

# Washington Small Business NEEDS ASSESSMENT SURVEY



Survey commissioned by the Washington SBDC & Washington State Department of Commerce

## Technical assistance needs/interests by top industry sectors

	Business Planning	Financial Management	Marketing Activities	Employee Management Tools	Daily Operations	Disaster Planning
Construction	****	++Getting a loan	--Increasing sales --Finding new customers --Creating a marketing plan --Setting up website for online sales	++Hiring and firing employees	--Managing transportation/shipping --Creating plan for longterm growth	****
Manufacturing	++Exploring export potential	--Getting a loan	++Increasing sales	****	++Setting up policies and procedures ++Managing transportation and/or shipping ++Creating plan for longterm growth	****
Retail	++Exploring export potential	++Getting a loan	++Increasing sales ++Finding new customers ++Creating marketing plan ++Setting up a website for online sales	****	+Managing transportation/shipping +Creating a plan for long-term growth --Setting up policies and procedures	****
Professional, Scientific, Technical Services	--Exploring export	--Getting a loan	--Increasing sales --Creating a marketing plan --Setting up a website for online sales	--Hiring/firing employees	--Managing transportation/shipping --Creating a longterm plan for growth	****
Accommodation and Food Services	****	****	++Increasing sales ++Finding new customers ++Creating marketing plan ++Setting up a website for online sales	++Creating employee policies and procedures ++Hiring and firing employees	++Setting up policies and procedures ++Creating plan for longterm growth	****

++Indicates higher than average interest

--Indicates lower than average interest

\*\*\*\*Indicates average interest in topic

# Washington Small Business NEEDS ASSESSMENT SURVEY



Survey commissioned by the Washington SBDC & Washington State Department of Commerce

## Technical assistance needs/interests by gender/minority status/disability

	Business Planning	Financial Management	Marketing Activities	Employee Management Tools	Daily Operations	Disaster Planning
Male	****	****	****	****	****	****
Female	++Setting goals for growth ++Planning for retirement	++Setting up business accounting systems	++Finding new customers ++Increasing sales ++Creating a marketing plan	****	++Creating a plan for long-term growth	++Protecting your business from cyber-attack or data loss ++Making sure your business has appropriate insurance ++Creating a plan for disaster recovery and/or business resilience
Identify as non-white	++Exploring export	++Getting a loan ++Managing cash	****	****	++Purchasing materials/supplies ++Complying with state/federal regulations	****
Identify as white	****	****	****	****	****	****
Identify with a disability	++Exploring export ++Setting goals for growth	++Getting a loan ++Managing cash	++Setting up a website for online sales ++Increasing sales ++Creating marketing plan ++Creating a website	****	++Purchasing materials/supplies ++Complying with state/federal regulations	****
Identify w/o a disability	****	****	****	****	****	****

++Indicates higher than average interest  
 --Indicates lower than average interest  
 \*\*\*\*Indicates average interest in topic

# Washington Small Business NEEDS ASSESSMENT SURVEY



Survey commissioned by the Washington SBDC & Washington State Department of Commerce

## Technical assistance needs/interests by geographic region

	Business Planning	Financial Management	Marketing Activities	Employee Management	Daily Operations	Disaster Planning
<b>Olympic</b> Clallam, Jefferson, Kitsap	****	****	--Increasing sales	****	--Purchasing materials/supplies --Complying with state/federal regulations --Using technology in business ++Getting reliable internet	****
<b>Pacific Mountain</b> Grays Harbor, Mason, Thurston, Lewis, Pacific	****	****	++Increasing sales	****	--Purchasing materials/supplies --Complying with state/federal regulations --Getting reliable internet --Using technology in business	--Protecting your business from cyberattack
<b>Southwest</b> Wahkiakum, Cowlitz, Clark	****	****	--Finding new customers	****	--Complying with state/federal regulations --Using technology in business ++Getting reliable internet	****
<b>Northwest</b> Whatcom, Skagit	****	****	****	****	--Purchasing materials/supplies --Getting reliable internet	****
<b>Snohomish</b>	****	****	--Finding new customers	****	++Purchasing materials/supplies --Getting reliable internet	--Protecting your business from cyberattack
<b>Seattle-King</b>	****	****	++Increasing sales ++Finding new customers	****	++Purchasing materials/supplies ++Complying with state/federal regulations ++Getting reliable internet ++Using technology in business	++Protecting your business from cyberattack

++Indicates higher than average interest  
--Indicates lower than average interest  
\*\*\*\*Indicates average interest in topic

# Washington Small Business NEEDS ASSESSMENT SURVEY



Survey commissioned by the Washington SBDC & Washington State Department of Commerce

## Technical assistance needs/interests by geographic region

	Business Planning	Financial Management	Marketing Activities	Employee Management Tools	Daily Operations	Disaster planning
Tacoma-Pierce	****	****	++Increasing sales ++Finding new customers	****	++Purchasing materials/supplies ++Complying with state/federal regulations ++Getting reliable internet ++Using technology in business	++Protecting your business from cyberattack
North Central Okanogan, Chelan, Douglas, Adams, Grant	****	****	--Increasing sales	****	--Purchasing materials/supplies --Complying with state/federal regulations --Getting reliable internet --Using technology in business	--Protecting your business from cyberattack
South Central Kittitas, Yakima, Skamania, Klickitat	****	****	--Increasing sales --Finding new customers	****	++Complying with state/federal regulations --Getting reliable internet	--Protecting your business from cyberattack
Eastern Ferry, Stevens, Pend Oreille, Lincoln, Whitman, Garfield, Asotin, Walla Walla, Columbia	****	****	--Increasing sales --Finding new customers	****	--Complying with state/federal regulations --Using technology in your business ++Getting reliable internet	--Protecting your business from cyberattack
Benton-Franklin	****	****	--Finding new customers	****	++Purchasing materials/supplies ++Complying with state/federal regulations ++Getting reliable internet ++Using technology in your business	++Protecting your business from cyberattack
Spokane	****	****	++Increasing sales ++Finding new customers	****	++Purchasing materials/supplies ++Complying with state/federal regulations	--Protecting your business from cyberattack

++Indicates higher than average interest  
--Indicates lower than average interest  
\*\*\*\*Indicates average interest in topic