

PILOT STUDY: NATIONAL SURVEY OF BUSINESS COMPETITIVENESS

Appendix D

Appendix D. Survey Instruments

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Paper Questionnaire



National Survey of Business Competitiveness



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1. What is your job title or role?

_____ job title or role

2. Approximately what year did this business at this location begin operating?

_____ year

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

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

- Only one location → Skip to question 5
- More than one location

4a. (If more than one location) Is this location this business's headquarters or is it a branch location?

- Headquarters
- Branch location

5. 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"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Availability of low-cost labor	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Available skilled labor pool	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Access to transportation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Access to broadband or high speed internet	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Access to material inputs	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Access to customers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Government incentives	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Low taxes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Strong or growing local economy	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

5a. 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"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Scenic beauty (e.g., natural or architectural)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Climate	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Access to arts and entertainment	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Quality of local schools	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Access to health care	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

6. 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	_____
<i>Total</i>	_____

If 5 or more workers in total, continue with question 7.
 If less than 5 workers in total, skip to question 52 on page 16.

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

	Yes	No
	▼	▼
Offer a health insurance option for any workers	<input type="radio"/> 1	<input type="radio"/> 2
Offer a retirement plan	<input type="radio"/> 1	<input type="radio"/> 2
Pay for worker education, professional development, or training	<input type="radio"/> 1	<input type="radio"/> 2
Offer paid maternity, paternity, or family leave	<input type="radio"/> 1	<input type="radio"/> 2
Have an employee-ownership plan	<input type="radio"/> 1	<input type="radio"/> 2
Offer paid time off for workers to volunteer	<input type="radio"/> 1	<input type="radio"/> 2

8a. How many workers are managers at this location? *(Managers are workers who direct or oversee operations.)*

_____ number of managers

8b. How many workers are professionals? *(Professionals are workers such as engineers or accountants.)*

_____ number of professionals

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9. 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

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

Occupational category	Percent of workers	OR	Number of workers
	▼		▼
Management and professional	_____ %		_____
Services	_____ %		_____
Sales and office support	_____ %		_____
Natural resources, construction, and maintenance	_____ %		_____
Production, transportation, and material moving	_____ %		_____
	=100%		

10a. 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	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Services	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Sales and office support	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Natural resources, construction, and maintenance	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅
Production, transportation, and material moving	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄	<input type="radio"/> ₅

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

- ₁ Yes
- ₂ No

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

- ₁ Very difficult
- ₂ Somewhat difficult
- ₃ Not difficult → Skip to question 13 on the next page

12a. (If very or somewhat difficult) Why has it been difficult to find qualified applicants for your workforce?

	Yes ▼	No ▼
Quality of the labor pool	<input type="radio"/> ₁	<input type="radio"/> ₂
Increases in required skills and knowledge	<input type="radio"/> ₁	<input type="radio"/> ₂
Insufficient number of workers available locally	<input type="radio"/> ₁	<input type="radio"/> ₂
Limited interest among job seekers for openings at this business	<input type="radio"/> ₁	<input type="radio"/> ₂

13. Does this business have written position descriptions?

- ₁ Yes
- ₂ No → Skip to question 14a

13a. Are training requirements documented in those position descriptions?

- ₁ Yes
- ₂ No → Skip to question 14a

13b. Does this business track whether workers complete or if they have already completed these training requirements?

- ₁ Yes
- ₂ No

14a. Does this business currently use personal computers or laptops, not including smart phones?

- ₁ Yes
- ₂ No → Skip to question 17 on the next page

14b. Are the following technologies currently used at this business?

	Yes ▼	No ▼
Broadband or high speed internet	<input type="radio"/> ₁	<input type="radio"/> ₂
Sale of products or services over the Internet (e-commerce)	<input type="radio"/> ₁	<input type="radio"/> ₂
Supplies purchased over the Internet (e-procurement)	<input type="radio"/> ₁	<input type="radio"/> ₂
Web advertising	<input type="radio"/> ₁	<input type="radio"/> ₂
Direct e-mail marketing	<input type="radio"/> ₁	<input type="radio"/> ₂
Social media (e.g., LinkedIn or Facebook)	<input type="radio"/> ₁	<input type="radio"/> ₂
Business issued smartphones to workers	<input type="radio"/> ₁	<input type="radio"/> ₂
RFID readers, barcode, or optical scanners (e.g., Radio Frequency Identification)	<input type="radio"/> ₁	<input type="radio"/> ₂
Computer software specifically designed for your business or industry	<input type="radio"/> ₁	<input type="radio"/> ₂
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"/> ₁	<input type="radio"/> ₂
Stand-alone supply chain or logistics management software	<input type="radio"/> ₁	<input type="radio"/> ₂
Stand-alone customer relationship management software	<input type="radio"/> ₁	<input type="radio"/> ₂

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15. 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

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

_____ percent of the workforce who uses computers

17. 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"/> ₁	<input type="radio"/> ₂
The cost of information and communications services	<input type="radio"/> ₁	<input type="radio"/> ₂
Lack of access to adequate broadband or high speed internet	<input type="radio"/> ₁	<input type="radio"/> ₂
Lack of knowledge	<input type="radio"/> ₁	<input type="radio"/> ₂
Difficulty integrating new technologies into the current way you do business	<input type="radio"/> ₁	<input type="radio"/> ₂

18. 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"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Customers	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Other business people in your industry	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Other business people NOT in your industry	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Business or trade association conferences or publications	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Your own workers	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Media (e.g., newspapers, television, Internet)	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Private consultants	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
University extension, community colleges, or business schools	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃

19. 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"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄
Customers providing valuable information	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄
Other business people in your industry providing valuable information	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄
Other business people NOT in your industry providing valuable information	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃	<input type="radio"/> ₄

20. 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%

21. Was this location in business in 2007?

- ₁ Yes
₂ No → Skip to question 22

21a. 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%

22. 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%

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

- ₁ Growing
₂ Stable
₃ Declining
₄ Mixed (e.g., some are declining, others growing)
₅ Uncertain

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

- ₁ Yes
₂ No

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

- ₁ Never
- ₂ Occasionally
- ₃ Regularly

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

- ₁ Never
- ₂ Occasionally
- ₃ Regularly

27. In the past 3 years, did this business...

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

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

	Yes ▼	No ▼
Abandoned	<input type="radio"/> ₁	<input type="radio"/> ₂
Incomplete	<input type="radio"/> ₁	<input type="radio"/> ₂

29. Did you check “Yes” to any answers in question 27 or question 28?

- ₁ Yes → Skip to question 30 on the next page
- ₂ No

↳ **29a. Please tell us why improvement or innovation activities have not been necessary or possible.**

If you answered ‘yes’ to question 29, continue to question 30 on the next page.

If you answered ‘no’ to question 29 and answered 29a, skip to question 35 on page 11.

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30. 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"/> O ₁	<input type="radio"/> O ₂
More user-friendly	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Reduced costs	<input type="radio"/> O ₁	<input type="radio"/> O ₂
New features	<input type="radio"/> O ₁	<input type="radio"/> O ₂
New service capabilities	<input type="radio"/> O ₁	<input type="radio"/> O ₂

31. 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.)*

- O₁ Yes
- O₂ No
- O₃ Uncertain

32. 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

33. In the past 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"/> O ₁	<input type="radio"/> O ₂
Purchase research and development (R&D) from research organizations or other branches of this business	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Conduct in-house design activities to improve aesthetics of product or packaging	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Purchase design services	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Purchase machinery, equipment, computers, or software to implement innovations	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Purchase or license patents or inventions to implement innovations	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Purchase knowledge or expertise to implement innovations	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Plan, engineer, design, or conduct other development work to implement innovations	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Train staff to develop or introduce innovations	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Market research, advertising, or other marketing activities linked to implementing innovations	<input type="radio"/> O ₁	<input type="radio"/> O ₂

34. 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"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Repay debt	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Provide a reserve or cushion	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Fund additional innovation projects	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Fund additional investment projects, such as replacing old equipment or for expansion	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃

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

	Yes ▼	No ▼
Produce renewable energy	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Increase energy efficiency	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Conserve natural resources	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Prevent, reduce, or clean up pollution	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Produce clean transportation fuels	<input type="radio"/> O ₁	<input type="radio"/> O ₂

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

- O₁ Yes
- O₂ No → Skip to question 37
- O₃ Don't know → Skip to question 37

36a. In the past 3 years, how many patent applications did this business participate in?

_____ number of patent applications

36b. In the past 3 years, how many patents were awarded?

_____ number of patents awarded

37. In the past 3 years, did this business...

	Yes ▼	No ▼
Register an industrial design	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Register a trademark	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Produce materials eligible for copyright	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Use trade secret protections (e.g., non-disclosure agreements, non-compete clauses, or sought remedies for misappropriation)	<input type="radio"/> O ₁	<input type="radio"/> O ₂

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

- ₁ Increased resources for innovation activities
- ₂ There was no change in innovation resources
- ₃ Delayed or decreased resources for innovation
- ₄ Not applicable, e.g., not in business at that time

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

- ₁ Increased
- ₂ Kept the same
- ₃ Decreased

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

	Yes ▼	No ▼
Increased the variety of goods or services offered	<input type="radio"/> ₁	<input type="radio"/> ₂
Increased market share or entered new markets	<input type="radio"/> ₁	<input type="radio"/> ₂
Begun exporting goods or services	<input type="radio"/> ₁	<input type="radio"/> ₂
Reduced time to respond to customer needs	<input type="radio"/> ₁	<input type="radio"/> ₂
Improved flexibility of production or service provision	<input type="radio"/> ₁	<input type="radio"/> ₂
Increased capacity of production or service provision	<input type="radio"/> ₁	<input type="radio"/> ₂
Reduced labor costs per unit output	<input type="radio"/> ₁	<input type="radio"/> ₂
Reduced materials and energy required per unit output	<input type="radio"/> ₁	<input type="radio"/> ₂
Improved worker satisfaction or reduced worker turnover	<input type="radio"/> ₁	<input type="radio"/> ₂

41. 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"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Vitality of the local economy	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Access to financial, legal, and other business services	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Access to equipment and software suppliers	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Access to training courses	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Access to transportation or freight forwarding facilities and services	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Availability of broadband or high speed internet	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Local availability of mobile or cellular service	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Local roads and bridges	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Cost of facilities and land	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Attractiveness of the area to managers and professionals	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Quality of primary and secondary schools	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
Environmental regulations	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃
State and local tax rates	<input type="radio"/> ₁	<input type="radio"/> ₂	<input type="radio"/> ₃

42. 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				
1. Village, town, or city	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
2. County	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
3. Regional or multi-county	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Business association (e.g., Chamber of Commerce)	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
College, university, or extension support for local business	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Community foundations or nonprofit organizations	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Local investors	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Banks	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄

42a. How much civic leadership does THIS business provide in your community?

- O₁ None
- O₂ Some
- O₃ A lot

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

- O₁ Yes
- O₂ No → Skip to question 44 on the next page

43a. (If Yes) Was this business originally founded around a new or customized product or service that was created by one of the founders of this business?

- O₁ Yes
- O₂ No → Skip to question 44 on the next page
- O₃ Don't know → Skip to question 44 on the next page

43b. (If Yes) Thinking about this new or customized product or service, why was it originally developed?

- O₁ One of the founders created it for personal use
- O₂ One of the founders created it for use at a previous job or business
- O₃ One of the founders identified a business opportunity

Appendix D. Survey Instruments

44. 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"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Government insurance or guarantee for loans (e.g., SBA 7(a) Loan Program)	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Revolving loan funds run by a nonprofit or government organization	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Tax incentives by state or local government, including enterprise zones, urban revitalization areas, Tax Increment Financing districts	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Government-assisted industrial parks or business incubators	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Government-funded technology assistance programs	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Government-assisted worker-training programs	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
National Innovation Marketplace	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃

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

- O₁ Yes
- O₂ No → Skip to question 47 on the next page
- O₃ Don't know → Skip to question 47 on the next page

45a. 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"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Savings & Loan or credit union	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Finance or leasing company	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Insurance or mortgage company	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Family or friends	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Federal, state, or local government	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Credit or advance from a customer	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Angel capital funding	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Venture capital funding	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Personal sources of funds (other than credit cards)	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Personal home equity loan	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Other personal loan	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
Personal credit card	<input type="radio"/> O ₁	<input type="radio"/> O ₂			

46. 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"/> O ₁	<input type="radio"/> O ₂
Real estate or structures	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Replacement of old industrial plant location, equipment, or vehicles	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Investment in additional plant, equipment, or vehicles	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Repayment of debt	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Reserve or cushion	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Inventory	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Fund innovation projects	<input type="radio"/> O ₁	<input type="radio"/> O ₂
Investment in intangible assets, such as branding, training, or design	<input type="radio"/> O ₁	<input type="radio"/> O ₂

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

- O₁ Yes
- O₂ No → Skip to question 48

47a. Compared with borrowed funds, how important were business profits for funding investment?

- O₁ More important
- O₂ Less important
- O₃ Equally important
- O₄ Not applicable
- O₅ Don't know

48. Which of the following best describes your current position?

- O₁ Mid level manager
- O₂ Senior manager
- O₃ Executive or owner
- O₄ Other, please describe: _____

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

- O₁ Not familiar
- O₂ Slightly familiar
- O₃ Moderately familiar
- O₄ Strongly familiar
- O₅ Completely familiar

50. What is your gender?

- Male
- Female

51. How long have you worked at this business?

_____ number of years worked

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

Thank you!!

