

## The U.S. Department of Commerce (DOC) / International Trade Administration (ITA) 2016 Annual Customer Survey

Survey Instructions: We would greatly appreciate it if you would please complete this survey which should take up to 10-15 minutes. The results of this survey will be used to evaluate and improve DOC/ITA's assistance to ensure optimal use of tax-payer funding. Thank you for participating in the 2016 DOC/ITA Annual Survey.

Confidentiality: This information is confidential and for internal use only. Unless authorized by you, we will keep you and your organization's identity private and will only use the information provided to report on our organization's overall performance and to improve our assistance to U.S. organizations such as yours.

To begin the survey, please click on the ">>" button below.

About ITA: ITA strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad. ITA is organized into three distinct but complementary business units:

- The U.S. and Foreign Commercial Service (CS) unit combines ITA's country and regional experts and overseas and domestic field staff, to provide U.S. firms with the full suite of country-specific export promotion and market access services, while promoting the United States as an investment destination (SelectUSA).
- Industry & Analysis' (I&A) staff of industry, trade and economic analysts devise and implement international trade, investment, and export promotion strategies to strengthen the global competitiveness of U.S. industries. By combining in-depth quantitative and qualitative analysis with ITA's industry relationships, I&A devises initiatives to unlock export and investment opportunities for U.S. businesses, represent the interests of U.S. industry in trade negotiations, and publishes research on global opportunities for U.S. companies.
- The Enforcement and Compliance unit leads ITA's efforts in the enforcement of U.S. trade laws and works to ensure foreign countries' compliance with international trade agreements to ensure a fair playing field for U.S. industry.

Q1 Would you like your responses to be shared within DOC/ITA?

- Yes, my identity and responses may be shared within the U.S. Department of Commerce, International Trade Administration (1)
- No, my identity and responses may not be shared within the U.S. Department of Commerce, International Trade Administration (2)

Q2 Which of the following best describes your organization?

- U.S. Business/Exporter (1)
- Trade Association (2)
- Tourism Organization (4)
- State or Local Economic Development Organization (3)
- Educational Institution (5)
- Export Service Supplier (e.g. Trade Finance, Freight Forwarder, Customs Broker) (6)
- Other (7)

Answer If Which of the following best describes your organization? Other Is Selected

Q2a Please describe your organization.

Answer If Which of the following best describes your organization? Exporter Is Selected

Q3 In total, how long has your organization been exporting (selling products/services internationally) for?

- Less than 1 year (1)
- 1-2 years (2)
- 2-5 years (3)
- 5-10 years (4)
- 10+ years (5)
- N/A (6)

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected Or Which of the following best describes your organization? Tourism Organization Is Selected Or Which of the following best describes your organization? Educational Institution Is Selected

Q4 During the past 12 months, to how many different countries did your organization export (sold products/services internationally)? If none, please enter "0". Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

Answer If Which of the following best describes your organization? Exporter Is Selected Or Which of the following best describes your organization? Tourism Organization Is Selected Or Which of the following best describes your organization? Educational Institution Is Selected

Q5 During the past 12 months, what percentage of your organization's revenue can be attributed to exporting/international sales? Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10" for 10 percent).

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected Or Which of the following best describes your organization? Tourism Organization Is Selected Or Which of the following best describes your organization? Educational Institution Is Selected Or Which of the following best describes your organization? Export Service Supplier (e.g. Trade Finance, Freight Forwarder, Customs Broker) Is Selected

Q6 During the past 12 months, what percentage of your organization's operating budget is devoted to international business development (e.g. exporting mechanics, international operations, etc.)? Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10" for 10 percent).

Q7 Which of the following best describes your role in the organization? Please select all that apply.

- International Business Development (1)
- Government Relations (2)
- Export Logistics (3)
- Sales (4)
- Customer Service (5)
- Executive (6)
- In-house Legal Counsel (7)
- External Consultant/Legal Representative (8)
- Policy Director (9)
- Other (10)

Answer If Which of the following best describes your role in the organization? Other Is Selected  
Q7a Please list your role.

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected

Q8 Which of the following best describes your organization's current orientation toward exporting (selling products or services internationally)?

- New exporter (not yet exporting, need assistance with export basics and identifying potential markets) (4)
- Novice exporter (exported before, but need assistance with identifying potential markets) (3)
- Experienced exporter (been exporting for at least a few years and have a strategic plan for building exports) (6)

Answer If Which of the following best describes your organization? U.S. Business/Exporter Is Selected

Q8a Which of the following best describes your organization's current orientation toward exporting (selling products or services internationally)?

