

ATTACHMENT C

**SCREEN SHOTS OF THE RURAL ESTABLISHMENT INNOVATION SURVEY
INTERNET APPLICATION**

National Survey of Business Competitiveness

The The Social & Economic Science Research Center at Washington State University are collecting data on behalf of the Department of Agriculture to examine the challenges firms are facing in today's economy. We hope to learn what successes and/or 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.

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.

I 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.
Interim Director, SESRC

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 30 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.

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

Submit Personal Access Code

National Survey of Business Competitiveness

Question 1 of 52

What is your job title?

job title

<< Back | Next >>

Contact us: sescrcweb7@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 2 of 52

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

Year

<< Back | Next >>

Contact us: sescrcweb7@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 3 of 52

What is the main product or service at this business location?

<< Back | Next >>

Contact us: sescrcweb7@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 4 of 52

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

- Only one location
- More than one location

<< Back | Next >>

Contact us: 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 4a of 52

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

- Headquarters
- Branch location

<< Back | Next >>

Contact us: 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 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of low-cost labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available skilled labor pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to broadband or high speed internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to material inputs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government incentives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong or growing local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 5a of 52

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic beauty (e.g., natural or architectural)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to arts and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of local schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

Contact us: 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 6 of 52

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

- 1
- 2
- 3
- 4
- 5
- More than 5 → How many?

<< Back

Next >>

Contact us: 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 6a of 52

Were there workers at this business NOT ON YOUR PAYROLL in 2012, such as independent contractors, or temporary workers?

- Yes
- No

<< Back

Next >>

Contact us: 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 6b of 52

What was the average number of such workers in 2012? (Please enter number only.)

of workers

<< Back | Next >>

Contact us: 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 7 of 52

During the past 12 months, did this business...

	Yes	No
Offer a health insurance option for any employees	<input type="radio"/>	<input type="radio"/>
Offer a retirement plan	<input type="radio"/>	<input type="radio"/>
Pay for employee education, professional development or training	<input type="radio"/>	<input type="radio"/>
Offer paid maternity, paternity, or family leave	<input type="radio"/>	<input type="radio"/>
Have an employee-ownership plan	<input type="radio"/>	<input type="radio"/>
Offer paid time off for employees to volunteer	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 8a of 52

How many employees are managers at this location? (Managers are workers who direct or oversee operations.)

of managers

<< Back | Next >>

Contact us: 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 8b of 52

How many employees are professionals? (Professionals are employees such as engineers, or accountants.)

of professionals

<< Back | Next >>

Contact us: 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 9 of 52

For 2012, what is your best estimate of the average hourly wage for non-salaried workers at this location?

average hourly wage

Check here if you do not have any non-salaried workers.

<< Back | Next >>

Contact us: 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 10 of 52

In 2012, at this location, what percent of employees were in the following occupational categories? (Please answer in either number of employees or in percents. Percent should equal 100%.)

Occupational category	Number of Employees	Percent of Employees
Management and professional	<input type="text"/>	<input type="text"/> %
Services	<input type="text"/>	<input type="text"/> %
Sales and office support	<input type="text"/>	<input type="text"/> %
Natural resources, construction, and maintenance	<input type="text"/>	<input type="text"/> %
Production, transportation, and material moving	<input type="text"/>	<input type="text"/> %
Total =	<input type="text"/>	<input type="text"/> %

<< Back | Next >>

Contact us: 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 10a of 52

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 Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales and office support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural resources, construction, and maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production, transportation, and material moving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 11 of 52

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

- Yes
- No

<< Back | Next >>

Contact us: 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 12 of 52

In the last 3 years, how difficult has it been to find qualified applicants for your workforce, not including managers and professionals?

- Very difficult
- Somewhat difficult
- Not difficult

<< Back | Next >>

Contact us: 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 12a of 52

Why has it been difficult to find qualified applicants for your workforce? Is it...

- | | Yes | No |
|--|-----------------------|-----------------------|
| Quality of the labor pool | <input type="radio"/> | <input type="radio"/> |
| Increases in required skills and knowledge | <input type="radio"/> | <input type="radio"/> |
| Insufficient number of workers available locally | <input type="radio"/> | <input type="radio"/> |
| Limited interest among job seekers for openings at this business | <input type="radio"/> | <input type="radio"/> |

[<< Back](#) | [Next >>](#)

Contact us: 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 13 of 52

Does this business have written position descriptions?

