

## Survey Instrument – Brand Metrics

### Introduction:

Hello, my name is \_\_\_\_\_ and I'm calling from The Research Associates on behalf of the United States Department of Commerce's U.S. Commercial Service.

May I please speak with Mr./Ms. \_\_\_\_\_? Or "Can you tell me the name of the person who manages or leads your company's international business?" (Could be a director, vice president of international sales, or president/CEO).

### When You Have the Correct Contact Person on the Phone:

Hello, Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling from The Research Associates on behalf of the United States Department of Commerce's U.S. Commercial Service. The Commercial Service assists U.S. companies to export their products and services around the world.

We are speaking with companies that have exported products and services in the past 12 months, and would like to include your perspective in the research. This research will provide the U.S. Commercial Service with information that will assist them in improving their services to U.S. exporters. This is your opportunity to provide input as to what is important to you when receiving assistance with international sales and to make recommendations for change so that the U.S. Commercial Service can help more U.S. companies to grow globally. Your name and company will remain completely confidential from the U.S. Commercial Service. This survey will take approximately 15 minutes to complete. We recognize your time is valuable and the government appreciates your participation.

When is a convenient time for you to participate in this research? \_\_\_\_\_

### Screening Questions

#### **S-1. Do you currently or do you plan to export your products or services?**

1. Yes
2. No

**If 1, go to S-2**

**If 2, thank and terminate the call**

#### **S-2. Is your company likely to use international sales/exporting assistance?**

1. Definitely
2. Likely
3. Not likely

**If 1 or 2, go to S-3**

**If 3, thank and terminate call**

#### **S-3. Have you ever used/worked with the U.S. Commercial Service?**

1. Yes
2. No

**If 1, thank and terminate the call  
If 2, go to Main Survey**

**Main Survey**

**1. Where do you (or do you plan to) find out about international sales/exporting assistance? I am going to read a list, please tell me "yes" or "no." (Check all that apply.)**

- Advertising: Trade Publications
- Articles: Newspaper/Magazines
- Colleagues/Friends/Family
- Emails
- Product brochures
- State Trade Office
- Tradeshows
- Industry Associations
- Website (please specify)
- Other (please specify)
- Don't Know

**2. When looking for international sales/exporting assistance, what is important to you? I am going to read a list, please tell me "yes it is important" or "no it is not important." (Check all that apply.)**

- Reputation
- Recommended by friends/family/colleagues
- Advertising: Publications
- Newspaper/Magazine articles
- Variety of service offerings
- U.S. Government
- Trusted brand/organization
- Trade and global knowledge
- Trade and global network
- Good value for money
- Good market research products
- Convenient location
- Other (please specify)

**3. Using a scale of 1 to 10 where "1" means "Limited" and "10" means "Consistently" how much does your company use (or plan to seek) assistance/support for international sales/exporting?**

- 1  2  3  4  5  6  7  8  9  10  N/A
- Limited** **Consistently**



Accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry/Technical Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. **Have you or your organization used international sales/exporting assistance in the past?**

- 1. Yes: Go to Q8
- 2. No: Go to Q12

8. **Think about all of your experiences with the organization(s) you used for international sales/exporting assistance. Using a scale of 1 to 10 where "1" means "Very Dissatisfied" and "10" means "Very Satisfied", what is your overall satisfaction?**

- 1  2  3  4  5  6  7  8  9  10  N/A
- Very Dissatisfied** **Very Satisfied**

9. **Considering all of the expectations you may have had about the organization(s) you used for international sales/exporting assistance, to what extent has the assistance met your expectations? "1" now means "Falls short of your expectations" and "10" now means "Exceeds your expectations."**

- 1  2  3  4  5  6  7  8  9  10  N/A
- Falls Short** **Exceeds**

10. **Now think of the ideal set of international sales and export services for companies in your circumstances. How well do you think the services you received from the organization(s) you used for international sales/exporting compare with the ideal set of services? "1" now means "Not very close to the ideal" and "10" now means "Very close to the ideal."**

- 1  2  3  4  5  6  7  8  9  10  N/A
- Not Very Close** **Very Close**



**12. Have you heard of the U.S. Commercial Service?**

- Yes
- No: Go to last page

**13. Using a scale of 1 to 10 where "1" means "Very negative" and "10" means "Very positive" please rate your overall perception of the Commercial Service as a source for advocacy assistance:**

- 1  2  3  4  5  6  7  8  9  10  N/A
- Very Negative** **Very Positive**

**14. Using a scale of 1 to 10 where "1" means "Very negative" and "10" means "Very positive" please rate your overall perception of the Commercial Service as a source of international sales/exporting assistance:**

- 1  2  3  4  5  6  7  8  9  10  N/A
- Very Negative** **Very Positive**

**Last Page: High-Level Company Information (will use the standard range/definition the CS or DOC uses)**

**15. Would you classify yourself as a:**

1. Manufacturer
2. Wholesaler
3. Export trading company or broker
4. Export management company

**16. In the past 12 months, approximately what percentage of your annual revenue was from countries outside the United States?**

\_\_\_\_\_ %

**17. What percentage of these international sales are exported from the United States, as opposed to manufactured in foreign markets?**

\_\_\_\_\_ %

**18. Do you have international revenue targets? (Y/N)**

**19. Have you identified specific target countries and markets for expansion? (Y/N)**

**20. Which one of the following statements best characterizes your approach to exporting? (CHECK ONLY ONE)**

1. We would like to aggressively grow export sales
2. We would like to modestly grow export sales
3. We would like to maintain current export sales

4. We do not actively solicit export sales, and primarily respond to foreign customer inquiries

**21. Which one of the following best describes your company? (CHECK ONLY ONE)**

1. Manufacturer of a finished product, or OEM
2. Supplier of components/materials
3. Job shop/contract manufacturer
4. Wholesaler / Broker / Trading Company / Export Management Company

**22. Do you sell your products to any of the following end-markets or supply chains? (Y/N)**

- Defense / Aerospace
- Automotive
- Medical, Health Care or Pharmaceuticals
- Computer, Information Technology or Telecommunications
- Food and Beverage
- Furniture
- Apparel / Textile products
- Agricultural and Construction Equipment
- Industrial / Commercial Machinery or Equipment (e.g. metalworking, HVAC, material handling)
- Construction Materials or Building Products
- Consumer Appliances and Housewares
- Energy, Power Generation and Distribution
- Other

**23. Which of the following best describes the ownership of your company? Please select only one:**

1. Subsidiary of another company
2. Family-owned and managed
3. Management owned, but non-family
4. Investor-owned company
5. Sole proprietor

**24. What was your company's growth rate for total revenue in 2008 (or most recent fiscal year)?**

\_\_\_\_\_ %

**25. What was your company's growth rate for total revenue in 2007 (or two years ago)?**

\_\_\_\_\_ %

**26. Please tell me which regions you sell to: (check all that apply)**

- Canada and/or Mexico (NAFTA COUNTRIES)
- Brazil
- Other countries in Latin America and the Caribbean, beyond Mexico, Brazil

- Western Europe
- Eastern Europe, excluding Russia
- Russia
- China
- India
- Other countries in Asia, beyond China, India
- Middle East
- Africa
- Australia and New Zealand

**27. How many countries do you currently export to?**

1. 1-2
2. 3-4
3. 5-10
4. 10-20
5. More than 20

Thank you for your time.

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