

# Economic barometer SEE 2014

A Study by GfK on behalf of PRISMA

# Study Overview

## Fieldwork

BiH: 02.12. – 03.12.2014 / HR: 01.12. – 16.12.2014 /  
RS: 02.12. – 08.12.2014 / SI: 28.11. – 04.12.2014

## Target Group

B2B, SME and Corp companies

## Interview Region

Bosnia, Croatia, Serbia, Slovenia

## Interview Method

CATI (Computer Assisted Telephone Interviewing)

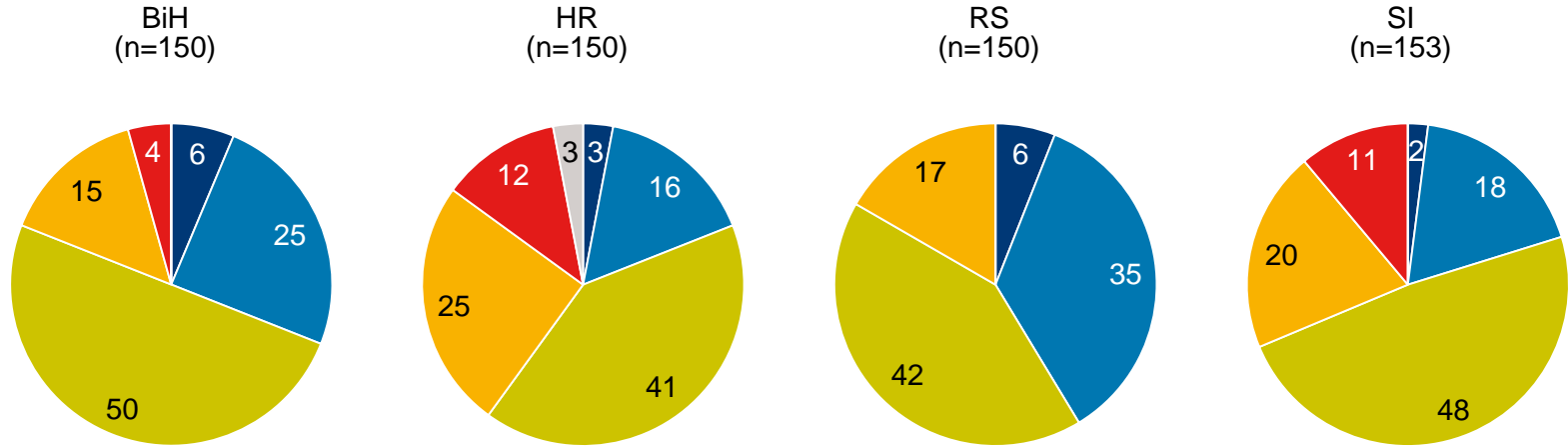
## Sample

BiH: n=150 / HR: n=150 / RS: n=150 / SI: n=153

## Questionnaire

Developed together with the client

# Economical performance of industrial sector



mean	2,9	3,3	2,7	3,2
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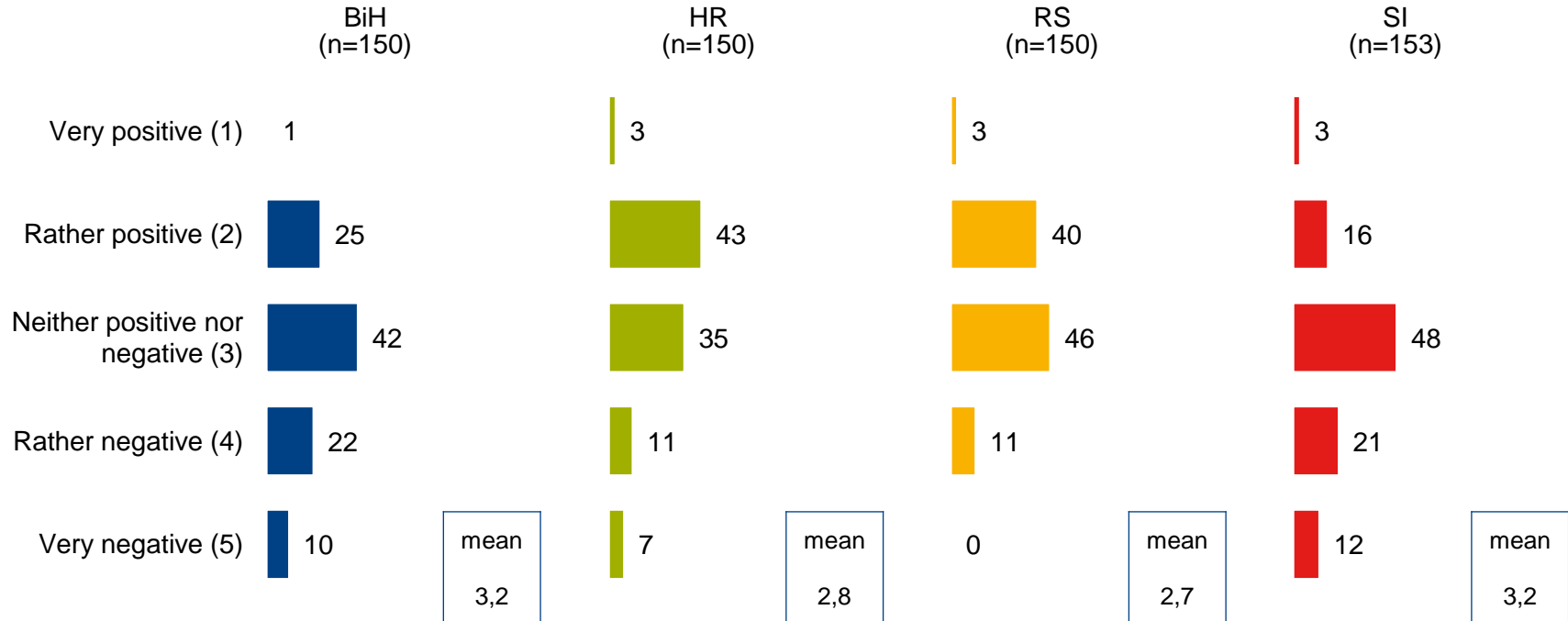
■ Very well (1)  
 ■ Rather well (2)  
 ■ Satisfyingly (3)  
 ■ Rather badly (4)  
 ■ Very badly (5)  
 ■ don't know/no answer

Question 1: Can you please tell me, how your industrial sector is economically doing at present? Please use the scale from 1 to 5 where 1 represents „very well“ and 5 „very badly“ and the nuances in between.