**Please return your completed questionnaire in the envelope provided
or to:**

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

Web Survey Screenshot



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National Survey of Business Competitiveness

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

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

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

If you have any questions about this effort, or would prefer to participate by telephone, please feel free to contact me by phone at 1-800-833-0867 or by email at sesrcweb7@wsu.edu.

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

Sincerely,

Danna L. Moore, Ph.D.
Principal Investigator

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.

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

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Question 1 of 52

What is your job title or role?

job title or role

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Question 2 of 52

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

year

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Question 3 of 52

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

|

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Question 4 of 52

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

- Only one location
- More than one location

|

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Question 4a of 52

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

- Headquarters
- Branch location

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Question 5 of 52

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

Factor	Not important	Somewhat important	Very important	Not applicable	Don't know
Owner-ties to area	<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"/>

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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"/>

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Question 6 of 52

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	<input type="text"/>
Independent contractors or temporary workers NOT ON YOUR PAYROLL	<input type="text"/>
Total =	<input type="text"/>

|

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Question 6 of 52

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	4 <input type="text"/>
Independent contractors or temporary workers NOT ON YOUR PAYROLL	2 <input type="text"/>
Total =	6 <input type="text"/>

|

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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"/>

|

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Question 8a of 52

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

number of managers

|

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Question 8b of 52

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

number of professionals

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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

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

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

Occupational category	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"/> %
Total =	<input type="text"/> % <i>(should equal 100%)</i>

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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 Services	20 %
Sales and office support	20 %
Natural resources, construction, and maintenance	20 %
Production, transportation, and material moving	19 %
Total =	99 % (should equal 100%)

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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 Services	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"/>	%
Total =	100 <input type="text"/>	% <i>(should equal 100%)</i>

|

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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 Services	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	21 <input type="text"/>	%
Total =	101 <input type="text"/>	% <i>(should equal 100%)</i>

|



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	<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"/> #
Total =	<input type="text"/> #

|

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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	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"/>	#
Total =	5 <input type="text"/>	#

|

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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"/>

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Question 11 of 52

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

- Yes
- No

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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

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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"/>

|

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Question 13 of 52

Does this business have written position descriptions?

Yes

No

|

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Are training requirements documented in those position descriptions?

- Yes
- No

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Question 13b of 52

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

- Yes
- No

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Question 14a of 52

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

- Yes
- No

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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"/>

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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

|

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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

|

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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

|

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Question 16 of 52

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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"/>

|

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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"/>

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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"/>

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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"/>

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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"/>

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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"/>

|

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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%)*

|

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Question 21 of 52

Was this location in business in 2007?

- Yes
- No

|

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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 %

Total = % *(should equal 100%)*

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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%)

|

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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

|

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Question 24 of 52

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

- Yes
- No

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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

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Question 26 of 52

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

- Never
- Occasionally
- Regularly

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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"/>

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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"/>

|

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

|

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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"/>

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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

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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

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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"/>

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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"/>

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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"/> |

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Question 36 of 52

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

- Yes
- No
- Don't know

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Question 36a of 52

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

number of patent applications

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Question 36b of 52

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

number of patents awarded

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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"/>

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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

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

- Increased
- Kept the same
- Decreased

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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"/>

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

Factor	Not a problem	A minor problem	A major problem
Zoning or development regulations	<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"/>

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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"/>

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Question 42a of 52

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

- None
- Some
- A lot

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

- Yes
- No

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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

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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

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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"/>

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Question 45 of 52

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

- Yes
- No
- Don't know

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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"/>			

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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"/>

|

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Question 47 of 52

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

- Yes
- No

|

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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

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Question 48 of 52

Which of the following best describes your current position?

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

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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

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Question 50 of 52

What is your gender?

- Male
- Female

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Question 51 of 52

How long have you worked at this business?

number of years worked

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Ineligible screen from Q06

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Thank you so much for your time today.

We are only surveying businesses with 5 or more workers.

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

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Question 52 of 52

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

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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.

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Your completed questionnaire has been received.

Thank You!

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Short Web Questionnaire Screenshots

ERSR10 Short Form for Refusals Web Screenshots

 *Economic Research Service: United States Department of Agriculture*
National Survey of Business Competitiveness

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

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

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

If you have any questions about this effort, or would prefer to participate by telephone, please feel free to contact me by phone at 1-800-833-0867 or by email at sesrcweb7@wsu.edu.

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

Sincerely,



Danna L. Moore, Ph.D.
Principal Investigator

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

 *Economic Research Service: United States Department of Agriculture*
National Survey of Business Competitiveness

Question 1 of 9

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

year

|

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The next 2 screens show special prompts for Q01ref

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Question 1 of 9

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

Please give your best estimate. The **year that this business began operating** is important for understanding the challenges U.S. firms are facing in the global economy.
Check the box below if you don't know.

Don't know (go to next question)

year

|

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Question 1 of 9

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

Only numbers are allowed in this field.

Please give your best estimate. The **year that this business began operating** is important for understanding the challenges U.S. firms are facing in the global economy.

Check the box below if you don't know.

Don't know (go to next question)

year

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Question 2 of 9

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

- Only one location
- More than one location

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Question 2a of 9

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

- Headquarters
- Branch location

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Question 3 of 9

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

Worker category

Number of
workers

Full-time and part-time employees on your payroll

Independent contractors or temporary workers NOT ON YOUR PAYROLL

Total =

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The next 6 screens show special prompts for Q03ref

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

Please give the average or your best estimate. The number of workers in the category **Full-time and part-time employees on your payroll** is important for understanding the challenges U.S. firms are facing in the global economy. **Enter 0 (zero) if there are no workers in category.**

Independent contractors or temporary workers NOT ON YOUR PAYROLL

Please give the average or your best estimate. The number of workers in the category **Independent contractors or temporary workers NOT ON YOUR PAYROLL** is important for understanding the challenges U.S. firms are facing in the global economy. **Enter 0 (zero) if there are no workers in category.**

Total =

Please adjust your answers or check the "This business had less than 5 workers" checkbox below.

This business had less than 5 workers

<< Back

Next >>



Question 3 of 9

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

Only numbers are allowed in this field.

Please give the average or your best estimate. The number of workers in the category **Full-time and part-time employees on your payroll** is important for understanding the challenges U.S. firms are facing in the global economy.

Independent contractors or temporary workers NOT ON YOUR PAYROLL

Only numbers are allowed in this field.

Please give the average or your best estimate. The number of workers in the category **Independent contractors or temporary workers NOT ON YOUR PAYROLL** is important for understanding the challenges U.S. firms are facing in the global economy.

Total =

Please adjust your answers or check the "This business had less than 5 workers" checkbox below.

This business had less than 5 workers

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 *Economic Research Service: United States Department of Agriculture*
National Survey of Business Competitiveness

Question 3 of 9

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

4

Independent contractors or temporary workers NOT ON YOUR PAYROLL

Please give the average or your best estimate. The number of workers in the category **Independent contractors or temporary workers NOT ON YOUR PAYROLL** is important for understanding the challenges U.S. firms are facing in the global economy. **Enter 0 (zero) if there are no workers in category.**

Total = 4

Please adjust your answers or check the "This business had less than 5 workers" checkbox below.

This business had less than 5 workers

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 *Economic Research Service: United States Department of Agriculture*
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Question 3 of 9

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

4

Independent contractors or temporary workers NOT ON YOUR PAYROLL

0

Total = 4

This business must have had at least 5 workers to be eligible for the survey.

(Please include all workers in these two categories.)

Please adjust your answers or check the "This business had less than 5 workers" checkbox below.

This business had less than 5 workers

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Question 3 of 9

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

40

Independent contractors or temporary workers NOT ON YOUR PAYROLL

Please give the average or your best estimate. The number of workers in the category **Independent contractors or temporary workers NOT ON YOUR PAYROLL** is important for understanding the challenges U.S. firms are facing in the global economy. **Enter 0 (zero) if there are no workers in category.**

Total = 40

Please adjust your answers or check the "I don't want to make any changes." checkbox below.

I don't want to make any changes.

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Question 3 of 9

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

4

Independent contractors or temporary workers NOT ON YOUR PAYROLL

2

Please give the average or your best estimate. The number of workers in the category **Independent contractors or temporary workers NOT ON YOUR PAYROLL** is important for understanding the challenges U.S. firms are facing in the global economy. **Enter 0 (zero) if there are no workers in category.**

Total = 6

Please adjust your answers or check the "I don't want to make any changes." checkbox below.

I don't want to make any changes.

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Question 4 of 9

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

- Yes
- No

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Question 5 of 9

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

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

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Question 6 of 9

In the last 3 years did this business . . .

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

|

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Question 7 of 9

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"/>

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Question 8 of 9

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

- Yes
- No
- Don't know

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Question 9 of 9

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Thank you so much for your time today.

We are only surveying businesses with 5 or more workers.

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

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

[Review your answers](#)

[Next](#)

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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](#)

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Your completed questionnaire has been received.

Thank You!

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Appendix D. Survey Instruments

CATI Script

70:

BEGIN

2013/11/20 16:41

font color="#0000FF"Access Code: 231-551-477 Phone: <PHONE> Ext: <PH1EX> Phone2: <PHON2> Ext: <PH2EX> Phone3: <PHON3> Ext: <PH3EX> Directory Assistance: <TEL1> Business Name: <BNAME> Contact Name: <CONTACT> Contact Title: <TITLE> /font Hello, this is (your name). I'm calling from Washington State University in Pullman, Washington. I am calling you about a research study we are conducting for USDA's Economic Research Service (ERS). May I speak to (Respondent's name) <CONTACT>? We had contacted you earlier about completing this interview by phone, is now a good time? font color="#0000FF"(IWR: If asks what is this about, say:/font" We are studying the challenges businesses are facing in today's tough economy. We want to understand the linkages of what keeps businesses thriving with available resources. The results from this study will be used by USDA 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 and develop programs.")

- Speaking to R..... 1 => /CELL
- R not available / Set callback (GB, CB, HB) 2 => /INT01
- Non contacts (AM, BC, BZ, ED, NA)..... 3 => /INT02
- Refusals (R1, R2, R3, RP) 4 => /F10
- Non-working numbers (CC, DS, MP, WN)..... 5 => /VERFY
- Communication barrier (HC, LG) 6 => /INT03
- Other codes (DD, DP, OT, RN) 7 => /INT04
- Ineligibles (IE) 8 => /INT05
- Email code 9 => /INT99
- Web/Mail codes 10 => /INT98

77:

CELL

2013/07/19 12:17

First, for safety reasons, I need to ask if this is a cell phone? font color="#0000FF"(IWR read only if necessary/font "By cell phone we mean a telephone that is mobile and usable outside of your neighborhood.")

=> /CONFD if CELL=2

- Yes..... 1
 - No 2 => CONFD
 - Refuse R => CONFD
-

Appendix D. Survey Instruments

78:

CLSAF

2013/07/19 12:27

To ensure your safety and the safety of others can you please tell me if you are currently driving a motor vehicle? font color="#0000FF"(If yes say:/font "Sorry to have bothered you, it is our policy to not conduct surveys with people while they are driving, regardless if they are using bluetooth technology. We will call you back at another time." font color="#0000FF"Do not take time to set a call back.)/font

Yes..... 1 => /INT01
No 2 => CONFD
Refuse R => /REFUS

79:

CONFD

2013/11/22 10:18

We are conducting a survey for the Economic Research Services of the USDA on the challenges businesses are facing in today's economy. This information will be used to find out how businesses use available resources to remain viable and competitive. Did you receive the letter we sent in the second week of November (2013) for the National Survey of Business Competitiveness explaining the importance of the survey and requesting your participation? (IWR: If R says "No", "Don't know", or "Don't remember" then say, "Would you like for me to send you an email of this letter and the Paperwork Reduction Act disclaimer?" (IWR Note If they would like an email of this click "Prior Letter" hot key and send email) I would like you to know that all information you provide for this survey is voluntary. Your answers to all questions are confidential. All information that is provided 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. This survey is authorized under OMB Control Number 0536-0071. The time required to complete this survey is estimated to average 30 minutes per response. This interview may be monitored or recorded by my supervisor to check my work. If I come to any question you would prefer not to answer, just let me know and I will skip over it. Okay?

Continue with survey..... 1 => /Q01
No - Try refusal prevention 2 => /F10
Not a good time - Call back later..... 3 => /INT01

102:

Q01

2013/10/07 17:33

First, what is your job title or role?

Appendix D. Survey Instruments

103: **Q02**
 2013/11/21 13:25
 Approximately what year did this business begin operating at this location?
 font color="#0000FF" (IWR Note: If the business began operating before
 1800 please enter 1800 and leave an interviewer note with actual start
 year.)/font
 \$E 1800 2013
 Don't know-7
 Refuse-9

104: **Q03**
 2013/08/29 15:33
 What is the main product or service at this business location?
 Enter response.....01 0
 Don't know-7
 Refuse-9

105: **Q04**
 2013/11/19 21:16
 Does this business have ONLY ONE location or MORE THAN ONE location?
 Only one location.....01 => Q06A
 More than one location02
 Don't know-7 => Q06A
 Refuse-9 => Q06A

106: **Q04A**
 2013/10/02 16:00
 Is this location this business's headquarters or is it a branch location?
 Headquarters.....01
 Branch02
 Don't know-7
 Refuse-9

107: **Q06A**
 screen [template 12] -> Q06B
 2013/11/21 13:32

Appendix D. Survey Instruments

font color="#0000FF" (IWR Note: On this screen move to the next answer with the tab key or mouse click. Press [Enter] or click Next to go to the next screen.)/font In 2012, at this location, what was the AVERAGE number of workers who were . . . Full-time and part-time employees on YOUR PAYROLL? font color="#0000FF" (IWR Note: Don't know = .07 Refused = .09) (IWR Note: These questions do allow 2 decimal places)/font
\$R.2 0.00 999999.99

Don't know-7
.....
Refuse-9
.....

