



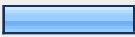
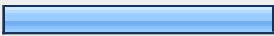

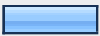




Advancing White County Business Survey

1. I am a member of the following Chamber of Commerce:			
		Response Percent	Response Count
Searcy		58.7%	81
Beebe		8.7%	12
Bald Knob		4.3%	6
I am not a member of any Chamber of Commerce Organizations		28.3%	39
		answered question	138
		skipped question	1

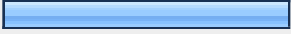


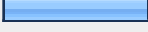
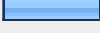
2. What percentage of your company's sales is to customers within the region?			
		Response Percent	Response Count
100%		20.0%	27
75-99%		41.5%	56
50-74%		11.1%	15
1-49%		14.1%	19
<10%		5.9%	8
Don't know		7.4%	10
		answered question	135
		skipped question	4



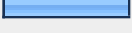
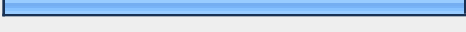
3. Where is your business headquartered?			
		Response Percent	Response Count
In the region		89.1%	122
Elsewhere in the US		10.9%	15
Outside the US		0.0%	0
		answered question	137
		skipped question	2

4. Does your company sell (export) products or services outside the US?			
		Response Percent	Response Count
Yes		10.4%	14
No		87.4%	118
Don't know		2.2%	3
		answered question	135
		skipped question	4

5. Which best describes the primary industry focus of your company? (If your company is involved with more than one focus, check the one that creates the majority of its revenues)

		Response Percent	Response Count
Aerospace		0.0%	0
Agriculture	<input type="checkbox"/>	2.2%	3
Business Service/Consultant	<input type="checkbox"/>	2.2%	3
Construction/Architecture/Engineering	<input type="checkbox"/>	2.9%	4
Computer/Network Consultant	<input type="checkbox"/>	2.2%	3
Data-processing Services		0.0%	0
Education	<input type="checkbox"/>	6.6%	9
Finance/accounting	<input type="checkbox"/>	13.2%	18
Food Services	<input type="checkbox"/>	2.9%	4
Hospitality/Tourism	<input type="checkbox"/>	2.2%	3
Insurance/Real Estate/Legal	<input type="checkbox"/>	11.8%	16
Manufacturing	<input type="checkbox"/>	4.4%	6
Marketing/Advertising/Entertainment	<input type="checkbox"/>	1.5%	2
Medical/Dental/Health	<input type="checkbox"/>	10.3%	14
Research/Development Lab		0.0%	0
Telecommunications Services		0.0%	0
Transportation/Utilities	<input type="checkbox"/>	7.4%	10
Wholesale/Retail/Distribution	<input type="checkbox"/>	16.2%	22
Other	<input type="checkbox"/>	14.0%	19
	answered question		136
	skipped question		3

6. Which best describes your position in your company?			
		Response Percent	Response Count
Owner/president/CEO		43.8%	60
Senior executive or senior official		9.5%	13
Director/vice president		10.2%	14
Manager		21.9%	30
Other		14.6%	20
		<i>answered question</i>	137
		<i>skipped question</i>	2




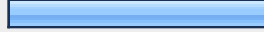

7. How long have you lived in the region?			
		Response Percent	Response Count
less than 2 years		3.6%	5
2-5 years		6.5%	9
5-15 years		18.8%	26
more than 15 years		71.0%	98
		<i>answered question</i>	138
		<i>skipped question</i>	1

8. Please rate each of the following statements as to how harmful or beneficial various aspects of White County are to your business. Rating Scale: 1 = Very harmful to your business 2 = Harmful to your business 3 = Neither harmful or beneficial to your business 4 = Beneficial to your business 5 = Very beneficial to your business



