



FUTURE OF BUSINESS SURVEY

QUESTIONNAIRE





QUESTIONNAIRE

ASK ALL:

**Q0. Which language would you prefer for the survey?
Please select one.**

- r1. DEFAULT LANGUAGE FOR COUNTRY MOVED TO TOP
- r2. English
- r3. French
- r4. German
- r5. Hindi
- r6. Indonesian
- r7. Italian
- r8. Polish
- r9. Portuguese
- r10. Spanish
- r11. Thai
- r12. Vietnamese
- r13. Afrikaans
- r14. Hebrew
- r15. Arabic
- r16. Japanese

Thank you for participating in this survey. It will take about 5 minutes to complete. Please remember there are no right or wrong answers, it's your opinion that counts.

For Q1, Q2, Q3, Q4: respondents are randomly assigned to either standard order or reverse order of responses (for each respondent, the order remains consistent across questions).

ASK ALL:

**Q1. How would you evaluate the current state of ...
Please select one answer in each row.**

	r1. Positive	r2. Neutral	r3. Negative
... the economy overall?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... your industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ASK ALL:

**Q2. What is your outlook for the next 6 months on ...
Please select one answer in each row.**

	r1. Positive	r2. Neutral	r3. Negative
... the economy overall?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... your industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ASK ALL:

Q3. How did the number of employees in your business change in the last 6 months? Please select one.

- r1. Increase
- r2. No change
- r3. Decrease



ASK ALL:

Q4. And how do you expect the number of employees in your business to change in the next 6 months? Please select one.

- r1. Increase
- r2. No change
- r3. Decrease

ASK ALL, RANDOMIZE ITEM ORDER:

Q5. What are the most important challenges your business currently faces? Please select all that apply.

- r1. Attracting customers
- r2. Maintaining profitability
- r3. Uncertainty over economic conditions
- r4. Retaining/recruiting skilled employees
- r5. Developing new products/innovation
- r6. Finding/working with suppliers
- r7. Securing financing for business as usual
- r8. Securing financing for expansion
- r9. Regulatory and other barriers to exports
- r10. Other government regulations (e.g., compliance, technical regulation, patents, reporting)
- r11. Tax laws and rules
- r12. Increasing revenue
- r98. Other, specify: (OPEN, ALWAYS AT END)

ASK ALL, RANDOMIZE ITEM ORDER:

Q6. For which of the following do you use online tools or platforms? Please select all that apply and at least one in each row.

	r2. Online tools or platforms	r3. None
Provide information (e.g. opening hours, contact info)	<input type="checkbox"/>	<input type="checkbox"/>
Show products/services	<input type="checkbox"/>	<input type="checkbox"/>
Sell products/services	<input type="checkbox"/>	<input type="checkbox"/>
Communicate with customers or suppliers	<input type="checkbox"/>	<input type="checkbox"/>
Advertise to potential new customers	<input type="checkbox"/>	<input type="checkbox"/>
Manage internal business processes (e.g. finances, communication among employees)	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify: (OPEN, ALWAYS AT END)	<input type="checkbox"/>	<input type="checkbox"/>

Now we'd like to ask a few questions for classification purposes.

ASK UNTIL WAVE 5 (JUN 16):

Q7. How many employees are there in your business? Please select one.

- r1. Just me
- r2. 2-3
- r3. 4-10
- r4. 11-50+
- r5. > 50
- r99. Don't know/prefer not to say



ASK STARTING IN WAVE 6 (JUL 16):

**Q7. How many employees are there in your business?
Please select one.**

- r10. Just me
- r11. 2-4
- r12. 5-9
- r13. 10-19
- r14. 20-49
- r15. 50-249
- r16. 250+
- r99. Don't know/prefer not to say

For Q8, Q8b and Q8c: in wave 6 (Jul 16), randomly assign English-language respondents (Qo=r1 in US/CA/GB/IN/AU/IE or Qo=r2 in other countries) to one of these questions.

**ASK UNTIL WAVE 5 (JUN 16), ASK
NON-ENGLISH-LANGUAGE RESPONDENTS
IN WAVE 6, AND ASK ENGLISH-LANGUAGE
RESPONDENTS ASSIGNED IN WAVE 6;
RANDOMIZE ITEM ORDER:**

Q8. Which of the following industries best categorizes your business? Please select one.

- r1. Manufacturing
- r2. Construction
- r3. Wholesale and retail trade;
repair of motor vehicles and motorcycles
- r4. Transportation and storage
- r5. Accommodation and food service activities
- r6. Information and communication
- r7. Financial and insurance activities
- r8. Real estate activities
- r9. Professional, scientific and technical
activities
- r10. Administrative and support service activities
- r11. Education
- r12. Human health and social work activities
- r13. Arts, entertainment and recreation

Other industries: (DROP-DOWN LIST)

- r14. Agriculture, forestry and fishing
- r15. Mining and quarrying
- r16. Electricity, gas, steam and air conditioning
supply
- r17. Water supply; sewerage, waste management
and remediation activities
- r18. Public administration and defense; compul-
sory social security
- r98. Other, specify: (OPEN, ALWAYS AT END)



ASK STARTING IN WAVE 7 (AUG 16), AND ASK ENGLISH-LANGUAGE RESPONDENTS ASSIGNED IN WAVE 6; RANDOMIZE ITEM ORDER:

Q8b. Which of the following industries best categorizes your business? Please select one. You can hover your mouse over each item/tap on an item to find a more detailed description.

