

# Future of Business Survey Codebook

## Feb 2016 - Apr 2018

Survey question	Answer options [Items]	Answer labels Item labels	comments
Country indicator			
Values: 1-42	1	US	
	2	Canada	
	3	Italy	
	4	Germany	
	5	Spain	
	6	France	
	7	UK	
	8	Poland	
	9	Brazil	
	10	Mexico	
	11	Argentina	
	12	Colombia	
	13	India	
	14	Australia	
	15	Indonesia	
	16	Thailand	
	17	Vietnam	
	18	Ireland	added in May 16
	19	South Africa	added in May 16
	20	Israel	added in June 16
	21	Egypt	added in June 16
	22	Japan	added in June 16
	23	Belgium	added in Nov 16
	24	Greece	added in Nov 16
	25	Netherlands	added in Nov 16
	26	Sweden	added in Dec 16
	27	Turkey	added in Dec 16
	28	Chile	added in Dec 16
	29	Peru	added in Nov 16
	30	Bangladesh	added in Nov 16
	31	Malaysia	added in Dec 16
	32	Philippines	added in Nov 16
	33	South Korea	added in Nov 16
	34	Czech Republic	added in Mar 16
	35	Hungary	added in Mar 16
	36	Nigeria	added in Mar 16
	37	Portugal	added in Mar 16
	38	Romania	added in Mar 16
	39	Russia	added in Mar 16
	40	Ecuador	added in Mar 16
	41	Pakistan	added in Mar 16
	42	Taiwan	added in Mar 16
Waves covered (survey month)			
Values: 1-27	1	Wave 1 - Feb 2016	
	2	Wave 2 - Mar 2016	
	3	Wave 3 - Apr 2016	
	4	Wave 4 - May 2016	
	5	Wave 5 - Jun 2016	
	6	Wave 6 - Jul 2016	
	7	Wave 7 - Aug 2016	
	8	Wave 8 - Sep 2016	
	9	Wave 9 - Oct 2016	
	10	Wave 10 - Nov 2016	
	11	Wave 11 - Dec 2016	
	12	Wave 12 - Jan 2017	
	13	Wave 13 - Feb 2017	
	14	Wave 14 - Mar 2017	
	15	Wave 15 - Apr 2017	
	16	Wave 16 - May 2017	
	17	Wave 17 - Jun 2017	
	18	Wave 18 - Jul 2017	
	19	Wave 19 - Aug 2017	
	20	Wave 20 - Sep 2017	
	21	Wave 21 - Oct 2017	
	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	

Survey question	Answer options [Items]	Answer labels Item labels	comments
<b>[Q1]: Overall status</b>			
How would you evaluate the current state of ... ?			
<b>Values: 1-3</b>	1 2 3 [Q1r1] [Q1r2] [Q1r3]	Positive Neutral Negative ... the economy overall ... your industry ... your business	
<b>[Q2]: Overall expectation</b>			
What is your outlook for the next 6 months on... ?			
<b>Values: 1-3</b>	1 2 3 [Q2r1] [Q2r2] [Q2r3]	Positive Neutral Negative ... the economy overall ... your industry ... your business	
<b>[Q3]: Past development employees</b>			
How did the number of employees in your business change in the last 6 months?			
<b>Values: 1-3</b>	1 2 3	Increase No change Decrease	
<b>[Q4]: Expected development employees</b>			
And how do you expect the number of employees in your business to change in the next 6 months?			
<b>Values: 1-3</b>	1 2 3	Increase No change Decrease	
<b>[Q5]: Most important business challenges</b>			
What are the most important challenges your business currently faces?			