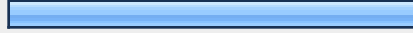
	1	2	3	4	5	N/A	Rating Average	Response Count
Overall quality of the region's transportation (e.g., roads, air transport, railroads and ports)	2.3% (3)	3.8% (5)	32.3% (42)	41.5% (54)	14.6% (19)	5.4% (7)	3.66	130
Quality of the region's communication infrastructure (e.g. high-speed internet)	2.3% (3)	10.8% (14)	25.4% (33)	36.9% (48)	22.3% (29)	2.3% (3)	3.68	130
Cost of doing business in your region (specifically, the cost of real estate, wages and salaries, and utilities)	0.0% (0)	6.3% (8)	22.8% (29)	54.3% (69)	14.2% (18)	2.4% (3)	3.78	127
Region's cost of living for your employees	0.0% (0)	5.4% (7)	28.5% (37)	46.2% (60)	16.9% (22)	3.1% (4)	3.77	130
Region's overall quality of life (e.g. climate, and cultural and recreational opportunities)	1.6% (2)	3.1% (4)	21.7% (28)	46.5% (60)	26.4% (34)	0.8% (1)	3.94	129
Overall Quality of the K-12 system	1.6% (2)	3.9% (5)	17.8% (23)	33.3% (43)	36.4% (47)	7.0% (9)	4.07	129
Overall quality of the region's community and technical colleges	0.8% (1)	0.8% (1)	23.3% (30)	45.0% (58)	27.1% (35)	3.1% (4)	4.00	129
Overall quality of the region's four-year colleges and universities	1.6% (2)	1.6% (2)	24.2% (31)	32.8% (42)	33.6% (43)	6.3% (8)	4.02	128
Availability of regional college and university apprenticeship/internship programs	1.6% (2)	3.9% (5)	39.4% (50)	33.9% (43)	15.7% (20)	5.5% (7)	3.62	127
Quality of technical assistance offered by regional colleges and universities to businesses	0.8% (1)	6.3% (8)	40.2% (51)	30.7% (39)	13.4% (17)	8.7% (11)	3.54	127
Availability of technology support for business needs	0.0% (0)	10.2% (13)	29.9% (38)	44.1% (56)	11.0% (14)	4.7% (6)	3.59	127
Regional availability of demanding customers for your business	1.5% (2)	5.4% (7)	23.1% (30)	42.3% (55)	25.4% (33)	2.3% (3)	3.87	130

State and local governmental regulations and permitting procedures affecting businesses	4.0% (5)	10.3% (13)	38.1% (48)	34.9% (44)	10.3% (13)	2.4% (3)	3.38	126
Quality of promotional marketing campaigns featuring the region	1.6% (2)	3.9% (5)	51.9% (67)	33.3% (43)	7.0% (9)	2.3% (3)	3.41	129
<i>answered question</i>								130
<i>skipped question</i>								9

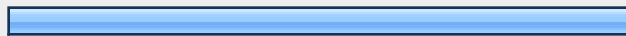


9. Considering all the factors presented so far, how would you currently rate your region overall as a place for your business to succeed?






		Response Percent	Response Count
Poor Location		0.8%	1
Fair Location		12.3%	16
Good Location		38.5%	50
Very Good Location		39.2%	51
Excellent Location		9.2%	12
<i>answered question</i>			130
<i>skipped question</i>			9




10. In five years, do you believe the quality of your region as a place for your business to succeed will:

		Response Percent	Response Count
Decline		10.8%	14
Stay the same		26.9%	35
Improve		62.3%	81
<i>answered question</i>			130
<i>skipped question</i>			9



11. Specifically with regard to state and local government programs and policies, please list and explain the most critical issues that should be addressed to improve your business's prospects for success.		
		Response Count
		74
<i>answered question</i>		74
<i>skipped question</i>		65

12. Does your business have access to high-speed internet?			
		Response Percent	Response Count
Yes		95.3%	122
No		3.9%	5
Not Sure		0.8%	1
<i>answered question</i>			128
<i>skipped question</i>			11

13. How often does your business use the internet?			
		Response Percent	Response Count
Never		2.3%	3
1-3 times a month		0.8%	1
Once a week		1.6%	2
More than once a week		94.6%	122
I don't know		0.8%	1
<i>answered question</i>			129
<i>skipped question</i>			10

14. If you do not use the internet, why?			
		Response Percent	Response Count
I have access, but the price is unreasonable.		35.7%	5
I have access, but do not have a computer.		0.0%	0
I don't have access, but would use it if I had it.		0.0%	0
My business does not need it.		28.6%	4
Don't know		35.7%	5
<i>answered question</i>			14
<i>skipped question</i>			125

15. How does your business get ideas for using new technologies?		
		Response Count
		71
<i>answered question</i>		71
<i>skipped question</i>		68

16. Has your business been offered additional technology training and development in the past year?			
		Response Percent	Response Count
Yes		45.2%	56
No		54.8%	68
<i>answered question</i>			124
<i>skipped question</i>			15

17. If you answered yes to question 5, please explain whether or not you obtained the training/development and what it consisted of.

		Response Count
		46
	<i>answered question</i>	46
	<i>skipped question</i>	93

18. We are interested in understanding how your relationship with other regional institutions helps your business to innovate. Please rate how valuable interaction with each of the following regional institutions is to your business's capacity to innovate. Rating Scale: 1 = Not at all valuable 2 = Somewhat valuable 3 = Valuable 4 = Quite valuable 5 = Extremely valuable

