Sub-category	Question	Status
Assistance	After participating in [EVENT NAME], do you plan to use the U.S. Commercial Service (U.S. Export Assistance Center, American Embassy/Consulate) to help you identify or develop new international business? - Yes - No - Undecided	Approved
Assistance	To what extent do you agree that the export assistance you receive from the [ITA unit] provides you with a competitive advantage? Strongly Disagree 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. – 9 Strongly Agree 10	Approved
Assistance	In the past 12 months, what has your main contact been within [ITA unit] for export assistance or answers to your export-related questions? - Domestically-based staff - Internationally-based staff - Trade Information Center 1-800-USA-TRAD(E) - www.export.gov website - Don't know - Other, please specify	Approved
Assistance	How closely did [ITA unit] follow your timeline? Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. – 9 Very Well 10	Approved
Assistance	How knowledgeable was [ITA unit]? Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. – 9 Very Well 10	Approved
Assistance	How clear was the information you were provided? Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. – 9 Very Well 10	Approved
Assistance	What type of information or assistance did you seek in your most recent interaction with [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office? (check all that apply) - Completing export/shipping documentation - Complying with foreign (and domestic) regulations, standards, certifications, and licenses - Gathering market or competitive intelligence - Developing a strategy to begin exporting, enter new markets, and/or expand export sales - Obtaining marketing/media exposure overseas - Identifying and /or arranging appointments with foreign partners, distributors and buyers - Overcoming a market access barrier/unfair trade practice/intellectual property issue - Competing for a foreign government procurement - Other: Please specify	Approved
Assistance	As a direct result of ITA's assistance and your participation in this event, did you achieve, or do you anticipate achieving increased foreign sales, visitors, or students enrolled? - Yes - No	Approved
Assistance	As a direct result of ITA's assistance and your participation in this event, did you buy, or do you anticipate buying goods/services from the United States? - Yes - No	Approved
Assistance	As a direct result of ITA's assistance and your participation in this event, did you achieve, or do you anticipate achieving increased inward investment to your locality? - Yes - No	Approved
Assistance	As a direct result of ITA's assistance and your participation in this event, would you consider using ITA's services in the future? - Yes - No	Approved
Assistance	Across the entire export process – from developing an international business strategy to identifying target markets to completing export transactions - what assistance is most useful or important to your export business? (Use flip chart) If needed, mention some of the following to prompt responses: - Acquiring market/competitive intelligence - Developing a strategy/plan to begin exporting and/or expand export sales - Modifying your company's products/services for foreign markets - Globalizing your website/marketing materials - Obtaining marketing/media exposure - Identifying and/or connecting with foreign partners/buyers/decision-makers - Arranging shipping/logistics - Completing export documentation - Complying with regulations and standards - Obtaining financing/insurance - Competing for a foreign government procurement - Overcoming a market access barrier/unfair trade practices/IPR issue	Approved

Assistance	How do you get this information/assistance now? - Do you have a preferred service provider or source? - How do you prefer to receive this assistance/information? - Did DOC/CS provide any of this assistance/information to your company? If so, probe for details by asking them to provide examples. (Flip chart or whiteboard)	Approved
Assistance	Why do you need this assistance/information? How do you use it?	Approved
Assistance	What assistance is most difficult to obtain?	Approved
Assistance	What assistance do you think we [ITA unit] need to improve on / provide more of?	Approved
Assistance	What kind of assistance has your organization received from the [ITA unit] over the past 12 months? Please check all that apply (randomize the options/order): - Completing export/shipping documentation - Complying with foreign (and domestic) regulations, standards, certifications, and licenses - Gathering market or competitive intelligence - Developing a strategy to begin exporting, enter new markets, and/or expand export sales - Obtaining marketing/media exposure overseas - Identifying and /or arranging appointments with foreign partners, distributors, and buyers - Overcoming a market access barrier/unfair trade practice/intellectual property issue - Competing for a foreign government procurement - Obtaining export financing and insurance from DOC/CS partners; such as working capital loans, etc - Obtaining export funding and grant opportunities for sales trips/trade missions from DOC/CS partner - Other - Please specify:_____	Approved