- Yes
- No

[<< Back](#) | [Next >>](#)

Contact us: 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 13a of 52

Are training requirements documented in those position descriptions?

- Yes
- No

[<< Back](#) | [Next >>](#)

Contact us: 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 13b of 52

Does this business track whether employees complete or if they have already completed these training requirements?

- Yes
- No

<< Back | Next >>

Contact us: 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 14a of 52

Does this business currently use personal computers/laptops, not including smartphones?

- Yes
- No

<< Back | Next >>

Contact us: 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 14b of 52

Are the following technologies currently used at this business?

	Yes	No
Broadband or high speed internet	<input type="radio"/>	<input type="radio"/>
Sale of products or services over the Internet (e-commerce)	<input type="radio"/>	<input type="radio"/>
Supplies purchased over the internet (e-procurement)	<input type="radio"/>	<input type="radio"/>
Web advertising	<input type="radio"/>	<input type="radio"/>
Direct e-mail marketing	<input type="radio"/>	<input type="radio"/>
Social media (e.g., LinkedIn or Facebook)	<input type="radio"/>	<input type="radio"/>
Business issued smartphones to employees	<input type="radio"/>	<input type="radio"/>
RFID readers or optical scanners (i.e., Radio Frequency Identification)	<input type="radio"/>	<input type="radio"/>
Computer software specifically designed for your business or industry	<input type="radio"/>	<input type="radio"/>
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)	<input type="radio"/>	<input type="radio"/>
Stand alone supply chain, logistics management software	<input type="radio"/>	<input type="radio"/>
Stand alone customer relationship management software	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 15 of 52

What percent of the sale of products or services comes from the internet?

% of sales from internet

Check here if you do not sell any products or services over the internet.

[<< Back](#) | [Next >>](#)

Contact us: 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 16 of 52

What percent of your workforce, not including managers and professionals, uses computers on a daily basis?

% of workforce use a computer

[<< Back](#) | [Next >>](#)

Contact us: 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 17 of 52

Which of the following factors have limited this business's use of information and communications technology?

	Yes	No
The cost of equipment and software	<input type="radio"/>	<input type="radio"/>
The cost of information and communications services	<input type="radio"/>	<input type="radio"/>
Lack of access to adequate broadband or high speed internet	<input type="radio"/>	<input type="radio"/>
Lack of knowledge	<input type="radio"/>	<input type="radio"/>
Difficulty integrating new technologies into the current way you do business	<input type="radio"/>	<input type="radio"/>

[<< Back](#) | [Next >>](#)

Contact us: 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 18 of 52

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other business people in your industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other business people NOT in your industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business/trade association conferences or publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media (e.g., newspapers, television, internet)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private consultants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University extension, community colleges, or business schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[<< Back](#) | [Next >>](#)

Contact us: 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 19 of 52

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customers providing valuable information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other business people in your industry providing valuable information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other business people NOT in your industry providing valuable information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[<< Back](#) | [Next >>](#)

Contact us: 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 20 of 52

Approximately what percent of 2012 final shipments or billed services went to customers? (Total should equal 100%.)

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

Locally, within a reasonable drive %
Beyond a reasonable drive in the United States %
Internationally %
=100%

<< Back | Next >>

Contact us: 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 21 of 52

Was this location in business in 2007?

- Yes
 No

<< Back | Next >>

Contact us: 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 21a of 52

What is your best guess of the percent of 2007 final shipments or billed services that went to customers? (Total should equal 100%.)

Check here if you did not have any sales in 2007.

Locally, within a reasonable drive %
Beyond a reasonable drive in the United States %
Internationally %
=100%

<< Back | Next >>

Contact us: 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 22 of 52

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 %

=100%

<< Back | Next >>

Contact us: 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 23 of 52

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

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

<< Back | Next >>

Contact us: 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 24 of 52

Does this business require employees to document good work practices and lessons learned?

- Yes
- No

<< Back | Next >>

Contact us: 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 25 of 52

How often does this business monitor customer satisfaction through analysis of complaints, customer satisfaction surveys, focus groups, or other methods?

- Never
- Occasionally
- Regularly

<< Back | Next >>

Contact us: 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 26 of 52

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

- Never
- Occasionally
- Regularly

<< Back | Next >>

Contact us: 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 27 of 52

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"/>

<< Back | Next >>

Contact us: 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 28 of 52

In the last 3 years, did this business have any improvement or innovation activities that were...

