

CONTROL
NO.

ViBEs Census Survey

START TIME _____

Part B: About Your Business

Before we begin, I would like to tell you about the survey and ask you to sign a consent form. [HAND RESPONDENT CONSENT FORM].

Do you have any questions?

I'm going to be asking you questions about your business that you may not have thought about before. There are some very specific questions, but we want to know about this to learn what helps rural businesses be successful.

QB1. Please tell me what products or services your business makes, sells, or does.
(INTERVIEWER: PROBE FOR ALL ACTIVITIES IN CASE THEY DO A NUMBER OF ACTIVITIES UNDER ONE BUSINESS NAME OR LICENSE.)

QB2. Does this business operate in more than one location?

Yes No → SKIP TO QB3



QB2a. Please tell me each location where your business operates, what it does there, and the zip code if you know it.

Location	Activity	Zip code

QB3. What year did this business begin? _____

QB3a. Has this business operated continuously since that time?

No Yes → SKIP TO QB3c



QB3b. Altogether, how many years has the business operated since [YEAR BEGAN]? _____

QB3c. Does your business operate year-round?

No Yes → SKIP TO QB3e



QB3d. How many months do you operate each year? _____

[IS YEAR BEGAN PRIOR TO 2004?]

Yes No → Skip to QB4



QB3e. Have your total sales increased, decreased, or stayed about the same in the last three years?

Increased About the same Decreased

The next questions are about the people who work in the business.

QB4. Including you, how many people worked for your business last year? _____

QB4a. How many of these people work in this business full-time, year-round (more than 10 months)? _____

QB4b. How many worked less than 10 months?
↓ [IF NONE, → SKIP TO QB4d] _____

QB4c. Adding them all together, how many weeks did they work? (SUM OF ALL) Total weeks _____

QB4d. How many people who worked in your business worked less than 35 hours per week? _____

↓ [IF NONE, → SKIP TO QB5]

QB4e. On average, how many hours per week did these people work? Hours per week: _____

QB5. Does anybody—including you—work in your business without pay or for a share of the income?

Yes No → Skip to QB5a

↓
Please describe _____

QB5a. How many employees are paid by the hour? _____

QB5b. How many receive a salary? _____

[IF R HAS NO EMPLOYEES, CODE 100% COMMUNITY AND SKIP TO QB7a.]

QB6. I'd like to know what percent of your payroll goes to employees who live here in [COMMUNITY], and to employees who live some other place.

So first, what percent of your total payroll goes to people who live here in [COMMUNITY]? _____%

To people who live in other communities in this region?
[REGION MEANS REGIONAL CORPORATION AREA] _____%

And to employees who live some other place? _____%

100%

Now I'd like to ask about other kinds of business expenses.

QB7a Do you own, lease, or rent the space you use for your business?

No Yes → SKIP TO QB7c _____



[ASK ONLY IF THE BUSINESS OFFICE IS INSIDE THE RESPONDENT'S HOUSE]

QB7b. Do you keep your business expenses separate from your household expenses?

No Yes

[HAND RESPONDENT THE EXPENSE SHEET]

QB7c. This sheet lists different kinds of business expenses that businesses may or may not have. Not counting payroll, what are the three biggest expenses you pay in your business?

[MARK ON TABLE, NEXT PAGE]

QB7a. What business expenses do you pay locally—to a business, organization, or person in [COMMUNITY]?

[MARK ON TABLE, NEXT PAGE]

Business Expenses	QB7c. Biggest Expenses (1,2,3)	QB7d. Pay Locally (✓)	Comments
Rent or lease			
Mortgage			
Utilities			
Electricity			
Heating fuel			
Water and sewer			
Telephone			
Internet			
Freight			
Air			
Barge			
Parcel post			
Goods, materials, and supplies			
Machine rental or service			
Business services			
Bookkeeping			
Tax preparation			
Insurance			
Banking			
Legal			
Taxes			
Licenses, permits, or fees			
Any other			

[HAVE CALCULATOR READY.]

B8. For the next three questions I'm going to hand you a sheet and let you mark your own answers. To keep it private, you may put it in this envelope and seal it. I'll never see what answers you mark.

QB8a. Last year how much money did you spend altogether on these business expenses? You may use this calculator if it will help.

QB8b. Last year how much money did your business spend on payroll?

QB8c. Last year how much money did this business make before taxes or expenses?

QB8d. Last year how much net income was left after taxes and expenses?

QB8e. Does your business keep goods and inventory on hand—like stock for your store, spare parts, or raw materials for your crafts?

Yes No → Skip to QB9



QB8f. What is the approximate value of your current inventory? \$_____

Now I would like to ask you about your customers—where they came from and what percent of your total sales was purchased by customers from each place.

