Future of Business Survey Codebook Feb 2016 - Apr 2018

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Country indicator Values: 1-42 1		comments
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22 Wave 22 - Nov 2017		
23 Wave 23 - Dec 2017		
24 Wave 24 - Jan 2018		
25 Wave 25 - Feb 2018		
27 Wave 27 - Apr 2018		
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Survey question	Answer options	Answer labels	comments
[Q1]: Overall status	[Items]	Item labels	
How would you evaluate the current state of ?			
Values: 1-3	1	Docitivo	
	2	Positive Neutral	
	3	Negative	
	[Q1r1]	the economy overall	
	[Q1r2]	your industry	
	[Q1r3]	your business	
[Q2]: Overall expectation			
What is your outlook for the next 6 months on? Values: 1-3			
	1	Positive	
	2	Neutral	
	3	Negative	
	[Q2r1] [Q2r2]	the economy overall your industry	
	[Q2r3]	your mudstry	
	[,	
[Q3]: Past development employees How did the number of employees in your business change in	the last 6 months?		
Values: 1-3	last o months:		
	1	Increase	
	2	No change	
	3	Decrease	
[Q4]: Expected development employees			
And how do you expect the number of employees in your bu Values: 1-3	siness to change in the n	ext 6 months?	
	1	Increase	
	2	No change	
	3	Decrease	
[Q5]: Most important business challenges			
What are the most important challenges your business curre	ntly faces?		
Values: 0-1	0	Unchecked	
	1	Checked	
	[Q5r1]	Attracting customers	
	[Q5r2]	Maintaining profitability	
	[Q5r3]	Uncertainty over economic conditions	
	[Q5r4]	Retaining/recruiting skilled employees	
	[Q5r5] [Q5r6]	Developing new products/innovation Finding/working with suppliers	
	[Q5r7]	Securing financing for business as usual	
	[Q5r8]	Securing financing for expansion	
	[Q5r9]	Regulatory and other barriers to exports	
	[Q5r10]	Other government regulations (e.g., compliance, technical regulation,	
	(05.44)	patents, reporting)	
	[Q5r11] [Q5r12]	Tax laws and rules	
	[Q5r12] [Q5r13]	Increasing revenue Selling to foreign markets	shown since Oct 16
	[Q5r98]	Other, specify:	
[Q5b]: Export challenges			shown since Oct 16
<only "selling="" a="" as="" asked="" challe<="" foreign="" if="" markets"="" selected="" td="" to=""><td></td><td></td><td>- shown since oct 10</td></only>			- shown since oct 10
You said that "selling to foreign markets" is a challenge for you	our business. What parti	cular challenges does this include?	
Values: 0-1	0	Unchecked	
	1	Checked	
	[Q5br1]	Large geographical distance from home country	
	[Q5br2]	Different regulations in other countries	
	[Q5br3]	Language and/or cultural gap	
	[Q5br3] [Q5br4]	Securing export finance	
	[Q5br3] [Q5br4] [Q5br5]	Securing export finance Finding business partners	
	[Q5br3] [Q5br4] [Q5br5] [Q5br6]	Securing export finance Finding business partners Poor internet connection to sell online	
	[Q5br3] [Q5br4] [Q5br5]	Securing export finance Finding business partners	
	[Q5br3] [Q5br4] [Q5br5] [Q5br6] [Q5br7]	Securing export finance Finding business partners Poor internet connection to sell online Poor online payment alternatives to sell online	
	[Q5br3] [Q5br4] [Q5br5] [Q5br6] [Q5br7] [Q5br8] [Q5br9]	Securing export finance Finding business partners Poor internet connection to sell online Poor online payment alternatives to sell online Market access limitations Customs regulations Tax regulations in other countries	
	[Q5br3] [Q5br4] [Q5br5] [Q5br6] [Q5br7] [Q5br8] [Q5br9]	Securing export finance Finding business partners Poor internet connection to sell online Poor online payment alternatives to sell online Market access limitations Customs regulations	

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q38]: Digital Tools - Importance			shown since Apr 18
<intro desktop<="" each="" for="" on="" p="" page="" q38,q39,q40,q41="" show="" text,=""></intro>			
For the following questions, "digitally" refers to any task/pro How important are the following for your business?	cess/workflow that is do	one with the help of a computer or mobile phone.	
Values: 1-4, 99			
,	1	Very important	
	2	Somewhat important	
	3 4	Not very important Not important at all	
	99	Don't know	
	[Q38r1]	Purchasing materials and managing inventory digitally	
	[Q38r2]	Designing and creating products digitally	
	[Q38r3] [Q38r4]	Managing projects digitally Managing vendor relationships digitally	
	[Q38r5]	Managing customer relationships digitally	
	[Q38r6]	Promoting products/services digitally (incl. social media marketing)	
	[Q38r7]	Selling and delivering products/services digitally	
	[Q38r8]	Communicating and collaborating digitally	
	[Q38r9]	Managing staff related processes digitally	
	[Q38r10]	Managing finances digitally (incl. accepting and making payments)	
	[Q38r11] [Q38r12]	Managing legal obligations digitally (incl. tax preparations) Managing information digitally (incl. data storage, using cloud solutions)	
	[450.12]	G. G C C C (Internation Secretary asing cloud solutions)	
[Q39]: Digital Tools - Knowledge			shown since Apr 18
(only asked if respective item is considered as "very importan		tant" (Q38rx = 1 or 2); if count Q38 > 8, show random selection of 8 items)	
Now, thinking about your business, how would you rate you	level of knowledge of e	ach of the following?	