108: **Q06B**

2013/11/20 02:37

Independent contractors or temporary workers NOT ON YOUR PAYROLL?

\$R.2 0.00 999999.99

Don't know-7
.....
Refuse-9
.....

109: **Q06ACALC**

2013/10/03 10:54

Carries the percent for Q06A with negative numbers (missings values) set to 0 (zero). Used in Q06SU.

\$R.2 0.00 999999.99

```
=> *  
if IF(Q06A>=0,Q06A,0)
```

110: **Q06BCALC**

2013/10/03 10:55

Carries the percent for Q06B with negative numbers (missings values) set to 0 (zero). Used in Q06SU.

\$R.2 0.00 999999.99

```
=> *  
if IF(Q06B>=0,Q06B,0)
```

111: **Q06SU**

2013/10/03 10:55

Appendix D. Survey Instruments

Sums Q06ACALC and Q06BCALC

\$R.2 0.00 999999.99

```
=> *  
if SMR(0,Q06ACALC,Q06BCALC)
```

112: **Q06CH**

2013/10/07 17:14

This business must have had at least 5 workers to be eligible for the survey. These are the numbers I have: <Q06ACALC> full-time and part-time employees ON YOUR PAYROLL, and <Q06BCALC> workers who were independent contractors or temporary workers NOT ON YOUR PAYROLL. Totaling <Q06SU> Workers. Would like to change either of these?

```
=> +0  
else => Q07A  
if Q06SU<5
```

- Changes number of employees ON YOUR PAYROLL.....01 => /Q06A
- Changes number of workers NOT ON YOUR PAYROLL.....02 => /Q06B
- Go with the numbers given.....03
- Don't know-7
- Refuse-9

113: **INT30**

2013/10/07 17:04

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

```
=> +0  
else => Q07A  
if Q06SU<5
```

- Ineligible - Less than 5 workers I5 => /END

114: **Q07A**

2013/10/02 18:50

In the past 12 months, did this business offer a health insurance option for any workers?

- Yes.....01
- No02
- Don't know-7
- Refuse-9

115: **Q07C**

2013/11/19 23:02

Appendix D. Survey Instruments

In the past 12 months, did this business pay for worker education, professional development, or training?

Yes.....01
No.....02
Don't know-7
Refuse.....-9

116: **Q07D**

2013/10/02 18:51

(In the past 12 months, did this business) Offer paid maternity, paternity, or family leave?

Yes.....01
No.....02
Don't know-7
Refuse.....-9

117: **Q07E**

2013/11/20 20:32

(In the past 12 months, did this business) Have an employee-ownership plan?
font color="#0000FF" (IWR Definition: Profit sharing or company stock.)/font

Yes.....01
No.....02
Don't know-7
Refuse.....-9

118: **Q07B**

2013/11/19 22:09

(In the past 12 months, did this business) Offer a retirement plan (401k or pension)?

Yes.....01
No.....02
Don't know-7
Refuse.....-9

119: **Q07F**

2013/10/24 12:44

Appendix D. Survey Instruments

(In the past 12 months, did this business) The last one is Offer paid time off
in order for workers to volunteer?

Yes.....01
No.....02
Don't know-7
Refuse-9

120: **Q08A**

2013/10/07 15:51

How many workers are managers at this location? font color="#0000FF"
(IWR Definition: Managers are workers who direct or oversee
operations.)/font

\$E 0 100
Don't know-7
Refuse-9

121: **Q08B**

2013/10/07 15:51

How many workers are professionals (at this location)? font
color="#0000FF" (IWR Definition: Professionals are workers who receive a
license or credential such as engineers, or accountants.)/font

\$E 0 100
Don't know-7
Refuse-9

122: **Q09**

2013/11/20 20:33

In 2012, what is your best estimate of the average hourly wage for non-salaried
workers at this location? font color="#0000FF" (IWR Note: Question does
allow 2 decimal places.)/font

\$R 1.00 999.99
No non-salaried workers.....-6
.....
Don't know-7
.....
Refuse-9
.....

123: **Q10CPK**

2013/11/20 02:44

Appendix D. Survey Instruments

Next I am going to ask about 5 inclusive occupational categories. Would it be easier for you to classify all workers using the percent of workers in each category or the number of workers in each category.

Number of workers in each category.....	01	=> Q10AN
Percent of workers in each category.....	02	
Don't know	-7	=> Q10AN
Refuse	-9	=> Q10AN

124: **Q10AP**

screen [template 12] -> Q10EP

2013/11/21 13:32

font color="#0000FF" (IWR Note: On this screen move to the next answer with the tab key or mouse click. Press [Enter] or click Next to go to the next screen.)/font In 2012, at this location, what percent of workers were in the occupational category of Management and professional? font color="#0000FF" (IWR Note: Don't know = .07 Refused = .09) (IWR Note: These questions do allow 2 decimal places.)/font

\$R.2 0.00 100.00

Don't know-7

Refuse-9

125: **Q10BP**

2013/11/20 02:33

What percent of workers were in the occupational category of Services?

\$R.2 0.00 100.00

Don't know-7

Refuse-9

126: **Q10CP**

2013/11/20 02:39

Sales and office support (includes administrative staff)?

\$R.2 0.00 100.00

Don't know-7

Refuse-9

127: **Q10DP**

2013/11/20 02:33

Appendix D. Survey Instruments

Natural resources, construction, and maintenance?

\$R.2 0.00 100.00

Don't know-7

Refuse-9

128:

Q10EP

2013/11/21 13:33

The last one is Production, transportation, and material moving? font
color="#0000FF" (Total should be 100%)font

\$R.2 0.00 100.00

Don't know-7

Refuse-9

129:

Q10APCAL

2013/10/03 10:49

Carries the percent for Q10AP with negative numbers (missings values) set to
0 (zero). Used in Q10PSU.

\$R.2 0.00 100.00

=> *
if IF(Q10AP>=0,Q10AP,0)

130:

Q10BPCAL

2013/10/03 10:51

Carries the percent for Q10BP with negative numbers (missings values) set to
0 (zero). Used in Q10PSU.

\$R.2 0.00 100.00

=> *
if IF(Q10BP>=0,Q10BP,0)

131:

Q10CPCAL

2013/10/03 10:51

Carries the percent for Q10CP with negative numbers (missings values) set to
0 (zero). Used in Q10PSU.

\$R.2 0.00 100.00

=> *
if IF(Q10CP>=0,Q10CP,0)

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132: **Q10DPCAL**

2013/10/03 10:52

Carries the percent for Q10DP with negative numbers (missings values) set to 0 (zero). Used in Q10PSU.

\$R.2 0.00 100.00

```
=> *  
if IF(Q10DP>=0,Q10DP,0)
```

133: **Q10EPCAL**

2013/10/03 10:52

Carries the percent for Q10EP with negative numbers (missings values) set to 0 (zero). Used in Q10PSU.

\$R.2 0.00 100.00

```
=> *  
if IF(Q10EP>=0,Q10EP,0)
```

134: **Q10PSU**

2013/10/03 10:52

Sums Q10APCAL-Q10EPCAL

\$R.2 0.00 100.00

```
=> *  
if SMR(0,Q10APCAL,Q10BPCAL,Q10CPCAL,Q10DPCAL,Q10EPCAL)
```

135: **Q10PCK**

2013/10/07 17:42

Appendix D. Survey Instruments

I'm sorry, but those percents do not add up to 100% . These are the numbers I have: <Q10APCAL>% of your workers are in management and professional. <Q10BPCAL>% of your workers are in services. <Q10CPCAL>% (of your workers) are in sales and office support. <Q10DPCAL>% (of your workers) are in natural resources, construction, and maintenance. <Q10EPCAL>% (of your workers) are in production, transportation, and material moving. Totaling <Q10PSU>% Are there any of those you would like to change?

```
=> +0
else => Q10A
if (Q10PSU<99 OR Q10PSU>101 )
```

Changes % in management and professional.....	01	=> /Q10AP
Changes % in services	02	=> /Q10BP
Changes % in sales and office support.....	03	=> /Q10CP
Changes % in natural resources, construction, and maintenance	04	=> /Q10DP
Changes % in production, transportation, and material moving	05	=> /Q10EP
Go with the numbers given.....	06	=> /Q10A
Don't know	-7	
Refuse	-9	

136: **Q10AN**

screen [template 12] -> Q10EN

2013/11/21 13:33

In 2012, at this location, how many workers were in the occupational category of Management and professional? font color="#0000FF" (IWR Note: Don't know = .07 Refused = .09) (IWR Note: These questions do allow 2 decimal places.)/font

\$R.2 0.00 999999.99

Don't know	-7
.....	
Refuse	-9
.....	

137: **Q10BN**

2013/11/20 02:34

How many workers were in the occupational category of Services?

\$R.2 0.00 999999.99

Don't know	-7
.....	
Refuse	-9
.....	

138: **Q10CN**

2013/11/20 02:40

Appendix D. Survey Instruments

Sales and office support (includes administrative staff)?

\$R.2 0.00 999999.99

Don't know-7

Refuse-9

139:

Q10DN

2013/11/20 02:34

Natural resources, construction, and maintenance?

\$R.2 0.00 999999.99

Don't know-7

Refuse-9

140:

Q10EN

2013/11/20 02:34

The last one is Production, transportation, and material moving?

\$R.2 0.00 999999.99

Don't know-7

Refuse-9

141:

Q10A

2013/11/20 17:47

What was the minimum educational level needed for the occupational category of management and professional in 2012. Was it less than high school (or no specific education), a high school diploma (or GED), an associates degree (or vocational certification), a four-year college degree, or more than a four-year college degree?

Less than high school (or no specific education)01

High school diploma (or GED).....02

Associates degree (or vocational certification)03

Four-year college degree.....04

More than four-year college degree.....05

No educational requirement.....06

Don't know-7

Refuse-9

142:

Q10B

2013/11/20 17:47

Appendix D. Survey Instruments

What was the minimum educational level needed for the occupational category of services? (In 2012,) Was it less than high school (or no specific education), a high school diploma (or GED), an associates degree (or vocational certification), a four-year college degree, or more than a four-year college degree?

Less than high school (or no specific education)	01
High school diploma (or GED).....	02
Associates degree (or vocational certification)	03
Four-year college degree.....	04
More than four-year college degree.....	05
No educational requirement.....	06
Don't know	-7
Refuse	-9

143:

Q10C

2013/11/20 17:47

(What was the minimum educational level needed for the occupational category of ... in 2012) The next one is Sales and office support (includes administrative staff). (Was it less than high school (or no specific education), a high school diploma (or GED), an associates degree (or vocational certification), a four-year college degree, or more than a four-year college degree?)

Less than high school (or no specific education)	01
High school diploma (or GED).....	02
Associates degree (or vocational certification)	03
Four-year college degree.....	04
More than four-year college degree.....	05
No educational requirement.....	06
Don't know	-7
Refuse	-9

144:

Q10D

2013/11/20 17:48

Appendix D. Survey Instruments

(What was the minimum educational level needed for the occupational category of . . . in 2012) (The next one is) Natural resources, construction, and maintenance. (Was it less than high school (or no specific education), a high school diploma (or GED), an associates degree (or vocational certification), a four-year college degree, or more than a four-year college degree?)

Less than high school (or no specific education)	01
High school diploma (or GED).....	02
Associates degree (or vocational certification)	03
Four-year college degree.....	04
More than four-year college degree.....	05
No educational requirement.....	06
Don't know	-7
Refuse	-9

145:

Q10E

2013/11/20 17:48

(What was the minimum educational level needed for the occupational category of . . . in 2012) The last one is Production, transportation, and material moving. (Was it less than high school (or no specific education), a high school diploma (or GED), an associates degree (or vocational certification), a four-year college degree, or more than a four-year college degree?)

Less than high school (or no specific education)	01
High school diploma (or GED).....	02
Associates degree (or vocational certification)	03
Four-year college degree.....	04
More than four-year college degree.....	05
No educational requirement.....	06
Don't know	-7
Refuse	-9

146:

Q11

2013/08/29 15:33

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

Yes.....	01
No	02
Don't know	-7
Refuse	-9

147:

Q12

2013/10/03 09:55

Appendix D. Survey Instruments

In the past 3 years, has finding qualified applicants for your workforce, not including managers and professionals, been very difficult, somewhat difficult, or not difficult?

Very difficult	01	
Somewhat difficult	02	
Not difficult	03	=> Q13
Don't know	-7	=> Q13
Refuse	-9	=> Q13

148: **Q12A**

2013/08/29 15:33

Why has it been difficult to find qualified applicants for your workforce? Is this due to the quality of the labor pool?

Yes.....	01
No	02
Don't know	-7
Refuse	-9

149: **Q12B**

2013/08/29 15:33

(Why has it been difficult to find qualified applicants for your workforce?) Is this due to increases in required skills and knowledge?