QB9. About how many paying customers did you have last year (2006)? _____

[THIS MEANS DIFFERENT PEOPLE OR BUSINESSES, REGARDLESS OF HOW MANY TIMES THEY BOUGHT SOMETHING FROM YOU LAST YEAR.]

QB9a. Your customers may come from different places, like [COMMUNITY], neighboring villages, other places in this region, other places in Alaska, or places outside Alaska. [MARK ANSWERS IN THE TABLE BELOW]

[R MAY GIVE EITHER NUMBERS OR PERCENTAGES. IF R GIVES NUMBERS, USE THE CALCULATOR TO CALCULATE PERCENTAGES.]

- (i) Thinking about where your customers last year came from, what percent of them live in [COMMUNITY]?
- (ii) What percent came from neighboring communities? (less than an hour's travel time)
- (iii) What percent came from other communities in this region?
- (iv) How about other parts of Alaska?
- (v) And from outside the state?

	B9a. Customers		B9b. Sales
	Number	or %	% of Total
Local community			
Neighboring communities			
Region			
Other Alaska			
Outside Alaska			
Total		100%	100%

[IF 100% OF THE CUSTOMER BASE IS IN ONE AREA, CODE 100% OF GROSS SALES IN THAT AREA AND SKIP TO QB10]

[MARK ANSWERS IN THE TABLE ABOVE]

QB9b. You said that about [ANSWER TO QB9a(i)] percent of your customers are from [COMMUNITY].

- (i) What percent of your total sales do you think was bought by people from [COMMUNITY]?
- (ii) What percentage of your total sales do you think was bought by people from neighboring communities?
- (iii) From other places in this region?
- (iv) How about by people from other places in Alaska?
- (v) And from outside the state?

QB10. Instead of cash sales, did you ever trade your business' goods or services with customers or with other businesses—such as carvings in exchange for ivory, engine repair in exchange for tax services, or haircuts in exchange for fish?

Yes No → SKIP TO QB10a



Please describe:

QB10a. What proportion of your total business sales was through trade—where you were paid with goods or services instead of money? Would you say it was...

- None
- Very little
- Less than half
- About half
- More than half
- Almost all

QB11. What do you do to advertise your business or attract more customers?

QB12. Do you own or operate another business in [NAME OF COMMUNITY]?

Yes No → CONTINUE WITH PART C



[REPEAT PART A 1-5 and B FOR OTHER BUSINESSES. BUNDLE COMPLETED SURVEYS TOGETHER. YOU DO NOT NEED TO REPEAT PARTS C OR D.]

Part C: Business Start-up and Expansion

The next questions are about your experiences with starting and expanding your business. [IF MORE THAN ONE, FOCUS ON THE LARGEST BUSINESS]

QC1. Please tell me, what were the biggest challenges you faced when starting your business?

QC2. Are there lessons you have learned that might be helpful to others who want to start a business?

QC3. How did you pay for your business start-up costs?

[PROBE: USE YOUR OWN FINANCES OR FAMILY RESOURCES? BORROW MONEY FROM FRIENDS OR FAMILY MEMBERS? BANK LOAN?]

- None
- Personal finances
- Investment or gift by family or friends
- Borrow from family or friends
- Bank loan
- Other _____

QC4. When you were first starting your business, did anyone help you develop your idea, write a business plan, find resources, or learn business skills?

No Yes → Who helped you? _____

↓ [PROBE FOR PERSONAL CONTACT OR AGENCY]

Personal contact Agency person

QC5. Would you have liked (more) help? What kind of help would you have liked?
[CHECK ALL THAT APPLY]

- Start-up assistance [HOW DO I START AND FINANCE A SMALL BUSINESS?]
- Business planning [THINKING THROUGH THE STEPS TO OPERATE MY BUSINESS]
- Managing a business [CUSTOMER SERVICE, HIRING AND SUPERVISING EMPLOYEES, ETC.]
- Financial management (BUSINESS ACCOUNTING AND BUDGETING, CASH FLOW MANAGEMENT, AND TAX ACCOUNTING)
- Marketing and sales (ADVERTISING, PRODUCT DEVELOPMENT, PRICING, ETC.)
- Computers, e-commerce, and other technology

QC6. What are the biggest challenges for your business now?

QC7. Do you have any advice for organizations that are trying to help businesses in your region?

End time: _____

Business Expenses	QB7c. Biggest Expenses (1,2,3)	QB7d. Pay Locally (✓)	Comments
Rent or lease			
Mortgage			
Utilities			
Electricity			
Heating fuel			
Water and sewer			
Telephone			
Internet			
Freight			
Air			
Barge			
Parcel post			
Goods, materials, and supplies			
Machine rental or service			
Business services			
Bookkeeping			
Tax preparation			
Insurance			
Banking			
Legal			
Taxes			
Licenses, permits, or fees			
Any other			

B8. Please mark your answers to these questions below. To keep it private, put this page in the envelope and seal it.