Values: 1-4, 99			
	1 2	No knowledge Basic knowledge	
	3	Advanced knowledge	
	4	Expert knowledge	
	99	Don't know	
	[Q39r1] [Q39r2]	Purchasing materials and managing inventory digitally Designing and creating products digitally	
	[Q39r2] [Q39r3]	Managing projects digitally	
	[Q39r4]	Managing vendor relationships digitally	
	[Q39r5]	Managing customer relationships digitally	
	[Q39r6]	Promoting products/services digitally (incl. social media marketing)	
	[Q39r7]	Selling and delivering products/services digitally	
	[Q39r8]	Communicating and collaborating digitally	
	[Q39r9]	Managing staff related processes digitally	
	[Q39r10]	Managing finances digitally (incl. accepting and making payments)	
	[Q39r11] [Q39r12]	Managing legal obligations digitally (incl. tax preparations) Managing information digitally (incl. data storage, using cloud solutions)	
	[433,12]	managing information digitally (mer. data storage, asing cloud solutions)	
[Q40]: Digital Tools - Hiring			shown since Apr 18
(only included the same selection of items as for Q39 in a rand			
Now, thinking about hiring, how easy or difficult do you think Values: 1-5, 99	cit is to find employees	with the following (irrespective of whether you are currently hiring or not)	?
	1	Very easy	
	2	Somewhat easy	
	3	Neither difficult	
	4 5	Somewhat difficult Very difficult	
	99	Don't know	
	[Q40r1]	Purchasing materials and managing inventory digitally	
	[Q40r2]	Designing and creating products digitally	
	[Q40r3] [Q40r4]	Managing projects digitally Managing vendor relationships digitally	
	[Q40r4] [Q40r5]	Managing customer relationships digitally	
	[Q40r6]	Promoting products/services digitally (incl. social media marketing)	
	[Q40r7]	Selling and delivering products/services digitally	
	[Q4017] [Q40r8]	Communicating and collaborating digitally	
	[Q40r9]	Managing staff related processes digitally	
	[Q40r10]	Managing finances digitally (incl. accepting and making payments)	
	[Q40r11] [Q40r12]	Managing legal obligations digitally (incl. tax preparations) Managing information digitally (incl. data storage, using cloud solutions)	
	[Q+0112]	managing information digitally (incl. data storage, using cloud solutions)	

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q41]: Digital Infrastructure How satisfied or dissatisfied are you with the digital tools you			shown since Apr 18
Values: 1-5, 99			
	1 2	Very satisfied Somewhat satisfied	
	3	Neither satisfied nor dissatisfied	
	4 5	Somewhat dissatisfied Very dissatisfied	
	99	Don't know	
[Q6]: Online tools and platforms			
For which of the following do you use online tools or platform Values: 0-1	s (e.g., websites/apps,	social networks like Facebook or Google+, etc.)?	
	0	Unchecked	
	1 [Q6r1_any]	Checked Provide information (e.g. opening hours, contact info)	
		Show products/services	and and in Oct 16 by OC-7
	[Q6r3_any]	Sell products/services	replaced in Oct 16 by Q6r7_any and Q6r8_any; Q6r3_any is calculated as
			the NET score of r7 and r8
	[Q6r4_any]	Communicate with customers or suppliers	
	[Q6r5_any] [Q6r6_any]	Advertise to potential new customers Manage internal business processes (e.g. finances, communication among	
		employees)	
	[Q6r7_any] [Q6r8_any]	Sell products/services to customers in my country Sell products/services to customers abroad	shown since Oct 16 shown since Oct 16
		Accepting or making payments (incl. online or mobile payments)	shown since Jun 17
[Q6b]: Challenges with online tools and platforms			shown Dec 17 - Jan 18
And what are the two major challenges you experience when	using online tools for y	our business (e.g., websites/apps, social networks like Facebook or Google	
Values: 0-1	0	Unchecked	
	1 [Q6br1]	Checked I require more technical skills to make the best use of online tools	
	[Q6br2]	I need to gain more knowledge and experience to optimize the use of	
	[Q6br3]	online tools I experience inappropriate communications or harassment online	
	[Q6br4]	I experience situations where I prefer to obscure particular aspects of my	
		identity (e.g. age, nationality, race, gender) when representing myself online	
	[Q6br5]	I would need more resources (e.g. time, money) to keep up with changes	
	[Q6br99]	and new developments in online tools None of the above	
[Q6c]: Challenges with online tools and platforms			shown since Feb 18
And what are the challenges you experience when using onlin	e tools for your busines	ss (e.g., websites/apps, social networks like Facebook or Google+, etc.)?	SHOWN SINCE YES 10
Values: 0-1	0	Unchecked	
	1	Checked	
	[Q6cr1] [Q6cr3]	I require more technical skills to make the best use of online tools I experience inappropriate communications or harassment online	
	[Q6cr4]	I experience situations where I prefer to obscure particular aspects of my	
		identity (e.g. age, nationality, race, gender) when representing myself online	
	[Q6cr99]	None of the above	
[Q7]: Employees			shown Feb 16 - Jun 16
How many employees are there in your business? Values: 1-5, 99			
	1 2	Just me	
	3	2-3 4-10	
	4 5	11-50 >50	
	5 99	>50 Don't know / prefer not to say	
[Q7_new]: Employees			replaced Q7 in Jul 16
How many employees are there in your business?			