Assistance	How did your organization receive assistance from the [ITA unit] over the past 12 months? Please check all that apply: - Obtained information from Export.gov - Received assistance from DOC / CS staff located in the United States - Received assistance from DOC / CS staff located internationally - Purchased a DOC / CS service or report - Participated in a DOC / CS program at a trade show - Attended a DOC / CS webinar or local event/seminar - Participated in a DOC / CS trade mission - Other - Please specify:_____	Approved
Assistance	Do you anticipate using [ITA unit] 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: - Completing export/shipping documentation - Complying with foreign (and domestic) regulations, standards, certifications, and licenses - Gathering market or competitive intelligence - Developing a strategy to begin exporting, enter new markets, and/or expand export sales - Obtaining marketing/media exposure overseas - Identifying and /or arranging appointments with foreign partners, distributors and buyers - Overcoming a market access barrier/unfair trade practice/intellectual property issue - Competing for a foreign government procurement - Obtaining export financing and insurance; such as working capital loans, foreign buyers, etc. - Obtaining export funding and grant opportunities for sales trips overseas, foreign trade missions, etc. - Other - Please Specify:_____ - Not applicable	Approved
Assistance	What kind of assistance/information have you received from [ITA or ITA unit] over the past 12 months? Select all that apply. - Received analysis on the right export market for goods/services from a specific sector/industry - Gathered market or competitive intelligence on a specific sector/industry - Received assistance/information about overcoming a market access barrier, unfair trade practice, or intellectual property issue - Gathered information about trade financing - Obtained data related to a specific sector/industry - Obtained data related to a specific market/country - Received an analysis of supply chain considerations for a specific sector/industry - Excluding information received from STOPFakes, received any assistance/information regarding protecting intellectual property rights (IPR), patents, or trademarks - Other – Please specify: _____ - None of the above	Approved

Assistance	What [ITA unit] programs or services have you received assistance/information through over the past 12 months? Select all that apply. <randomize order> - Participated in a Market Development Cooperator Program project - Participated in a Strategic Partnership - Received information from the STOPFakes program - Filed or monitored an FTA dispute via the Trade Agreements Secretariat e-filing system - Served as member of an advisory committee (e.g., Industry Trade Advisory Committee, Renewable Energy and Energy Efficiency Advisory Committee, or Travel Advisory Board) - Received counseling or certification under the Export Trading Companies Act (ETCA) - Utilized the Data Privacy Framework (previously known as Privacy Shield) - Utilized the Climate and Clean Tech Resource Directory (aka Climate and Clean Tech Competitiveness Toolkit) - Reported an ongoing or potential supply chain disruption through the Semiconductor Early Alert System - Obtained data from the Visual Data Center - Other – Please specify: _____ - None of the above	New
Assistance	What kind of assistance/information (e.g., industry research, analysis, trade data, data tools, reports, etc.) do you think [ITA unit] needs to improve on or wish we would provide more of? (Optional)	New
Assistance	How did you access assistance/information over the past 12 months? Select all that apply. <Randomize Order> - Via Trade.gov (content may include reports, articles, toolkits, etc. - A newsletter or alert (via email) - Interactive data tools (e.g., FTA Tariff Tool, Market Diversification Tool, Trade Stats Express, Travel & Tourism Monitors, Made in the USA Exporter Database, Top Export Market Rankings) on ITA's website (trade.gov) - Data tables on ITA's website (trade.gov) - Virtual event (e.g. webinar) - In-person event - Direct communications with [ITA unit] staff (e.g., email, phone call) - Other - Please specify: _____ - None of the above	New