- Reactive exporter (pursues exporting opportunities as they arise) (5)
- Proactive exporter (have a strategic plan for building exports and dedicated personnel assigned to managing exports) (7)

Q9 What are your organization's main barriers to exporting (selling your goods and/or services internationally)? Please click and drag all that apply into the box on the right in rank order.

Click and Drag Items Here	
<input type="checkbox"/>	I don't have goods and/or services that are exportable (1)
<input type="checkbox"/>	Don't know much about it and not sure where to start (2)
<input type="checkbox"/>	I'd worry too much about getting paid (3)
<input type="checkbox"/>	Regulatory barriers/complexity (4)
<input type="checkbox"/>	Unaware how to utilize free/foreign trade agreements (5)
<input type="checkbox"/>	Can't get financing to offer foreign customers (6)
<input type="checkbox"/>	It would take too much time away from my regular, domestic sales (7)
<input type="checkbox"/>	Insufficient protection of intellectual property rights (patents, copyrights, trademarks) (8)
<input type="checkbox"/>	Too costly (9)
<input type="checkbox"/>	Obtaining visas and work permits (10)
<input type="checkbox"/>	Restrictions on forming partnerships or joint ventures, or the requirement to have partnerships with local businesses (11)
<input type="checkbox"/>	Unfair trade practices (12)
<input type="checkbox"/>	Other (13)

Answer If What are your organization's main barriers to exporting (selling your goods and/or services internationally)? Please click and drag all that apply into the box on the right. Other - Barriers to exporting (selling goods/services internationally) Is Selected

Q9a Please list the other barrier.

Q10 What year did your organization start working with the DOC/ITA?

- List of years

Q11 What kind of assistance has your organization received from DOC/ITA over the past twelve months? Please check all that apply.

- Completing export/shipping documentation (1)
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses (2)
- Gathering market or competitive intelligence (3)
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales (4)
- Obtaining marketing/media exposure overseas (5)
- Identifying and /or arranging appointments with foreign partners, distributors, and buyers (6)
- Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, or intellectual property issue) (7)
- Assistance or counseling with regard to a foreign trade remedy action (8)
- Competing for a foreign government procurement (9)
- Obtaining export financing and insurance from DOC/ITA partners; such as working capital loans, etc. (10)
- Other (11)

Answer If What kind of assistance has your organization received from ITA over the past twelve months? Plea... Other Is Selected

Q11a Please specify the other assistance you received.

Q12 How did your organization receive assistance from ITA over the past 12 months? Please check all that apply.

- Obtained information, reports, data from Export.gov, Trade.gov, STOPfakes.gov, or PrivacyShield.gov (1)
- Received assistance from DOC / ITA staff located in the United States (2)
- Received assistance from DOC / ITA staff located internationally (3)
- Purchased a DOC / ITA service or report (4)
- Attended a DOC / ITA webinar or local event/seminar/briefing (5)
- Participated in a DOC / ITA trade mission (6)
- Participated in a DOC / ITA program at a trade show (7)
- Other (8)

Answer If How did your organization receive assistance from ITA over the past 12 months? Please check all t... Other Is Selected

Q12a Please specify how your organization received assistance from ITA.

Q13 Using a scale from 1 to 10 where 1 means NOT AT ALL SATISFIED and 10 means EXTREMELY SATISFIED, what is your overall satisfaction with the assistance you've received from ITA?

- 1 - NOT AT ALL SATISFIED (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 - EXTREMELY SATISFIED (10)
- N/A (11)



Q16 As a result of ITA assistance, what was the impact on your organization during the past 12 months? Please check all that apply.

- Improved or changed the way you do business in foreign countries (1)
- Improved or changed your organization's overseas' marketing strategy (2)
- Gained access to prospective customers, business partners, or other people that you would have otherwise been unable to meet (3)
- Gained access to information that you would have otherwise been unable to come by (4)
- Other (5)

Answer If As a result of ITA assistance, what was the impact on your organization during the past 12 months? Please check all that apply. Other Is Selected

Q16a Please specify the impact on your organization.

Q17 As a result of ITA assistance, what specific results/outcomes was your organization able to achieve during the past 12 months? Please check all that apply.