Yes.....	01
No	02
Don't know	-7
Refuse	-9

150: **Q12C**

2013/10/24 13:32

(Why has it been difficult to find qualified applicants for your workforce?) (Is this due to an) Insufficient number of workers available locally?

Yes.....	01
No	02
Don't know	-7
Refuse	-9

151: **Q12D**

2013/10/24 13:32

Appendix D. Survey Instruments

(Why has it been difficult to find qualified applicants for your workforce?) (Is this due to) Limited interest among job seekers for openings at this business?

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

152: **Q13**

2013/08/29 15:33

Does this business have written position descriptions?

Yes.....01
 No.....02 => Q14A
 Don't know-7 => Q14A
 Refuse-9 => Q14A

153: **Q13A**

2013/08/29 15:33

Are training requirements documented in those position descriptions?

Yes.....01
 No.....02 => Q14A
 Don't know-7 => Q14A
 Refuse-9 => Q14A

154: **Q13B**

2013/10/03 09:58

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

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

155: **Q14A**

2013/10/24 13:33

Please tell me if the following technologies are currently used at this business. The first one is Does this business currently use personal computers or laptops, not including smart phones?

Yes.....01
 No.....02 => Q17A
 Don't know-7 => Q17A
 Refuse-9 => Q17A

Appendix D. Survey Instruments

156: **Q14B**
2013/10/24 13:34
(Please tell me if the following technologies are currently used at this business.)
The next one is Does this business use broadband or high speed internet?
Yes.....01
No02
Don't know-7
Refuse-9

157: **Q14C**
2013/10/24 13:35
(Please tell me if the following technologies are currently used at this business.)
(The next one is) Does this business use the Internet for sales of products or
services (also known as e-commerce)?
Yes.....01
No02
Don't know-7
Refuse-9

158: **Q14D**
2013/10/24 13:36
(Please tell me if the following technologies are currently used at this business.)
(The next one is) Are supplies purchased over the Internet (also known as e-
procurement)?
Yes.....01
No02
Don't know-7
Refuse-9

159: **Q14E**
2013/10/24 13:36
(Please tell me if the following technologies are currently used at this business.)
(The next one is) Is this business currently using web advertising?
Yes.....01
No02
Don't know-7
Refuse-9

160: **Q14F**
2013/10/24 13:37

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(Please tell me if the following technologies are currently used at this business.)

(The next one is) Does this business market by direct email?

Yes.....01
No.....02
Don't know-7
Refuse-9

161:

Q14G

2013/10/24 13:39

(Please tell me if the following technologies are currently used at this business.)

(The next one is) Does this business currently use social media, such as LinkedIn or Facebook?

Yes.....01
No.....02
Don't know-7
Refuse-9

162:

Q14H

2013/10/03 09:59

Does this business issue smart phones to (any) workers?

Yes.....01
No.....02
Don't know-7
Refuse-9

163:

Q14I

2013/10/24 13:41

(Please tell me if the following technologies are currently used at this business.)

(The next one is) Does this business use RFID readers, barcode, or optical scanners (such as Radio Frequency Identification)? font color="#0000FF"

(IWR: RFID is read as R-F-I-D --- which stands for Radio Frequency Identification If any sort of hand held scanners are used in this business answer as yes)/font

Yes.....01
No.....02
Don't know-7
Refuse-9

164:

Q14J

2013/10/24 13:41

Appendix D. Survey Instruments

(Please tell me if the following technologies are currently used at this business.)

(The next one is) Does this business use computer software specifically designed for your business or industry?

Yes.....01
No02
Don't know-7
Refuse-9

165:

Q14K

2013/10/24 13:41

(Please tell me if the following technologies are currently used at this business.)

(The next one is) Does this business use an integrated enterprise resource planning system, such as SAP or Microsoft Dynamics? font color="#0000FF"

(IWR Prompt: SAP, Microsoft Dynamics, or Oracle Applications include functions for accounting, logistics, human resources, and/or sales management, along with other functions.)/font

Yes.....01
No02
Don't know-7
Refuse-9

166:

Q14L

2013/10/24 13:41

(Please tell me if the following technologies are currently used at this business.)

(The next one is) Does this business use a stand-alone supply chain or logistics management software? font color="#0000FF" (IWR: standalone means software that is used independently of other software to provide a specific set

of services.)/font

Yes.....01
No02
Don't know-7
Refuse-9

167:

Q14M

2013/10/24 13:42

Appendix D. Survey Instruments

(Please tell me if the following technologies are currently used at this business.)

The last one is Does this business use a stand-alone customer relationship management software?

Yes.....01
No02
Don't know-7
Refuse-9

168:

Q15

2013/11/20 20:50

What percent of this business's sale of products or services comes over the Internet? font color="#0000FF" (IWR Note: Question does allow 2 decimal places.)/font

\$R.2 0.00 100.00

=> +1
if Q14C<>01

Don't know-7
.....
Refuse-9
.....

169:

Q16

2013/11/20 20:51

What percent of your workforce, not including managers and professionals, uses computers on a daily basis? font color="#0000FF" (IWR Note: Question does allow 2 decimal places.)/font

\$R.2 0.00 100.00

Don't know-7
.....
Refuse-9
.....

170:

Q17A

2013/10/24 13:43

Next we would like to ask about factors that may have limited this business's use of information and communications technology. Has the cost of equipment and software limited this business's use of technologies?

Yes.....01
No02
Don't know-7
Refuse-9

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171: **Q17B**
2013/10/24 13:44
(Factors that may have limited this business's use of information and communications technology.) Has the cost of information and communications services limited this business's use of technology?
Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

172: **Q17C**
2013/10/24 13:44
(Factors that may have limited this business's use of information and communications technology.) (Has the) Lack of access to adequate broadband or high speed internet? (limited this business's use of technology?)
Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

173: **Q17D**
2013/08/29 15:33
(Has the) Lack of knowledge? (Limited this business's use of technology?)
Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

174: **Q17E**
2013/10/24 13:44
(Factors that may have limited this business's use of information and communications technology.) Does this business have difficulty integrating new technologies into the current way you do business?
Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

175: **Q18A**
2013/10/24 13:45
Next we would like to know the main sources businesses' use to learn about new opportunities or ways of doing things. How valuable to this business are

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your SUPPLIERS as a source of new information? Would you say not at all valuable, somewhat valuable or very valuable?

Not at all valuable.....	01
Somewhat valuable.....	02
Very valuable.....	03
Don't know	-7
Refuse	-9

176:

Q18B

2013/10/24 13:52

How valuable to this business are your CUSTOMERS as a source of new information? Would you say not at all valuable, somewhat valuable or very valuable?

Not at all valuable.....	01
Somewhat valuable.....	02
Very valuable.....	03
Don't know	-7
Refuse	-9

177:

Q18C

2013/10/03 11:13

(How valuable to this business are) Other business people in your industry (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....	01
Somewhat valuable.....	02
Very valuable.....	03
Don't know	-7
Refuse	-9

178:

Q18D

2013/10/03 11:14

(How valuable to this business are) Other business people NOT in your industry (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....	01
Somewhat valuable.....	02
Very valuable.....	03
Don't know	-7
Refuse	-9

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179:

Q18E

2013/10/03 11:14

(How valuable to this business are) Business or trade association conferences or publications (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01
Somewhat valuable.....02
Very valuable.....03
Don't know-7
Refuse-9

180:

Q18F

2013/10/03 11:15

(How valuable to this business are) Your own workers (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01
Somewhat valuable.....02
Very valuable.....03
Don't know-7
Refuse-9

181:

Q18G

2013/10/03 11:15

(How valuable to this business is) Media? (such as newspapers, television, and internet (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01
Somewhat valuable.....02
Very valuable.....03
Don't know-7
Refuse-9

182:

Q18H

2013/10/03 11:15

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(How valuable to this business are) Private consultants (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....	01
Somewhat valuable.....	02
Very valuable.....	03
Don't know	-7
Refuse	-9

183:

Q18I

2013/10/24 13:54

(How valuable to this business are) The last one is University extension, community colleges, or business schools (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....	01
Somewhat valuable.....	02
Very valuable.....	03
Don't know	-7
Refuse	-9

184:

Q19A

2013/11/19 23:33

Are your suppliers that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive (for you), or beyond a reasonable drive (for you)?

```
=> +1
if Q18A<>3
```

In your community	01
Outside community within a reasonable drive (for you).....	02
Beyond a reasonable drive (for you).....	03
Don't know	-7
Refuse	-9

185:

Q19B

2013/11/19 23:33

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Are your customers that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive (for you), or beyond a reasonable drive (for you)?

=> +1 if Q18B<>3	
In your community	01
Outside community within a reasonable drive (for you).....	02
Beyond a reasonable drive (for you).....	03
Don't know	-7
Refuse	-9

186: **Q19C**

2013/11/19 23:34

Are other business people in your industry that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive (for you), or beyond a reasonable drive (for you)?

=> +1 if Q18C<>3	
In your community	01
Outside community within a reasonable drive (for you).....	02
Beyond a reasonable drive (for you).....	03
Don't know	-7
Refuse	-9

187: **Q19D**

2013/11/19 23:34

Are other business people not in your industry that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive (for you), or beyond a reasonable drive (for you)?

=> +1 if Q18D<>3	
In your community	01
Outside community within a reasonable drive (for you).....	02
Beyond a reasonable drive (for you).....	03
Don't know	-7
Refuse	-9

188: **Q20A**

screen [template 12] -> Q20C

2013/11/21 13:34

font color="#0000FF" (IWR Note: On this screen move to the next answer with the tab key or mouse click. Press [Enter] or click Next to go to the next

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screen.)/font Now I am asking about the approximate percent of 2012 final shipments or billed services br that went to customers in each of these three categories br locally, elsewhere in the United States, and Internationally. First Locally (within a reasonable drive for you)? font color="#0000FF" (IWR Note: Don't know = .07 Refused = .09) (IWR Note: These questions do allow 2 decimal places.)/font

\$R.2 0.00 100.00
No sales in 2012-4 =>
Q21
Don't know-7
.....
Refuse-9
.....

189: **Q20B**

2013/11/20 02:30

Elsewhere in the United States (beyond a reasonable drive for you)?

\$R.2 0.00 100.00

Don't know-7

.....

Refuse-9

.....

190: **Q20C**

2013/11/20 20:53

and Internationally? font color="#0000FF" (Total should be 100%.)font

\$R.2 0.00 100.00

Don't know-7

.....

Refuse-9

.....

191: **Q20ACALC**

2013/10/03 13:51

Carries the percent for Q20A with negative numbers (missings values) set to 0 (zero). Used in Q20SU.

\$R.2 0.00 100.00

=> * if IF(Q20A>=0,Q20A,0)

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192: **Q20BCALC**

2013/10/03 13:52

Carries the percent for Q20B with negative numbers (missings values) set to 0 (zero). Used in Q20SU.

\$R.2 0.00 100.00

```
=> *
if IF(Q20B>=0,Q20B,0)
```

193: **Q20CCALC**

2013/10/03 13:52

Carries the percent for Q20C with negative numbers (missings values) set to 0 (zero). Used in Q20SU.

\$R.2 0.00 100.00

```
=> *
if IF(Q20C>=0,Q20C,0)
```

194: **Q20SU**

2013/10/03 13:53

Sums Q20ACALC-Q20CCALC

\$R.2 0.00 100.00

```
=> *
if SMR(0,Q20ACALC,Q20BCALC,Q20CCALC)
```

195: **Q20CH**

2013/10/07 17:22

I'm sorry, but those percents do not add up to 100% (Approximately what percent of 2012 final shipments or billed services went to . . .) These are the numbers I have: <Q20ACALC>% went to local customers within a reasonable drive <Q20BCALC>% went to customers in the rest of the United States and <Q20CCALC>% went to international customers. Totaling <Q20SU>% Are there any of those you would like to change?

```
=> +0
else => Q21
if (Q20SU<99 OR Q20SU>101 )
```

Changes % to local customers.....01	=> /Q20A
Changes % to U.S. customers.....02	=> /Q20B
Changes % to international customers.....03	=> /Q20C
Go with the numbers given.....04	
Don't know-7	
Refuse-9	

Appendix D. Survey Instruments

196: **Q21**

2013/11/20 20:23

Was this location in business in 2007?

```
=> Q23  
else => Q21  
if Q02 > 2007
```

Yes.....01
No02 => Q23
Don't know-7 => Q23
Refuse.....-9 => Q23

197: **Q21A**

screen [template 12] -> Q21C

2013/11/21 13:35

font color="#0000FF" (IWR Note: On this screen move to the next answer with the tab key or mouse click. Press [Enter] or click Next to go to the next screen.)/font Now I am asking about your best guess of the percent of 2007 final shipments or billed services br that went to customers in each of these same three categories br locally, elsewhere in the United States, and Internationally. First Locally (within a reasonable drive for you)? font color="#0000FF" (IWR Note: Don't know = .07 Refused = .09) (IWR Note: These questions do allow 2 decimal places)/font

\$R.2 0.00 100.00
No sales in 2007-3 =>
Q23
Don't know-7
.....
Refuse.....-9
.....

198: **Q21B**

2013/11/20 02:30

Elsewhere in the United States (beyond a reasonable drive for you)?

\$R.2 0.00 100.00

Don't know-7
.....
Refuse.....-9
.....

