**5. Is the current market for your products or services...**

<sub>1</sub> Growing

<sub>2</sub> Stable

<sub>3</sub> Declining

<sub>4</sub> Mixed (i.e., some are declining, others growing)

<sub>5</sub> Uncertain

**6. In the last 3 years did this business...**

	Yes applicable ▼	No ▼	Not ▼
a. Produce any new or significantly improved goods.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
b. Provide any new or significantly improved services.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
c. Introduce new or significantly improved methods of manufacturing or producing goods or services.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
d. Introduce new or significantly improved logistics, delivery, or distribution methods for your inputs, goods, or services.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
e. Introduce new or significantly improved support activities for your processes.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
f. Introduce new or significant improvements in your marketing methods.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

**7. In the current environment, if excess cash were available, how likely is it that these funds would be used to...**

	Not at all likely definitely ▼	Probably ▼	Most ▼
a. Provide additional training of employees .....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
b. Repay debt.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
c. Provide a reserve or cushion.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
d. Fund additional innovation projects.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>
e. Fund additional investment projects, such as replacing old equipment or for expansion.....	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>

**8. Did this business try to borrow money for any purpose over the past three years?**

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Don't know

**9. That is the last question. If you have any additional comments about this survey or innovation in general, please write them in the box below.**

**Thank you!!**

**Please return your completed questionnaire to:**

**Business Innovation Survey  
Social & Economic Sciences Research Center  
Washington State University  
PO Box 641801  
Pullman, WA 99164-1801**

## National Survey of Business Competitiveness

Your input is critical to understanding the needs of businesses to be competitive and successful. Our past research shows that businesses we haven't heard from are often quite different and have unique challenges compared to those we hear from early in surveys.

This information is collected on behalf of the Economic Research Service of the United States Department of Agriculture (USDA). The purpose of the study is to learn what successes and difficulties companies throughout the United States have introducing new products or services, and finding skilled labor, financing, or other inputs needed to remain competitive in national and global markets.

USDA will use these results to enhance its programs aimed at making U.S. businesses more resilient. Reports from this study will be shared to Congress and other Federal and State agencies that assist businesses.

Answering is easy and should take 6 minutes or less. If your operation is no longer in business, the questions are few and you will be able to indicate this quickly. We need your response even if you are no longer involved in business activity as this is important information to the study. Once we hear from you we will not contact you again.

If you have any questions about this effort, or would prefer to participate by telephone, please feel free to contact me by phone at 1-800-833-0867 or by email at [sesrcweb4@wsu.edu](mailto:sesrcweb4@wsu.edu).

Thank you in advance for your help. We appreciate it very much. Sincerely,

Danna L. Moore Ph.D.

Interim Director, SESRC

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Please enter your Access Code listed in the message we sent to you:

  

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | © SESRC 2012  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA

## National Survey of Business Competitiveness

Question 1 of 8

Approximately what year did the business at this location begin operating?

Year

|

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## National Survey of Business Competitiveness

Question 2 of 8

**Does this business have only one location or more than one location?**

- Only one location
- More than one location

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## National Survey of Business Competitiveness

Question 2a of 8

**Is this location the business's headquarters or is it a branch location?**

- Headquarters
- Branch location

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## National Survey of Business Competitiveness

Question 3 of 8

**What was the average number of employees on your payroll in 2012, including all full-time and part-time workers at this location?**

# of employees

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## National Survey of Business Competitiveness

Question 4 of 8

**Is any part of the workforce unionized or covered by a collective bargaining agreement?**

- Yes
- No

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## National Survey of Business Competitiveness

Question 5 of 8

**Is the current market for your products or services . . .**

- Growing
- Stable
- Declining
- Mixed (i.e., some are declining, others growing)
- Uncertain

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## National Survey of Business Competitiveness

Question 6 of 8

**In the last 3 years did this business . . .**

	Yes	No	Not Applicable
Produce any new or significantly improved goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide any new or significantly improved services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce new or significantly improved methods of manufacturing or producing goods or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce new or significantly improved logistics, delivery, or distribution methods for your inputs, goods, or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce new or significantly improved support activities for your processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce new or significant improvements in your marketing methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## National Survey of Business Competitiveness

Question 7 of 8

**In the current environment, if excess cash were available, how likely is it that these funds would be used to . . .**

	Not at all likely	Probably	Most definitely
Provide additional training of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repay debt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a reserve or cushion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fund additional innovation projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fund additional investment projects, such as replacing old equipment or for expansion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## National Survey of Business Competitiveness

Question 8 of 8

**Did this business try to borrow money for any purpose over the past three years?**

- Yes
- No
- Don't know

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## National Survey of Business Competitiveness

Question 52 of 52

**That is my last question. If you have any additional comments about this survey or innovation in general, please write them in the box below.**

## National Survey of Business Competitiveness

You are about to finish this survey.  
To submit the survey, click the "Submit survey" button below.  
To review your answers starting from the beginning, click the "Review your answers" button.

Review your answers

Submit survey

## National Survey of Business Competitiveness

Your completed questionnaire has been received.

Thank You!