Expenses. Altogether last year how much money did this business spend on business expenses (not including payroll)?

- | | |
|--|--|
| <input type="radio"/> Less than \$5,000 | <input type="radio"/> \$50,000 to \$75,000 |
| <input type="radio"/> \$5,000 to \$10,000 | <input type="radio"/> \$75,000 to \$100,000 |
| <input type="radio"/> \$10,000 to \$25,000 | <input type="radio"/> \$100,000 to \$250,000 |
| <input type="radio"/> \$25,000 to \$50,000 | <input type="radio"/> \$250,000 or more |

Payroll. Last year how much money did this business spend on payroll?

- | | |
|--|--|
| <input type="radio"/> Less than \$5,000 | <input type="radio"/> \$50,000 to \$75,000 |
| <input type="radio"/> \$5,000 to \$10,000 | <input type="radio"/> \$75,000 to \$100,000 |
| <input type="radio"/> \$10,000 to \$25,000 | <input type="radio"/> \$100,000 to \$250,000 |
| <input type="radio"/> \$25,000 to \$50,000 | <input type="radio"/> \$250,000 or more |

Gross Sales. Last year how much money did this business take in before taxes or expenses?

- | | |
|--|--|
| <input type="radio"/> Less than \$5,000 | <input type="radio"/> \$50,000 to \$75,000 |
| <input type="radio"/> \$5,000 to \$10,000 | <input type="radio"/> \$75,000 to \$100,000 |
| <input type="radio"/> \$10,000 to \$25,000 | <input type="radio"/> \$100,000 to \$250,000 |
| <input type="radio"/> \$25,000 to \$50,000 | <input type="radio"/> \$250,000 or more |

Net income. Last year how much income was left after taxes and expenses?

- | | |
|--|--|
| <input type="radio"/> Less than \$5,000 | <input type="radio"/> \$50,000 to \$75,000 |
| <input type="radio"/> \$5,000 to \$10,000 | <input type="radio"/> \$75,000 to \$100,000 |
| <input type="radio"/> \$10,000 to \$25,000 | <input type="radio"/> \$100,000 to \$250,000 |
| <input type="radio"/> \$25,000 to \$50,000 | <input type="radio"/> \$250,000 or more |

Inventory. Does your business keep goods and inventory on hand—like stock for your store, spare parts for your engine, or raw materials for your crafts?

- Yes No

What is the approximate value of your current inventory?

- | | |
|--|--|
| <input type="radio"/> Less than \$5,000 | <input type="radio"/> \$50,000 to \$75,000 |
| <input type="radio"/> \$5,000 to \$10,000 | <input type="radio"/> \$75,000 to \$100,000 |
| <input type="radio"/> \$10,000 to \$25,000 | <input type="radio"/> \$100,000 to \$250,000 |
| <input type="radio"/> \$25,000 to \$50,000 | <input type="radio"/> \$250,000 or more |

Businesses to include and exclude

Include people who own or operate on-going enterprises that sell goods or services for personal income.

Exclude employees of businesses headquartered elsewhere, but include managers of local business units that make independent decisions about hiring, purchasing and how to run the local business. Include all stores, big and small.

Exclude public services, grant funded activities, and volunteer activities for fundraising for public purposes and not for personal income.

Include pull-tabs and bingo if the people who run them are hired to run them, even if it is through a tribal or municipal organization.

Exclude commercial fishermen and most utilities.

Include illegal businesses* if you can, such as bootleggers and drug dealers.

Examples:

Include

Stores and convenience stores
Video stores
Restaurants
Fuel retailers
Cable TV
Internet services
Postal contract services
Day-care homes, paid
Personal-care attendants, self-employed
Small-engine repair
Airline agent, independent contractor
Computer tech selling services
Making and selling smoked salmon
Sewing and crafts > \$3,000 per year
Pull-tabs and bingo games with paid employees
Itinerant accountant
Taxi service
Bootleggers* >\$3,000
Drug dealers* >\$3,000

Exclude

Water and sanitation utilities
Electric utilities
Telephone utilities
Senior lunch program, grant funded
Student-run concession stand at the school
Occasional baby sitting
Personal-care attendants, agency employees
Airline agent, airline employee
Computer tech, occasional or free
Commercial fishing
Sewing and crafts < \$3,000 per year
Tribal administrator running a bingo game as one of her many duties

* Illegal businesses should be counted but not named, contacted, or interviewed.