



Duke University/CFO Global Business Outlook Survey Second Quarter 2010

No individual firms are identified and only aggregate data are made public. Please respond by June 3. If you have any questions about this survey, please [contact us](#).

1. Are you more or less optimistic about the economy of the country where you are based compared to last quarter?

- More optimistic
 Less optimistic
 No change

Rate your optimism about the economy of the country where you are based on a scale from 0-100, with 0 being the least optimistic and 100 being the most optimistic.

2. Are you more or less optimistic about the financial prospects for your company compared to last quarter?

- More optimistic
 Less optimistic
 No change

Rate your optimism about the financial prospects for your own company on a scale from 0-100, with 0 being the least optimistic and 100 being the most optimistic.

3. What are the top three external concerns facing your corporation? (rank #1, #2, #3)

- | | |
|--|--|
| <input type="checkbox"/> Consumer demand | <input type="checkbox"/> Government policy |
| <input type="checkbox"/> Cost of fuel | <input type="checkbox"/> Financial regulation |
| <input type="checkbox"/> Cost of non-fuel commodities | <input type="checkbox"/> Foreign competition |
| <input type="checkbox"/> Credit markets/interest rates | <input type="checkbox"/> Global financial instability |
| <input type="checkbox"/> Currency risk | <input type="checkbox"/> Price pressure from competitors |
| <input type="checkbox"/> Environmental regulation | <input type="checkbox"/> Trade policies and trade agreements |
| <input type="checkbox"/> The financial/banking system | <input type="checkbox"/> Other: |

4. What are the top three internal, company-specific concerns for your corporation? (rank #1, #2, #3)

- | | |
|---|--|
| <input type="checkbox"/> Ability to forecast results | <input type="checkbox"/> Maintaining morale/productivity |
| <input type="checkbox"/> Ability to maintain margins | <input type="checkbox"/> Managing IT systems |
| <input type="checkbox"/> Attracting and retaining qualified | <input type="checkbox"/> Pension obligations |

<input type="checkbox"/> employees	<input type="checkbox"/> Protection of intellectual property
<input type="checkbox"/> Balance sheet weakness	<input type="checkbox"/> Supply chain risk
<input type="checkbox"/> Cost of health care	<input type="checkbox"/> Working capital management
<input type="checkbox"/> Counterparty risk	<input type="checkbox"/> Other: <input type="text"/>
<input type="checkbox"/> Data security	

5. Relative to the previous 12 months, what will be your company's PERCENTAGE CHANGE during the next 12 months? (e.g., +3%, -2%, etc.) [Leave blank if not applicable.]

<input type="checkbox"/> Capital spending	<input type="checkbox"/> Number of offshore outsourced employees
<input type="checkbox"/> Cash on the balance sheet	<input type="checkbox"/> Prices of your products
<input type="checkbox"/> Dividends	<input type="checkbox"/> Productivity (output per hour worked)
<input type="checkbox"/> Earnings	<input type="checkbox"/> Technology spending
<input type="checkbox"/> Health care costs	<input type="checkbox"/> Research and development spending
<input type="checkbox"/> Marketing/advertising spending	<input type="checkbox"/> Share repurchases
<input type="checkbox"/> Number of domestic full-time employees	<input type="checkbox"/> Wages/Salaries
<input type="checkbox"/> Number of domestic temporary employees	

6. When do you anticipate domestic employment at your firm to return to year-end 2007 (pre-recession) levels?

<input type="radio"/> Already at or exceeding year-end 2007 levels	<input type="radio"/> In 2013
<input type="radio"/> Later in 2010	<input type="radio"/> In 2014 or later
<input type="radio"/> In 2011	<input type="radio"/> Possibly never
<input type="radio"/> In 2012	

7. Did your company make cuts in any of the following employee-related areas from 2007-2009? Have you already or will you restore these items to pre-recession levels by June 2011? (Please check all that apply in right and left columns.)

Check if reduced or eliminated from 2007-2009		Check if you have already restored or plan to restore to pre-recession levels in the next 12 months
<input type="checkbox"/> Wages		<input type="checkbox"/>
<input type="checkbox"/> Bonuses		<input type="checkbox"/>
<input type="checkbox"/> Average hours worked per week		<input type="checkbox"/>
<input type="checkbox"/> Overtime		<input type="checkbox"/>
<input type="checkbox"/> Employee training/development		<input type="checkbox"/>
<input type="checkbox"/> Retirement benefits		<input type="checkbox"/>
<input type="checkbox"/> Company contribution to employee health benefits		<input type="checkbox"/>
<input type="checkbox"/> Company contribution to employee pension benefits		<input type="checkbox"/>
<input type="checkbox"/> Company contribution to other employee benefits (Please specify)		<input type="checkbox"/>