199: **Q21C**

2013/11/20 20:54

Appendix D. Survey Instruments

Finally, Internationally? font color="#0000FF" (Total
should be 100%).font
\$R.2 0.00 100.00
Don't know-7
.....
Refuse-9
.....

200: **Q21ACALC**

2013/10/03 11:24

Carries the percent for Q21A with negative numbers (missings values) set to 0 (zero). Used in Q21SU.

\$R.2 0.00 100.00

=> *
if IF(Q21A>=0,Q21A,0)

201: **Q21BCALC**

2013/10/03 11:24

Carries the percent for Q21B with negative numbers (missings values) set to 0 (zero). Used in Q21SU.

\$R.2 0.00 100.00

=> *
if IF(Q21B>=0,Q21B,0)

202: **Q21CCALC**

2013/10/03 11:24

Carries the percent for Q21C with negative numbers (missings values) set to 0 (zero). Used in Q21SU.

\$R.2 0.00 100.00

=> *
if IF(Q21C>=0,Q21C,0)

203: **Q21SU**

2013/10/03 11:25

Sums Q21ACALC-Q21CCALC

\$R.2 0.00 100.00

=> *
if SMR(0,Q21ACALC,Q21BCALC,Q21CCALC)

204: **Q21CH**

2013/10/07 17:21

Appendix D. Survey Instruments

I'm sorry, but those percents do not add up to 100% (What is your best guess of the percent of 2007 final shipments or billed services that went to local customers . . .) These are the numbers I have: <Q21ACALC>% went to local customers within a reasonable drive <Q21BCALC>% went to customers in the rest of the United States and <Q21CCALC>% went to international customers. Totaling <Q21SU>% Are there any of those you would like to change?

```
=> +0
else => Q22A
if (Q21SU<99 OR Q21SU>101 )
```

Changes % to local customers.....	01	=> /Q21A
Changes % to U.S. customers.....	02	=> /Q21B
Changes % to international customers.....	03	=> /Q21C
Go with the numbers given.....	04	
Don't know	-7	
Refuse	-9	

205: **Q22A**

2013/10/03 10:59

In 2012 what percent of goods and services sold by this business were sold to other businesses?

\$R.2 0.00 100.00

No sales in 2012-4 =>

Q23

Don't know-7

.....

Refuse-9

.....

206: **Q22B**

2013/10/03 11:03

In 2012 what percent of goods and services sold by your business were sold to government?

\$R.2 0.00 100.00

Don't know-7

.....

Refuse-9

.....

207: **Q22C**

2013/10/03 11:04

Appendix D. Survey Instruments

In 2012 what percent of goods and services sold by your business were sold to individuals?

\$R.2 0.00 100.00

Don't know-7

Refuse-9

208: **Q22ACALC**

2013/10/07 18:35

Carries the percent for Q22A with negative numbers (missings values) set to 0 (zero). Used in Q22SU.

\$R.2 0.00 100.00

=> *
if IF(Q22A>=0,Q22A,0)

209: **Q22BCALC**

2013/10/07 18:35

Carries the percent for Q22B with negative numbers (missings values) set to 0 (zero). Used in Q22SU.

\$R.2 0.00 100.00

=> *
if IF(Q22B>=0,Q22B,0)

210: **Q22CCALC**

2013/10/07 18:36

Carries the percent for Q22C with negative numbers (missings values) set to 0 (zero). Used in Q22SU.

\$R.2 0.00 100.00

=> *
if IF(Q22C>=0,Q22C,0)

211: **Q22SU**

2013/10/07 18:36

Sums Q22CALC-Q22CALC

\$R.2 0.00 100.00

=> *
if SMR(0,Q22ACALC,Q22BCALC,Q22CCALC)

212: **Q22CH**

2013/10/07 17:43

Appendix D. Survey Instruments

I'm sorry, but those percents do not add up to 100% (In 2012, what percent of goods and services sold by this business were sold to . . .) These are the numbers I have: <Q22ACALC>% were sold to other businesses <Q22BCALC>% were sold to government and <Q22CCALC>% were sold to individuals. Totaling <Q22SU>% Are there any of those you would like to change?

```
=> +0
else => Q23
if (Q22SU<99 OR Q22SU>101 )
```

Changes % sold to other businesses.....	01	=> /Q22A
Changes % sold to government	02	=> /Q22B
Changes % sold to individuals	03	=> /Q22C
Go with the numbers given.....	04	
Don't know	-7	
Refuse	-9	

213: **Q23**

2013/08/29 15:33

Is the CURRENT market for your products or services growing, stable, declining, mixed (that is some are declining and others are growing), or are you uncertain?

Growing	01
Stable	02
Declining.....	03
Mixed	04
Uncertain.....	05
Refuse	-9

214: **Q24**

2013/10/03 10:00

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

Yes.....	01
No	02
Don't know	-7
Refuse	-9

215: **Q25**

2013/08/29 15:33

Appendix D. Survey Instruments

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

Would you say never, occasionally or regularly?

Never.....	.01
Occasionally.....	.02
Regularly.....	.03
Don't know.....	-.7
Refuse.....	-.9

216: **Q26**

2013/08/29 15:33

How often are processes changed to fix problems identified through customer complaints? Would you say never, occasionally or regularly?

Never.....	.01
Occasionally.....	.02
Regularly.....	.03
Don't know.....	-.7
Refuse.....	-.9

217: **Q27A**

2013/11/19 21:45

Next I am going to ask about any new services and methods that this business might have introduced in the past 3 years. In the past 3 years did this business produce any new or significantly improved goods (or products)?

Yes.....	.01
No.....	.02
Don't know.....	-.7
Not applicable.....	-.8
Refuse.....	-.9

218: **Q27B**

2013/11/19 21:48

(New services and methods that this business might have introduced in the past 3 years.) In the past 3 years, did this business provide any new or significantly improved services?

Yes.....	.01
No.....	.02
Don't know.....	-.7
Not applicable.....	-.8
Refuse.....	-.9

Appendix D. Survey Instruments

219: **Q27C**
2013/11/19 21:48
(New services and methods that this business might have introduced in the past 3 years.) New or significantly improved methods of manufacturing or producing goods or services?
Yes.....01
No.....02
Don't know-7
Not applicable-8
Refuse-9

220: **Q27D**
2013/11/19 21:50
(New services and methods that this business might have introduced in the past 3 years.) New or significantly improved logistics, delivery, or distribution methods for your inputs, goods, or services?
Yes.....01
No.....02
Don't know-7
Not applicable-8
Refuse-9

221: **Q27E**
2013/11/19 21:50
(New services and methods that this business might have introduced in the past 3 years.) New or significantly improved support activities for your processes?
Yes.....01
No.....02
Don't know-7
Not applicable-8
Refuse-9

222: **Q27F**
2013/11/19 21:50

Appendix D. Survey Instruments

(New services and methods that this business might have introduced in the past 3 years.) The last one is New or significant improvements in your marketing methods?

Yes.....01
No02
Don't know-7
Not applicable-8
Refuse-9

223: **Q28A**

2013/10/03 15:53

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

Yes.....01
No02
Don't know-7
Refuse-9

224: **Q28B**

2013/10/03 15:53

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

Yes.....01
No02
Don't know-7
Refuse-9

225: **Q29SK**

2013/11/19 21:37

(Programmer; if all of the Q27A through Q27F are no, dk, rf AND Q28a=2,D,R and Q28b=2,D,R, ask go to Q29A else go to Q30A)

<p>=> Q30A else => Q29A if Q27A=01 OR Q27B=01 OR Q27C=01 OR Q27D=01 OR Q27E=01 OR Q27F=01 OR Q28A=01 OR Q28B=01</p>

226: **Q29A**

2013/10/24 14:03

Appendix D. Survey Instruments

Please tell us why improvement or innovation activities have not been necessary or possible for this business?

Enter response.....01 0 => Q35A
 Don't know-7 => Q35A
 Not applicable-8 => Q35A
 Refuse-9 => Q35A

227: **Q30A**

2013/11/20 20:22

Now I am going to read a list of improvements you may have made to any new or significantly improved GOODS OR SERVICES sold by this business. In 2012, did this business sell any new or significantly improved GOODS OR SERVICES with improved performance?

=> Q30A
 else => Q33A
 if Q27A=01 OR Q27B=01

Yes.....01
 No02
 Don't know-7
 Refuse-9

228: **Q30B**

2013/08/29 15:33

In 2012, did this business sell any new or significantly improved GOODS OR SERVICES that were more user-friendly?

Yes.....01
 No02
 Don't know-7
 Refuse-9

229: **Q30C**

2013/08/29 15:33

(In 2012, did this business sell any new or significantly improved GOODS OR SERVICES that) Reduced costs?

Yes.....01
 No02
 Don't know-7
 Refuse-9

230: **Q30D**

2013/08/29 15:33

Appendix D. Survey Instruments

(In 2012, did this business sell any new or significantly improved GOODS OR SERVICES with) New features?

Yes.....01
No.....02
Don't know-7
Refuse-9

231:

Q30E

2013/10/24 14:04

(In 2012, did this business sell any new or significantly improved GOODS OR SERVICES with) The last one is New service capabilities?

Yes.....01
No.....02
Don't know-7
Refuse-9

232:

Q31

2013/11/15 13:13

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? (Please include all products even if it was available in another market.)

Yes.....01
No.....02
Uncertain.....03
Refuse-9

233:

Q32

2013/11/20 20:57

In 2012, what percent of this business's SALES came from new or significantly improved GOODS OR SERVICES? font color="#0000FF" (IWR Note: Question does allow 2 decimal places.)/font

\$R.2 0.00 100.00
Don't know-7
.....
Refuse-9
.....

234:

Q33A

2013/10/24 14:05

Appendix D. Survey Instruments

In the past 3 years, did this business engage in any of the following innovation-related activities? The first one is In-house research and development, to increase knowledge or devise innovations?

Yes.....01
No02
Don't know-7
Refuse-9

235: **Q33B**

2013/10/24 14:06

(Did this business engage in any of the following innovation-related activities?)
The next one is In the past 3 years did this business purchase research and development from research organizations or other branches of this business?

Yes.....01
No02
Don't know-7
Refuse-9

236: **Q33C**

2013/10/24 14:10

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Conduct in-house design activities to improve aesthetics of product or a product's packaging?

Yes.....01
No02
Don't know-7
Refuse-9

237: **Q33D**

2013/10/24 14:11

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Purchase design services?

Yes.....01
No02
Don't know-7
Refuse-9

238: **Q33E**

2013/10/24 14:12

Appendix D. Survey Instruments

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Purchase machinery, equipment, computers, or software to implement innovations?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

239:

Q33F

2013/10/24 14:12

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Purchase or license patents or inventions to implement innovations?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

240:

Q33G

2013/10/24 14:12

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Purchase knowledge or expertise to implement innovations?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

241:

Q33H

2013/10/24 14:13

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Plan, engineer, design, or conduct other development work to implement innovations?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

242:

Q33I

2013/10/24 14:13

Appendix D. Survey Instruments

(In the past 3 years, did this business engage in any of the following innovation-related activities?) (The next one is) Train staff to develop or introduce innovations?

Yes.....01
No02
Don't know-7
Refuse-9

243:

Q33J

2013/10/24 14:14

(In the past 3 years, did this business engage in any of the following innovation-related activities?) The last one is Market research, advertising, or other marketing activities linked to implementing innovations?

Yes.....01
No02
Don't know-7
Refuse-9

244:

Q34A

2013/10/24 14:18

In the current environment, if excess cash were available, how likely would this business use these funds to provide additional training of workers? Would you say not at all likely, probably, or most definitely?

Not at all likely01
Probably02
Most definitely03
Don't know-7
Refuse-9

245:

Q34B

2013/10/24 14:23

(In the current environment, if excess cash were available,) How likely would this business use these funds to repay debt? Would you say not at all likely, probably, or most definitely?

Not at all likely01
Probably02
Most definitely03
Don't know-7
Refuse-9

246:

Q34C

2013/10/24 14:26

Appendix D. Survey Instruments

(In the current environment, if excess cash were available,) (How likely would this business use these funds to) Provide a reserve or cushion? (Would you say not at all likely, probably, or most definitely?)

Not at all likely	01
Probably	02
Most definitely	03
Don't know	-7
Refuse	-9

247:

Q34D

2013/10/24 14:26

(In the current environment, if excess cash were available,) (How likely would this business use these funds to) Fund additional innovation projects? (Would you say not at all likely, probably, or most definitely?)

Not at all likely	01
Probably	02
Most definitely	03
Don't know	-7
Refuse	-9

248:

Q34E

2013/10/24 14:27

(In the current environment, if excess cash were available,) (How likely would this business use these funds to) The last one is Fund additional investment projects such as replacing old equipment or for expansion? (Would you say not at all likely, probably, or most definitely?)

Not at all likely	01
Probably	02
Most definitely	03
Don't know	-7
Refuse	-9

249:

Q35A

2013/08/29 15:33

Please tell me if this business produces products or provides services in any of the following five green sectors. Does this business produce renewable energy?