Values: 10-16, 99	10	Just me	
	11	2-4	
	12 13	5-9 10-19	
	14	20-49	
	15 16	50-249 250+	
	99	Don't know / prefer not to say	
l e e e e e e e e e e e e e e e e e e e		I and the second se	I .

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q8]: Vertical			shown Feb 16 - Jul 16
Which of the following industries best categorizes your busin Values: 1-19	ess?		
	1	Manufacturing	
	2 3	Construction Wholesale and retail trade; repair of motor vehicles and motorcycles	
	4 5	Transportation and storage Accommodation and food service activities	
	6	Information and communication	
	7	Financial and insurance activities	
	8 9	Real estate activities Professional, scientific and technical activities	
	10	Administrative and support service activities	
	11 12	Education Human health and social work activities	
	13	Arts, entertainment and recreation	
	14	Agriculture, forestry and fishing	
	15 16	Mining and quarrying Electricity, gas, steam and air conditioning supply	
	17	Water supply; sewerage, waste management and remediation activities	
	10	Bublic administration and defense; compulsory social security	
	18 19	Public administration and defense; compulsory social security Other, specify:	
[Q8b]: Vertical Which of the following industries best categorizes your busin	ess?		shown Jul 16 - Nov 17
Values: 1-16	_	NA for the wine	Introduced in wave 6 (July 16) for
	1 2	Manufacturing Construction or home repair	English-speaking respondents. These respondents saw either [Q8] or [Q8b]
	3	Retail or wholesale (inc. online shops)	or [Q8c]. Since wave 7 (Aug 16) ALL
	4	Automotive repair or services	respondents saw only Q8b.
	5 6	Accommodation (e.g., hotels, camping grounds) Restaurant/café or other food services	
	7	Media, communication or information (e.g., broadcasting, telecoms,	
	8	computer programming) Professional services (e.g., financial services, consulting, travel agents,	
		business services)	
	9	Real estate (e.g., brokerage, leasing, management)	
	10 11	Education (e.g., schools, tutoring, driving school) Healthcare (e.g., dentist, senior care)	
	12	Personal services (e.g. beauty and wellness, repair of household goods)	
	13	Arts, entertainment or recreation (e.g., museum, creative arts, sports club)	
	14 15	Transportation or storage (e.g., taxi, warehousing) Non-profit/charity organization	
	16	Other, specify:	
[Q8c]: Vertical			only shown Jul 16
Which of the following industries best categorizes your busin	ess?		
Values: 1-7	1	Manufactoring	Introduced in wave 6 (July 16) for English-speaking respondents. These
	2	Retail/Wholesale	respondents saw either [Q8] or [Q8b]
	3	Construction	or [Q8c].
	4 5	Hotel or restaurant Services	
	6	Non-profit/charity organization	
	7	Other, specify:	
[Q8d]: Vertical Which of the following industries best categorizes your busin	ess?		shown since Dec 17
Values: 1-19			
	1	Manufacturing Construction (incl. plumbing, best and six conditioning installation)	
	2	Construction (incl. plumbing, heat and air-conditioning installation)	
	3 4	Retail & Wholesale trade (incl. online shops) Automotive repair & Maintenance services (incl. repair of motor vehicles	
	_	and motorcycles)	
	5 6	Accommodation & Hospitality (incl. hotels, camping grounds) Restaurants/Cafes & Other food services (incl. bars, delivery services)	
	ľ		
	7	Media, Information & Communication (incl. computer programming & consultancy, publishing activities, sound recording & music publishing,	
		broadcasting, telecoms)	
	8	Professional & Scientific services (incl. legal & accounting, architectural	
		services, marketing services, design activities, photographic services, animal health care)	
	9	Real estate services (incl. estate agents, real estate property management)	
	10	Education services (incl. schools, tutoring, driving school)	
	10	Education services (inci. scrioois, tutoring, uriving scrioor)	

Survey question	Answer options	Answer labels	comments
	[Items]	Item labels	
	11	Human healthcare services (incl. medical and dental practice activities, residential care activities, social work activities)	
	12	Personal services (incl. hairdresser, wellness & other beauty treatments,	
		laundry services, pet care & training, wedding planning, repair of computer & household goods, incl. bicycle repair)	
	13	Arts, Entertainment & Recreation (incl. museum, creative arts, sports club,	
		gym, yoga & other training classes)	
	14	Transportation & Storage (incl. taxi, warehousing)	
	15 16	Non-profit/charity organization Other, specify:	
	17	Financial services & Insurance activities (incl. activities of insurance agents	
	10	and brokers)	
	18	Support services (incl. rental & leasing, employment placement, travel agencies & tour operators, security & investigation, cleaning services,	
	19	office support) Farming & Agriculture (incl. forestry & fishing, distributing respective	
		products)	
[Q9]: Business role <only (q7="" company="" if="" in="" more="" one="" person="" shown="" than="" the="">0, (</only>	07 new>10 recreatively		
Which of the following best describes your position in the co			
Values: 1-5, 99			
	1 2	Owner or Partner Management	
	3	Employee	
	4	Other	
	99	Prefer not to say	
[Q10]: Company age			
How old is your company? Values: 1-5, 99			
values. 1-3, 33	1	Less than 1 year	
	2	1-3 years	
	3 4	4-5 years	
	5	6-10 years More than 10 years	
	99	Don't know / prefer not to say	
[Q11]: Management Gender (single proprietor)			shown until Nov 2017
<only (q7="1," company="" if="" in="" one="" person="" q7_new="10)</p" shown="" the=""></only>), respectively)>		2017
What is your gender? Values: 1-3	I		
values. 1-3	1	Male	
	2	Female	
	3	Prefer not to say	
[Q11]: Management Gender			shown since Dec 17
What is your gender?			
