SDA Economic Research Service: United States Department of Agriculture

National Survey of Business Competitiveness

The Social & Economic Sciences Research Center at Washington State University is collecting data on behalf of the Department of Agriculture to examine the challenges firms are facing in today's economy. We are interested in the successes and difficulties companies in the United States have in introducing new products or services, finding skilled labor, financing, and other factors needed to remain competitive in national and global markets.

The results from this study will be used by the Department of Agriculture to enhance its programs aimed at making U.S. businesses more resilient. The results will also be shared with Congress and other Federal and State agencies that assist businesses.

We hope you will take the time to complete the questionnaire. Gaining a full understanding of the challenges U.S. firms are facing in the global economy depends upon you and others like yourself. Your responses will be kept strictly confidential and your name will not be connected to your answers in any way.

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 sesrcweb7@wsu.edu.

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

Sincerely,

Danna L. Moore, Ph.D. Principal Investigator

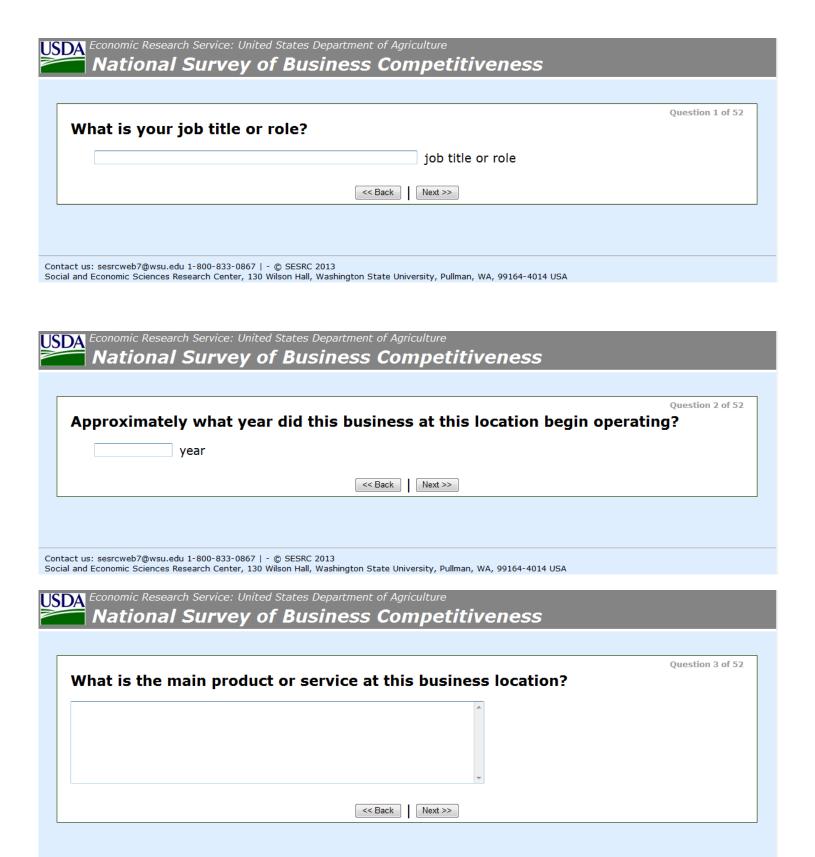
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YOUR RESPONSE IS VOLUNTARY. YOUR ANSWERS TO ALL QUESTIONS ARE CONFIDENTIAL. All information that is provided by participants to the National Survey of Business Competitiveness will only be used for statistical research purposes and reported in summary 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 worker is subject to a jail term of up to 5 years, a fine of up to \$250,000 or both if hely-she discloses any identifiable information about research participants.

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

Headquarters

Branch location

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Question 5 of 52

How important is each of these factors for locating this business in this **community?** (Check the appropriate level of importance for each factor.)

Factor	Not important	Somewhat important	Very important	Not applicable	Don't know
Owner-ties to area				©	
Availability of low-cost labor	©		©	©	0
Available skilled labor pool	©			©	
Access to transportation		©	©	©	0
Access to broadband or high speed internet				©	
Access to material inputs	0		0	©	
Access to customers				©	
Government incentives		©	0	©	
Low taxes	0			(C)	0
Strong or growing local economy		©	©	©	0
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How important is each of these factors for making this community an attractive place to work? (Check the appropriate level of importance for each factor.)