Yes.....	01
No	02
Don't know	-7
Refuse	-9

Appendix D. Survey Instruments

250: **Q35B**
2013/10/07 12:02
(Please tell me if this business produces products or provides services in any of the following five green sectors.) Does this business increase energy efficiency?
Yes.....01
No02
Don't know-7
Refuse-9

251: **Q35C**
2013/10/07 12:02
(Please tell me if this business produces products or provides services in any of the following five green sectors.) (Does this business) Conserve natural resources?
Yes.....01
No02
Don't know-7
Refuse-9

252: **Q35D**
2013/10/07 12:02
(Please tell me if this business produces products or provides services in any of the following five green sectors.) (Does this business) Prevent, reduce or clean up pollution?
Yes.....01
No02
Don't know-7
Refuse-9

253: **Q35E**
2013/10/24 14:28
(Please tell me if this business produces products or provides services in any of the following five green sectors.) (Does this business) The last one is Produce clean transportation fuels?
Yes.....01
No02
Don't know-7
Refuse-9

254: **Q36**
2013/10/03 15:59

Appendix D. Survey Instruments

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

Yes.....	01	
No.....	02	=> Q37A
Don't know.....	-7	=> Q37A
Refuse.....	-9	=> Q37A

255: **Q36A**

2013/10/03 15:59

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

\$E 1 99

Don't know.....	-7
Refuse.....	-9

256: **Q36B**

2013/10/24 14:28

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

\$E 0 99

Don't know.....	-7
Refuse.....	-9

257: **Q37A**

2013/10/03 16:01

In the past 3 years, did this business register an industrial design?

Yes.....	01
No.....	02
Don't know.....	-7
Refuse.....	-9

258: **Q37B**

2013/10/07 15:42

In the past 3 years, did this business Register a trademark?

Yes.....	01
No.....	02
Don't know.....	-7
Refuse.....	-9

259: **Q37C**

2013/10/03 16:01

Appendix D. Survey Instruments

(In the past 3 years, did this business) Produce materials eligible for copyright?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

260:

Q37D

2013/10/24 14:31

(In the past 3 years, did this business) The last one is Use trade secret protections? font color="#0000FF" (DEF: "Trade secret protections such as non-disclosure agreements, or non-compete clauses, or sought remedies for misappropriation")/font

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

261:

Q38

2013/11/20 21:00

During the economic recession period of 2008 and 2009, to what extent did this business commit resources to innovate? Would you say this business increased resources for innovation activities, there was no change in innovation resources, or was there a delay or decrease in resources for innovation?

Increase resources for innovation activities.....01
There was no change in innovation resources.....02
Delay or decrease resources for innovation.....03
Not applicable, e.g. not in business at that time.....04
Don't know.....-7
Refuse.....-9

262:

Q39

2013/10/07 13:54

Compared to 2012, in this current year (2013) would you say resources for innovations at this business have been increased, kept the same or decreased?

Increased.....01
Kept the same.....02
Decreased.....03
Don't know.....-7
Refuse.....-9

263:

Q40A

2013/10/03 16:04

Appendix D. Survey Instruments

In the past 3 years, has this business increased the variety of goods or services it has offered?

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

264: **Q40B**

2013/10/03 16:05

In the past 3 years, has this business increased their market share or entered new markets?

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

265: **Q40C**

2013/10/03 16:05

(In the past 3 years, has this business) Begun exporting goods or services?

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

266: **Q40D**

2013/10/03 16:05

(In the past 3 years, has this business) Reduced time to respond to customer needs?

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

267: **Q40E**

2013/10/03 16:06

(In the past 3 years, has this business) Improved flexibility of production or service provision?

Yes.....01
 No.....02
 Don't know-7
 Refuse-9

Appendix D. Survey Instruments

268: **Q40F**
 2013/10/03 16:06
 (In the past 3 years, has this business) Increased capacity of production or service provision?
 Yes.....01
 No02
 Don't know-7
 Refuse-9

269: **Q40G**
 2013/10/03 16:06
 (In the past 3 years, has this business) Reduced labor costs per unit output?
 Yes.....01
 No02
 Don't know-7
 Refuse-9

270: **Q40H**
 2013/10/03 16:07
 (In the past 3 years, has this business) Reduced materials and energy required per unit output?
 Yes.....01
 No02
 Don't know-7
 Refuse-9

271: **Q40I**
 2013/10/03 16:07
 (In the past 3 years, has this business) Improved worker satisfaction or reduced worker turnover?
 Yes.....01
 No02
 Don't know-7
 Refuse-9

272: **Q05A**
 2013/10/24 12:39

Appendix D. Survey Instruments

Please tell me how important each of the following factors are for locating this business in this community. The first one is Owner-ties to the area. Would you say this factor was not important, somewhat important, or very important for locating this business in this community?

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

273:

Q05B

2013/11/20 21:00

(Please tell me how important each of the following factors are for locating this business in this community.) The next one is Availability of low-cost labor. Would you say this factor was not important, somewhat important, or very important? (for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

274:

Q05C

2013/10/24 12:41

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Available skilled labor pool. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

275:

Q05D

2013/10/24 12:41

Appendix D. Survey Instruments

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Access to transportation. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

276:

Q05E

2013/10/24 12:41

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Access to broadband or high speed internet. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

277:

Q05F

2013/10/24 12:42

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Access to material inputs. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

278:

Q05G

2013/10/24 12:42

Appendix D. Survey Instruments

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Access to customers. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

279:

Q05H

2013/10/24 12:43

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Government incentives. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

280:

Q05I

2013/10/24 12:43

(Please tell me how important each of the following factors are for locating this business in this community.) (The next one is) Low taxes. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important01
- Somewhat important02
- Very important03
- Don't know-7
- Not applicable-8
- Refuse-9

281:

Q05J

2013/10/24 12:43

Appendix D. Survey Instruments

(Please tell me how important each of the following factors are for locating this business in this community.) The last one is Strong or growing local economy. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

Not important01
Somewhat important02
Very important03
Don't know	-.7
Not applicable	-.8
Refuse	-.9

282:

Q41A

2013/11/19 23:58

Next we would like to ask about other factors related to this business's location. For each one please tell us whether it is not a problem, a minor problem, or a major problem for this business's ability to compete. The first one is Zoning or development regulations. Is this not a problem, a minor problem, or a major problem for this business?

Not a problem01
A minor problem.....	.02
A major problem03
Don't know	-.7
Refuse	-.9

283:

Q41B

2013/11/19 23:59

(Other factors related to this business's location.) The next one is Vitality of the local economy. Is this not a problem, a minor problem, or a major problem for this business?

Not a problem01
A minor problem.....	.02
A major problem03
Don't know	-.7
Refuse	-.9

284:

Q41C

2013/11/19 23:59

Appendix D. Survey Instruments

(Other factors related to this business's location.) (The next one is) Access to financial, legal, and other business services. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem03
Don't know	-7
Refuse	-9

285:

Q41D

2013/11/19 23:59

(Other factors related to this business's location.) (The next one is) Access to equipment and software suppliers. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem03
Don't know	-7
Refuse	-9

286:

Q41E

2013/11/19 23:59

(Other factors related to this business's location.) (The next one is) Access to training courses. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem03
Don't know	-7
Refuse	-9

287:

Q41F

2013/11/19 23:59

(Other factors related to this business's location.) (The next one is) Access to transportation or freight forwarding facilities and services. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem03
Don't know	-7
Refuse	-9

Appendix D. Survey Instruments

288: **Q41G**
2013/11/19 23:59
(Other factors related to this business's location.) (The next one is)
Availability of broadband or high speed internet. (Is this not a problem, a
minor problem, or a major problem for this business?)
Not a problem01
A minor problem.....02
A major problem.....03
Don't know-7
Refuse-9

289: **Q41H**
2013/11/20 00:00
(Other factors related to this business's location.) (The next one is) Local
availability of mobile or cellular service. (Is this not a problem, a minor
problem, or a major problem for this business?)
Not a problem01
A minor problem.....02
A major problem.....03
Don't know-7
Refuse-9

290: **Q41I**
2013/11/20 00:00
(Other factors related to this business's location.) (The next one is) Local
roads and bridges. (Is this not a problem, a minor problem, or a major problem
for this business?)
Not a problem01
A minor problem.....02
A major problem.....03
Don't know-7
Refuse-9

291: **Q41J**
2013/11/20 00:00

Appendix D. Survey Instruments

(Other factors related to this business's location.) (The next one is) Cost of facilities and land. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem.....	.03
Don't know	-.7
Refuse	-.9

292:

Q41K

2013/11/20 00:00

(Other factors related to this business's location.) (The next one is) Attractiveness of the area to managers and professionals. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem.....	.03
Don't know	-.7
Refuse	-.9

293:

Q41L

2013/11/20 00:00

(Other factors related to this business's location.) (The next one is) Quality of primary and secondary schools. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem.....	.03
Don't know	-.7
Refuse	-.9

294:

Q41M

2013/11/20 00:00

(Other factors related to this business's location.) (The next one is) Environmental regulations. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....	.02
A major problem.....	.03
Don't know	-.7
Refuse	-.9

Appendix D. Survey Instruments

295:

Q41N

2013/11/20 00:00

(Other factors related to this business's location.) The last one is State and local tax rates. (Is this not a problem, a minor problem, or a major problem for this business?)

Not a problem01
A minor problem.....02
A major problem.....03
Don't know-7
Refuse-9

296:

Q42A1

2013/11/19 22:37

Please tell me how involved in promoting business are the following institutions in your community. The first one is Development effort by the local government at the village, town, or city level. Is it not at all active, somewhat active, or very active within your community?

Not at all active01
Somewhat active.....02
Very active.....03
Don't know-7
Refuse-9

297:

Q42A2

2013/11/19 22:37

The next one is Development effort by the local government at the county level. Is it not at all active, somewhat active, or very active within your community?

Not at all active01
Somewhat active.....02
Very active.....03
Don't know-7
Refuse-9

298:

Q42A3

2013/11/19 22:38

Appendix D. Survey Instruments

(The next one is development effort by the local government at the) Regional or multi-county level. (Is it not at all active, somewhat active, or very active within your community?)

Not at all active01
Somewhat active02
Very active03
Don't know	-.7
Refuse	-.9

299:

Q42B

2013/11/19 22:38

(Business promotion by institutions in your community.) (The next one is) Business promotion by business associations (such as the Chamber of Commerce). (Is it not at all active, somewhat active, or very active within your community?)

Not at all active01
Somewhat active02
Very active03
Don't know	-.7
Refuse	-.9

300:

Q42C

2013/11/19 22:39

(Business promotion by institutions in your community.) (The next one is) College, university, or extension support for local business (includes Vo-tech). (Is it not at all active, somewhat active, or very active within your community?)

Not at all active01
Somewhat active02
Very active03
Don't know	-.7
Refuse	-.9

301:

Q42D

2013/11/19 22:39

Appendix D. Survey Instruments

(Business promotion by institutions in your community.) (The next one is) Community foundations or nonprofit organizations. (Is it not at all active, somewhat active, or very active within your community?)

Not at all active01
Somewhat active02
Very active03
Don't know	-.7
Refuse	-.9

302:

Q42E

2013/11/19 22:40

(Business promotion by institutions in your community.) (The next one is) Local investors. (Is it not at all active, somewhat active, or very active within your community?)

Not at all active01
Somewhat active02
Very active03
Don't know	-.7
Refuse	-.9

303:

Q42F

2013/11/19 22:40

(Business promotion by institutions in your community.) The last one is Banks. (Is it not at all active, somewhat active, or very active within your community?)

Not at all active01
Somewhat active02
Very active03
Don't know	-.7
Refuse	-.9

304:

Q42AA

2013/10/24 14:46

How much civic leadership does THIS business provide in your community. Is it none, some, or a lot?

None01
Some02
A lot03
Don't know	-.7
Refuse	-.9

Appendix D. Survey Instruments

305:

Q05AA

2013/08/29 15:33

Please tell me how important each of the following factors are for making this community an attractive place to work. The first one is Opportunities for outdoor recreation. Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?

Not important01
Somewhat important02
Very important03
Don't know-7
Not applicable-8
Refuse-9

306:

Q05AB

2013/11/20 21:10

(Please tell me how important each of the following factors are for making this community an attractive place to work.) The next one is Scenic beauty such as natural or architectural beauty. Would you say this factor was not important, somewhat important, or very important? (for making this community an attractive place to work?)

Not important01
Somewhat important02
Very important03
Don't know-7
Not applicable-8
Refuse-9

307:

Q05AC

2013/08/29 15:33

(Please tell me how important each of the following factors are for making this community an attractive place to work.) (The next one is) Climate. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important01
Somewhat important02
Very important03
Don't know-7
Not applicable-8
Refuse-9

308:

Q05AD

2013/10/24 16:46

Appendix D. Survey Instruments

(Please tell me how important each of the following factors are for making this community an attractive place to work.) (The next one is) Access to arts and entertainment. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important01
Somewhat important02
Very important03
Don't know-7
Not applicable-8
Refuse-9

309:

Q05AE

2013/10/24 16:47

(Please tell me how important each of the following factors are for making this community an attractive place to work.) (The next one is) Quality of local schools. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important01
Somewhat important02
Very important03
Don't know-7
Not applicable-8
Refuse-9

310:

Q05AF

2013/10/25 09:50

(Please tell me how important each of the following factors are for making this community an attractive place to work.) The last one is Access to health care. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important01
Somewhat important02
Very important03
Don't know-7
Not applicable-8
Refuse-9

311:

Q43

2013/08/29 15:33

Appendix D. Survey Instruments

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

- Yes.....01
- No.....02 => Q44A
- Don't know-7 => Q44A
- Refuse-9 => Q44A

312: **Q43A**

2013/10/07 14:26

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.....01
- No.....02 => Q44A
- Don't know-7 => Q44A
- Refuse-9 => Q44A

313: **Q43B**

2013/08/29 15:33

Thinking about this new or customized product or service, why was it originally developed? Was it because one of the founders created it for personal use, one of the founders created it for use at a previous job or business, or one of the founders identified a business opportunity?