	1	2	3	4	5	N/A	Rating Average	Response Count
K-12	14.2% (17)	10.8% (13)	27.5% (33)	17.5% (21)	18.3% (22)	11.7% (14)	3.17	120
Universities and 4-yr colleges	11.9% (14)	12.7% (15)	27.1% (32)	22.0% (26)	17.8% (21)	8.5% (10)	3.23	118
Community/technical colleges	13.7% (16)	18.8% (22)	29.1% (34)	14.5% (17)	17.1% (20)	6.8% (8)	3.03	117
Public or private research organizations	16.2% (19)	20.5% (24)	31.6% (37)	8.5% (10)	6.0% (7)	17.1% (20)	2.61	117
Professional service firms	11.0% (13)	16.1% (19)	29.7% (35)	20.3% (24)	7.6% (9)	15.3% (18)	2.97	118
Federal labs	26.3% (31)	23.7% (28)	16.9% (20)	5.9% (7)	2.5% (3)	24.6% (29)	2.13	118
Regional customers	5.2% (6)	2.6% (3)	29.3% (34)	19.0% (22)	40.5% (47)	3.4% (4)	3.90	116
Other businesses in your industry	6.0% (7)	16.2% (19)	33.3% (39)	21.4% (25)	18.8% (22)	4.3% (5)	3.32	117
Regional suppliers	4.3% (5)	10.3% (12)	31.0% (36)	31.9% (37)	13.8% (16)	8.6% (10)	3.44	116
Banks	5.8% (7)	14.2% (17)	29.2% (35)	25.0% (30)	21.7% (26)	4.2% (5)	3.44	120
Venture capital firms	24.3% (28)	21.7% (25)	19.1% (22)	8.7% (10)	4.3% (5)	21.7% (25)	2.32	115
Angel Investors	27.6% (32)	20.7% (24)	17.2% (20)	4.3% (5)	5.2% (6)	25.0% (29)	2.18	116
Business incubators	29.1% (34)	17.1% (20)	15.4% (18)	8.5% (10)	4.3% (5)	25.6% (30)	2.22	117
Industry associations	11.0% (13)	17.8% (21)	25.4% (30)	17.8% (21)	12.7% (15)	15.3% (18)	3.04	118
Non-professional associations (alumni clubs, athletic clubs, etc.)	19.3% (22)	19.3% (22)	24.6% (28)	13.2% (15)	9.6% (11)	14.0% (16)	2.70	114

Entrepreneurial networks	17.8% (21)	17.8% (21)	25.4% (30)	11.0% (13)	7.6% (9)	20.3% (24)	2.66	118
Business assistance centers	16.4% (19)	23.3% (27)	24.1% (28)	10.3% (12)	8.6% (10)	17.2% (20)	2.66	116
	<i>answered question</i>							121
	<i>skipped question</i>							18

19. Please list, by name, the institutions most valuable to your business's innovation:	
	Response Count
	51
	<i>answered question</i>
	51
	<i>skipped question</i>
	88

20. Please tell us how much you disagree or agree with the following statements. Rating Scale: 1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5	Rating Average	Response Count
New residents can easily integrate into the county's business community	2.6% (3)	8.5% (10)	29.1% (34)	55.6% (65)	4.3% (5)	3.50	117
White County is a welcoming, tolerant, and attractive place for people of diverse backgrounds	5.1% (6)	6.8% (8)	28.2% (33)	54.7% (64)	5.1% (6)	3.48	117
Leaders in the county are responsive to the needs of all the regional residents, irrespective of ethnicity, cultural heritage, gender, or lifestyle	3.4% (4)	12.8% (15)	35.0% (41)	43.6% (51)	5.1% (6)	3.34	117
The business culture in the county understands that failure is part of the learning and innovation process for businesses	3.4% (4)	11.1% (13)	53.8% (63)	29.1% (34)	2.6% (3)	3.16	117
People from different industry and economic sectors frequently interact in the region (e.g. bankers and engineers, manufacturers and tourism)	2.6% (3)	6.8% (8)	25.6% (30)	59.0% (69)	6.0% (7)	3.59	117
The county celebrates the growth of companies, not just the absolute size of companies	1.7% (2)	11.2% (13)	31.0% (36)	51.7% (60)	4.3% (5)	3.46	116
Artists and business people frequently interact in the region	2.6% (3)	18.1% (21)	52.6% (61)	23.3% (27)	3.4% (4)	3.07	116
Local government institutions eagerly partner with the private sector to promote new business development	7.7% (9)	12.0% (14)	38.5% (45)	39.3% (46)	2.6% (3)	3.17	117
Business leaders in the region treat entrepreneurs, startups, and new companies as full partners in all aspects of industry cooperation	4.3% (5)	17.1% (20)	36.8% (43)	40.2% (47)	1.7% (2)	3.18	117
Business leaders proactively share information and resources when possible	5.1% (6)	12.0% (14)	34.2% (40)	47.0% (55)	1.7% (2)	3.28	117

Regional residents actively participate in community development organizations and projects.	1.7% (2)	8.6% (10)	32.8% (38)	54.3% (63)	2.6% (3)	3.47	116
Business people in the region actively invest in the economic development projects and startup ventures.	5.1% (6)	9.4% (11)	42.7% (50)	39.3% (46)	3.4% (4)	3.26	117
	answered question						117
	skipped question						22