Base: Total

percentages, mean

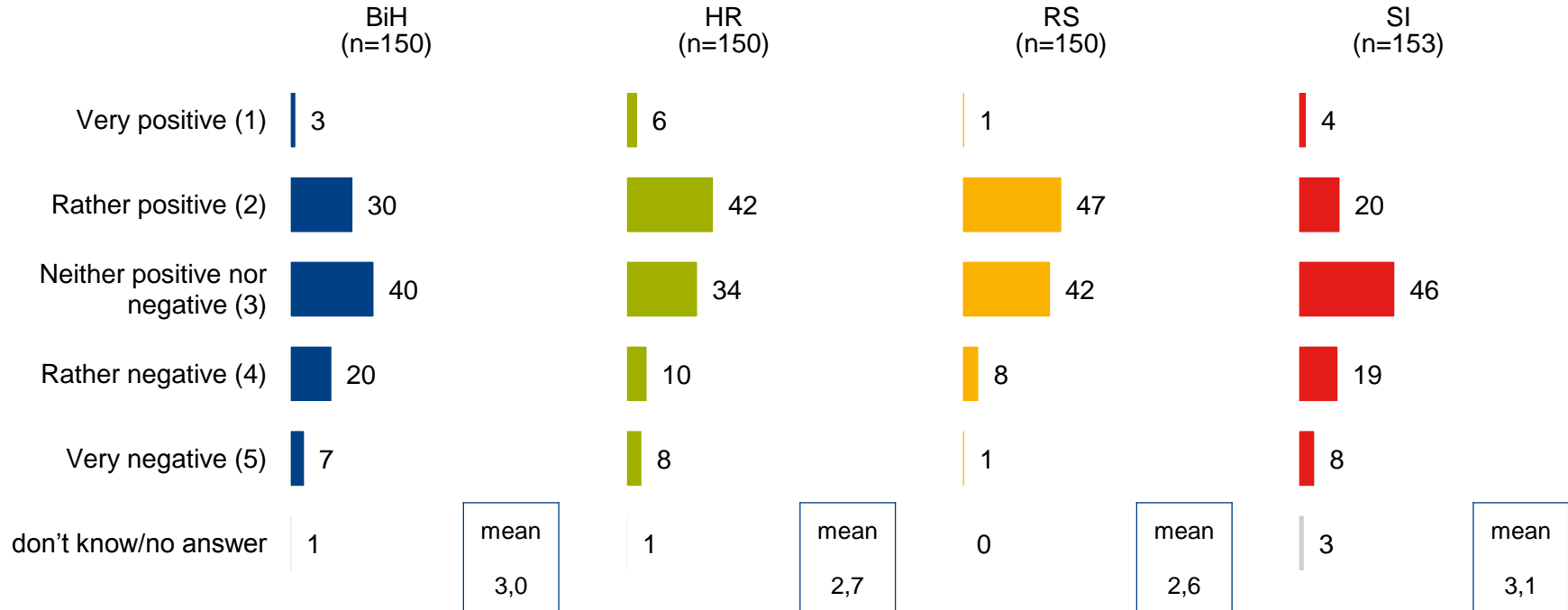
# Business outlook in the next 6 months



Question 2: Now, can you please tell me your view of your business outlook in the next 6 months?  
Please use the scale from 1 to 5 where 1 represents „very positive“ and 5 „very negative“ and the nuances in between.  
Base: Total

percentages, mean

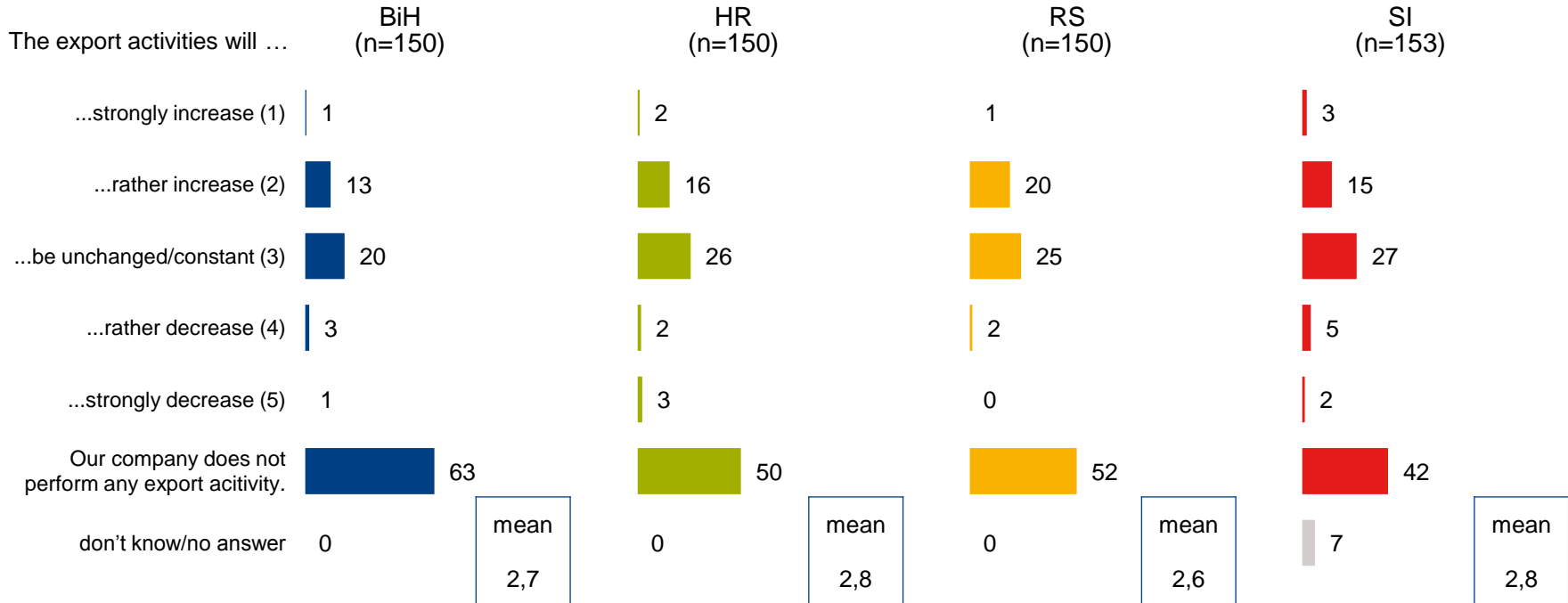
# Business outlook in the next 12 months



