



2011 NADF Client Needs Survey

We value your opinion. Please take a few minutes to complete the **CONFIDENTIAL** survey below. The results of the survey will be used to analyze the overall effectiveness of NADF's programs and services and how we can improve our services to better meet our client's needs.

Surveys will be collected and analyzed by Lakehead University's Small Business Consulting Services (www.sbcs.ca). To maintain confidentiality, please submit completed surveys and contest entries **BY FAX: 807-343-8443** or **BY EMAIL: sbcs@lakeheadu.ca**

SURVEY CONTEST: Complete the "2011 NADF Client Needs Survey" and include your contact information on a separate piece of paper to enter for a chance to win: **Grand Prize:** Return airfare for one (1) person on Wasaya Airways or Air Creebec. **Bonus Draw:** First fifty (50) entries will be entered into a bonus draw to win one (1) of ten (10) iPod Shuffles. Visit www.nadf.org for contest details and rules.

Please use extra paper if you wish to provide additional comments or questions.

Section A: General Information

1. Gender: Male Female
2. Your age: _____
3. Postal Code: _____
4. Your education level: Elementary School High school College University
5. Languages spoken by respondent: *(Check all that apply)* English Cree Ojibway Oji-Cree
6. Would you like to start a business now or in the near future? Yes No Maybe

If "YES", proceed to Question 7. If "NO", proceed to SECTION B.

7. What is the biggest obstacle preventing you from starting or growing your business? ***(Check all that apply.)***
 - I don't have enough equity/personal funds I have little to no business experience
 - Current economic climate is too uncertain I need help with my business plan
 - I just don't have enough time Other *(Specify):* _____

Section B: Awareness of and Satisfaction with Nishnawbe Aski Development Fund (NADF) and their Services

1. Do you know what NADF does? Yes No If Yes, please explain your understanding: _____

2. Which of NADF's marketing initiatives are you aware of?
 - Bi-weekly radio show on Wawatay radio Quarterly newsletter NADF website Presentations
 - Aboriginal online business directory NADF video conferencing Promotional items

3. Do you find the information presented on NADF's radio show on the Wawatay radio useful and informative?
 - Yes No Don't listen

Comments: _____

11. NADF's services are limited by resources. Would you be willing to pay for additional services? Yes No
- a. With limited financial resources, NADF is unable to expand its services without additional revenues. What types of services would you be willing to pay for that NADF does not currently provide? _____
- _____
- b. What rate per hour would you be willing to pay for these additional services? _____
12. What business or economic development programs or services would you like to be available to you? _____
- _____
13. How is NADF different from regular commercial banks? _____
- _____
14. What do you think is the best way to promote Aboriginal businesses? _____
- _____
15. Would you recommend NADF services to others? Yes No Unsure
- Comments: _____
- _____

Section C: Your Community and Business/ Economic Development

1. Does your community have a strategic plan? Yes No Not sure
2. Please rank the following industry sectors as priorities to economic or business development in your community:

	Not Important				Very Important
	1	2	3	4	5
Personal Services (<i>specify</i>): _____	1	2	3	4	5
Forestry	1	2	3	4	5
Mining	1	2	3	4	5
Retail	1	2	3	4	5
Tourism	1	2	3	4	5
Transportation	1	2	3	4	5
Government	1	2	3	4	5
Other (<i>specify</i>): _____	1	2	3	4	5

3. What business would you like to see in your community?
- Coffee shop Restaurant Pool Hall Movie Rental
- Retail (*specify*): _____
- Personal Services (*specify*): _____
- Other (*specify*): _____

4. Once economic development strategies and activities common to many First Nation communities in the northwest are identified, NADF could develop a strategic plan focusing its strategies and activities on the commonalities with the overall goal being to support and facilitate implementation of the First Nation community strategic plans.

Are you aware of this initiative? Yes No

Section D: About Your Business

Please answer the following questions **ONLY** if you are a business owner.

1. Is your business: Band-operated Privately Owned
2. Postal Code of your business: _____
3. Legal status of business: Sole Proprietor Partnership Corporation
4. How many employees are employed at your business? Full Time: _____ Part Time: _____
5. Which industry sector is your business a part of?
 Retail Wholesale Manufacturing Personal Services Other: _____
6. What change in the total employment level of your firm occurred during 2010?
 Increase Decrease No Change
7. Which of the following best represents your sales or billings for the 2010 fiscal year?
 Less than \$25,000 \$25,000 to \$49,999 \$50,000 to \$99,999 \$100,000 to \$249,999
 \$250,000 to \$499,999 \$500,000 to \$999,999 More than \$1,000,000
8. Please indicate which of the following challenges is often encountered by your business.
 Availability of workers Weather Access to financing Competition Energy costs
 Unions Taxes Gas and fuel costs Other: _____
9. What kind of impact do you think the following will have on your business?

	Negative				Positive
	1	2	3	4	5
Mining	1	2	3	4	5
Forestry	1	2	3	4	5
Access to business support	1	2	3	4	5
Gas and utility prices	1	2	3	4	5
NAN Broadband Project	1	2	3	4	5
Casino Rama funds	1	2	3	4	5
Government regulations: _____	1	2	3	4	5

10. Do you feel the regional plan will increase the success of your business? Yes No Not sure
11. Is there anything you would wish for and feel would increase the success of your business? _____

