



## 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](mailto:sesrcweb7@wsu.edu).

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

Sincerely,

**Danna L. Moore, Ph.D.**  
Principal Investigator

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 0536-0071. 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 worker 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



Question 1 of 52

**What is your job title or role?**

job title or role

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 2 of 52

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

year

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 3 of 52

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

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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: [sescweb7@wsu.edu](mailto:sescweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 4a of 52

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

- Headquarters
- Branch location

<< Back

Next >>

Contact us: [sescweb7@wsu.edu](mailto:sescweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



**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 =**

<< Back

Next >>



**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 =**

<< Back

Next >>



Question 7 of 52

## In the past 12 months, did this business . . .

	Yes	No
Offer a health insurance option for any workers	<input type="radio"/>	<input type="radio"/>
Offer a retirement plan	<input type="radio"/>	<input type="radio"/>
Pay for worker 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 workers to volunteer	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 8a of 52

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

number of managers

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 8b of 52

**How many workers are professionals?** (*Professionals are workers such as engineers or accountants.*)

number of professionals

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 9 of 52

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

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

average hourly wage

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



**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	<input type="text"/> %
Services	<input type="text"/> %
Sales and office support	<input type="text"/> %
Natural resources, construction, and maintenance	<input type="text"/> %
Production, transportation, and material moving	<input type="text"/> %
<b>Total =</b>	<input type="text"/> % <i>(should equal 100%)</i>

|





**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 <input type="text"/> %
Services	20 <input type="text"/> %
Sales and office support	20 <input type="text"/> %
Natural resources, construction, and maintenance	20 <input type="text"/> %
Production, transportation, and material moving	19 <input type="text"/> %
<b>Total =</b>	99 <input type="text"/> % (should equal 100%)

|



**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 <input type="text"/> %
Services	20 <input type="text"/> %
Sales and office support	20 <input type="text"/> %
Natural resources, construction, and maintenance	20 <input type="text"/> %
Production, transportation, and material moving	20 <input type="text"/> %
<b>Total =</b>	100 <input type="text"/> % <i>(should equal 100%)</i>

|



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	%
<b>Total =</b>	101	% (should equal 100%)

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 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	<input type="text"/>	#
Services	<input type="text"/>	#
Sales and office support	<input type="text"/>	#
Natural resources, construction, and maintenance	<input type="text"/>	#
Production, transportation, and material moving	<input type="text"/>	#
<b>Total =</b>	<input type="text"/>	#

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 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	1 <input type="text"/>	#
Services	1 <input type="text"/>	#
Sales and office support	1 <input type="text"/>	#
Natural resources, construction, and maintenance	1 <input type="text"/>	#
Production, transportation, and material moving	1 <input type="text"/>	#
<b>Total =</b>	5 <input type="text"/>	#

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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"/>
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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 12 of 52

**In the past 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 12a of 52

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

	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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 13 of 52

## Does this business have written position descriptions?

- Yes
- No

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 13a of 52

## Are training requirements documented in those position descriptions?

- Yes
- No

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 13b of 52

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

- Yes
- No

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 14a of 52

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

- Yes
- No

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 workers	<input type="radio"/>	<input type="radio"/>
RFID readers, barcode, or optical scanners (e.g., 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 or 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 15 of 52

## What percent of the sale of products or services comes over the Internet?

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

percent of sales over the Internet

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA





Question 15 of 52

## What percent of the sale of products or services comes over the Internet?

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

percent of sales over the Internet

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 16 of 52

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

percent of the workforce who uses computers

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 16 of 52

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

percent of the workforce who uses computers

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 17 of 52

## Have the following factors 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 or trade association conferences or publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own workers	<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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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
Customers providing valuable information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 checked="" type="radio"/>
Customers	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other business people in your industry	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other business people NOT in your industry	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Business or trade association conferences or publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own workers	<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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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"/>
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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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  %

**Total =**  % (should equal 100%)

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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	<input type="text"/>	%
Beyond a reasonable drive in the United States	<input type="text"/>	%
Internationally	<input type="text"/>	%
<b>Total =</b>	<input type="text"/>	% (should equal 100%)

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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  %

**Total =**  % (should equal 100%)

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 23 of 52

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

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

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 24 of 52

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

- Yes
- No

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA





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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 27 of 52

## In the past 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 28 of 52

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

	Yes	No
Abandoned	<input type="radio"/>	<input type="radio"/>
Incomplete	<input type="radio"/>	<input type="radio"/>

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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	<input type="radio"/>	<input type="radio"/>
More user-friendly	<input type="radio"/>	<input type="radio"/>
Reduced costs	<input type="radio"/>	<input type="radio"/>
New features	<input type="radio"/>	<input type="radio"/>
New service capabilities	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 31 of 52

**In the past 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 0 (zero).)**

percent of sales

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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, or other marketing activities linked to implementing innovations         | <input type="radio"/> | <input type="radio"/> |

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 workers	<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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 36 of 52

**In the past 3 years, did this business participate in any patent applications?**

- Yes
- No
- Don't know

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 36a of 52

**In the past 3 years, how many patent applications did this business participate in?**

number of patent applications

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 36b of 52

**In the past 3 years, how many patents were awarded?**

number of patents awarded

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 37 of 52

## In the past 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 38 of 52

## During the economic recession period (2008-2009), 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 40 of 52

## In the past 3 years, has this business . . .

	Yes	No
Increased the 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 worker satisfaction or reduced worker turnover	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA





**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 the 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 or 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 the 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 rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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



Question 42 of 52

## 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	<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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 42a of 52

## How much civic leadership does THIS business provide in your community?

- None
- Some
- A lot

<< Back | Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 43a of 52

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

- Yes
- No
- Don't know

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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 used, please rate how important each program has been for this business in the past 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 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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 45 of 52

## Did this business try to borrow money for any purpose in the past 3 years?

- Yes
- No
- Don't know

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 45a of 52

## 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 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 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 46 of 52

## How were the funds that 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](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 47 of 52

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

- Yes
- No

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 47a of 52

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

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

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 48 of 52

## Which of the following best describes your current position?

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

<< Back

Next >>

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013

Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 50 of 52

## What is your gender?

- Male
- Female

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Question 51 of 52

## How long have you worked at this business?

number of years worked

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

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



Ineligible screen from Q06



Economic Research Service: United States Department of Agriculture

**National Survey of Business Competitiveness**

**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](#)

Contact us: [sesrcweb7@wsu.edu](mailto:sesrcweb7@wsu.edu) 1-800-833-0867 | - © SESRC 2013  
Social and Economic Sciences Research Center, 130 Wilson Hall, Washington State University, Pullman, WA, 99164-4014 USA



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

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



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](#)



Your completed questionnaire has been received.

Thank You!