Question 3: And what is your view of your business outlook in the next 12 months?  
Please use the scale from 1 to 5 where 1 represents „very positive“ and 5 „very negative“ and the nuances in between.  
Base: Total

percentages, mean

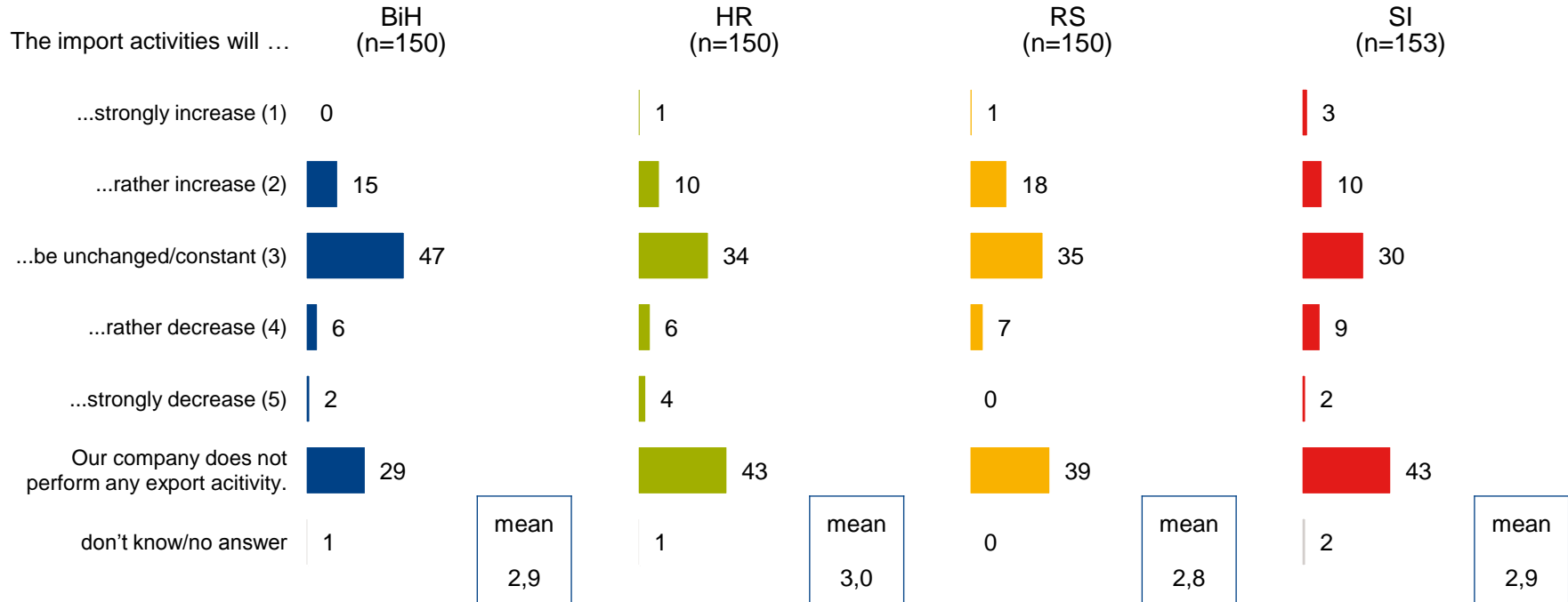
# Export activities in the next 12 months



Question 4: What do you think, how will the export activities of your company develop in the next 12 months?  
Base: Total