Factor	Not important	Somewhat important	Very important	Not applicable	Don't know
Opportunities for outdoor recreation				©	0
Scenic beauty (e.g., natural or architectural)	©		©	©	0
Climate					
Access to arts and entertainment		0	©	•	
Quality of local schools					
Access to health care	0	0	©		
	<< Back	ext >>			

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In 2012, at this location, what was the average number of workers who were in each category? (Please include all workers in these two categories.)

Worker category

Number of workers

Full-time and part-time employees on your payroll Independent contractors or temporary workers NOT ON YOUR PAYROLL

Total =

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In 2012, at this location, what was the average number of workers who were in each category? (Please include all workers in these two categories.)

Worker category

Number of workers

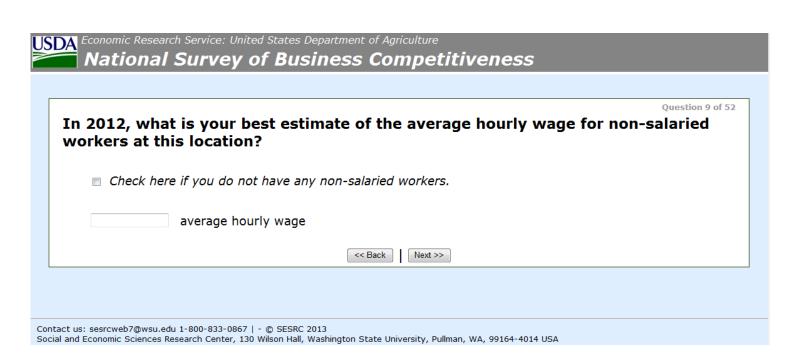
Full-time and part-time employees on your payroll Independent contractors or temporary workers NOT ON YOUR PAYROLL

Total = 6

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How many workers are professionals? (<i>Professionals are workers such as engineers or accountants.</i>)
number of professionals
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In 2012, at this location, what percent of work occupational categories? (Please include all work equal 100%.)	
Check here and click the next button if you prefer to ans	swer in numbers instead of percents.
Occupational category	Percent of workers
Management and professional	%
Services	%
Sales and office support	%
Natural resources, construction, and maintenance	%
Production, transportation, and material moving	%
Total =	% (should equal 100%)
< Back Next >	>>



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In 2012, at this location, what percent of workers were in the following occupational categories? (Please include all workers in these categories. Total should equal 100%.)

Check here and click the next button if you prefer to answer in numbers instead of percents.

Occupational category	Percer work		
Management and professional	20	%	
Services	20	%	
Sales and office support	20	%	
Natural resources, construction, and maintenance	20	%	
Production, transportation, and material moving	19	%	
•	Total = 99	% (shou	ld equal 100%)
<< Baci	k Next >>		



Question 10p of 52

In 2012, at this location, what percent of workers were in the following occupational categories? (Please include all workers in these categories. Total should equal 100%.)

Check here and click the next button if you prefer to answer in numbers instead of percents.

Occupational category		cent of orkers	
Management and professional	20	%	
Services	20	%	
Sales and office support	20	%	
Natural resources, construction, and maintenance	20	%	
Production, transportation, and material moving	20	%	
•	Total = 100	% (s	hould equal 100%)
<< Bac	k Next >>		



Question 10p of 52

In 2012, at this location, what percent of workers were in the following occupational categories? (Please include all workers in these categories. Total should equal 100%.)

Check here and click the next button if you prefer to answer in numbers instead of percents.

Occupational category	Percent of workers		
Management and professional	20	%	
Services	20	%	
Sales and office support	20	%	
Natural resources, construction, and maintenance	20	%	
Production, transportation, and material moving	21	%	
1	Γotal = 101	% (sh	ould equal 100%)
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Ouestion 10n of 52

In 2012, at this location, how many workers were in the following occupational categories? (Please include all workers in these categories.)

Occupational category	Number of workers	
Management and professional	#	
Services	#	
Sales and office support	#	
Natural resources, construction, and maintenance	#	
Production, transportation, and material moving	#	
Total =	#	
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In 2012, at this location, how many workers were in the following occupational categories? (Please include all workers in these categories.)