Values: 1-3	1	Male	Shown to all respondents
	2	Female	since Dec 17, before only to sole
	3	Prefer not to say	proprietors (Q7=1 / Q7_new=10)
[Q12]: Management Gender (larger company)			
<only (q7="" company="" if="" in="" more="" one="" person="" shown="" than="" the="">0,</only>			
How many people are in the top management of your compa Values: numeric	any (i.e. make final decisi	ons for the business)?	
- a. acor nament	[Q12r1]	Men:	
		Women:	
[Q27]: Satisfaction with policy			shown July-Nov 17
How satisfied or dissatisfied are you with the government po	olicies and regulations in		
Values: 1-5, 99	-	Now, estisfied	
	1 2	Very satisfied Somewhat satisfied	
	3	Neither/nor	
	4	Somewhat dissatisfied	
	5 99	Very dissatisfied Don't know	
	[Q27r1]	Recognizing needs of small businesses	
	[Q27r2]	Administrative effort to comply with rules and regulations	
	[Q27r3] [Q27r4]	Making rules and regulations easy to understand Access to rules and regulations (e.g., easy to know which rules apply or	
	[Q27r4]	where to find them)	
	[Q27r5]	Access to simplified tools or filing requirements to meet regulatory	
	[037-0]	obligations Religious and regulations that impact how small businesses can get financing	
	[Q27r6]	Policies and regulations that impact how small businesses can get financing	
		· ·	
	[Q27r7]	Consistency of rules over time (rules don't change often or unpredictably)	
	[Q27r7]	Consistency of rules over time (rules don't change often or unpredictably)	

Survey question	Answer options	Answer labels	comments
[Q28]: Importance of policy	[Items]	Item labels	shown July-Nov 17
And which of these areas would have the most impact on you	r business growth if it w	vas improved?	
Values: 1-3	1	Rank 1	
	2	Rank 2	
	3 [Q28r1]	Rank 3 Recognizing needs of small businesses	
	[Q28r2]	Administrative effort to comply with rules and regulations	
	[Q28r3]	Making rules and regulations easy to understand	
	[Q28r4]	Access to rules and regulations (e.g., easy to know which rules apply or	
	[Q28r5]	where to find them) Access to simplified tools or filing requirements to meet regulatory	
	[3,233]	obligations	
	[Q28r6]	Policies and regulations that impact how small businesses can get financing	
	[Q28r7]	Consistency of rules over time (rules don't change often or unpredictably)	
	[noanswerQ28_n1]	None of these	
[Q29]: Outsourcing of tax compliance <pre><only (q9="</pre" business="" management="" or="" owner="" partner="" shown="" to=""></only></pre>	1 or 2)>		shown July-Nov 17
Do you use an accountant, lawyer or other external consultar		and regulatory obligations?	
Values: 1-3			
	1	Yes	
	2 3	No Don't know / prefer not to say	
	3	Don't know / prefer hot to say	
[Q30]: Management time for compliance			shown July-Nov 17
<only (q9="<br" business="" management="" or="" owner="" partner="" shown="" to="">Over the course of a year, what percentage of management's</only>			
Values: % value for respective activity	time is spent with		
,	0-100%		
	Q30r1c1	complying with tax rules and tax requirements (e.g., filing	
	Q30r2c1	requirements)? complying with other regulatory requirements (e.g., licensing, permits,	
	200.202	insurances, labor regulations, environmental regulations, customs)?	
	020 2	Booth longer to configuration and a	
	Q30_oor1c2 Q30_oor2c2	Don't know / prefer not to say on r1 Don't know / prefer not to say on r2	
	_		
[Q31]: Ownership Acquisition <only business="" if="" owner="" partner,="" q9="r1)" shown=""></only>			shown since Dec 17
How did you acquire ownership of your business?			
Values: 0-4, 98			
	_		
	1 2	I founded the business myself or with partners I inherited the business from a spouse or family member	
	3	I purchased an existing business or shares of an existing business	
	4	Through privatization, i.e. the ownership of a publicly owned business was	
	98	transferred to me Other, specify	
	98 [Q31r98oe]	Open End	
	,		
[Q32]: Business funding <pre><only business="" if="" owner="" partner,="" q9="r1)" shown=""></only></pre>			shown since Dec 17
What types of financing have you used to fund your business	until now?		
