

## SURVEY INFORMATION

R1. Interview date\*

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R2. Interviewer 1\*

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R3. Interviewer 2

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R4. Company contact\*

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R5. Survey information notes

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## GENERAL INFORMATION

R6. What is your business type?

- ☐ Sole Proprietor
- ☐ C Corp
- ☐ S Corp
- ☐ LLC
- ☐ Other

If *Other*, please describe

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R7. Is your business locally owned?

☐ Yes ☐ No

If *No*, where is your corporate headquarters located?

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R8. What are your top three reasons for locating or keeping business in current community?

- ☐ Access to customers
- ☐ Access to suppliers
- ☐ Proximity to home
- ☐ Cost of doing business
- ☐ Workforce availability
- ☐ Financial incentives
- ☐ Local officials
- ☐ Access to business support services
- ☐ Recreation facilities/entertainment
- ☐ Quality of housing
- ☐ Quality of life
- ☐ Safety services
- ☐ Other

If *Other*, please describe

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R9. What are the main products/services your business provides?

Primary

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Other

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Other

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R10. What is special or unique about your major products or services?

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R11. What type of facility is this?  
(Check all that apply)

- ☐ Branch
- ☐ Distribution
- ☐ Headquarters
- ☐ Home-based business
- ☐ Manufacturing
- ☐ Office-operation
- ☐ Research/Development
- ☐ Retail sales office
- ☐ Other

If *Other*, please describe

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R12. Do you rent/lease or own this facility?

☐ Rent/Lease ☐ Own

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R13. How long have you been operating at this location?

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R14. Do you have multiple locations?

☐ Yes ☐ No

If Yes, how many?

\_\_\_\_\_

If Yes, where are they located?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

R15. How long has your business been in operation?

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R16. What are the one or two most important reasons that customers might choose your competitors over you?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

R17. General information notes

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## WORKFORCE INFORMATION

R18. How many workers (including yourself) are employed at this location?

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What percent are Full-time?

\_\_\_\_\_

Part-time

\_\_\_\_\_

Seasonal

\_\_\_\_\_

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R19. Is your business planning to increase, decrease, or maintain your workforce in the next 3 years?

☐ Decrease ☐ Maintain ☐ Increase

R20. Has your business experienced a decline, increase or no change in the past 3 years in the following?

Size of workforce

☐ No response ☐ Decline ☐ Increase ☐ No change

Skill level of workforce

☐ No response ☐ Decline ☐ Increase ☐ No change

Educational attainment of workforce

☐ No response ☐ Decline ☐ Increase ☐ No change

Wages of workforce

☐ No response ☐ Decline ☐ Increase ☐ No change

Average age of workforce

☐ No response ☐ Decline ☐ Increase ☐ No change

Retention of workforce

☐ No response ☐ Decline ☐ Increase ☐ No change

R21. If the number of employees is changing, please identify the reasons for the employment change.  
(Check all that apply)

- ☐ Business did not exist 3 years ago
- ☐ Technological Changes
- ☐ Change in management
- ☐ Change in demand (either growth or lack of demand)
- ☐ Improved or increased efficiency
- ☐ Increased competition
- ☐ New products/services
- ☐ Corporate decisions/policies
- ☐ Renovation/expansion
- ☐ Entered new markets
- ☐ Changes in subcontracting
- ☐ Government Regulation
- ☐ Other

If *Other*, please describe

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R22. Does your company have problems recruiting employees? Issues recruiting locally?

☐ Yes ☐ No

R23. Is employee turnover a problem for this business?

☐ Yes ☐ No

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If Yes, why?

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R24. If you answered yes, please identify the most important reasons for your recruiting difficulties?

- ☐ Poor work attitudes
- ☐ Inadequate labor skills
- ☐ High training cost
- ☐ High wage rates
- ☐ Competition for employees
- ☐ Workers will not relocate
- ☐ Workers cannot pass screenings (drug, criminal, record check, etc.)
- ☐ Lack of child care
- ☐ Other

If *Other*, please describe

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R25. What resources are you currently using to locate and hire new employees?  
(Check all that apply)

- ☐ Ad in local newspaper
- ☐ Internet advertising (Monster, Craig's List, etc.)
- ☐ Internet advertising on our own website
- ☐ Internet advertising on social media (Facebook, LinkedIn, etc.)
- ☐ Job Fair
- ☐ Job Center
- ☐ Temp agency / staffing service business
- ☐ Union
- ☐ Word of mouth
- ☐ Walk-in
- ☐ Professional associations
- ☐ Promote from within
- ☐ Other

If *Other*, please specify

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R26. Would any of the following training topics be of value to your business?

- ☐ Basic Accounting
- ☐ Basic Math
- ☐ Basic Shop Math
- ☐ Business Planning
- ☐ Customer Service
- ☐ Employee Management
- ☐ English as a Second Language
- ☐ Financial Management
- ☐ Interpersonal Communication
- ☐ Inventory Control
- ☐ Marketing
- ☐ Online Presence
- ☐ Project Management
- ☐ Reading & Writing
- ☐ Record Keeping
- ☐ Time Management
- ☐ Written Communication
- ☐ Other

If *Other*, please specify

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R27. For entry, mid and executive level positions, what are the wage-ranges your business offers?

Entry - High

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Entry - Low

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Mid - High

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Mid - Low

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Executive - High

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Executive - Low

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R28. Workforce information notes

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## SALES AND PURCHASING INFORMATION

R29. Please estimate the percentage of your gross sales that come from the following locations

Local (within the Borough)

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Regional

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Outside the region but within Alaska

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Outside the region but within the US

\_\_\_\_\_

Outside the US

\_\_\_\_\_

R30. What percentage of your sales come from the Internet?