Occupational category	Number of workers	
Management and professional	1	#
Services	1	#
Sales and office support	1	#
Natural resources, construction, and maintenance	1	#
Production, transportation, and material moving	1	#
Total =	5	#
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For each occupational category, what was the minimum educational level needed in 2012? (Check the appropriate level of education for each occupational category.)

Occupational category	Less than high school or no specific education	At least HS diploma or GED	At least Assoc degree/ vocational certification	At least four- year college degree	More than four-year college degree
Management and professional	0		©	0	(C)
Services	0	•	•	0	©
Sales and office support	©	©	©	0	©
Natural resources, construction, and maintenance	•	0	0	0	•
Production, transportation, and material moving	•	©	©	0	(
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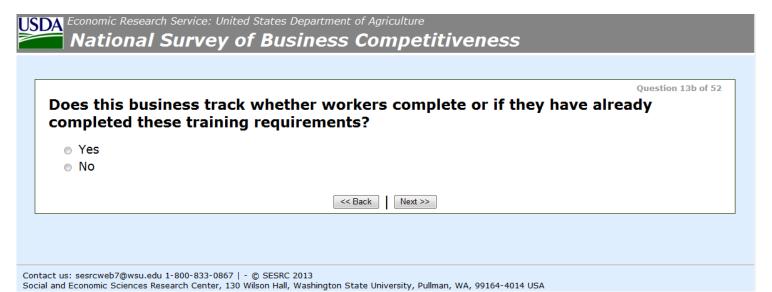
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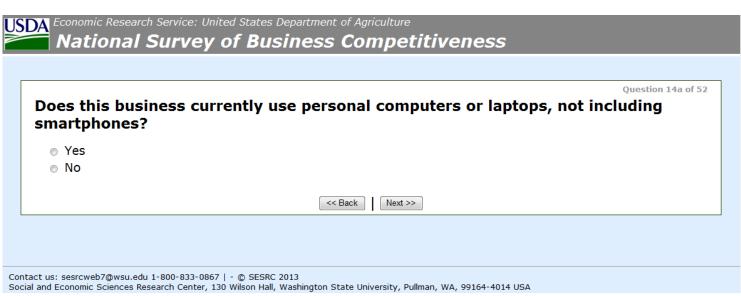












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	Question 14	b of 52
Are the following technologies currently used at this business?		
	Yes	No
Broadband or high speed internet	0	
Sale of products or services over the Internet (e-commerce)	0	0
Supplies purchased over the Internet (e-procurement)	0	0
Web advertising	0	0
Direct e-mail marketing	0	0
Social media (e.g., LinkedIn or Facebook)	0	0
Business issued smartphones to workers	0	
RFID readers, barcode, or optical scanners (e.g., Radio Frequency Identification)	0	0
Computer software specifically designed for your business or industry	0	0
An integrated enterprise resource planning system (e.g., SAP or Microsoft Dynamics, or Oracle Applications that include accounting, logistics, human resources, sales management, along with other functions)	0	©
Stand-alone supply chain or logistics management software	0	0
Stand-alone customer relationship management software	0	0
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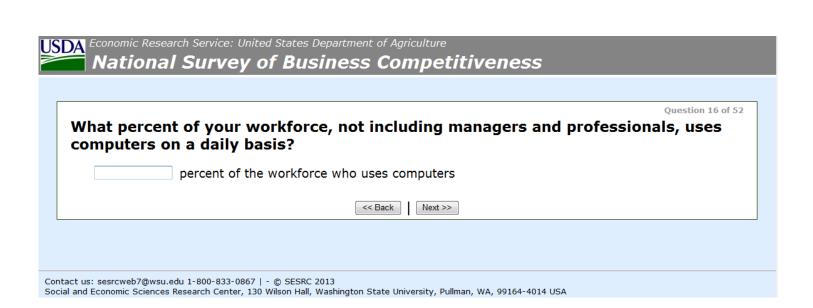
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			Q	uestion 17 of 5
lave the following factors limited this business's use of in	form	ation	and	
communications technology?				
	Yes	No		
The cost of equipment and software		(
The cost of information and communications services	0	0		
Lack of access to adequate broadband or high speed internet				
Lack of knowledge		0		
Difficulty integrating new technologies into the current way you do business	0			
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Businesses obtain information about new opportunities or new ways of doing things from many sources. Which sources have been most valuable for this firm?

