



**Celebrating REtail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies**

The goal of this project is to:

- Raise awareness about how retail, accommodations, tourism, and entertainment businesses impact the local economy;
- Look at current support and issues for these businesses and their employees; and
- Develop plans to strengthen these areas in the local region.

Thank you for participating—your voice matters to this project.

### Employee Perspectives Survey

Are you 18 years of age or older?

- Yes; continue to the next section.
- No; unfortunately, you are not eligible to participate in this survey. Do not complete the survey

Which of the following best describes your current employment status? Circle all that apply.

- A. **RETAIL:** Employed in a store that sells items to be eaten or used, but not for resale or restaurant; examples include a grocery store or convenience store
- B. **TOURISM:** Employed in a business that provides services (not including food or lodging) primarily to out-of-town guests; examples include museums or tour guide services
- C. **ACCOMMODATIONS:** Employed in restaurants or food service establishment, such as caterer or food truck, and lodging establishments like hotels and bed and breakfasts
- D. **ENTERTAINMENT:** Employed in a service business that organizes events like concerts or festivals, provides rental equipment for concerts or festivals, or is a location that hosts concerts or festivals
- E. **Employed in another sector**
- F. **Not employed.** (Includes students, retirees, individuals on disability, or others who are not employed.)
- G. **Other:** Please specify \_\_\_\_\_

If you selected options A-D, continue to the survey.

## Employment History

1. Which of the following counties do you work in?

- [name]
- [name]
- [name]
- I don't know

2. How many people does your company employ besides yourself?

- 0
- 1-5
- 6-15
- 16-25
- 26-49
- 50+
- Not sure

3. Which of the following best describes your current employment situation?

- I hope to stay here in my current position
- I want to move up the career ladder with my current employer
- I enjoy working in this industry
- I enjoy my position but need more money (optional add)
- I will likely work for a different employer
- This position is a good fit for my work skills (optional add)
- I want to move up the career ladder within this industry with a different employer
- This position is temporary until I find a position in a new industry/occupation
- This position is temporary until I go on for further education
- Undecided
- Other. Please specify:  
\_\_\_\_\_

## Skills & Education

4. In the table below, place a check mark next to the skills you currently have and those you would like to improve in the next year.

Skills	Current Skills	Skills I would like to acquire
Soft skills:		
Face to face communications		
Phone etiquette		
Team work		
Being to work on time		
Appropriate dress		
Customer service		
Time management		
Training in pandemic safe practices (optional add)		
Educational skills:		
Basic math		
Reading and writing		
Ability to understand, speak and write in English		
Technical skills:		
Basic accounting		
Specialized equipment		
Word processing		

Spreadsheets		
Database management		
Marketing		
Sales		
Inventory control		
Cash handling		
Record keeping		
Pandemic related personal protective equipment (optional add)		
Other. Please specify:		

5. What is your level of education?

- Some high school
- High school graduate
- GED
- Some college
- College degree (Associate's or Bachelor's degree)
- Advanced college degree (Master's or Doctoral degree)
- Certification

- Through a local supervisor employed by my company
- Through a local vendor outside my company, such as a school or consultant
- Online
- I travel outside of the region for my training

### Training & Promotion Opportunities

6. What type of employee orientation did you receive (mark all that apply)?

- Received written handbook or instructions
- Online course/materials
- Supervisor or co-worker provided informal orientation and provided assistance as needed
- Formal training class

7. Do you receive training beyond orientation?

- To stay current in your position
- To help you move up the career ladder
- No additional training received (If no, skip to question 12)

8. If you receive training beyond an orientation, how is it delivered?

9. If you receive training beyond an orientation, is it optional or required?

- Optional
- Required

10. If you receive training beyond an orientation, are you paid while you receive the training?

- Yes, I am paid for time spent in training
- No, I am not paid for time spent in training

11. Have you participated in any trainings offered outside of your employer?

- Yes  
If yes, what were the trainings?  
\_\_\_\_\_  
\_\_\_\_\_
- No

12. Have you ever been promoted by your current employer?

- Yes
- No (if no, skip to question 16)

- Yes
- No

13. If you were promoted, were you provided training to achieve a promotion?

- Yes
- No

15. Have you, or are you, considering leaving your current position?

- Yes, Why?

\_\_\_\_\_

\_\_\_\_\_

14. After you received the promotion, were you trained to fulfill the new role?

- No

**Employer Support**

16. What employer support do you receive/would benefit you? (Place check mark in appropriate boxes.)

Employer Support	I currently receive	Would greatly benefit me
Flexible scheduling		
Higher wages than similar employers in area		
Periodic pay raises		
Bonus (Seasonal and/or holiday)		
Health insurance		
Debt relief		
Paid sick leave		
Paid holidays (designated days off with pay)		
Paid vacation (choice of days off with pay)		
Child care assistance		
Transportation assistance		
Tuition support		
Providing purpose		
Cross training on other positions		
Opportunities for learning		
Information on how to be promoted		
Other. Please specify:		

17. How much do you feel valued by your employer and/or supervisor?

- Not valued at all

- Often not valued
- Somewhat valued
- Very valued

18. How does your employer and/or supervisor demonstrate that you are valued (formal or informal)?

---



---

19. In what ways does your employer invite you to provide input on improving your work environment?

20.

---



---

**Community Support**

21. Do you feel supported by your community?

- Yes
- No

If not, how could they better support you?

---



---

22. How do the following factors help or harm your ability to work? (Check all that apply.)

	Makes work harder	Does not help or hurt my ability to work	Makes work easier
Transportation access			
Walkability (my ability to walk to work)			
Reliability of co-workers (optional add)			
Relationship with co-workers (optional add)			
Workplace safety			
Community safety			
Housing availability			
Broadband access			
Healthcare access			

Mental and behavioral health services access			
Alcohol and drug use			
Child or elder care access			
Criminal record			
Other: Please specify			

23. How did you hear about this survey?

- Employer
- Support service/agency
- Social media
- News
- Job fair
- Other. Please specify: \_\_\_\_\_