<input type="text"/>		
<input type="checkbox"/>	Domestic workforce	<input type="checkbox"/>
<input type="checkbox"/>	Outsourced workforce	<input type="checkbox"/>

8. At the present time, in which of the following areas is your company focusing its investment for growth? (Check all that apply, up to three)

<input type="checkbox"/>	Not currently investing for growth
<input type="checkbox"/>	Reaching new customers in existing markets
<input type="checkbox"/>	Entering new geographic markets
<input type="checkbox"/>	Developing new product/service
<input type="checkbox"/>	Improving existing product/service
<input type="checkbox"/>	Acquiring assets, a company, or companies
<input type="checkbox"/>	Other (Please specify) <input type="text"/>

9. How would you characterize your company's market position right now?

<input type="radio"/>	Still coping with recession impact
<input type="radio"/>	On the sidelines/in a holding pattern
<input type="radio"/>	Cautiously pursuing growth
<input type="radio"/>	Aggressively pursuing growth
<input type="radio"/>	Other (Please specify) <input type="text"/>

10. Compared to 2009, how much do you expect consumer/customer demand for your company's goods/services to change in 2010?

<input type="text"/>	%
----------------------	---

10b. If you expect an increase, how confident are you in your company's ability to meet increased demand?

Extremely confident	Somewhat confident	Not confident	Not sure
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Compared to Fall 2009, does your company find borrowing now:

Much more difficult	A little more difficult	About the same	A little easier	Much easier	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Did your firm experience a covenant violation (or near-violation) for a line of credit during 2008/2009?

<input type="radio"/>	No
<input type="radio"/>	Yes, near violation
<input type="radio"/>	Yes, violation
<input type="radio"/>	N/A, our firm did not have a credit facility

13. Compared to your company's views prior to the credit crisis, is your company now more willing to pay for a "rainy day" credit facility (which could simply be a larger line of credit than usual), that you have no real intention of drawing on but which would provide liquidity if needed in extreme circumstances?

No, not willing to pay premium for a rainy day credit facility
 No, not willing to pay premium for a rainy day credit facility because we hold excess cash for the same purpose
 Yes, willing to pay a small premium for a rainy day credit facility
 Yes, willing to pay a moderate premium for a rainy day credit facility
 Yes, willing to pay a large premium for a rainy day credit facility

Additional information

Please check one from each category that best describes your company:

a. Industry

<input type="radio"/> Retail/Wholesale <input type="radio"/> Mining/Construction <input type="radio"/> Manufacturing <input type="radio"/> Transportation/Energy <input type="radio"/> Communications/Media	<input type="radio"/> Tech [Software/Biotech] <input type="radio"/> Banking/Finance/Insurance <input type="radio"/> Service/Consulting <input type="radio"/> Healthcare/Pharmaceutical <input type="radio"/> Other:
---	---

b. Sales Revenue	c. Number of Employees
<input type="radio"/> Less than \$25 million <input type="radio"/> \$25-\$99 million <input type="radio"/> \$100-\$499 million <input type="radio"/> \$500-\$999 million <input type="radio"/> \$1-\$4.9 billion <input type="radio"/> \$5-\$9.9 billion <input type="radio"/> More than \$10 billion	<input type="radio"/> Fewer than 100 <input type="radio"/> 100-499 <input type="radio"/> 500-999 <input type="radio"/> 1,000-2,499 <input type="radio"/> 2,500-4,999 <input type="radio"/> 5,000-9,999 <input type="radio"/> More than 10,000

d. Where are you personally located?	e. Ownership
<p style="text-align: center;">(Other specified)</p> <div style="border: 1px solid black; padding: 2px;">-- Select --</div> <p style="text-align: center;">(Other specified)</p>	<input type="radio"/> Public <input type="radio"/> Private <input type="radio"/> Government <input type="radio"/> Nonprofit
<p>If your company headquarters is another country, please indicate which country.</p> <p style="text-align: center;">(Other specified)</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	

f. Foreign Sales	g. What is your company's credit rating?
<input type="radio"/> 0% <input type="radio"/> 1-24% <input type="radio"/> 25-50% <input type="radio"/> More than 50%	<div style="border: 1px solid black; height: 20px; width: 100%;"></div> <input type="checkbox"/> Check here if you do not have a rating, and please estimate what your rating would be.

h. Your job title (e.g., CFO, Asst. Treasurer, etc)

Submit

© Duke University, 2010