<b>Values: 0-1</b>	0 1 [Q5r1] [Q5r2] [Q5r3] [Q5r4] [Q5r5] [Q5r6] [Q5r7] [Q5r8] [Q5r9] [Q5r10]  [Q5r11] [Q5r12] [Q5r13] [Q5r98]	Unchecked Checked Attracting customers Maintaining profitability Uncertainty over economic conditions Retaining/recruiting skilled employees Developing new products/innovation Finding/working with suppliers Securing financing for business as usual Securing financing for expansion Regulatory and other barriers to exports Other government regulations (e.g., compliance, technical regulation, patents, reporting)  Tax laws and rules Increasing revenue Selling to foreign markets Other, specify:	<div>shown since Oct 16</div>
<b>[Q5b]: Export challenges</b>			
<only asked if "Selling to foreign markets" selected as a challenge in Q5 (Q5r13=1)>			
You said that “selling to foreign markets” is a challenge for your business. What particular challenges does this include?			
<b>Values: 0-1</b>	0 1 [Q5br1] [Q5br2] [Q5br3] [Q5br4] [Q5br5] [Q5br6] [Q5br7] [Q5br8] [Q5br9] [Q5br10] [Q5br98]	Unchecked Checked Large geographical distance from home country Different regulations in other countries Language and/or cultural gap 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 Other, specify:	

Survey question	Answer options [Items]	Answer labels Item labels	comments
<b>[Q38]: Digital Tools - Importance</b> <Intro text, show on each page Q38,Q39,Q40,Q41 for desktop and once on a separate page for mobile> For the following questions, “digitally” refers to any task/process/workflow that is done with the help of a computer or mobile phone. How important are the following for your business?			
shown since Apr 18			
Values: 1-4, 99	1 2 3 4 99 [Q38r1] [Q38r2] [Q38r3] [Q38r4] [Q38r5] [Q38r6]  [Q38r7] [Q38r8] [Q38r9] [Q38r10] [Q38r11] [Q38r12]	Very important Somewhat important Not very important Not important at all Don’t know Purchasing materials and managing inventory digitally Designing and creating products digitally Managing projects digitally Managing vendor relationships digitally Managing customer relationships digitally Promoting products/services digitally (incl. social media marketing)  Selling and delivering products/services digitally Communicating and collaborating digitally Managing staff related processes digitally Managing finances digitally (incl. accepting and making payments) Managing legal obligations digitally (incl. tax preparations) Managing information digitally (incl. data storage, using cloud solutions)	
<b>[Q39]: Digital Tools - Knowledge</b> (only asked if respective item is considered as “very important” or “somewhat” important” (Q38rx = 1 or 2); if count Q38 > 8, show random selection of 8 items) Now, thinking about your business, how would you rate your level of knowledge of each of the following?			
shown since Apr 18			
Values: 1-4, 99	1 2 3 4 99 [Q39r1] [Q39r2] [Q39r3] [Q39r4] [Q39r5] [Q39r6]  [Q39r7] [Q39r8] [Q39r9] [Q39r10] [Q39r11] [Q39r12]	No knowledge Basic knowledge Advanced knowledge Expert knowledge Don’t know Purchasing materials and managing inventory digitally Designing and creating products digitally Managing projects digitally Managing vendor relationships digitally Managing customer relationships digitally Promoting products/services digitally (incl. social media marketing)  Selling and delivering products/services digitally Communicating and collaborating digitally Managing staff related processes digitally Managing finances digitally (incl. accepting and making payments) Managing legal obligations digitally (incl. tax preparations) Managing information digitally (incl. data storage, using cloud solutions)	
<b>[Q40]: Digital Tools - Hiring</b> (only included the same selection of items as for Q39 in a randomized order) Now, thinking about hiring, how easy or difficult do you think it is to find employees with the following (irrespective of whether you are currently hiring or not)?			
shown since Apr 18			
Values: 1-5, 99	1 2 3 4 5 99 [Q40r1] [Q40r2] [Q40r3] [Q40r4] [Q40r5] [Q40r6]  [Q40r7] [Q40r8] [Q40r9] [Q40r10] [Q40r11] [Q40r12]	Very easy Somewhat easy Neither difficult nor easy Somewhat difficult Very difficult Don’t know Purchasing materials and managing inventory digitally Designing and creating products digitally Managing projects digitally Managing vendor relationships digitally Managing customer relationships digitally Promoting products/services digitally (incl. social media marketing)  Selling and delivering products/services digitally Communicating and collaborating digitally Managing staff related processes digitally Managing finances digitally (incl. accepting and making payments) Managing legal obligations digitally (incl. tax preparations) Managing information digitally (incl. data storage, using cloud solutions)	

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q41]: Digital Infrastructure			shown since Apr 18
How satisfied or dissatisfied are you with the digital tools you are using in your business?			