Yes No

Abandoned

Incomplete

<< Back

Next >>

Contact us: 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 29 of 52

Please tell us why improvement or innovation activities have not been necessary or possible.

<< Back

Next >>

Contact us: 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 30 of 52

In 2012, did this business sell any new or significantly improved *goods or services* with the following improvements?

Yes No

Improved performance

More user-friendly

Reduced costs

New features

New service capabilities

<< Back

Next >>

Contact us: 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 31 of 52

In the last 3 years, did this business start selling any new or significantly improved goods or services *before* your competitors in at least one of your markets? (Include a product even if it was available in another market.)

- Yes
- No
- Uncertain

<< Back | Next >>

Contact us: 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 32 of 52

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

%

<< Back | Next >>

Contact us: 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 33 of 52

In the last 3 years, did this business engage in any of the following innovation-related activities?

	Yes	No
In-house research and development (R&D) to increase knowledge or devise innovations	<input type="radio"/>	<input type="radio"/>
Purchase research and development (R&D) from research organizations or other branches of this business	<input type="radio"/>	<input type="radio"/>
Conduct in-house design activities to improve aesthetics of product or packaging	<input type="radio"/>	<input type="radio"/>
Purchase design services	<input type="radio"/>	<input type="radio"/>
Purchase machinery, equipment, computers or software to implement innovations	<input type="radio"/>	<input type="radio"/>
Purchase or license patents or inventions to implement innovations	<input type="radio"/>	<input type="radio"/>
Purchase knowledge or expertise to implement innovations	<input type="radio"/>	<input type="radio"/>
Plan, engineer, design, or conduct other development work to implement innovations	<input type="radio"/>	<input type="radio"/>
Train staff to develop or introduce innovations	<input type="radio"/>	<input type="radio"/>
Market research, advertising, and other marketing activities linked to implementing innovations	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 34 of 52

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"/>

<< Back | Next >>

Contact us: 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 35 of 52

Does this business produce products or provide services in any of the five green sectors?

	Yes	No
Produce renewable energy	<input type="radio"/>	<input type="radio"/>
Increase energy efficiency	<input type="radio"/>	<input type="radio"/>
Conserve natural resources	<input type="radio"/>	<input type="radio"/>
Prevent, reduce, or clean up pollution	<input type="radio"/>	<input type="radio"/>
Produce clean transportation fuels	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 36 of 52

In the last 3 years did this business participate in any patent applications?

- Yes
- No
- Don't know

<< Back | Next >>

Contact us: 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 36a of 52

In the last 3 years how many patent applications did this business participate in?

of patent applications

<< Back | Next >>

Contact us: 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 36b of 52

In the last 3 years how many patent applications were successful?

of successful patent applications

<< Back | Next >>

Contact us: 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 37 of 52

In the last 3 years did this business...

	Yes	No
Register an industrial design	<input type="radio"/>	<input type="radio"/>
Register a trademark	<input type="radio"/>	<input type="radio"/>
Produce materials eligible for copyright	<input type="radio"/>	<input type="radio"/>
Use trade secret protections (e.g. non-disclosure agreements, non-compete clauses or sought remedies for misappropriation)	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 38 of 52

During the economic recession (2008-2009) period, to what extent did this business commit resources to innovate?

- Increased resources for innovation activities
- There was no change in innovation resources
- Delayed or decreased resources for innovation
- Not applicable, e.g. not in business at that time

<< Back | Next >>

Contact us: 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 39 of 52

Compared to 2012, in this current year (2013) would you say resources for innovation at this business have been?

- Increased
- Kept the same
- Decreased

<< Back | Next >>

Contact us: 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 40 of 52

Over the last three years has this business...

	Yes	No
Increased variety of goods or services offered	<input type="radio"/>	<input type="radio"/>
Increased market share or entered new markets	<input type="radio"/>	<input type="radio"/>
Begun exporting goods or services	<input type="radio"/>	<input type="radio"/>
Reduced time to respond to customer needs	<input type="radio"/>	<input type="radio"/>
Improved flexibility of production or service provision	<input type="radio"/>	<input type="radio"/>
Increased capacity of production or service provision	<input type="radio"/>	<input type="radio"/>
Reduced labor costs per unit output	<input type="radio"/>	<input type="radio"/>
Reduced materials and energy required per unit output	<input type="radio"/>	<input type="radio"/>
Improved employee satisfaction/reduced worker turnover	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 41 of 52

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vitality of local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to financial, legal, and other business services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to equipment and software suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to training courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to transportation/freight forwarding facilities and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of broadband or high speed internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local availability of mobile or cellular service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local roads and bridges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of facilities and land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiveness of area to managers and professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of primary and secondary schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State and local tax rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[<< Back](#) | [Next >>](#)

Contact us: 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 42 of 52

How involved in promoting business are the following institutions in your community?