\_\_\_\_\_

R31. Does your business currently export internationally?

☐ Yes ☐ No

R32. Has your sales of your products or services changed over the last three years?

☐ Yes ☐ No

If Yes, why and what would you estimate the percentage of change to be?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

R33. What percentages of YOUR PURCHASES are made over the internet?

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Why?

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R34. What specific goods and services do you purchase locally? Within the state?

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R35. Sales and purchase information notes

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## TECHNOLOGY AND OPERATIONS INFORMATION

R36. Are there major technological (or other) innovations on the horizon in your industry that might impact your company?

☐ Yes ☐ No ☐ Unsure

If Yes, what are these?

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If Yes, will these new technologies require retraining of your labor force?

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R37. Are you currently considering any of the following?

- ☐ Downsizing
- ☐ Selling the company
- ☐ Moving
- ☐ Closing
- ☐ Merging/acquiring another business
- ☐ Expanding (at current location)
- ☐ Expanding (different location)
- ☐ Other changes to the business plan
- ☐ Currently not considering anything
- ☐ Other

If *Other*, please specify

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R38. If you are considering moving or expanding to another location, which area are you considering?

- ☐ Local Area
- ☐ Another area of Alaska
- ☐ Another State
- ☐ Outside the US
- ☐ Other

R39. Does your company's current property allow for expansion, if necessary?

- ☐ Yes ☐ No ☐ Unsure

If you are NOT expanding your business, what is the single biggest factor or issue preventing you from doing so?

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R40. If you are considering changes to your business (selling, moving, expanding, etc.) what are the contributing factors?

- ☐ Changing market conditions
- ☐ Overcrowded building
- ☐ No land for expansion
- ☐ Transportation problems
- ☐ Crime/Vandalism
- ☐ Low work productivity
- ☐ Environmental concerns
- ☐ Local ordinances or building codes
- ☐ High local taxes
- ☐ Lease expiration
- ☐ Telecommunications
- ☐ Insufficient labor supply
- ☐ Retiring
- ☐ Another business opportunity
- ☐ Business incentives in another jurisdiction
- ☐ Better location
- ☐ High energy costs
- ☐ Weather
- ☐ Profitability
- ☐ Other

If *Other*, please specify

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R41. Does your business have a current, written business/strategic plan?

- ☐ Yes ☐ No ☐ Unsure

R42. Does your business have a succession plan (ownership/management)?

- ☐ Yes ☐ No ☐ Unsure

R43. Technology and operations information notes

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## TRADING AREA INFORMATION

R44. What are the greatest advantages and/or disadvantages of operating your business here, as opposed to elsewhere? (For example – community features, population, business community, etc.)

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R45. What type of internet service does your business use?

- ☐ None
- ☐ Dial-up
- ☐ Cable
- ☐ DSL-Telephone
- ☐ T-1 Lines
- ☐ Fiber
- ☐ Satellite
- ☐ Don't Know
- ☐ Other

If *Other*, please specify

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R46. Are you satisfied with your current internet service?

- ☐ Yes ☐ No ☐ Unsure

R47. Is cell phone reception or "dead" areas an issue for your business?

- ☐ Yes ☐ No ☐ Unsure

R48. Trading area information notes

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## RESOURCE INFORMATION

R49. During the last three years, have you used any local, regional, state or federal programs to help your business? For example, Small Business Administration, USDA Rural Development, State of Alaska Department of Labor, Workforce Development?

- ☐ Yes ☐ No

If *Yes*, which ones?

- ☐ Community and Economic Development
- ☐ Division of Economic Development
- ☐ Regional Economic Development Organization
- ☐ State of Alaska Department of Commerce
- ☐ University of Alaska Center for Economic Development

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If Yes, please specify

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If Yes, which programs would you recommend to other businesses?

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R50. Would you like to receive assistance with any state, local or federal programs?

☐ Yes ☐ No

If Yes, which ones?

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R51. What is your overall opinion of our community as a place to do business?

☐ No response ☐ Poor ☐ Fair ☐ Good ☐ Very Good ☐ Excellent

R52. What is your overall opinion of our community as a place to live?

☐ No response ☐ Poor ☐ Fair ☐ Good ☐ Very Good ☐ Excellent

R53. What federal, state and local policies are of greatest significance to your company?

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R54. Would you like to receive additional information about any of the following subjects?

- ☐ Business Plan Development
- ☐ State or Federal Financing Programs
- ☐ Tax Increment Financing
- ☐ Employee Recruitment & Hiring
- ☐ Employee Benefits (including healthcare)
- ☐ School-to-Work/School Business Partnerships
- ☐ Government Procurement
- ☐ International Trade
- ☐ State, Local or Federal Business Assistance
- ☐ Energy Audits
- ☐ Conservation Plans
- ☐ Alternatives for Energy-Saving Controls
- ☐ Alternatives for Energy-Saving Equipment
- ☐ Other

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If *Other*, please specify

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R55. Are there any specific challenges your company is facing which the State of Alaska can assist in resolving?

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R56. What is your overall opinion of Alaska as a place to conduct business?

☐ No response ☐ Poor ☐ Below Average ☐ Average ☐ Above Average ☐ Excellent

R57. What recommendations do you have for improving the business climate or quality of life in the state of Alaska?

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R58. Are there new local businesses or specific companies that would improve your business' operations and/or profitability?

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R59. Do you have any other questions, comments, or concerns that haven't been covered in this survey? What are other ways that we can improve this area as a place to do business?

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R60. If we think an individual or organization may be able to assist you in anyway, will you authorize us to release pertinent information to them?

☐ Yes ☐ No

R61. Resource information notes

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