- r1. **Manufacturing**
Food processing, printing, production of household goods or clothes, chemical industry, repair of industrial machinery (TOOLTIP)

- r2. **Construction or home repair**
Property development, construction or demolition of buildings or infrastructure, building completion (painting, plumbing etc.) (TOOLTIP)

- r3. **Retail or wholesale (incl. online shops)**
Sales agents, second-hand car sales, wholesale or retail stores, stalls or markets, trade over the internet (TOOLTIP)

- r4. **Automotive repair or services**
Repairs of cars, trucks, motorcycles or parts; washing, spraying or painting (TOOLTIP)

- r5. **Accommodation (e.g., hotels, camping grounds)**
Some more examples include: student residences, any other short-term accommodation (TOOLTIP)

- r6. **Restaurant/café or other food services**
Some more examples include: take-away or street food, event catering, bars (TOOLTIP)

- r7. **Media, communication or information (e.g., broadcasting, telecoms, computer programming)**
Some more examples include: publishing, film or music recording or production, cinemas, news agencies, IT services, data hosting, web portals (TOOLTIP)

- r8. **Professional services (e.g., financial services, consulting, travel agents, business services)**
Some more examples include: insurance, advertising, translation, photography, architecture, research, leasing of goods and motor vehicles, security services, cleaning, administrative services, organization of events (TOOLTIP)

- r9. **Real estate (e.g., brokerage, leasing, management)**
Estate agents, leasing of buildings or permanent accommodation, management of buildings (TOOLTIP)

- r10. **Education (e.g., schools, tutoring, driving school)**
Some more examples include: adult education, sport or cultural education (TOOLTIP)

- r11. **Healthcare (e.g., dentist, senior care)**
Some more examples include: medical care practices, therapy, mental health, child daycare, social work (TOOLTIP)

- r12. **Personal services (e.g. beauty and wellness, repair of household goods)**
Some more examples include: computer repair, funerals, pet care, textile cleaning, dating services (TOOLTIP)

- r13. **Arts, entertainment or recreation (e.g., museum, creative arts, sports club)**
Some more examples include: performing arts, libraries, gambling or betting, recreation parks (TOOLTIP)

- r14. **Transportation or storage (e.g., taxi, warehousing)**
Some more examples include: passenger transport (rail, ferry, etc.), freight transport, removal services, home delivery services, cargo handling (TOOLTIP)

- r15. **Non-profit/charity organization**
Fixed position (ALWAYS AT END)

- r16. **Other, specify: (OPEN, ALWAYS AT END)**
E.g., agriculture, forestry and fishing; mining and quarrying; electricity, gas, steam and air conditioning supply; water supply; sewerage, waste management and remediation activities; public administration and defense, compulsory social security (TOOLTIP)



**ASK ENGLISH-LANGUAGE RESPONDENTS
ASSIGNED IN WAVE 6;
RANDOMIZE ITEM ORDER:**

Q8c. Which of the following industries best describe your business? Please select one.

- r1. Manufacturing
- r2. Retail/wholesale
- r3. Construction
- r4. Hotel or restaurant
- r5. Services
- r6. Non-profit/charity organization (ALWAYS AT END)
- r7. Other, specify: (OPEN, ALWAYS AT END)

**ASK ALL EXCEPT SOLE PROPRIETORS
(Q7≠r1, r10):**

Q9. Which of the following best describes your position in the company you work for? Please select one.

- r1. Owner or Partner
- r2. Management
- r3. Employee
- r4. Other
- r99. Prefer not to say

ASK ALL:

Q10. How old is your company? Please select one.

- r1. Less than 1 year
- r2. 1-3 years
- r3. 4-5 years
- r4. 6-10 years
- r5. More than 10 years
- r99. Don't know/prefer not to say

**ASK SOLE PROPRIETORS
(Q7=r1, r10):**

Q11. What is your gender? Please select one.

- r1. Male
- r2. Female
- r3. Prefer not to say

**ASK ALL EXCEPT SOLE PROPRIETORS
(Q7≠r1, r10):**

Q12. How many people are in the top management of your company (i.e. make final decisions for the business)? Please enter your best estimate.

- r1. Men: (OPEN, CANNOT BE 0 IF r2=0)
- r2. Women: (OPEN, CANNOT BE 0 IF r1=0)
- r3. Don't know/prefer not to say (EXCLUSIVE)

Q13. Is your company engaged in international trade? Please select one.

- r1. Yes, as an exporter
- r2. Yes, as an importer
- r3. Yes, as an exporter and importer
- r4. No

ASK EXPORTERS

(Q13=r1,r3):

Q14. What proportion of your revenue do international exports account for? Please select one.

- r1. Less than 25%
- r2. 25% to 49%
- r3. 50% to 74%
- r4. 75% or more
- r99. Don't know/prefer not to say



WAVE 6: ASK FOR ENGLISH-LANGUAGE RESPONDENTS ONLY, WAVE 7 (AUG 16): ASK ALL

Q16. How much of your personal income does your business represent? Please select one.

- r1. This business doesn't contribute to my personal income
- r2. I make a little/some money with this business
- r3. A substantial part of my income is based on this business
- r4. All my income is based on this business
- r99. Prefer not to say

ASK FIRST 50 RESPONDENTS WHO COMPLETE THE SURVEY IN EACH NEW WAVE:

Q15. We always strive to make our surveys easily understandable and interesting. Please do not hesitate to let us know your comments or suggestions on this survey. Please be as specific as possible.

- r1. (OPEN, OPTIONAL)

Thank you very much for participating in our survey. Your opinions are very valuable and we appreciate you sharing them with us.