



FUTURE OF BUSINESS SURVEY

QUESTIONNAIRE

CREATED IN COLLABORATION WITH

facebook





QUESTIONNAIRE

ASK ALL:

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

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

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	<input type="checkbox"/>
r2.	No change	<input type="checkbox"/>
r3.	Decrease	<input type="checkbox"/>

**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 | <input type="checkbox"/> |
| r2. | No change | <input type="checkbox"/> |
| r3. | Decrease | <input type="checkbox"/> |

ASK ALL, RANDOMIZE ITEM ORDER:

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

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

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 | <input type="checkbox"/> |
| r2. | 2-3 | <input type="checkbox"/> |
| r3. | 4-10 | <input type="checkbox"/> |
| r4. | 11-50+ | <input type="checkbox"/> |
| r5. | > 50 | <input type="checkbox"/> |
| r99. | Don't know/prefer not to say | <input type="checkbox"/> |

**ASK STARTING IN WAVE 6 (JUL 16):**

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

- | | | |
|------|------------------------------|--------------------------|
| r10. | Just me | <input type="checkbox"/> |
| r11. | 2–4 | <input type="checkbox"/> |
| r12. | 5–9 | <input type="checkbox"/> |
| r13. | 10–19 | <input type="checkbox"/> |
| r14. | 20–49 | <input type="checkbox"/> |
| r15. | 50–249 | <input type="checkbox"/> |
| r16. | 250+ | <input type="checkbox"/> |
| r99. | Don't know/prefer not to say | <input type="checkbox"/> |

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

Other industries: (DROP-DOWN LIST)

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

**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) | <input type="checkbox"/> |
| r2. | Construction or home repair
Property development, construction or demolition of buildings or infrastructure, building completion (painting, plumbing etc.) (TOOLTIP) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |
| r4. | Automotive repair or services
Repairs of cars, trucks, motorcycles or parts; washing, spraying or painting (TOOLTIP) | <input type="checkbox"/> |
| r5. | Accommodation (e.g., hotels, camping grounds)
Some more examples include: student residences, any other short-term accommodation (TOOLTIP) | <input type="checkbox"/> |
| r6. | Restaurant/café or other food services
Some more examples include: take-away or street food, event catering, bars (TOOLTIP) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |

- | | | |
|------|--|--------------------------|
| r9. | Real estate (e.g., brokerage, leasing, management)
Estate agents, leasing of buildings or permanent accommodation, management of buildings (TOOLTIP) | <input type="checkbox"/> |
| r10. | Education (e.g., schools, tutoring, driving school)
Some more examples include: adult education, sport or cultural education (TOOLTIP) | <input type="checkbox"/> |
| r11. | Healthcare (e.g., dentist, senior care)
Some more examples include: medical care practices, therapy, mental health, child daycare, social work (TOOLTIP) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |
| r15. | Non-profit/charity organization
Fixed position (ALWAYS AT END) | <input type="checkbox"/> |
| 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) | <input type="checkbox"/> |

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 | <input type="checkbox"/> |
| r2. | I make a little/some money with this business | <input type="checkbox"/> |
| r3. | A substantial part of my income is based on this business | <input type="checkbox"/> |
| r4. | All my income is based on this business | <input type="checkbox"/> |
| r99. | Prefer not to say | <input type="checkbox"/> |

**ASK FIRST 50 RESPONDENTS WHO COM-
plete 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) | <input type="checkbox"/> |
|-----|------------------|--------------------------|

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