Sources of new information	Not at all valuable	Somewhat valuable	Very valuable
Suppliers		(C)	0
Customers	0	©	0
Other business people in your industry	0	(C)	0
Other business people NOT in your industry	0		0
Business or trade association conferences or publications		(C)	
Your own workers			0
Media (e.g., newspapers, television, internet)	0		0
Private consultants			0
University extension, community colleges, or business schools		(C)	0

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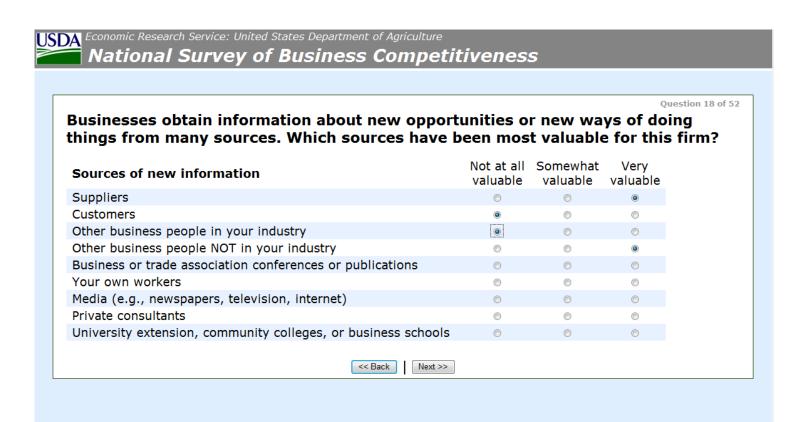
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Of the sources identified as very valuable, where are they located?

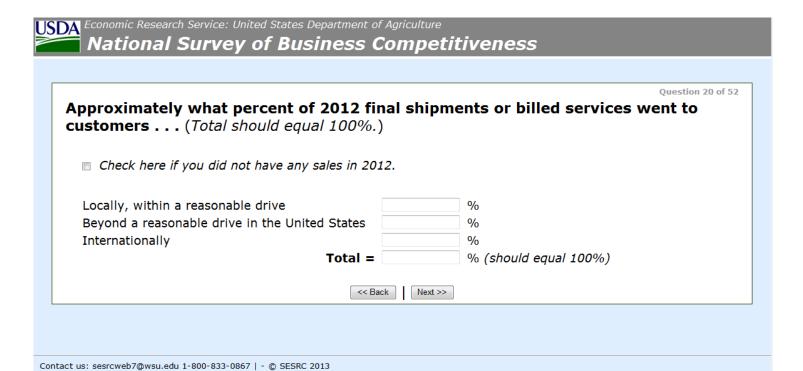
	In your community	Outside community within a reasonable drive	Beyond a reasonable drive	Not Applicable
Suppliers providing valuable information	0		©	
Customers providing valuable information	0	©	©	©
Other business people in your industry providing valuable information	0	•	©	0
Other business people NOT in your industry providing valuable information	0	•	•	0
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				Question 21a of
What is your best guess of the p	ercent of 2	007 final shi	pments or bi	lled services
hat went to customers (Tota	l should eqા	ıal 100%.)		
Check here if you did not have any sa	les in 2007.			
Locally, within a reasonable drive		%		
Beyond a reasonable drive in the United	States	%		
Internationally		%		
	Total =	% (sho	uld equal 100%)	
	<< Back	Next >>		

In 2012, what percent of goods and services sold by this business were sold to . . .

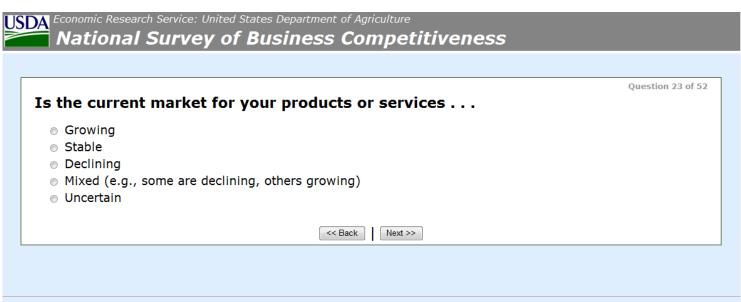
(Total should equal 100%.)