Values: 1-5, 99	1 2 3 4 5 99	Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied Don't know	
[Q6]: Online tools and platforms			
For which of the following do you use online tools or platforms (e.g., websites/apps, social networks like Facebook or Google+, etc.)?			
Values: 0-1	0 1 [Q6r1_any] [Q6r2_any] [Q6r3_any]  [Q6r4_any] [Q6r5_any] [Q6r6_any]  [Q6r7_any] [Q6r8_any] [Q6r9_any]	Unchecked Checked Provide information (e.g. opening hours, contact info) Show products/services Sell products/services  Communicate with customers or suppliers Advertise to potential new customers Manage internal business processes (e.g. finances, communication among employees) Sell products/services to customers in my country Sell products/services to customers abroad Accepting or making payments (incl. online or mobile payments)	replaced in Oct 16 by Q6r7_any and Q6r8_any; Q6r3_any is calculated as the NET score of r7 and r8       shown since Oct 16 shown since Oct 16 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 your business (e.g., websites/apps, social networks like Facebook or Google+, etc.)?			
Values: 0-1	0 1 [Q6br1] [Q6br2]  [Q6br3] [Q6br4]  [Q6br5]  [Q6br99]	Unchecked Checked I require more technical skills to make the best use of online tools I need to gain more knowledge and experience to optimize the use of online tools I experience inappropriate communications or harassment online I experience situations where I prefer to obscure particular aspects of my identity (e.g. age, nationality, race, gender) when representing myself online I would need more resources (e.g. time, money) to keep up with changes 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 online tools for your business (e.g., websites/apps, social networks like Facebook or Google+, etc.)?			
Values: 0-1	0 1 [Q6cr1] [Q6cr3] [Q6cr4]  [Q6cr99]	Unchecked Checked I require more technical skills to make the best use of online tools I experience inappropriate communications or harassment online I experience situations where I prefer to obscure particular aspects of my identity (e.g. age, nationality, race, gender) when representing myself online 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 3 4 5 99	Just me 2-3 4-10 11-50 >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 11 12 13 14 15 16 99	Just me 2-4 5-9 10-19 20-49 50-249 250+ Don't know / prefer not to say	

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



Survey question	Answer options [Items]	Answer labels Item labels	comments
	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	Non-profit/charity organization	
	16	Other, specify:	
	17	Financial services & Insurance activities (incl. activities of insurance agents and brokers)	
	18	Support services (incl. rental & leasing, employment placement, travel agencies & tour operators, security & investigation, cleaning services, office support)	
	19	Farming & Agriculture (incl. forestry & fishing, distributing respective products)	
[Q9]: Business role			
<only shown if more than one person in the company (Q7>0, Q7_new>10, respectively)>			
Which of the following best describes your position in the company you work for?			
Values: 1-5, 99	1	Owner or Partner	
	2	Management	
	3	Employee	
	4	Other	
	99	Prefer not to say	
[Q10]: Company age			
How old is your company?			
Values: 1-5, 99	1	Less than 1 year	
	2	1-3 years	
	3	4-5 years	
	4	6-10 years	
	5	More than 10 years	
	99	Don't know / prefer not to say	
[Q11]: Management Gender (single proprietor)			
shown until Nov 2017			
<only shown if one person in the company (Q7=1, Q7_new=10, respectively)>			
What is your gender?			