Values: 0-1			
	0	Unchecked	
	1 [Q32r1	Checked Self-funding through personal savings	
	[Q32r2]	Spousal funds	
	[Q32r3]	Funding from other family or relatives	
	[Q32r4]	Funding from friends	
	[Q32r5] [Q32r6]	Loan from a bank (private or state-owned) Loan from a micro-finance institution (i.e. an institution specializing in	
	[25 6]	banking services for individuals lacking access to standard banking	
		solutions)	
	[Q32r7]	State programs, i.e. funding from non-profit or governmental organizations	
	[Q32r8]	Venture capital	
	[Q32r9]	Remittances, i.e. funding received from family members abroad	
	[Q32r98] [Q32r98oe]	Other, specify Open End	
	[43213006]	Open End	
	•	-	-

### Shown Dec 17 - Jan 19 ### Shown if Business owner/partner, Q9=r1)> ### Cid you start your business? Please select up to three reasons that are most important to you. #### Checked Checked	18
0 Unchecked 1 Checked [Q33r1] No other employment opportunities available [Q33r2] To have a source of income [Q33r3] To have a work life balance satisfying my requirements [Q33r4] I was discontented with my previous job [Q33r5] To pursue an interest/hobby/passion of mine [Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
1 Checked [Q33r1] No other employment opportunities available [Q33r2] To have a source of income [Q33r3] To have a work life balance satisfying my requirements [Q33r4] I was discontented with my previous job [Q33r5] To pursue an interest/hobby/passion of mine [Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r1] No other employment opportunities available [Q33r2] To have a source of income [Q33r3] To have a work life balance satisfying my requirements [Q33r4] I was discontented with my previous job [Q33r5] To pursue an interest/hobby/passion of mine [Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r2] To have a source of income [Q33r3] To have a work life balance satisfying my requirements [Q33r4] I was discontented with my previous job [Q33r5] To pursue an interest/hobby/passion of mine [Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r4] I was discontented with my previous job [Q33r5] To pursue an interest/hobby/passion of mine [Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r5] To pursue an interest/hobby/passion of mine [Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r6] To be more independent [Q33r7] To make more money [Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r8] To be more creative [Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) [Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r10] It is a family tradition [Q33r98] Other, specify	
[Q33r98] Other, specify	
[Q33r98oe] Open End	
Sa]: Reasons to start business shown since Feb 18	
y shown if Business owner/partner, Q9=r1)> or did you start your business? Please select up to three reasons that are most important to you.	
ies: 0-1	
0 Unchecked 1 Checked	
[Q33ar1] No other employment opportunities available	
[Q33ar3] To have a work life balance satisfying my requirements [Q33ar4] I was discontented with my previous job	
[Q33ar5] To pursue an interest/hobby/passion of mine	
[Q33ar7] To make more money [Q33ar8] To be more creative	
[Q33ar8] To be more creative [Q33ar9] I saw a market niche, i.e. I had a new idea that nobody else was doing (new	
product, invention, etc.)	
[Q33ar10] It is a family tradition [Q33ar98] Other, specify	
[Q33ar98oe] Open End	
3]: Business partners shown since Dec 17	
y shown if Business owner/partner and not sole proprietor, Q9=r1 AND Q7new = r11-r16)>	
o is/are your business partner(s)? les: 0-1	
0 Unchecked	
1 Checked [Q34r1] My husband/wife/partner	
[Q34r2] Other family member(s) or relative(s)	
[Q34r3] Friend(s) or acquaintance(s) [Q34r4] Other, non-relative business partner	
[Q3414] Other, non-relative business partner	
shown since Dec 17 by shown if Business owner/partner and if business age>1 year, Q9=r1 AND Q10=r2-r5>	
do you continue to operate your business? Please select up to three reasons that are most important to you.	
ves: 0-1 0 Unchecked	
1 Checked	
[Q35r1] I'm unable to find wage work	
[Q35r2] My business is profitable and I'm earning money with it [Q35r3] I find it personally satisfying	
[Q35r4] It enables me to balance work and family life	
[Q35r5] It gives me the flexibility and freedom I need in my life [Q35r6] I can contribute to the economical/cultural development in my community	
ုပ္သဘၤ၀၂ ၊ can contribute to the economical/cultural development in my community	
[Q35r7] I can offer job opportunities to others	
[Q35r98] Other, specify [Q35r98oe] Open End	
5]: Drivers of industry choice shown since Dec 17	
y shown if Business owner/partner, Q9=r1>	
king about the industry/sector in which you operate, what were the major factors that influenced you to start your business in that industry? Please select up to three reasons t vant to you.	that are most
ies: 0-1	
0 Unchecked 1 Checked	
[Q36r1] The barriers to start a business in this industry are lower compared to	
other sectors (e.g. with regards to necessary investments, education,	
experience, etc.) [Q36r2] A considerable number of people I know personally work in this industry	
the state of the s	
[Q36r3] The income opportunities are among the most promising in this industry in	
[Q36r3] The income opportunities are among the most promising in this industry in my local area [Q36r4] This industry guarantees future income because it will remain relevant in	

The material form the properties of the control of a cut-borker second-medial starting a business in the foliage of the control of the control of the cut-borker in the control of the cut-borker in cut-bo	Survey question	Answer options	Answer labels	comments
Color Colo		[Items]	Item labels	
City		[Q36r5]		
Color Colo		[Q36r6]		
Cut				
CO275 Sources to been about directory CO275 Sources to been about pour particular indicatory factors? Place select up to two learning sources that are must relevant to you. CO275 Sources to been about your particular indicatory factors? Place select up to two learning sources that are must relevant to you. CO276		[Q36r7]		
COURT Sources to learn about industry COURT 1-10 18 COURT 1-10 1			Other, specify:	
Marker and you learn above your particular industry (actor) Please select up to New Jermine sources that are most relevant to you.		[Q36r98oe]	Open End	
Values 0.1 Command Standards content/participation (Values 0.1) Command Comma	[Q37]: Sources to learn about industry			shown Dec 17 - Jan 18
Contact Cont	<only business="" if="" owner="" partner,="" q9="r1" shown=""></only>			
Control Cont		lease select up to two le	earning sources that are most relevant to you.	