percentages, mean

# Import activities in the next 12 months

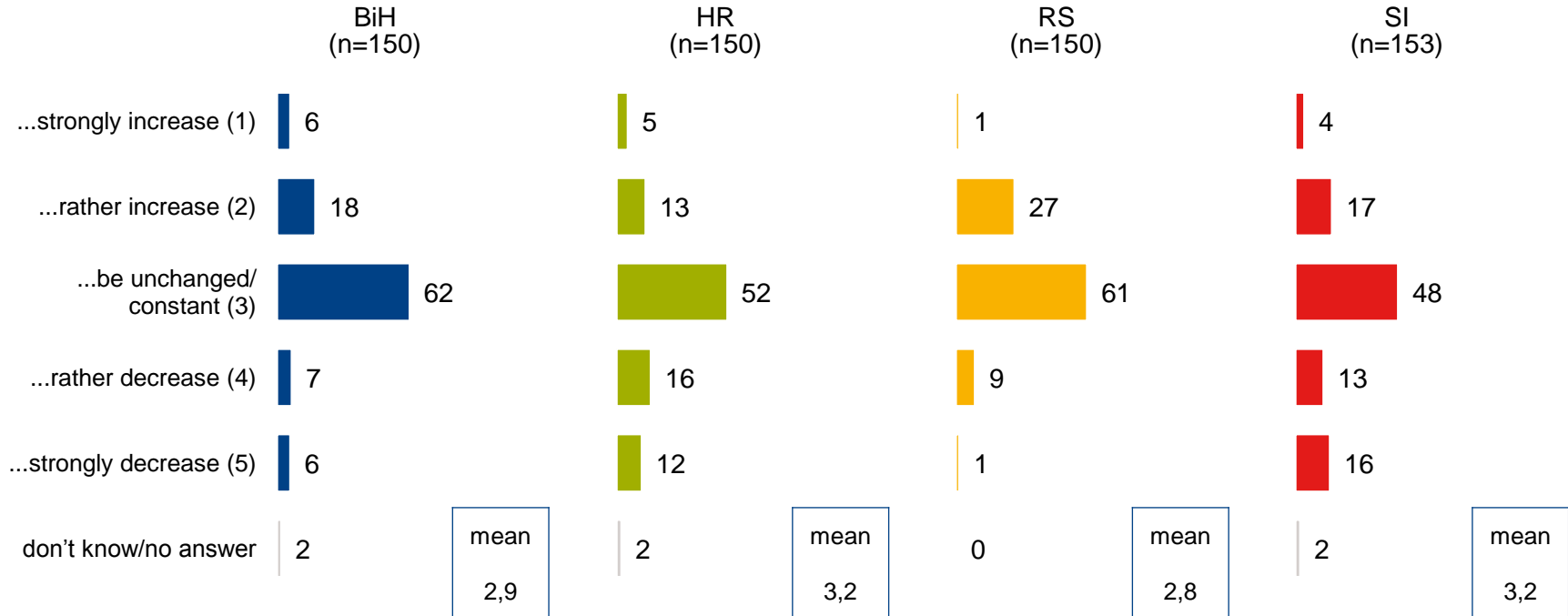


Question 5: And what about the import activities? How will the import activities of your company develop in the next 12 months?  
Base: Total

percentages, mean

# Investment activities in the next 6 months

The investment activities will ...



Question 6: Let's talk about the investment activities. How do you describe the investment activities of your company in the next 6 months?

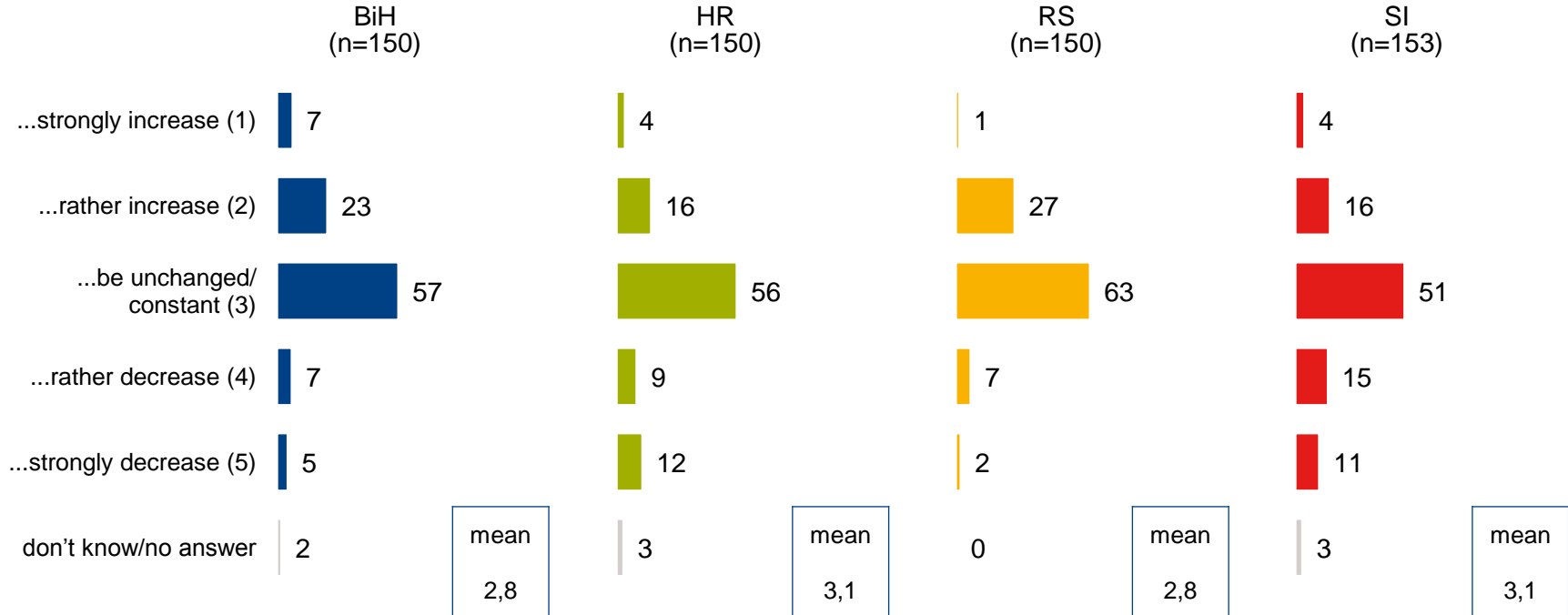
Base: Total

percentages, mean



# Investment activities in the next 12 months

The investment activities will ...