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 since Dec 17, before only to sole proprietors (Q7=1 / Q7_new=10)
	2	Female	
	3	Prefer not to say	
[Q12]: Management Gender (larger company)			
<only shown if more than one person in the company (Q7>0, Q7_new>10, respectively)>			
How many people are in the top management of your company (i.e. make final decisions for the business)?			
Values: numeric	[Q12r1]	Men:	
	[Q12r2]	Women:	
[Q27]: Satisfaction with policy			
shown July-Nov 17			
How satisfied or dissatisfied are you with the government policies and regulations in each of the following areas?			
Values: 1-5, 99	1	Very satisfied	
	2	Somewhat satisfied	
	3	Neither/nor	
	4	Somewhat dissatisfied	
	5	Very dissatisfied	
	99	Don't know	
	[Q27r1]	Recognizing needs of small businesses	
	[Q27r2]	Administrative effort to comply with rules and regulations	
	[Q27r3]	Making rules and regulations easy to understand	
	[Q27r4]	Access to rules and regulations (e.g., easy to know which rules apply or where to find them)	
	[Q27r5]	Access to simplified tools or filing requirements to meet regulatory obligations	
	[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)	

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q28]: Importance of policy			
And which of these areas would have the most impact on your business growth if it was improved?			shown July-Nov 17
Values: 1-3	1 2 3 [Q28r1] [Q28r2] [Q28r3] [Q28r4]  [Q28r5] [Q28r6]  [Q28r7]  [noanswerQ28_n1]	Rank 1 Rank 2 Rank 3 Recognizing needs of small businesses Administrative effort to comply with rules and regulations Making rules and regulations easy to understand Access to rules and regulations (e.g., easy to know which rules apply or where to find them) Access to simplified tools or filing requirements to meet regulatory obligations Policies and regulations that impact how small businesses can get financing  Consistency of rules over time (rules don't change often or unpredictably)  None of these	
[Q29]: Outsourcing of tax compliance			
<only shown to business owner/partner or management (Q9=1 or 2)> Do you use an accountant, lawyer or other external consultant to help with your tax and regulatory obligations?			shown July-Nov 17
Values: 1-3	1 2 3	Yes No Don't know / prefer not to say	
[Q30]: Management time for compliance			
<only shown to business owner/partner or management (Q9=1 or 2)> Over the course of a year, what percentage of management's time is spent with...			shown July-Nov 17
Values: % value for respective activity	0-100% Q30r1c1  Q30r2c1   Q30_oor1c2 Q30_oor2c2	... complying with tax rules and tax requirements (e.g., filing requirements)? ... complying with other regulatory requirements (e.g., licensing, permits, insurances, labor regulations, environmental regulations, customs)?  Don't know / prefer not to say on r1 Don't know / prefer not to say on r2	
[Q31]: Ownership Acquisition			
<only shown if Business owner/partner, Q9=r1> How did you acquire ownership of your business?			shown since Dec 17
Values: 0-4, 98	1 2 3 4  98 [Q31r98oe]	I founded the business myself or with partners I inherited the business from a spouse or family member I purchased an existing business or shares of an existing business Through privatization, i.e. the ownership of a publicly owned business was transferred to me Other, specify Open End	
[Q32]: Business funding			
<only shown if Business owner/partner, Q9=r1> What types of financing have you used to fund your business until now?			shown since Dec 17
Values: 0-1	0 1 [Q32r1] [Q32r2] [Q32r3] [Q32r4] [Q32r5] [Q32r6]  [Q32r7]  [Q32r8] [Q32r9] [Q32r98] [Q32r98oe]	Unchecked Checked Self-funding through personal savings Spousal funds Funding from other family or relatives Funding from friends Loan from a bank (private or state-owned) Loan from a micro-finance institution (i.e. an institution specializing in banking services for individuals lacking access to standard banking solutions) State programs, i.e. funding from non-profit or governmental organizations  Venture capital Remittances, i.e. funding received from family members abroad Other, specify Open End	

Survey question	Answer options [Items]	Answer labels Item labels	comments
[Q33]: Reasons to start business			
<only shown if Business owner/partner, Q9=r1>			
Why did you start your business? Please select up to three reasons that are most important to you.			