- One of the founders created it for personal use.....01
- One of the founders created it for use at a previous job or business....02
- One of the founders identified a business opportunity03
- Don't know-7
- Refuse-9

314: **Q44A**

2013/10/24 14:47

The final section of the survey is to assess which types of government-sponsored programs are the most helpful to businesses. In the past 3 years, has this business used direct loans from a government agency (such as a USDA B&I Direct Loan)?

- Yes.....01
- No.....02 => Q44B
- Don't know-7 => Q44B
- Refuse-9 => Q44B

315: **Q44A1**

2013/10/24 14:48

Appendix D. Survey Instruments

How important were direct loans from government agencies (such as a USDA B&I Direct Loan)? Was this program not important, somewhat important, or very important?

Not important	01
Somewhat important	02
Very important	03
Don't know	-7
Refuse	-9

316: **Q44B**

2013/10/24 14:50

(Assess which types of government-sponsored programs are the most helpful to businesses.) The next one is In the past 3 years, has this business used government insurance or guarantee for loans (such as SBA 7(a) Loan Program)?

Yes.....	01	
No	02	=> Q44C
Don't know	-7	=> Q44C
Refuse	-9	=> Q44C

317: **Q44B1**

2013/10/24 14:51

How important were government insurance or guarantee for loans (such as SBA 7(a) Loan Program)? Was this program not important, somewhat important, or very important?

Not important	01
Somewhat important	02
Very important	03
Don't know	-7
Refuse	-9

318: **Q44C**

2013/11/19 21:54

(Assess which types of government-sponsored programs are the most helpful to businesses.) (The next one is) (In the past 3 years, has this business used) Revolving loan funds run by a nonprofit or government organization?

Yes.....	01	
No	02	=> Q44D
Don't know	-7	=> Q44D
Refuse	-9	=> Q44D

319: **Q44C1**

2013/10/24 14:52

Appendix D. Survey Instruments

How important were revolving loan funds run by a nonprofit or government organization? (Was this program not important, somewhat important, or very important?)

Not important	01
Somewhat important	02
Very important	03
Don't know	-7
Refuse	-9

320:

Q44D

2013/11/19 21:55

(Assess which types of government-sponsored programs are the most helpful to businesses.) (The next one is) (In the past 3 years, has this business used) Tax incentives by state or local government, including enterprise zones, urban revitalization areas, or Tax Increment Financing Districts?

Yes.....	01	
No	02	=> Q44E
Don't know	-7	=> Q44E
Refuse	-9	=> Q44E

321:

Q44D1

2013/10/24 14:55

How important were tax incentives by state or local government, including enterprise zones, urban revitalization areas, or Tax Increment Financing Districts? (Was this program not important, somewhat important, or very important?)

Not important	01
Somewhat important	02
Very important	03
Don't know	-7
Refuse	-9

322:

Q44E

2013/11/19 21:56

(Assess which types of government-sponsored programs are the most helpful to businesses.) (The next one is) (In the past 3 years, has this business used) Government-assisted industrial parks or business incubators?

Yes.....	01	
No	02	=> Q44F
Don't know	-7	=> Q44F
Refuse	-9	=> Q44F

Appendix D. Survey Instruments

323: **Q44E1**
 2013/10/24 14:56
 How important were government-assisted industrial parks or business incubators? (Was this program not important, somewhat important, or very important?)
 Not important01
 Somewhat important02
 Very important03
 Don't know-7
 Refuse-9

324: **Q44F**
 2013/11/19 21:57
 (Assess which types of government-sponsored programs are the most helpful to businesses.) (The next one is) (In the past 3 years, has this business used) Government-funded technology assistance programs?
 Yes.....01
 No02 => Q44G
 Don't know-7 => Q44G
 Refuse-9 => Q44G

325: **Q44F1**
 2013/10/24 14:57
 How important were government-funded technology assistance programs? (Was this program not important, somewhat important, or very important?)
 Not important01
 Somewhat important02
 Very important03
 Don't know-7
 Refuse-9

326: **Q44G**
 2013/11/19 22:00
 (Assess which types of government-sponsored programs are the most helpful to businesses.) (The next one is) (In the past 3 years, has this business used) Government-assisted worker-training programs?
 Yes.....01
 No02 => Q44H
 Don't know-7 => Q44H
 Refuse-9 => Q44H

Appendix D. Survey Instruments

327: **Q44G1**
 2013/10/24 14:57
 How important were government-assisted worker-training programs? (Was this program not important, somewhat important, or very important?)
 Not important01
 Somewhat important02
 Very important03
 Don't know-7
 Refuse-9

328: **Q44H**
 2013/11/19 22:01
 (Assess which types of government-sponsored programs are the most helpful to businesses.) (In the past 3 years, has this business used) The last one is National Innovation Marketplace?
 Yes01
 No02 => Q45
 Don't know-7 => Q45
 Refuse-9 => Q45

329: **Q44H1**
 2013/10/24 14:58
 How important was the National Innovation Marketplace? (Was this program not important, somewhat important, or very important?)
 Not important01
 Somewhat important02
 Very important03
 Don't know-7
 Refuse-9

330: **Q45**
 2013/10/03 16:12
 Did this business try to borrow money for any purpose in the past 3 years?
 Yes01
 No02 => Q47
 Don't know-7 => Q47
 Refuse-9 => Q47

331: **Q45A**
 2013/10/03 16:17

Appendix D. Survey Instruments

Did this business try to borrow money for any purpose in the past 3 years from a commercial bank?

Yes.....	01	
No.....	02	=> Q45B
Don't know.....	-7	=> Q45B
Refuse.....	-9	=> Q45B

332: **Q45A1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from the commercial bank?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

333: **Q45B**

2013/10/24 14:59

The next one is Did this business try to borrow money for any purpose in the past 3 years from a savings and loan or credit union?

Yes.....	01	
No.....	02	=> Q45C
Don't know.....	-7	=> Q45C
Refuse.....	-9	=> Q45C

334: **Q45B1**

2013/11/15 13:15

Did this business receive all, some, or none of the funding applied for from the savings and loan or credit union?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

335: **Q45C**

2013/10/24 15:00

Appendix D. Survey Instruments

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Finance or leasing company?

Yes.....	01	
No.....	02	=> Q45D
Don't know.....	-7	=> Q45D
Refuse.....	-9	=> Q45D

336: **Q45C1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from the finance or leasing company?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

337: **Q45D**

2013/10/24 15:00

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Insurance or mortgage company?

Yes.....	01	
No.....	02	=> Q45E
Don't know.....	-7	=> Q45E
Refuse.....	-9	=> Q45E

338: **Q45D1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from the insurance or mortgage company?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

339: **Q45E**

2013/10/24 15:01

Appendix D. Survey Instruments

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Family or friends?

Yes.....	01	
No.....	02	=> Q45F
Don't know.....	-7	=> Q45F
Refuse.....	-9	=> Q45F

340: **Q45E1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from family or friends?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

341: **Q45F**

2013/10/24 15:01

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Federal, state, or local government?

Yes.....	01	
No.....	02	=> Q45G
Don't know.....	-7	=> Q45G
Refuse.....	-9	=> Q45G

342: **Q45F1**

2013/10/07 14:38

Did this business receive all, some, or none of the funding applied for from a federal, state, or local government?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

343: **Q45G**

2013/10/24 15:01

Appendix D. Survey Instruments

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Credit or advance from a customer?

Yes.....	01	
No.....	02	=> Q45H
Don't know.....	-7	=> Q45H
Refuse.....	-9	=> Q45H

344: **Q45G1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from a credit or advance from a customer?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

345: **Q45H**

2013/10/24 15:02

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Angel capital funding?

Yes.....	01	
No.....	02	=> Q45I
Don't know.....	-7	=> Q45I
Refuse.....	-9	=> Q45I

346: **Q45H1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from angel capital funding?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

347: **Q45I**

2013/10/24 15:02

Appendix D. Survey Instruments

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Venture capital funding?

Yes.....	01	
No.....	02	=> Q45J
Don't know.....	-7	=> Q45J
Refuse.....	-9	=> Q45J

348: **Q45I1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from venture capital funding?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

349: **Q45J**

2013/10/24 15:03

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Personal sources of funds, other than personal credit cards?

Yes.....	01	
No.....	02	=> Q45K
Don't know.....	-7	=> Q45K
Refuse.....	-9	=> Q45K

350: **Q45J1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from personal sources of funds, other than personal credit cards?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

351: **Q45K**

2013/10/24 15:03

Appendix D. Survey Instruments

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Personal home equity loan?

Yes.....	01	
No.....	02	=> Q45L
Don't know.....	-7	=> Q45L
Refuse.....	-9	=> Q45L

352: **Q45K1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from a personal home equity loan?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

353: **Q45L**

2013/10/24 15:04

(Did this business try to borrow money from this source for any purpose in the past 3 years?) (The next one is) Other personal loan?

Yes.....	01	
No.....	02	=> Q45M
Don't know.....	-7	=> Q45M
Refuse.....	-9	=> Q45M

354: **Q45L1**

2013/08/29 15:33

Did this business receive all, some, or none of the funding applied for from some other personal loan?

All.....	01
Some.....	02
None.....	03
Don't know.....	-7
Refuse.....	-9

355: **Q45M**

2013/10/24 15:04

Appendix D. Survey Instruments

(Did this business try to borrow money from this source for any purpose in the past 3 years?) The last one is Personal credit card?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

356:

Q46A

2013/10/24 15:06

How were the funds that this business borrowed or wanted to borrow to be used? The first one is Were they for cash flow or operating costs?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

357:

Q46B

2013/10/24 15:06

(How were the funds this business borrowed or attempted to borrow to be used?) The next one is Were they for real estate or structures?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

358:

Q46C

2013/11/19 22:48

(How were the funds this business borrowed or attempted to borrow to be used?) (The next one is) (Were they for) Replacement of old industrial plant location, equipment, or vehicles?

Yes.....01
No.....02
Don't know.....-7
Refuse.....-9

359:

Q46D

2013/11/19 22:50

Appendix D. Survey Instruments

(How were the funds this business borrowed or attempted to borrow to be used?) (The next one is) (Were they for) Investment in additional plant, equipment, or vehicles?

Yes.....01
No02
Don't know-7
Refuse-9

360:

Q46E

2013/11/19 22:50

(How were the funds this business borrowed or attempted to borrow to be used?) (The next one is) (Were they for) Repayment of debt?

Yes.....01
No02
Don't know-7
Refuse-9

361:

Q46F

2013/11/19 22:50

(How were the funds this business borrowed or attempted to borrow to be used?) (The next one is) (Were they for) A reserve or cushion?

Yes.....01
No02
Don't know-7
Refuse-9

362:

Q46G

2013/11/19 22:51

(How were the funds this business borrowed or attempted to borrow to be used?) (The next one is) (Were they for) Inventory?

Yes.....01
No02
Don't know-7
Refuse-9

363:

Q46H

2013/11/19 22:51

Appendix D. Survey Instruments

(How were the funds this business borrowed or attempted to borrow to be used?) (The next one is) (Were they for) Funding innovation projects?

Yes.....01
 No.....02
 Don't know-7
 Refuse.....-9

364: **Q46I**

2013/11/19 22:52

(How were the funds this business borrowed or attempted to borrow to be used?) (Were they for) The last one is Investment in intangible assets such, as branding, training, or design?

Yes.....01
 No.....02
 Don't know-7
 Refuse.....-9

365: **Q47**

2013/10/03 16:30

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

Yes.....01
 No.....02 => Q48
 Don't know-7 => Q48
 Refuse.....-9 => Q48

366: **Q47A**

2013/08/29 15:33

Compared with borrowed funds, how important were business profits for funding investment? Would you say more important, less important or equally important?

More important.....01
 Less important.....02
 Equally important03
 Don't know-7
 Not applicable-8
 Refuse.....-9

367: **Q48**

2013/10/03 16:33

Appendix D. Survey Instruments

Which of the following best describes your current position? Mid level manager, senior manager, executive or owner, or other?

Mid level manager	01
Senior manager	02
Executive or owner	03
Other (Please describe).....	04 0
Don't know	-7
Refuse	-9

368: **Q49**

2013/08/29 15:33

Which best describes your familiarity with how innovation is carried out in this business? Would you say you are not familiar, slightly familiar, moderately familiar, strongly familiar, or completely familiar?

Not familiar	01
Slightly familiar	02
Moderately familiar	03
Strongly familiar	04
Completely familiar	05
Don't know	-7
Refuse	-9

369: **Q50**

2013/10/07 15:55

(What is your gender?) font color="#0000FF" (IWR: Only ask if necessary.)/font

Male	01
Female	02
Refuse	-9

370: **Q51**

2013/11/20 21:15

How many years have you worked at this business? font color="#0000FF"

(IWR Note: Question does allow 2 decimal places.)/font

\$R.2 0.00 99.99

Don't know	-7
Refuse	-9

371: **THX**

2013/10/07 14:51

Appendix D. Survey Instruments

That is my last question. Thank you so much for taking the time to talk with me today. If you have any additional comments about this survey or innovation in general I can note them now.

