



Survey on SMEs' Business under Recent Economic Conditions

Survey Questionnaire (Final Draft)

21 April 2008

The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre under the Faculty of Social Sciences of the University of Hong Kong. It was transferred to the Journalism and Media Studies Centre of the University of Hong Kong in May 2000, and then back to the Faculty of Social Sciences in January 2002.

香港大學民意研究計劃在一九九一年六月成立，初時隸屬香港大學社會科學學院的社會科學研究中心，二零零零年五月轉往香港大學新聞及傳媒研究中心，二零零二年一月再轉回香港大學社會科學學院管轄。

Part 1 Self-Introduction

Good morning/afternoon, sir/madam, this is Mr/Ms X, an interviewer from the Public Opinion Programme of the University of Hong Kong. We would like to ask for your opinion on the impact on SME business caused by recent economic factors which would only take you a couple of minutes. Please rest assured that any information identifying you or your business will be kept strictly confidential.

Is it okay for you?

Yes

No → Skip to end

Part 2 Respondent Selection

[S1] As our targets of this interview are SMEs in Hong Kong, may I double confirm with you your company belongs to this category? [Definition for SMEs: number of employees in HK no more than 50, or 100 for manufacturing industry.]

Yes

No → Terminate interview, skip to end.

[S2] And are you in a position to make business decisions for your company?

Yes

No → Terminate interview, skip to end.

Part 3 Main Questions

[Q1] How is your business affected by the US slowdown? (Read out answers, order to be randomized by computer, multiple responses allowed)

- Fewer orders from US buyers compared to last year
- Smaller volume orders from US buyers compared to last year
- Lower prices offered by US buyers compared to last year
- US business growing compared to last year, e.g. more orders from US buyers
- Shifting to other markets, e.g. Europe, Middle East
- No change/ Not affected
- None of the above
- Don't know / Hard to say
- Refuse to answer

[Q2a] Which of the following are the key markets of your company?

[Q2b] How is demand from your key markets now compared to 12 months ago? (read out the answers chosen in Q2a)

MARKET	DEMAND UP	DEMAND DOWN	SAME	DK/HS	REFUSE
(i) US					
(ii) Europe					
(iii) Middle East					
(iv) Latin America					
(v) Mainland China					
(v) Hong Kong					
(vi) Rest of Asia					
(vii) Others, please specify: _____					

[Q3] Are you concerned about buyers' credit quality in the current environment?

Yes

No

Don't know/ hard to say

Refuse to answer

[Q4] How are you managing risk of non-payment from buyers? (Read out answers, order to be randomized by computer, multiple responses allowed)

Doing less business in that market

Accepting smaller orders to reduce transaction size

Less open account trade

Greater use of trade services provided by banks, e.g. documentary credit, bills for collection, export finance/receivable finance

Use of export credit insurance

Others, please specify: _____

None

Don't know/ hard to say

Refuse to answer

[Q5] How are you increasing cost efficiency in your business today? (Read out answers, order to be randomized by computer, multiple responses allowed)

Moving to home office to save on commercial rent

Relocating to less expensive area in Hong Kong

Moving own factories to cheaper locations

Contracting work out to cheaper locations

Changing suppliers, i.e. logistics, banks, insurers

Reducing staff

Others, please specify: _____

None

Don't know/ hard to say

Refuse to answer

[Q6] How do you expect your industry to look in the next 12 months?

More businesses than now

Fewer businesses than now

Same as now

Don't know/ Hard to say

Refuse to answer

Part 4 Company Information

We would like to ask you some company information for further analyses.

[DM1] Industry

Clothing / Textile industry	Construction Industry
Electronic products	Law, Accountancy, Professional Information Services
Toys, gifts or game products	Education
Watch and jewellery	Security
Leather products	Insurance
Machinery and equipment	Property
Paper or wood industry	Tourism
Import / Export Trade	Film / Entertainment Industry
Transport, warehouse and communications	Media/Publishing
Catering industry	Medical, Hygiene and Welfare Sector
Banks, Investment, Finance Sector	Wholesale / Retail
Advertisement/ Design	Oil, Energy, Resources and Utilities
Information Technology	Others (Please specify): _____
	Don't know/ Hard to say
	Refuse to answer

[DM2] Position

Employer/ Chairman/ General Manager/ CEO
 Management staff/ Manager/ Senior Executive
 Other executive (e.g. supervisor)
 Clerical staff (e.g. Clerk, Secretary)
 Others (Please specify): _____
 Refuse to answer

Thank you for your time. If you have any questions regarding this interview, you can contact our supervisor Ms Louise Pun at XXXX-XXXX or call XXXX-XXXX during office hours to verify this interview's authenticity and confirm my identity. Bye bye.

******* End of Questionnaire *******