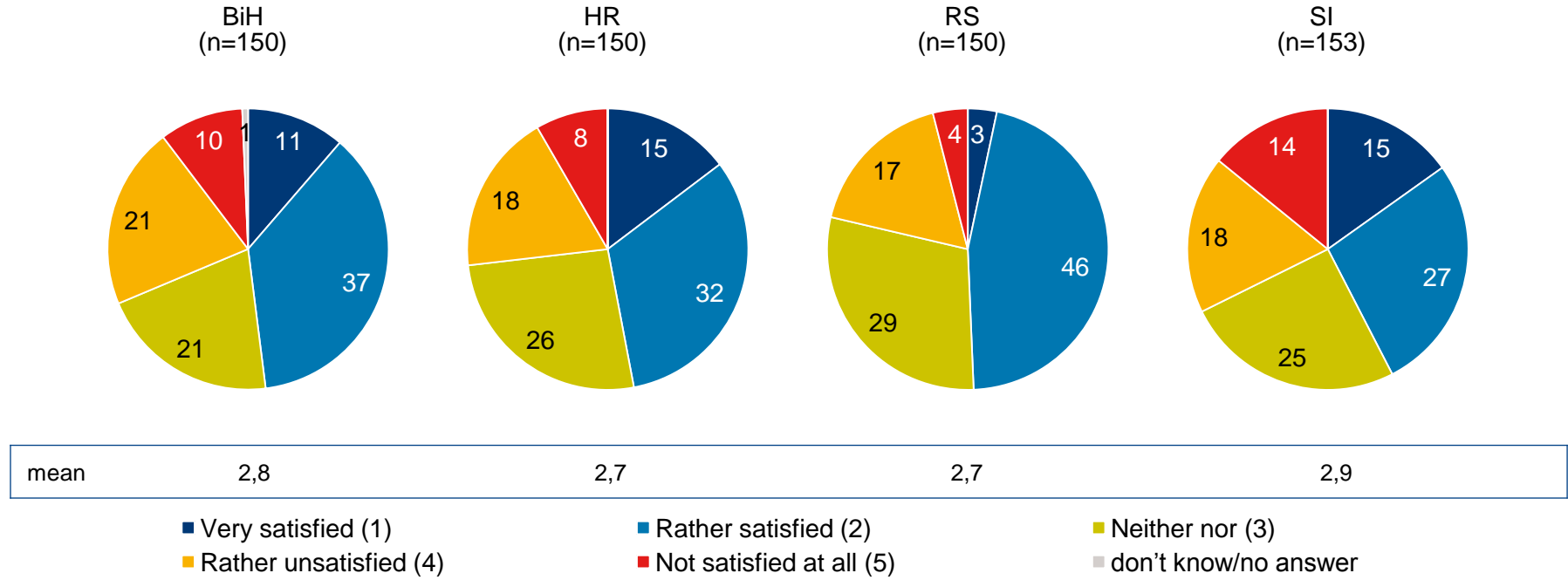


Question 7: And how do you describe the investment activities of your company in the next 12 months? Please use the same scale from 1 to 5 again where 1 represents „strongly increase“ and 5 „strongly decrease“ and the nuances in between.

Base: Total

percentages, mean

# Satisfaction with payment performance of customers



Question 8: Please think about the payment history of your customers. In general, how satisfied are you with the payment performance of your customers (for example: punctual in paying their bills, payment defaults, etc.)? Please use the scale from 1 to 5 where 1 represents „very satisfied“ and 5 „not satisfied at all“ and the nuances in between.  
Base: Total

percentages, mean

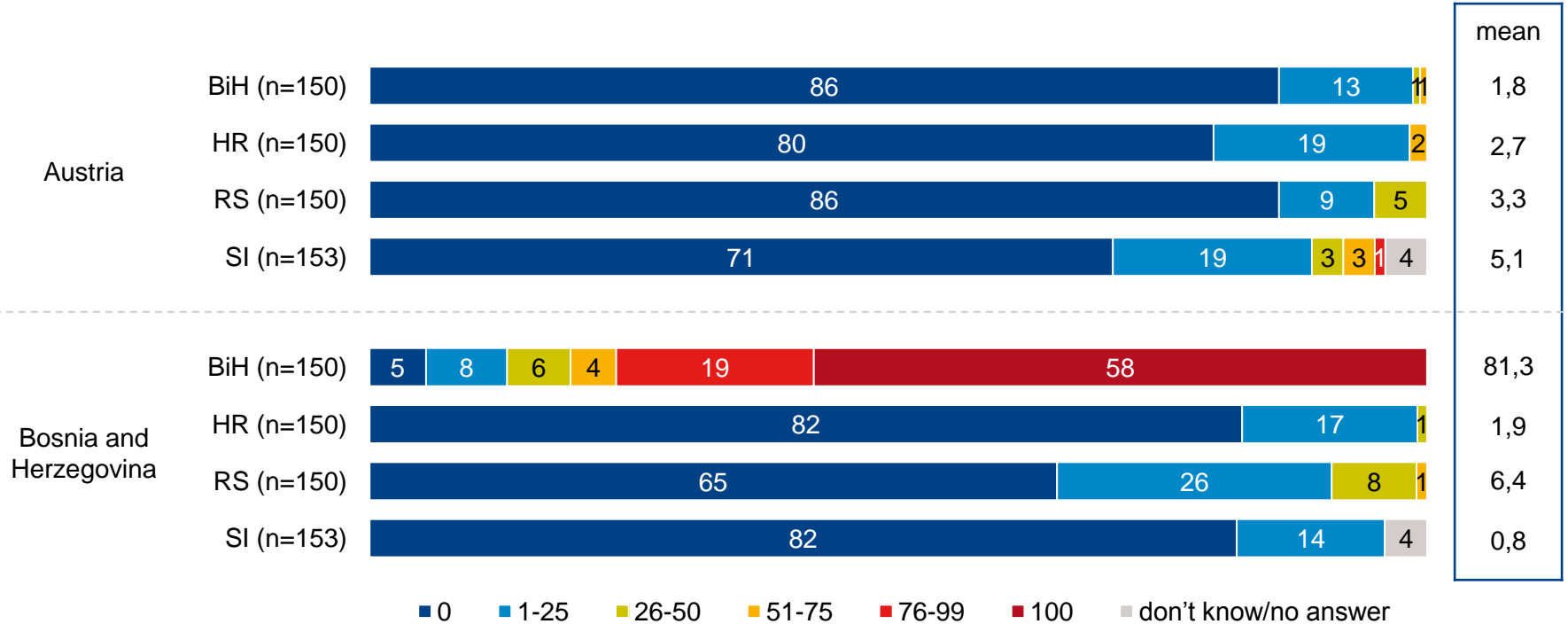
# Location of main trading partners



Question 9: Now can you please let me know in which foreign country your main trading partners are located? In other words, in which country do you supply most frequently?  
Base: Exporters