- Increased/retained export revenue/sales (1)
- Successfully exported a product or service (2)
- Overcame a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, or intellectual property issue) (3)
- Avoided/safeguarded against fraud (4)
- Won a foreign government procurement (5)
- Signed a master franchisee (6)
- Enrolled non-U.S. students at an educational institution (7)
- Improved your organization's profile or credibility (8)
- Results anticipated, but not yet achieved (or pending) (9)
- ITA assistance did not help my organization achieve any results/outcomes (10)
- Other (11)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... Other Is Selected

Q17a Please specify the other result/outcome.

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... Successfully exported a product or service Is Selected

Q17b Since you selected "successfully exported a product or service," please let us know if the following was achieved by your organization during the past 12 months. Please check all that apply.

- Exported for the first-time (1)
- Exported to a new foreign country (2)
- Expanded/improved sales in an existing market (country) (3)
- Other (4)

Answer If Since you selected "successfully exported a product or service," please let us know if the follow... Other Is Selected

Q17c Please specify the other achievement.



Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... Results anticipated, but not yet achieved (or pending) Is Selected

Q18 What results do you anticipate achieving within the next three years with the assistance provided by ITA during the past 12 months?

	0% (1)	1-5% (2)	6-10% (3)	11-15% (4)	16-20% (5)	21-25% (6)	>25% (7)
Increased revenues by (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased U.S jobs by (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q19 Using a scale of 1 to 10 where 1 means NOT AT ALL SIGNIFICANT and 10 means VERY SIGNIFICANT, how significant was ITA in achieving the results listed above for your organization during the past 12 months?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)
- N/A (18)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q20 In what foreign country (or countries) did you achieve the results listed above? (Select multiple countries by holding the "Ctrl" button down on your keyboard.)

List of years

Answer If In what foreign country (or countries) did you achieve the results listed above? (Select multiple countries by holding the "Ctrl" button down on your keyboard.) Other Is Selected

Q20a Please specify the country (or countries)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

H2 If applicable, please provide the approximate change in revenue and employment for your organization or the organization(s) that you represent (please use total estimated figures) as a result of ITA's assistance during the past 12 months.

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q21 Revenue created (if no additional revenue was created, please write 0). Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

Dollar Value: (1)

Percent Increase: (2)

Answer If As a result of ITA assistance, what specific results/outcomes was your organization able to achieve... ITA assistance did not help my organization achieve any results/outcomes Is Not Selected

Q22 Change in employment (number of jobs) (if there was no change in employment, please enter "0" below). Please use whole numbers and do not use punctuation, symbols, or letters (e.g. enter "10").

Jobs Added: (1)

Jobs Safeguarded (saved from being eliminated): (2)

Jobs Eliminated: (3)

Percent Change: (4)

Q23 Do you anticipate needing ITA information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, please select the top three information or assistance your organization will need.

- Completing export/shipping documentation (1)
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses (2)
- Gathering market or competitive intelligence (3)
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales (4)
- Obtaining marketing/media exposure overseas (5)
- Identifying and /or arranging appointments with foreign partners, distributors, and buyers (6)
- Overcoming a problem with a foreign government (e.g. a market access barrier, unfair trade practice, regulation, or intellectual property issue) (7)
- Assistance or counseling with regard to a foreign trade remedy action (8)
- Competing for a foreign government procurement (9)
- Obtaining export financing and insurance from DOC/ITA partners; such as working capital loans, etc. (10)
- Other (11)

Answer If Do you anticipate needing ITA information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, please check all that apply: Other Is Selected

Q23a Please specify the information or assistance you anticipate needing over the next 12-24 months.

Q24 Over the next 12-24 months, please list the top 5 foreign countries for which you anticipate needing ITA assistance (in rank order, with 1 being the most important country in your international strategy).

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

Q25 How do you prefer to receive news and information about international trade/exporting?

Please select the top three methods.

- Through social media like Twitter, Facebook, or LinkedIn (1)
- In the newspaper (2)
- Via e-mail (3)
- In industry journals (4)
- On the radio (i.e. news programs) (5)
- On TV (6)
- On web sites hosted by the organizations with the information (i.e. U.S. Department of Commerce, Local World Trade Center, etc.) (7)
- Through your industry or trade association (8)
- Other (13)

Answer If How do you prefer to receive news and information about international trade/exporting? Please sel... Other Is Selected

Q25a Please specify the other method of communication.

Q26 What did you like best about your experience working with ITA?

Q26a Would you give us permission to use your testimonial publicly? If you select Yes, we will be in touch with you prior to any public use of your testimonial.

Yes (4)

No (5)

Q27 How could we better serve you in the future?

Q28 Comments/Suggestions (optional).

H4 Please click on the ">>" button to complete and submit this survey.