California Form a form of recommend without post through the part of the my family performed from the general state (a.g., social worker, counselor from the general state (a.g., social worker)	Values. 0 1	0	Unchecked	
G377a From a member of my community who is not in my family		1		
Country Coun				
Count Coun			From an external trainer (e.g. social worker, counselor from the	
Court Cour		[O37r4]		
Color Colo		[Q37r5]	I learned about it on my own	
Color Colo				
Michael do not be an about your particular industry factor? Pease select up to two learning sources that are most relevant to you.		[d2\13806]	орен спи	
Values 0-1 Values 1-9 Values				shown since Feb 18
Values: 0-1		lease select up to two le	earning sources that are most relevant to you.	
1				
G137ar1 From a family member doing this type of work G137ar2 From a member of my community who is not in my family G137ar3 From an external trainer (e.g. social worker, counselor from the government, etc.) In school/university In school/university In school/university In school/university In school/university In school/university International trade International tr		0 1		
		[Q37ar1]	From a family member doing this type of work	
Color Colo				
Class and Clas		[Q37ar3]		
Col 37-17 Col			In school/university	
CO13 : International trade CO23 : Interna				
Col				
Syotic company engaged in international trade? 1				
Syotic company engaged in international trade? 1	[O13]: International trade			
1	Is your company engaged in international trade?			
Colla : Export proportion of revenue	Values: 1-4	1	Ves as an exporter	
Carry Shown f business is involved in exporting (Q13=1 or Q13=3)>				
Colta : Export proportion of revenue Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonly shown if business is involved in exporting (Q13=1 or Q13=3)> Sonl			Yes, as an exporter and importer	
Values: 1-99		4	NO	
Values: 1-99				
1				
Continue		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
Contract of input Shown of the sporting (Q13=1 or Q13=3)> Washington of the sporting (Q13=1 or Q13=3)> Shown of the sport countries Shown of the sport countries Shown of the sport countries Shown of the sport of the sporting (Q13=1 or Q13=3)> Shown of the sport of the spor				
Contract of input Shown (f business is involved in exporting (Q13=1 or Q13=3)> What percentage of your inputs do you source directly abroad Shown Oct 16 - May 17				
[Q17]: Sources of input		4	75% or more	
Values: 1-6 Uses than 25% 1 Less than 25% 2 25% to 49% 3 50% to 74% 4 75% or more 5 Don't know / prefer not to say Conly shown if business is involved in exporting (Q13=1 or Q13=3)> How many countries do you export to? Values: 1-5 1 1 2 2-5 3 6-10 1 1 1 1 1 1 1 1 or more		99	Don't know / prefer not to say	
Values: 1-6 Values: 1-6 1 Less than 25% 2 25% to 49% 3 50% to 74% 4 75% or more 5 Don't know / prefer not to say Doesn't apply [Q18]: No. of export countries <a #"="" href="mailto:controller:controlle</td><td>[Q17]: Sources of input</td><td></td><td></td><td>shown Oct 16 - May 17</td></tr><tr><td>Values: 1-6 1</td><td></td><td></td><td></td><td></td></tr><tr><td> 1</td><td></td><td>ir —</td><td></td><td></td></tr><tr><td> 3</td><td></td><td>1</td><td></td><td></td></tr><tr><td>[Q18]: No. of export countries A</td><td></td><td></td><td></td><td></td></tr><tr><td>[Q18]: No. of export countries <only (q13="1" business="" exporting="" if="" in="" involved="" is="" or="" q13="3)" shown=""></only> How many countries do you export to? Values: 1-5 1 1 2 2-5 3 6-10 11 or more		3 4		
[Q18]: No. of export countries shown Oct 16 - May 17 shown if business is involved in exporting (Q13=1 or Q13=3)> How many countries do you export to? 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			Don't know / prefer not to say	
Values: 1-5 1 1 1 2 2-5 3 6-10 4 11 or more		6	Doesn't apply	
How many countries do you export to? Values: 1-5 Image: 1 color of the control of the color of				shown Oct 16 - May 17
Values: 1-5 1 1 1 2 2-5 3 6-10 4 11 or more		=3)>		
1 1 2 2-5 3 6-10 4 11 or more				
3 6-10 4 11 or more	Fundes, I-3	1	1	
4 11 or more				
		3 4		
		5		
i i i i i i i i i i i i i i i i i i i			I	

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q19]: Export scope <only (q13="1" business="" exporting="" if="" in="" involved="" is="" or="" q1<="" shown="" td=""><td>3=3)></td><td></td><td>shown Oct 16 - May 17</td></only>	3=3)>		shown Oct 16 - May 17
And do you export to? Values: 1-4	ı		
values. 1-4	1	Individual consumers	
	2	Businesses	
	3 4	Both Don't know / prefer not to say	
	1	Don't know'y prefer not to say	
[Q20]: Education sources			only shown Mar 17
How do you learn new things that will help you to run your b Values: 0-1	ousiness?		