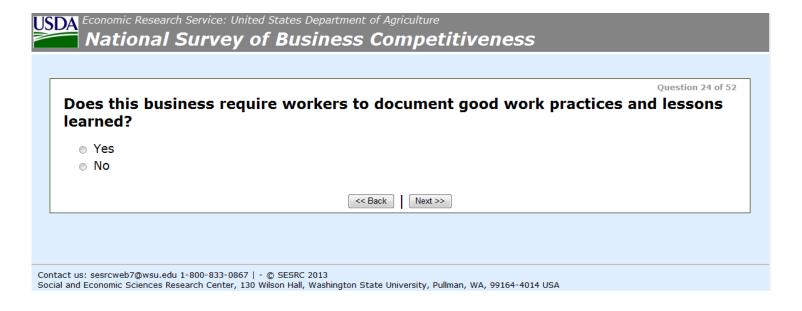
Check here if you did not have any sales in 2012.

Other businesses
Government
Individuals
Total = % (should equal 100%)

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How often are processes changed to fix problems identified through customer complaints?

- Never
- Occasionally
- Regularly

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Ouestion 27 of 52 In the past 3 years, did this business . . . Not Yes No applicable Produce any new or significantly improved goods 0 0 0 Provide any new or significantly improved services 0 Introduce new or significantly improved methods of manufacturing or producing 0 0 goods or services Introduce new or significantly improved logistics, delivery, or distribution methods 0 for your inputs, goods, or services Introduce new or significantly improved support activities for your processes 0 Introduce new or significant improvements in your marketing methods 0 << Back Next >>

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In 2012, what percent of this business's sales came from new or significantly improved goods or services? (If none, enter 0 (zero).)

percent of sales

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In the last 3 years, did this business engage in any of the following innovationrelated activities? Yes No In-house research and development (R&D) to increase knowledge or devise innovations Purchase research and development (R&D) from research organizations or other branches of this 0 business Conduct in-house design activities to improve aesthetics of product or packaging 0 0 Purchase design services 0 Purchase machinery, equipment, computers, or software to implement innovations 0 Purchase or license patents or inventions to implement innovations 0 0 Purchase knowledge or expertise to implement innovations 0 Plan, engineer, design, or conduct other development work to implement innovations 0 Train staff to develop or introduce innovations 0 Market research, advertising, or other marketing activities linked to implementing innovations << Back Next >>

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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 workers	0	0	©
Repay debt	0	0	©
Provide a reserve or cushion	0	0	©
Fund additional innovation projects	0	0	©
Fund additional investment projects, such as replacing old equipment or for expansion	0	0	0
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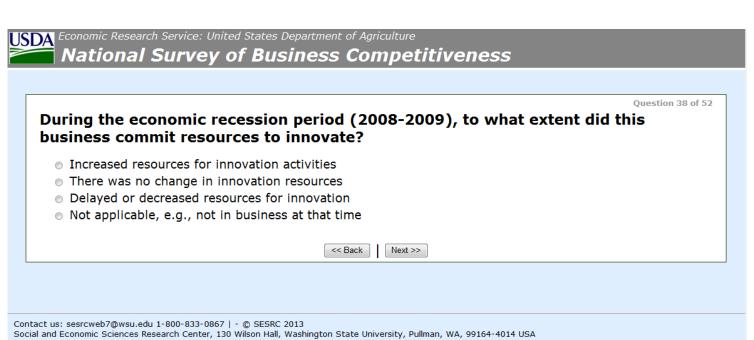
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Compared to 2012, in this current year (2013) would you say resources for innovation at this business have been . . .

- Increased
- Kept the same
- Decreased

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Ouestion 40 of 52 In the past 3 years, has this business . . . Yes No Increased the variety of goods or services offered 0 Increased market share or entered new markets Begun exporting goods or services 0 Reduced time to respond to customer needs Improved flexibility of production or service provision 0 Increased capacity of production or service provision Reduced labor costs per unit output 0 Reduced materials and energy required per unit output 0 0 Improved worker satisfaction or reduced worker turnover 0 << Back Next >>

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The following is a list of factors related to this business's location. For each one, please tell us how much of a problem it is for this business's ability to compete.