Values: 0-1	0 1 [Q33r1] [Q33r2] [Q33r3] [Q33r4] [Q33r5] [Q33r6] [Q33r7] [Q33r8] [Q33r9]  [Q33r10] [Q33r98] [Q33r98oe]	Unchecked Checked No other employment opportunities available To have a source of income To have a work life balance satisfying my requirements I was discontented with my previous job To pursue an interest/hobby/passion of mine To be more independent To make more money To be more creative I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) It is a family tradition Other, specify Open End	
[Q33a]: Reasons to start business			
<only shown if Business owner/partner, Q9=r1>			
Why did you start your business? Please select up to three reasons that are most important to you.			
Values: 0-1	0 1 [Q33ar1] [Q33ar3] [Q33ar4] [Q33ar5] [Q33ar7] [Q33ar8] [Q33ar9]  [Q33ar10] [Q33ar98] [Q33ar98oe]	Unchecked Checked No other employment opportunities available To have a work life balance satisfying my requirements I was discontented with my previous job To pursue an interest/hobby/passion of mine To make more money To be more creative I saw a market niche, i.e. I had a new idea that nobody else was doing (new product, invention, etc.) It is a family tradition Other, specify Open End	
[Q34]: Business partners			
<only shown if Business owner/partner and not sole proprietor, Q9=r1 AND Q7new = r11-r16>			
Who is/are your business partner(s)?			
Values: 0-1	0 1 [Q34r1] [Q34r2] [Q34r3] [Q34r4]	Unchecked Checked My husband/wife/partner Other family member(s) or relative(s) Friend(s) or acquaintance(s) Other, non-relative business partner	
[Q35]: Reasons to continue business			
<only shown if Business owner/partner and if business age>1 year, Q9=r1 AND Q10=r2-r5>			
Why do you continue to operate your business? Please select up to three reasons that are most important to you.			
Values: 0-1	0 1 [Q35r1] [Q35r2] [Q35r3] [Q35r4] [Q35r5] [Q35r6]  [Q35r7] [Q35r98] [Q35r98oe]	Unchecked Checked I'm unable to find wage work My business is profitable and I'm earning money with it I find it personally satisfying It enables me to balance work and family life It gives me the flexibility and freedom I need in my life I can contribute to the economical/cultural development in my community  I can offer job opportunities to others Other, specify Open End	
[Q36]: Drivers of industry choice			
<only shown if Business owner/partner, Q9=r1>			
Thinking 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 that are most relevant to you.			
Values: 0-1	0 1 [Q36r1]  [Q36r2]  [Q36r3]  [Q36r4]	Unchecked Checked 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.) A considerable number of people I know personally work in this industry  The income opportunities are among the most promising in this industry in my local area This industry guarantees future income because it will remain relevant in the future	



Survey question	Answer options [Items]	Answer labels Item labels	comments
	[Q36r5] [Q36r6] [Q36r7] [Q36r98] [Q36r98oe]	The government or other authorities recommended starting a business in this industry (e.g. by public campaigns, ads, etc.) This industry best allows me to unfold my personal interests and skills There are just no other opportunities in my local area. If I wanted to start a business, it was only possible in this industry Other, specify: Open End	
[Q37]: Sources to learn about industry <only shown if Business owner/partner, Q9=r1> Where did you learn about your particular industry/sector? Please select up to two learning sources that are most relevant to you.			shown Dec 17 - Jan 18
Values: 0-1	0 1 [Q37r1] [Q37r2] [Q37r3]  [Q37r4] [Q37r5] [Q37r98] [Q37r98oe]	Unchecked Checked From a family member doing this type of work From a member of my community who is not in my family From an external trainer (e.g. social worker, counselor from the government, etc.) In school/university I learned about it on my own Other, specify: Open End	
[Q37a]: Sources to learn about industry <only shown if Business owner/partner, Q9=r1> Where did you learn about your particular industry/sector? Please select up to two learning sources that are most relevant to you.			shown since Feb 18
Values: 0-1	0 1 [Q37ar1] [Q37ar2] [Q37ar3]  [Q37ar4] [Q37ar6] [Q37ar7] [Q37ar98] [Q37ar98oe]	Unchecked Checked From a family member doing this type of work From a member of my community who is not in my family From an external trainer (e.g. social worker, counselor from the government, etc.) In school/university I learned about it by studying books I learned about it by searching online Other, specify: Open End	
[Q13]: International trade			
Is your company engaged in international trade?			