percentages

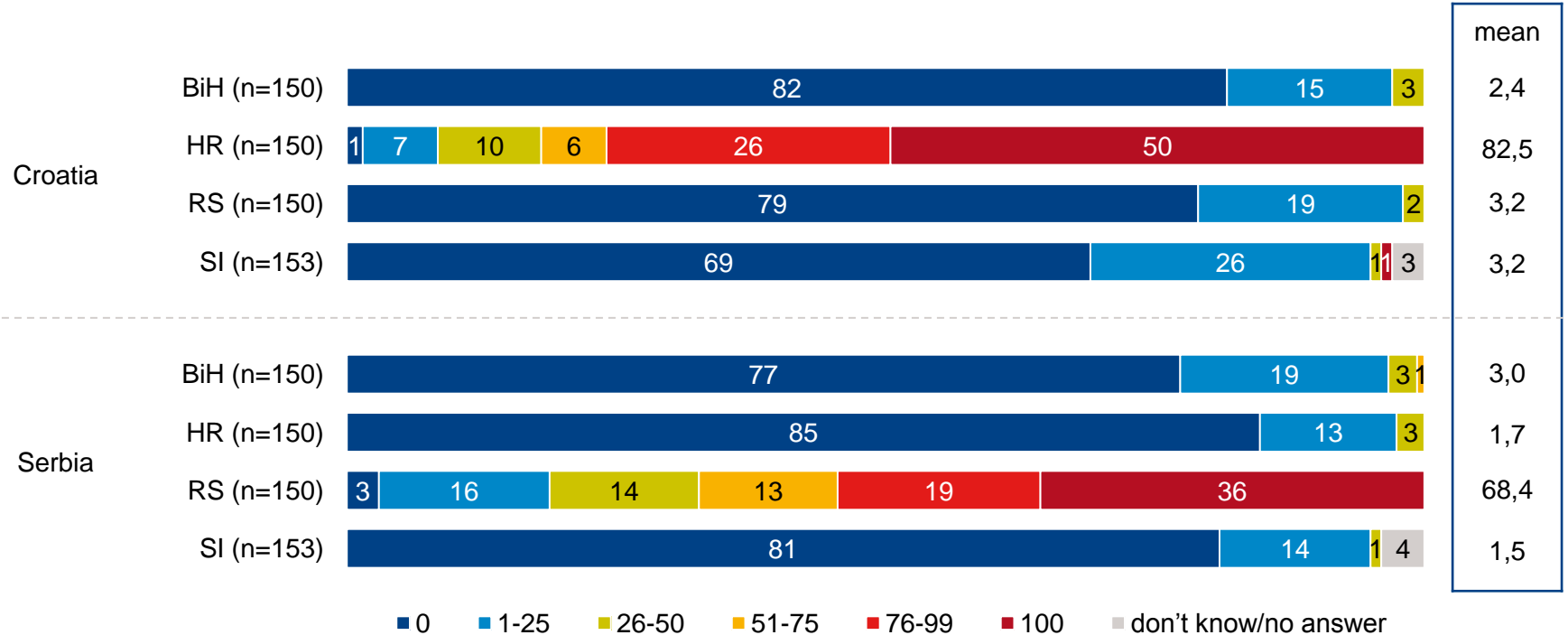
# Percentage of total sales yield in following countries (1)



Question 10: What percentage of your total sales do you yield in the following countries?  
Base: Total

percentages, mean

# Percentage of total sales yield in following countries (2)

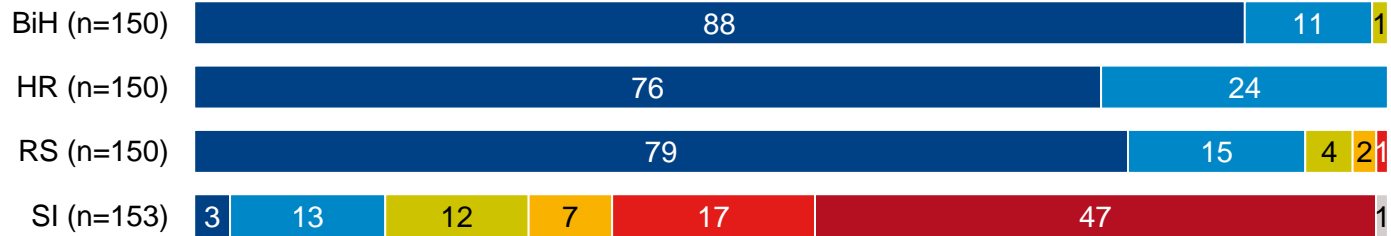


Question 10: What percentage of your total sales do you yield in the following countries?  
Base: Total

percentages, mean

# Percentage of total sales yield in following countries (3)

Slovenia

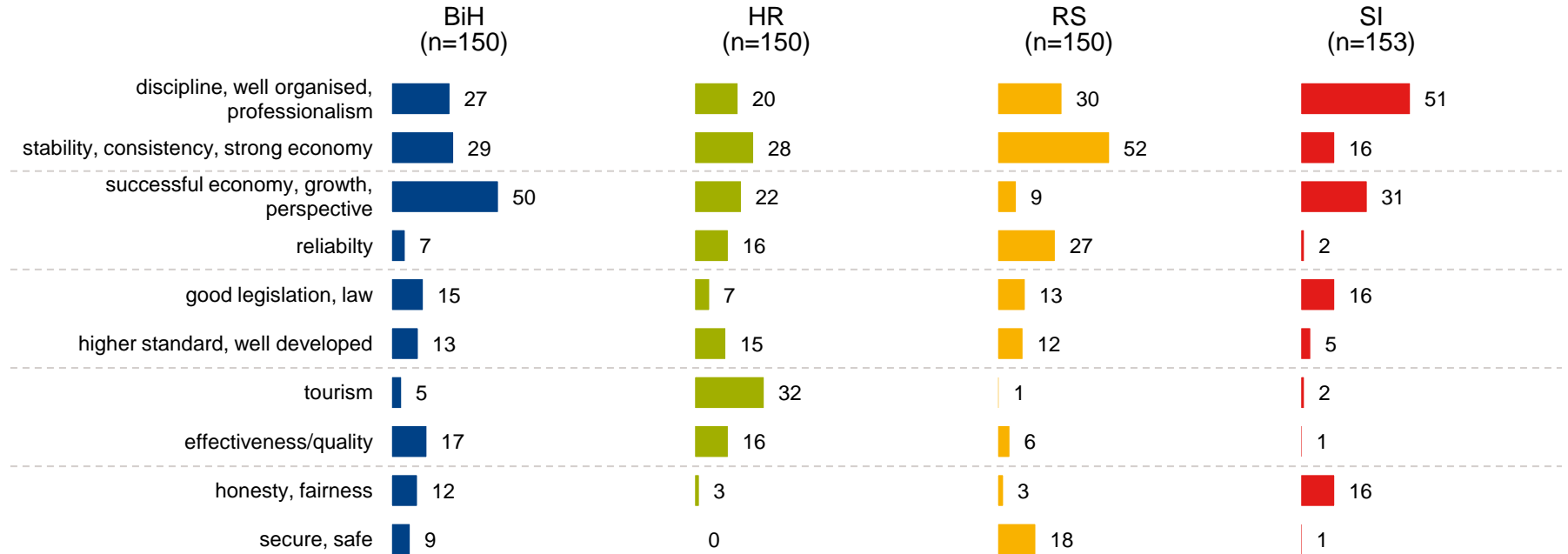


■ 0 ■ 1-25 ■ 26-50 ■ 51-75 ■ 76-99 ■ 100 ■ don't know/no answer

Question 10: What percentage of your total sales do you yield in the following countries?  
Base: Total