Factor	Not a problem	A minor problem	A major problem
Zoning or development regulations	0	0	0
Vitality of the local economy	0	0	0
Access to financial, legal, and other business services	0	0	
Access to equipment and software suppliers	0	0	0
Access to training courses	0	0	
Access to transportation or freight forwarding facilities and services	0	0	0
Availability of broadband or high speed internet	0		
Local availability of mobile or cellular service		0	
Local roads and bridges	0		
Cost of facilities and land	0	0	0
Attractiveness of the area to managers and professionals	0		
Quality of primary and secondary schools		0	
Environmental regulations	0	©	
State and local tax rates	0	0	
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How involved in promoting business are the following institutions in your community?

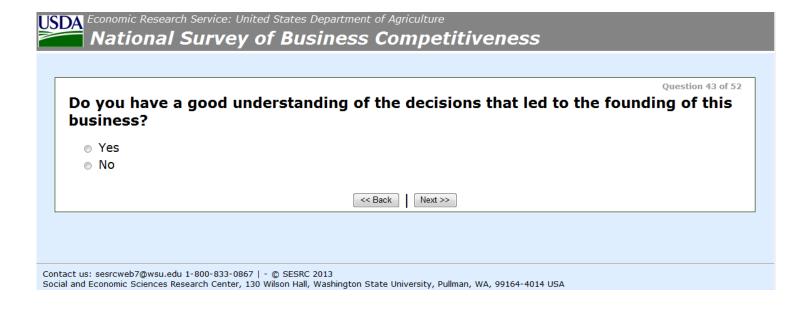
	Not at all active or Not present	Somewhat active	Very active	Don't know
Local government development effort at village, town, or city	©		0	©
Local government development effort at county	0		0	0
Local government development effort at regional or multi-county	0		0	0
Business association (e.g., Chamber of Commerce)	0		0	0
College, university, or extension support for local business	0		0	0
Community foundations or nonprofit organizations	0		0	0
Local investors	0		0	
Banks	0	0	0	0
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Thinking about this new or customized product or service, why was it originally developed?

- One of the founders created it for personal use
- One of the founders created it for use at a previous job or business
- One of the founders identified a business opportunity

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The final section of the survey is to assess which types of government or government-sponsored programs are the most helpful to businesses. If used, please rate how important each program has been for this business in the past 3 years.

	If Used, how important was this Used? program?				
Program	Yes	No	Not important	Somewhat important	Very important
Direct loans from a government agency (e.g., USDA B&I Direct Loan)	0	0	©	©	•
Government insurance or guarantee for loans (e.g., SBA 7(a) Loan Program)	0	0	0	•	•
Revolving loan funds run by a nonprofit or government organization	0	0	0	•	•
Tax incentives by state or local government, including enterprise zones, urban revitalization areas, Tax Increment Financing districts	0	0	•	•	•
Government-assisted industrial parks or business incubators	0	0	©	©	•
Government-funded technology assistance programs	0	0	0		©
Government-assisted worker-training programs	0	0			©
National Innovation Marketplace	0		0	0	0
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Did this business try to borrow money for any purpose in the past 3 years?

- Yes
- No
- Don't know

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Please indicate the sources you tried to borrow from in the past 3 years. If you did try to borrow money from a source, how much of the funding did you receive?

	Tried to borrow money?		If Yes, amount recei		
	Yes	No	All	Some	None
Commercial bank	0	0	0		0
Savings & Loan or credit union	0	0	0	(C)	0
Finance or leasing company	0	0	0	0	0
Insurance or mortgage company	0	0	0	0	0
Family or friends	0	0	0	0	0
Federal, state, or local government	0	0	0	0	0
Credit or advance from a customer	0	0	0	0	0
Angel capital funding	0	0	0	0	0
Venture capital funding	0			(
Personal sources of funds (other than credit cards)	0	0	0	0	0
Personal home equity loan	0	0	0	0	0
Other personal loan	0	0	0	0	0
Personal credit card	0				
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What is your gender?

• Male
• Female

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Thank you so much for your time today.

We are only surveying businesses with 5 or more workers.

If you feel you reached this page in error, click on the "Review your answers" button below to return to the beginning of the survey.

Please click the "Next" button to leave the survey.

Review your answers

Next

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