Values: 1-4	1 2 3 4	Yes, as an exporter Yes, as an importer Yes, as an exporter and importer No	
[Q14]: Export proportion of revenue <only shown if business is involved in exporting (Q13=1 or Q13=3)> What proportion of your revenue comes from international exports?			
Values: 1-99	1 2 3 4 99	Less than 25% 25% to 49% 50% to 74% 75% or more Don't know / prefer not to say	
[Q17]: Sources of input <only shown if 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
Values: 1-6	1 2 3 4 5 6	Less than 25% 25% to 49% 50% to 74% 75% or more Don't know / prefer not to say Doesn't apply	
[Q18]: No. of export countries <only shown if business is involved in exporting (Q13=1 or Q13=3)> How many countries do you export to?			shown Oct 16 - May 17
Values: 1-5	1 2 3 4 5	1 2-5 6-10 11 or more Don't know / prefer not to say	

Survey question	Answer options [Items]	Answer labels Item labels	comments
<b>[Q19]: Export scope</b> <only shown if business is involved in exporting (Q13=1 or Q13=3)> And do you export to...?			<i>shown Oct 16 - May 17</i>
<b>Values: 1-4</b>	1 2 3 4	Individual consumers Businesses Both Don't know / prefer not to say	
<b>[Q20]: Education sources</b> How do you learn new things that will help you to run your business?			<i>only shown Mar 17</i>
<b>Values: 0-1</b>	0 1 [Q20r1] [Q20r2] [Q20r3] [Q20r4] [Q20r5] [Q20r6] [Q20r7] [Q20r98] [Q20r99]	Unchecked Checked Other businesses Friends or family Online search Online blogs or forums Online trainings (e.g., webinars, e-learning courses) Offline trainings (e.g., courses, books) Media (e.g., TV, journals) Other None of the above	
<b>[Q21]: Education interest</b> For which of the following areas are you interested in better information to educate yourself?			<i>only shown Mar 17</i>
<b>Values: 0-1</b>	0 1 [Q21r1] [Q21r2] [Q21r3] [Q21r4] [Q21r5] [Q21r6] [Q21r7] [Q21r8] [Q21r9] [Q21r10] [Q21r11] [Q21r12] [Q21r13]  [Q21r14]  [Q21r15]  [Q21r16] [Q21r98] [Q21r99]	Unchecked Checked Selling online Setting up a website/online presence Retaining/recruiting skilled employees Employee training and development Project management Managing growth (e.g., how to drive growth) Supply chain management Marketing in general (e.g., finding customers, targeting) Advertising Digital marketing (e.g., SEO, email newsletters) Finance (e.g., budget planning, cash-flow management) Accounting/Taxation Payments/payment methods (e.g., accepting credit cards, online payments) Legal (e.g., finding regulations, calculating taxes, or transferring money internationally) Analytics & Data science (e.g., finding and using business-relevant data) International trade Other None of these	
<b>[Q22]: Export dependency on online tools</b> <only shown if business is involved in exporting (Q13=1 or Q13=3)> Now please think about all the online tools that help you in selling internationally. Which proportion of all your international sales depends on these online tools?			<i>shown Mar 17-May 17</i>
<b>Values: 0-100, 999</b>	0-100 999	Proportion in percent Don't know / prefer not to say	
<b>[Q23]: Impact of online tools on selling internationally</b> <only shown if business is involved in exporting (Q13=1 or Q13=3)> And how has using online tools for selling internationally impacted your business on the following dimensions?			<i>shown Mar 17-May 17</i>
<b>Values: 1-3</b>	1 2 3 [Q23r1] [Q23r2] [Q23r3] [Q23r4]	Increase No change decrease Revenue or sales Employees Investment (e.g., in equipment / durable goods) Expanding business (e.g., opening another store)	