percentages, mean

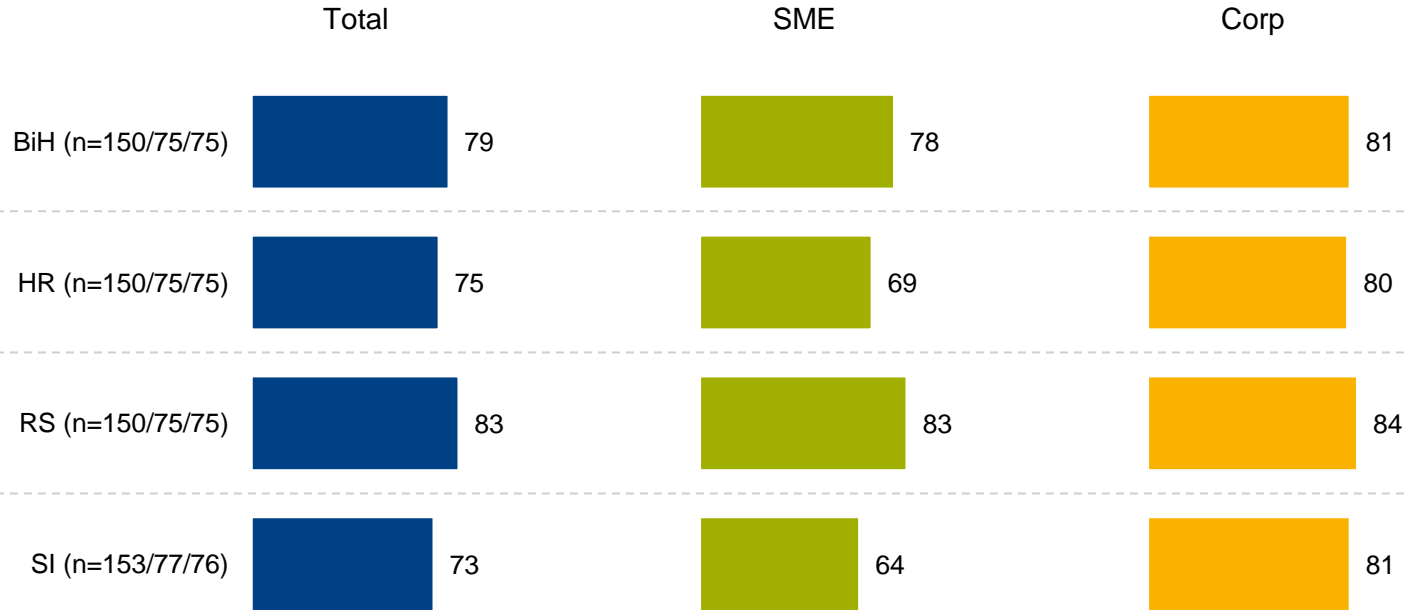
# Economic country Austria – Associations



Question 11: What terms cross your mind when thinking of the economic country Austria? Please name three of these terms.  
Base: Total