	Not at all active/ Not present	Somewhat active	Very active	Don't know
Local government development effort at village, town or city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government development effort at county	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government development effort at regional or multi-county	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business association (e.g., Chamber of Commerce)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College, university or extension support for local business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community foundations or nonprofit organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local investors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[<< Back](#) | [Next >>](#)

Contact us: 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 42a of 52

How much civic leadership does THIS business provide in the community?

- None
- Some
- A lot

<< Back | Next >>

Contact us: 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 43 of 52

Do you have a good understanding of the decisions that led to the founding of this business?

- Yes
- No

<< Back | Next >>

Contact us: 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 43a of 52

Was the business originally founded around a new or customized product or service that was created by one of the founders of the business?

- Yes
- No
- Don't know

<< Back | Next >>

Contact us: 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 43b of 52

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

<< Back | Next >>

Contact us: 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 44 of 52

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

Program	Used?		If Used, how important was this program?		
	Yes	No	Not Important	Somewhat Important	Very Important
Direct loans from a government agency (e.g., USDA B&I Direct Loan)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government insurance or guarantee for loans (e.g., SBA 7(a) Loan Program)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revolving loan funds run by a nonprofit or government organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax incentives by state and/or local government, including enterprise zones, urban revitalization areas, Tax Increment Financing districts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government-assisted industrial parks or business incubators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government-funded technology assistance programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government-assisted worker-training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Innovation Marketplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 45 of 52

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

- Yes
- No
- Don't know

<< Back | Next >>

Contact us: 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 45a of 52

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

	Tried to borrow \$?		If Yes, amount received?		
	Yes	No	All	Some	None
Commercial bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Savings & Loan or credit union	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance or leasing company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insurance or mortgage company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Federal, state or local government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit or advance from a customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Angel capital funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venture capital funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal sources of funds (other than credit cards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal home equity loan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other personal loan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal credit card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 46 of 52

How were the funds this business borrowed or wanted to borrow to be used?

	Yes	No
Cash flow or operating costs	<input type="radio"/>	<input type="radio"/>
Real estate or structures	<input type="radio"/>	<input type="radio"/>
Replacement of old industrial plant location, equipment or vehicles	<input type="radio"/>	<input type="radio"/>
Investment in additional plant, equipment or vehicles	<input type="radio"/>	<input type="radio"/>
Repayment of debt	<input type="radio"/>	<input type="radio"/>
Reserve or cushion	<input type="radio"/>	<input type="radio"/>
Inventory	<input type="radio"/>	<input type="radio"/>
Fund innovation projects	<input type="radio"/>	<input type="radio"/>
Investment in intangible assets such as branding, training, or design	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: 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 47 of 52

Over the past 3 years, were business profits (retained earnings) used to finance the business?

- Yes
- No

<< Back | Next >>

Contact us: 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 47a of 52

Compared with borrowed funds, how important were business profits for funding investment?

- More important
- Less important
- Equally important
- Don't know/Not applicable

<< Back | Next >>

Contact us: 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 48 of 52

Which of the following best describes your current position?

- Mid level manager
- Senior manager
- Executive/owner
- Other, please describe:

<< Back | Next >>

Contact us: 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 49 of 52

Which statement best describes your familiarity with how innovation is carried out in this business?

- Not familiar
- Slightly familiar
- Moderately familiar
- Strongly familiar
- Completely familiar

[<< Back](#) | [Next >>](#)

Contact us: sescrcweb7@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 50 of 52

What is your gender?

- Male
- Female

[<< Back](#) | [Next >>](#)

Contact us: sescrcweb7@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 51 of 52

How long have you been employed at this business?

years employed

[<< Back](#) | [Next >>](#)

Contact us: sescrcweb7@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 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.

<< Back | Next >>

Contact us: 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 52a of 52

Thank you for your time, but we are currently only interviewing businesses with 5 or more employees.

<< Back | Next >>

Contact us: 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

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

Contact us: 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

Your completed questionnaire has been received.
Thank You!