<b>[Q24]: Payment acceptance</b> Which of the following forms of payments does your business accept (methods that your customers can use to pay you, either online or for in-person payments (e.g., in a store))?			<i>only shown Jun 17</i>
<b>Values: 0-1</b>	0 1 [Q24r1] [Q24r2] [Q24r3] [Q24r4] [Q24r5] [Q24r6]	Unchecked Checked Cash Check Bank transfers (e.g., for upfront payments or paying invoices) Direct debit 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	Answer options [Items]	Answer labels Item labels	comments
	[Q24r7]  [Q24r8] [Q24r9] [Q24r10]  [Q24r11]  [Q24r12]  [Q24r13] [Q24r98]	Debit, credit or other cards (incl. prepaid, salary, bank cards) using mobile payment solutions (a device attached to your mobile phone) Other forms of accepting card payments Online payment services (e.g., PayPal, Alipay) Payments with mobile phones as a device (e.g., Apple Pay, Android Pay, Samsung Pay, <conditional wording if country=EG>Vodafone Cash<else>M-Pesa</conditional wording end>)  Payments with messengers or other mobile apps (e.g., Messenger, PayPal, Tencent, Wechat) Payments through app stores (e.g., Apple, Google Play) or game platforms (e.g., Steam) Crypto currencies (e.g., BitCoin) Other forms of payment	
[Q25]: Mobile Payment Adoption			only shown Jun 17
<only asked if neither payment with mobile phones nor with messenger or mobile apps are accepted (Q24r10=0 and Q24r11=0)> Imagine many of your customers will use a mobile payments solution (e.g., Messenger, PayPal, Apple Pay, <for Egypt> Vodafone Cash <for other countries> M-Pesa) within the next 1 to 3 years. How likely would your business be to accept such mobile solutions as payment options?			
Values: 1-5, 99	1 2 3 4 5 99	Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know / prefer not to say	
[Q26]: Mobile Payment Benefits			only shown Jun 17
<Conditional wording depending on stated payment acceptance in (Q24)> <if payments with mobile phones (Q24r10=1) or messenger apps accepted (Q24r11=1)> Imagine many of your customers will use a mobile payments solution (e.g., Messenger, PayPal, Apple Pay, <for Egypt> Vodafone Cash <for other countries> M-Pesa) within the next 1 to 3 years. How would you expect businesses like yours to benefit from accepting such mobile solutions as payment options? How likely would your business be to accept such mobile solutions as payment options?  <if neither payments with mobile phones (Q24r10=0) nor messenger apps accepted (Q24r11=0)> Regardless of your likelihood to accept mobile payment solutions, how would you expect businesses like yours to benefit from accepting such mobile solutions as payment options?			
Values: 0-1	0 1 [Q26r1] [Q26r2]  [Q26r3] [Q26r4] [Q26r5] [Q26r6] [Q26r98] [Q26r7] [Q26r99]	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 Improved fraud protection Other, specify: Accepting mobile payments will not have any effect on businesses Don't know / prefer not to say	
[Q16]: SME proportion of revenue			shown since July 16
How much of your personal income does your business represent?			
Values: 1-5	1 2 3 4 5	This business doesn't contribute to my personal income I make a little/some money with this business A substantial part of my income is based on this business All my income is based on this business Prefer not to say	shown for English-speaking respondents in AU, UK and US only in July 16. From Aug 16 onwards shown to all respondents