percentages

# Total-Index

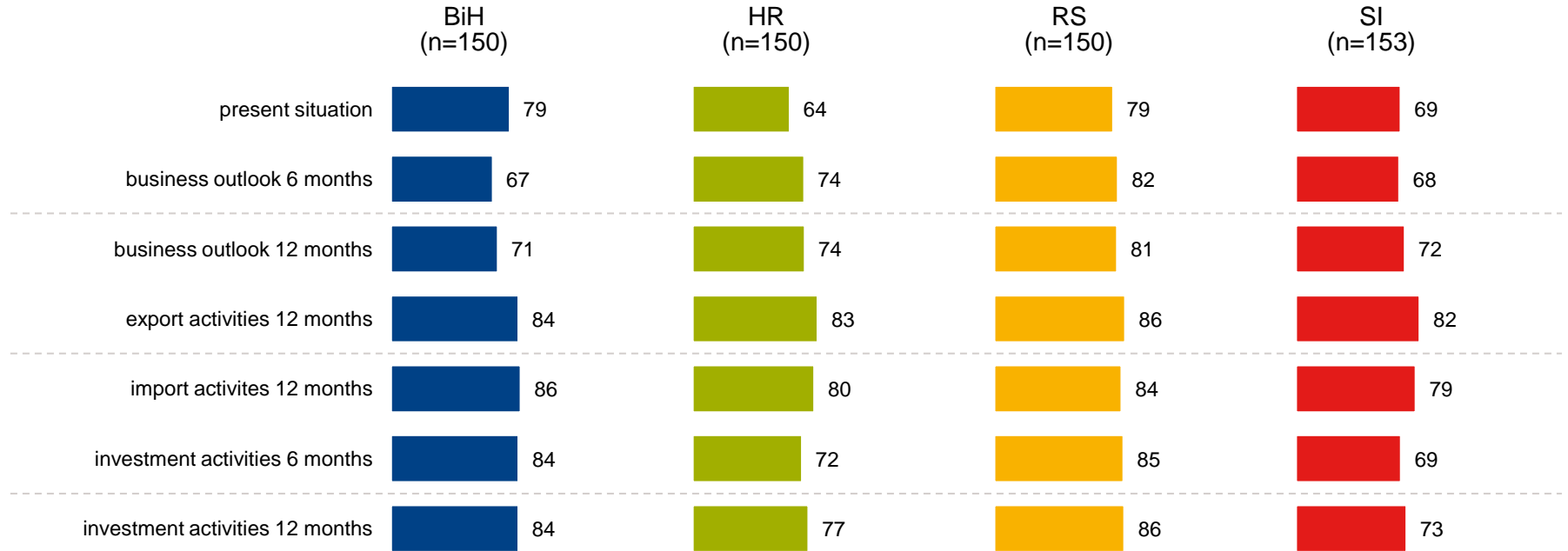


Questions 1-7  
Base: Total

Index



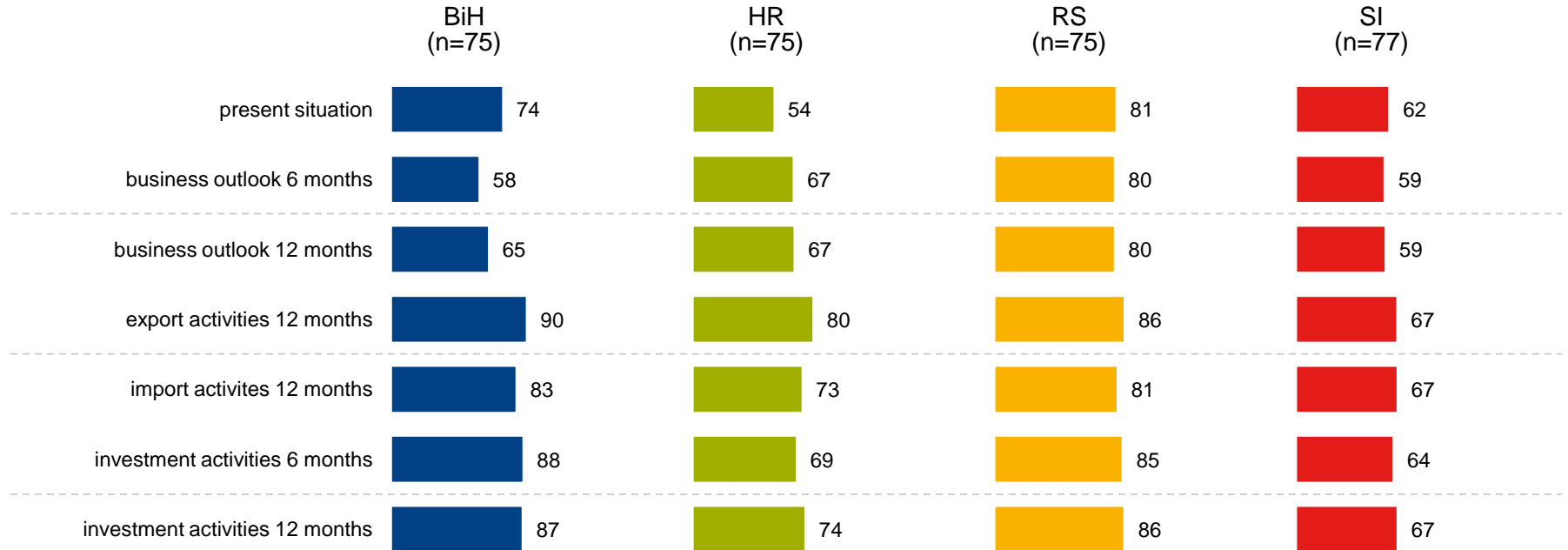
# Individual-Index TOTAL



Questions 1-7  
Base: Total

Index

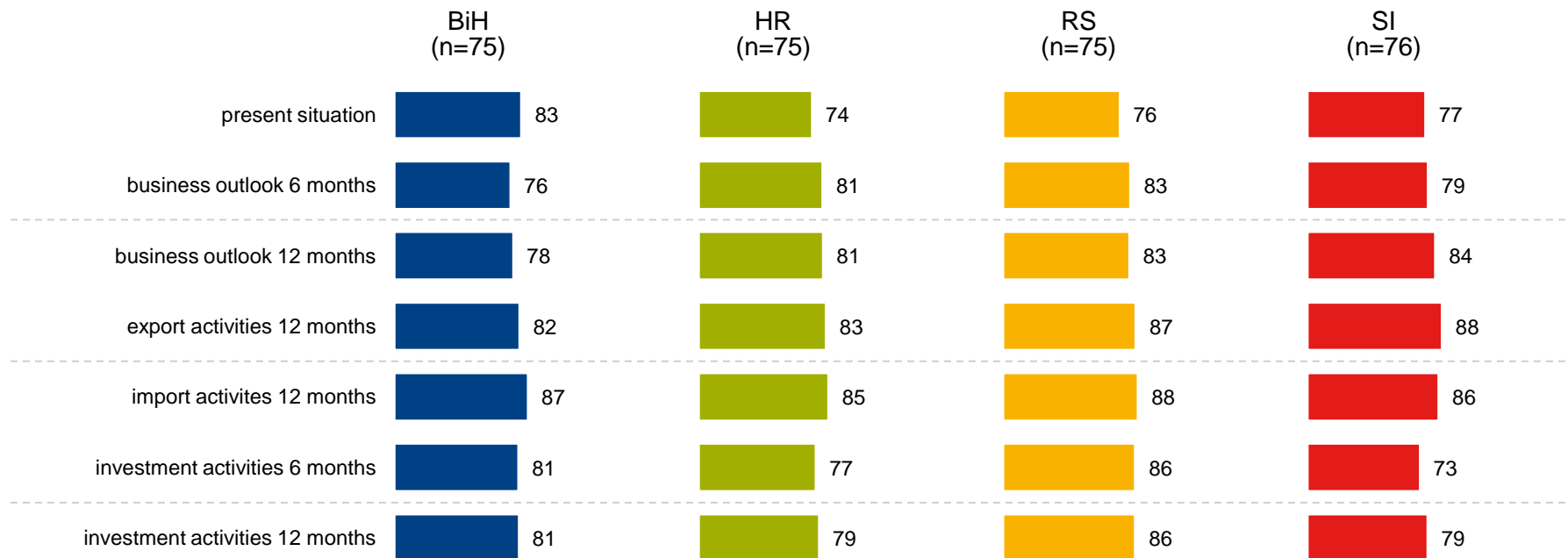
# Individual-Index – SME



Questions 1-7  
Base: SME

Index

# Individual-Index – Corp



Questions 1-7  
Base: Corp

Index

# Contact

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