	0	Unchecked	
	1 [Q20r1]	Checked Other businesses	
	[Q20r2]	Friends or family	
	[Q20r3]	Online search	
	[Q20r4]	Online blogs or forums	
	[Q20r5] [Q20r6]	Online trainings (e.g., webinars, e-learning courses) Offline trainings (e.g., courses, books)	
	[Q20r7]	Media (e.g., TV, journals)	
	[Q20r98]	Other	
	[Q20r99]	None of the above	
[Q21]: Education interest			only shown Mar 17
For which of the following areas are you interested in better Values: 0-1	information to educate	yourself?	
values. U-1	0	Unchecked	
	1	Checked	
	[Q21r1]	Selling online	
	[Q21r2] [Q21r3]	Setting up a website/online presence Retaining/recruiting skilled employees	
	[Q21r4]	Employee training and development	
	[Q21r5]	Project management	
	[Q21r6] [Q21r7]	Managing growth (e.g., how to drive growth) Supply chain management	
	[Q21r7] [Q21r8]	Marketing in general (e.g., finding customers, targeting)	
	[Q21r9]	Advertising	
	[Q21r10]	Digital marketing (e.g., SEO, email newsletters)	
	[Q21r11] [Q21r12]	Finance (e.g., budget planning, cash-flow management) Accounting/Taxation	
	[Q21r12] [Q21r13]	Payments/payment methods (e.g., accepting credit cards, online	
		payments)	
	[Q21r14]	Legal (e.g., finding regulations, calculating taxes, or transferring	
	[Q21r15]	money internationally) Analytics & Data science (e.g., finding and using business-relevant	
	[021/15]	data)	
	[Q21r16]	International trade	
	[Q21r98] [Q21r99]	Other None of these	
	[Q21199]	None of these	
[Q22]: Export dependency on online tools			shown Mar 17-May 17
<only (q13="1" business="" exporting="" if="" in="" involved="" is="" or="" p="" q1)<="" shown=""> Now please think about all the online tools that help you in some content of the co</only>		hich proportion of all your international sales depends on these online to	ols?
Values: 0-100, 999	The state of the s	men proportion of an your international sales depends on these offine to	J
	0-100	Proportion in percent	
	999	Don't know / prefer not to say	
[Q23]: Impact of online tools on selling internationally			shown Mar 17-May 17
<only (q13="1" business="" exporting="" if="" in="" involved="" is="" or="" p="" q1)<="" shown=""> And how has using online tools for calling internationally inv</only>		the following dimensions?	
And how has using online tools for selling internationally important Values: 1-3	Jacted your business on	the following dimensions?	
	1	Increase	
	2	No change	
	3 [Q23r1]	decrease Revenue or sales	
	[Q23r1] [Q23r2]	Employees	
	[Q23r3]	Investment (e.g., in equipment / durable goods)	
	[Q23r4]	Expanding business (e.g., opening another store)	
[Q24]: Payment acceptance			only shown Jun 17
Which of the following forms of payments does your busines	s accept (methods that y	our customers can use to pay you, either online or for in-person payment	
Values: 0-1	0	Unchecked	
	1	Checked	
	[Q24r1]	Cash	
	[Q24r2]	Check Bank transfers (e.g., for unfront nayments or naying invoices)	
	[Q24r3] [Q24r4]	Bank transfers (e.g., for upfront payments or paying invoices) Direct debit	
	The second secon	The state of the s	I and the second
	[Q24r5]	Cash on delivery	
	[Q24r5] [Q24r6]	Cash on delivery Debit, credit or other cards (incl. prepaid, salary, bank cards) using a merchant account (e.g., with a card terminal or online)	

Survey question		A constraints	
	Answer options	Answer labels	comments
	[Items]	Item labels	
	[Q24r7]	Debit, credit or other cards (incl. prepaid, salary, bank cards) using mobile	
		payment solutions (a device attached to your mobile phone)	
	[Q24r8]	Other forms of accepting card payments	
	[Q24r9]	Online payment services (e.g., PayPal, Alipay)	
	[Q24r10]	Payments with mobile phones as a device (e.g., Apple Pay, Android Pay,	
		Samsung Pay, <conditional country="EG" if="" wording="">Vodafone Cash<else>M-</else></conditional>	
		Pesa)	
	[Q24r11]	Payments with messengers or other mobile apps (e.g., Messenger, PayPal,	
	[,	Tencent, Wechat)	
	[Q24r12]	Payments through app stores (e.g., Apple, Google Play) or game platforms	
	[0,2 12]	(e.g., Steam)	
	[Q24r13]	Crypto currencies (e.g., BitCoin)	
	[Q24r98]	Other forms of payment	
Q25]: Mobile Payment Adoption			only shown Jun 17
only asked if neither payment with mobile phones nor wi	th messenger or mobile (anns are accepted ($0.24r10=0$ and $0.24r11=0$)>	only shown Juli 17
		nger, PayPal, Apple Pay, <i><for egypt=""></for></i> Vodafone Cash <i><for countries="" other=""></for></i> M-F	Pesa) within the next 1 to 2 years
How likely would your business be to accept such mobile :			esa, within the next 1 to 3 years.