Yes, comments 1 0
No comments..... 2

Proposed Prior Letter for Full Study

April xx, 2014

«CONTACT»

«BNAME»

«ADDR1» «UNIT»

«CITY» «STATE» «ZIP»«dash»«ZIP4»

Dear «CONTACT»:

We are writing to let you know that the Economic Research Service of the U.S. Department of Agriculture has asked us to contact you for an important national study of businesses. *The goal of this study is to increase our knowledge on how businesses stay effective and what types of things can help businesses meet new needs that arise.*

The Department of Agriculture provides many programs aimed at helping all types of businesses throughout the country but they would like to do more. We hope this study helps government understand how it can be helpful. It is critical to understand the linkages of what keeps businesses vital and thriving and the availability of resources. To complete the survey, type this web page address in your Internet browser's address bar (**not** the Google or Yahoo search bar), and then type in the following access code:

<http://opinion.wsu.edu/business2014/>

Access Code: «RESPID»

We hope you will take the time to complete this important survey. Gaining a full understanding of the situation U.S. firms are facing in today's 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 your business is no longer in operation, please call at the numbers below so we can remove your business from our future contact list.

Web responses save taxpayers' money. Expenses to mail or telephone to collect this important information can be considerable, so your response saves taxpayers and the USDA money. If we do not hear from you, we will contact you again. If you respond now, money will not be wasted by contacting businesses who are no longer operational.

If you have any questions, please feel free to contact us at 1-800-833-0867 or sesrcweb7@wsu.edu and we will be happy to assist you.

Thank you in advance for your help. We appreciate it very much. A small token of appreciation is enclosed with this letter as a way of saying thank you.

Sincerely,



Danna L. Moore Ph.D.

Principal Investigator

Pilot Study Contact Sequence

Group	Design	Actual Sample Imported (n=5212)	1996 sample (total = 2493)	BLS sample (total = 2803)	Prescreen	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7	Phase 8	Phase 9	Phase 10	Phase 11	Phase 12	Phase 13	Phase 12
Original date					6 weeks	Day 1	Day 7	Day 14	Day 21	Day 28	Day 35	Day 42	Day 49	Day 56	Day 63	Day 70	Day 77	Day 85	Day 92
Actual Date					9/20~11/1	11/12	11/22	11/26	12/2	12/11	12/20	12/23	1/06	1/8	1/13	1/21	1/27	2/03	2/10
1	Mail First (Joint Mail and Web, then Phone) web link and email augmentation early	N=1043	n=500	n=560	Telephone prescreening to identify person, job title, email, phone number, & mailing address	Pre-notice letter NO web link - thanks for phone call; explains mail survey next week	1st Questionnaire with \$2 and web link; First class \$ P *Mailing go out on 11/21 (n=1042)	Email Augmentation (to respondents with an email address)		Thank you Postcard(n=898)	2nd Questionnaire with web link and with \$2; Priority mail \$ P *497 mailing going out on 12/20; 348 went out on 1/2/14 (n=845)	Telephone contact 1-2	Telephone contact 3-4	Telephone contact 5-6	Telephone contact 7-8	Telephone contact 9-10	Telephone contacts continue	2nd Email reminder (n=165+105) Telephone contacts continue	Refusal mailing (n=74) Telephone contacts continue till all cases have 3 attempts
2	Telephone First (Telephone, then Joint Mail and Web) Web link and email augmentation delayed	N=1043	n=500	n=560	Telephone prescreening to identify person, job title, email, phone number, & mailing address	Pre-notice letter no web link - thanks for phone call; explains phone survey is starting	Telephone contact 1-2	Telephone contact 3-4	Telephone contact 5-6	Telephone contact 7-8	Telephone contact 9-10	1st Questionnaire with web link and the \$2 \$ P *mailing went out on 12/30 (n=834)	Email Augmentation (to respondents with an email address n=340)	Thank you postcard (n=796)	2nd Questionnaire with web link and with \$2; Priority mail \$ P (n=780) *mailing went out on 1/14	Refusal mailing (n=92)	Telephone contacts continue	2nd Email reminder (n=141+125) Telephone contacts continue	Telephone contacts continue till all cases have 3 attempts
3	Web First (Web then Mail then Telephone) Very Early web in prenotice and email augmentation	N=1042	n=500	n=560	Telephone prescreening to identify person, job title, email, phone number, & mailing address	Pre-notice letter w/ web link & \$2 thanks for phone call; explains mail survey is starting \$	Email Augmentation *Mailing go out on 11/21			1st Questionnaire with \$2; Priority mail \$ P (n=848)	Postcard reminder to respond to both modes (n=931)		2nd Questionnaire first class postage No incentive; with web link (n=848)	Telephone contact 1-2	Telephone contact 2-3	Telephone contact 3-4	Telephone contacts continue	2nd Email reminder (n=142+100) Telephone contacts continue	Refusal mailing (n=70) Telephone contacts continue till all cases have 4 attempts
4	All Options Simultaneous (G1 Comparison-Joint Mail and Web in questionnaire contact, then Phone)	N=1042	n=500	n=560	Telephone prescreening to identify person, job title, email, phone number, & mailing address	Pre-notice letter NO web link - thanks for phone call; explains to expect mail questionnaire (NO web link)	1st Questionnaire with \$2; Priority mail \$ P with web link **Mailing go out on 11/22 (n=1041)	Email Augmentation (to respondents with an email address)		Thank you Postcard(n=886)	2nd Questionnaire with web link and with \$2; Priority mail \$ P *747 went out on 12/20; 88 went out on 1/2/2014 (n=835)	Telephone contact 1-2	Telephone contact 3-4	Telephone contact 5-6	Telephone contact 7-8	Telephone contact 9-10	Telephone contacts continue	2nd Email reminder (n=162+83) Telephone contacts continue	Refusal mailing (n=84) Telephone contacts continue till all cases have 3 attempts
5	Control Group (G2 Comparison-Telephone, then joint Mail and Web) No incentive No priority mail postage	N=1042	n=493	n=560	Telephone prescreening to identify person, job title, email, phone number, & mailing address	Pre-notice letter no web link - thanking them for the phone call and explaining phone will start next week	Telephone contact 1-2	Telephone contact 3-4	Telephone contact 5-6	Telephone contact 7-8	Telephone contact 9-10	1st Questionnaire with web link First class postage No cash *mailing went out on 1/02/2014 (n=852)	Email Augmentation (to respondents with an email address n=381)	Thank you postcard (n=826)	2nd Questionnaire first class postage No incentive; with web link (n=807) *mailing went out on 1/14	Refusal mailing (n=95)	Telephone contacts continue	2nd Email reminder (n=199+135) Telephone contacts continue	Telephone contacts continue till all cases have 3 attempts

Interviewer FAQ's

ERSR10 2013 Pilot Study FAQ'S

National Survey of Business Competitiveness

SESRC 800#: 1-800-833-0867



Q. HOW DID YOU GET MY NAME/PHONE NUMBER?

A. Your name was obtained from the Bureau of Labor Statistics (BLS) who provided a list of nationwide business phone numbers.

Q. WHAT IS THE PURPOSE OF THIS STUDY?

A. The main purpose of this study is to collect data over a 10 week period from up to 5,300 respondents in rural tradable business sectors such as manufacturing and professional services. The information will contribute to a better understanding of how increasing international competition and the increasing knowledge intensity of economic activity in the U.S. are affecting the economic vitality of rural areas- and the conditions associated with effective adjustment to these pressures.

Q. WHO IS SPONSORING THIS STUDY? WHO IS FUNDING THE SURVEY?

A. The study is funded by the Economic Research Service (ERS) of the United States Department of Agriculture. The Economic Research Service is responsible for producing economic and social science information to serve the general public, and for helping Congress and the administration develop and evaluate programs for rural areas.

Q. WHO IS THE PERSON RESPONSIBLE FOR THE STUDY?

Appendix D. Survey Instruments

- A. The people responsible for the study at SESRC are Danna Moore and Yi-Jen Wang and Kent Miller. You can contact them by calling 1-800-833-0867 and mention that you calling about the Business Competitiveness Study. You can also e-mail them at yi-jen_wang@mail.wsu.edu or kent.miller@wsu.edu.

Q. HOW MANY PEOPLE WILL BE PARTICIPATING?

- A. We will be attempting to interview about 5,300 businesses across the United States. The interview is being conducted from mid-November through January.

Q. CAN I COMPLETE THE SURVEY ONLINE?

- A. You can access the survey online at www.opinion.wsu.edu/business and your access code is *(case ID)*.

Q. WHO ARE YOU? WHO IS CONDUCTING THIS INTERVIEW?

- A. I am (a student) working part-time for the Social and Economic Sciences Research Center (SESRC) at Washington State University. The Economic Research Service (ERS) at the United States Department of Agriculture (USDA) has contracted with us to conduct the actual interviews to collect necessary information for the study.

Q. HOW WILL MY ANSWERS BE USED AND WILL THEY BE KEPT CONFIDENTIAL?

- A. The Economic Research Service (ERS) of the United States Department of Agriculture will share the results with other Federal and State agencies. These agencies will use the results to help develop programs that will benefit businesses in America. The results will be made available to the public.

I want to assure you that all information that may identify you will be protected during the data collection process, and then destroyed. Your answers will be combined so that no one individual's answers can be identified in the final results.

Q. WHO CAN I CONTACT WITH QUESTIONS OR TO VERIFY THE LEGITIMACY OF THIS STUDY?

Appendix D. Survey Instruments

- A. I would be glad to give you our telephone number here at the SESRC, which you can call and ask to speak to my supervisor. The number is 1-800-833-0867.

You may also visit our website at www.sesrc.wsu.edu

If respondent asks for name of supervisor

My supervisor's name is.... (Tony Hernandez and Tim Lensing)

Q. IS THIS CONFIDENTIAL?

- A. Yes. Your telephone number will be removed from the data set after the survey is completed.

Also, maintaining confidentiality is extremely important to the success of our research center, because we conduct many surveys. Therefore, we are very careful to protect your privacy.

Q. CAN I GET A COPY OF THE RESULTS?

- A. I can take down your name and address and the information will be provided to the project sponsor with your request for a copy of the results. This information will be provided separately and will not be linked to your answers.

(Interviewer: This is done by pressing the Results button)

Q. RESPONDENT IS REGISTERED ON THE DO NOT CALL LIST?

- A. The Do Not Call list applies to sales or telemarketing calls only. We are not selling anything and our sole purpose for calling is to do research to gather information and opinions for decision makers. Your opinions are extremely valuable and we would really appreciate your help with this project.

For further information regarding the National Do Not Call Registry you can go to the following web site www.donotcall.gov

Appendix D. Survey Instruments

Refusal Preventions

I know your time is valuable and I want to do the interview at a convenient time for you. I could give you a call at (suggest alternate days and times). Or you can complete the survey online at opinion.wsu.edu/business. Your online access code is <RESPID>.

I know your time is valuable but we are only contacting a limited number of businesses in your industry. 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. We can start the interview now and call you back if you have to leave at any time.

I understand that you are very busy. I can give you the website and your access code so that you can complete the survey online at a time that is more convenient for you. The website is opinion.wsu.edu/business and your access code is <ID>.

Your answers will be kept strictly confidential and information you provide will not be linked to you or your business. We are calling a limited number of business in your industry and your opinion would greatly help the Department of Agriculture to enhance its programs aimed at making U.S. businesses more resilient. Your opinions and information cannot be replaced within this study, due to the limited number of businesses that we will be contacting.

Answering Machine Message

Hello, I am calling on behalf of the Department of Agriculture about a national study of business. For your convenience the study can be completed online at opinion.wsu.edu/business using <RESPID> as your access code. Or you can call us at 1-800-833-0867 and mention the National Survey of Business Competitiveness and case number <RESPID>. Thank you for your time

Project Specifications

(This section is updated by data collection to list the issues and items to be covered during the project training)

The project is scheduled to be completed by 01/31/2014.

We are looking to obtain 3000 or more completed interviews.

Appendix D. Survey Instruments

The survey is expected to take 30-35 minutes to complete.

We are calling to speak to the person most knowledgeable about that company? (For example, the number of employees, financial standing, business decisions, etc.?)

This is a nationwide sample with primarily daytime calling. Calling will occur between 5am and 5pm. With most of the calling occurring before 3pm.

CAUTION: When setting callbacks make sure you set them according to the respondent's time.

There is a web survey so you can offer the web site to respondents so they can complete the survey online. Make sure to code the case as WB. Let the respondent know we will call them back in one week to see if they had any questions about the online survey.

Survey is only being conducting in English.

Respondents who speak Spanish only code as LS

Respondents who speak another language other than English and Spanish code as LG.

Describe sample being called. Listed sample provided by BLS and the sample from the 1996 survey.

We are making 12 call attempts.

We will be monitoring 5% of all completed interviews.

We are leaving one answering machine message.

*Ineligible cases are defined as:

Company has less than 5 employees (I1)

No one over the age of 18 (I2)

Out of business (I3)

Company does not operate in the USA (I4)

Company Policy to not do surveys (CP)

Sending emails with links to respondents procedures

We do NOT have respondent's email addresses so if they want us to send an email with a link you need to click on the Email button on top of the right upper corner of the screen. On the next screen (WhoTo) you need to ask for their email address. You MUST verify the spelling of the email, do not simply read back the email as words.

Then code the case as EB

The emails will be sent out right away.