	Jointions as payment up	1013.	
/alues: 1-5, 99		March 191 at	
	1	Very likely	
	2	Somewhat likely	
	3	Neither likely nor unlikely	
	4	Somewhat unlikely	
	5	Very unlikely	
	99	Don't know / prefer not to say	
[Q26]: Mobile Payment Benefits			only shown Jun 17
<pre><tor egypt=""> Vodatone Cash <for countries="" other=""> M-Pesa);</for></tor></pre>	within the next 1 to 3 ve	=1)> Imagine many of your customers will use a mobile payments solution (e	
options? How likely would your business be to accept sucl	n mobile solutions as pay	ars. How would you expect businesses like yours to benefit from accepting surment options? (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions.	ch mobile solutions as payment
options? How likely would your business be to accept sucle with mobile phones (Q24r10=0) nor nousinesses like yours to benefit from accepting such mobile	n mobile solutions as pay	ars. How would you expect businesses like yours to benefit from accepting surment options? (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions.	ch mobile solutions as payment
options? How likely would your business be to accept such sif neither payments with mobile phones (Q24r10=0) nor nousinesses like yours to benefit from accepting such mobi	n mobile solutions as pay nessenger apps accepted le solutions as payment	ars. How would you expect businesses like yours to benefit from accepting surment options? (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions?	ch mobile solutions as payment
options? How likely would your business be to accept such fif neither payments with mobile phones (Q24r10=0) nor no businesses like yours to benefit from accepting such mobi	n mobile solutions as pay	ars. How would you expect businesses like yours to benefit from accepting surpment options? (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions? Unchecked	ch mobile solutions as payment
options? How likely would your business be to accept sucle with mobile phones (Q24r10=0) nor nousinesses like yours to benefit from accepting such mobile	n mobile solutions as payment of the solutions as payment	ars. How would you expect businesses like yours to benefit from accepting surpment options? (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions? Unchecked Checked	ch mobile solutions as payment
options? How likely would your business be to accept such	n mobile solutions as par nessenger apps accepted le solutions as payment 0 1 [Q26r1]	Ars. How would you expect businesses like yours to benefit from accepting surpment options? I (Q24r11=0)> Regardless of your likelihood to accept mobile payment solution options? Unchecked Checked Increased revenue due to higher spending by customers	ch mobile solutions as payment
options? How likely would your business be to accept such	n mobile solutions as payment of the solutions as payment	ars. How would you expect businesses like yours to benefit from accepting surpment options? (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions? Unchecked Checked	ch mobile solutions as payment
options? How likely would your business be to accept sucle with mobile phones (Q24r10=0) nor nousinesses like yours to benefit from accepting such mobile	n mobile solutions as par nessenger apps accepted le solutions as payment 0 1 [Q26r1] [Q26r2]	unchecked Checked Increased revenue due to higher spending by customers Increased revenue by attracting new customers who want to pay mobile	ch mobile solutions as payment
options? How likely would your business be to accept such fif neither payments with mobile phones (Q24r10=0) nor no businesses like yours to benefit from accepting such mobi	nessenger apps accepted le solutions as payment 0 1 [Q26r1] [Q26r2]	unchecked Checked Increased revenue due to higher spending by customers Increased revenue by attracting new customers who want to pay mobile Reduced costs for businesses	ch mobile solutions as payment
options? How likely would your business be to accept such	n mobile solutions as parameters apps accepted le solutions as payment 0 1 [Q26r1] [Q26r2] [Q26r3] [Q26r4]	Unchecked Checked Increased revenue due to higher spending by customers Increased revenue by attracting new customers who want to pay mobile Reduced costs for businesses Paying will become faster and easier for consumers and businesses	ch mobile solutions as payment
options? How likely would your business be to accept such	nessenger apps accepted le solutions as payment 0 1 [Q26r1] [Q26r2]	unchecked Checked Increased revenue due to higher spending by customers Increased revenue by attracting new customers who want to pay mobile Reduced costs for businesses	ch mobile solutions as payment
options? How likely would your business be to accept such	n mobile solutions as parameters apps accepted le solutions as payment 0 1 [Q26r1] [Q26r2] [Q26r3] [Q26r4]	Unchecked Checked Increased revenue due to higher spending by customers Increased revenue by attracting new customers who want to pay mobile Reduced costs for businesses Paying will become faster and easier for consumers and businesses	ch mobile solutions as payment
options? How likely would your business be to accept such	nessenger apps accepted le solutions as payment 0 1 [Q26r1] [Q26r2] [Q26r3] [Q26r4] [Q26r5]	Unchecked Checked Increased revenue due to higher spending by customers Increased revenue by attracting new customers who want to pay mobile Reduced costs for businesses Paying will become faster and easier for consumers and businesses Improved tracking of payments	ch mobile solutions as payment
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