Assistance	What types of assistance/information do you expect you will need over the next 12-24 months to maintain a level playing field, continue international outreach, and/or help increase export competitiveness. Select all that apply. - Export markets for my sector/industry ranked by likelihood for export success - Analysis on export markets for goods/services from my sector/industry - Market or competitive intelligence on a specific sector/industry - Assistance/information about overcoming a market access barrier, unfair trade practice, or intellectual property issue - Information about trade financing - Data related to a specific sector/industry - Data related to a specific market/country - Add - Assistance/information regarding protecting intellectual property rights (IPR), patents, or trademarks - Analysis of supply chain considerations for a specific sector/industry	New
Assistance	Please specify the industry research, analysis, trade data, data tools, reports, or other assistance/information you anticipate needing over the next 12-24 months. (Optional)	New
Assistance	How would you prefer to access assistance/information? Select all that apply. - Via Trade.gov (content may include reports, articles, toolkits, etc.) - A newsletter or alert (via email) - Interactive data tools (e.g., FTA Tariff Tool, Market Diversification Tool, Trade Stats Express, Travel & Tourism Monitors, Made in the USA Exporter Database, Top Export Market Rankings) on ITA's website (trade.gov) - Data tables on ITA's website (trade.gov) - Virtual event (e.g. webinar) - In-person event - Direct communications with [ITA unit] staff (e.g., email, phone call) - Other - Please specify: _____ - None of the above	New

Assistance	Do you anticipate using [ITA unit] 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: - Completing export/shipping documentation - Complying with foreign (and domestic) regulations, standards, certifications, and licenses - Gathering market or competitive intelligence - Developing a strategy to begin exporting, enter new markets, and/or expand export sales - Obtaining marketing/media exposure overseas - Identifying and /or arranging appointments with foreign partners, distributors and buyers - Overcoming a market access barrier/unfair trade practice/intellectual property issue - Competing for a foreign government procurement - Obtaining export financing and insurance; such as working capital loans, foreign buyers, etc. - Obtaining export funding and grant opportunities for sales trips overseas, foreign trade missions, etc. - Other - Please Specify:_____ - Not applicable	Approved
Assistance	Q11. Using a scale of 1 to 5 where 1 = VERY DISSATISFIED and 5 = VERY SATISFIED, please rate the assistance/information received as a whole in terms of our: (1 Very Dissatisfied, 2 Dissatisfied, 3 Neutral, 4 Satisfied, 5 Very Satisfied, Don't know enough to say) -Quality of assistance/information -Timeliness of assistance/information -Industry knowledge -Being easy to work with -Ability to meet your objectives -Consistency of assistance/information -Format of assistance/information -Value-add -Subject matter knowledge -Ease of accessing assistance/information on our website -Ease of utilizing data tools on our website -Breadth of information, assistance, and tools on our website	Approved
Comments/Suggestions	Future events like [EVENT NAME] should build around a common: - Geographic Region - Industry Sector - Other (Please specify)	Approved
Comments/Suggestions	How well did [ITA unit] understand your needs and objectives? Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. – 9 Very Well 10	Approved
Comments/Suggestions	How professional was [ITA unit] in your interactions? Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. – 9 Very Well 10	Approved
Comments/Suggestions	Please use the space provided below to write any comments about the assistance you received from ITA at this event.	Approved
Comments/Suggestions	What did you like best about your experience working with us? (optional) (Open text box)	Approved
Comments/Suggestions	How could we better serve you in the future? (optional) (Open text box)	Approved
Comments/Suggestions	Other feedback you'd like to share? (optional) (Open text box)	Approved
Comments/Suggestions	Q12. <Dependency to Question 11 (scores 1 or 2); keep questions on same page so they can see their Q9 selections. Mandatory!> We see you ranked one or more of the above categories as unsatisfactory. Please use the space below to expand on your reasons why. <Display all Q11 options that are <= 2> (Open text box)	Approved
Comments/Suggestions	What did you like best about your experience working with us? <optional> (Open text box)	Approved
Comments/Suggestions	How could we better serve you in the future? <optional> (Open text box)	Approved
Comments/Suggestions	Other feedback you'd like to share? <optional> (Open text box)	Approved
Comments/Suggestions	Based on [ITA unit]'s assistance, please identify the degree to which our data meets the needs of your specific industry or organization (1 –Completely unmet to 10 – Completely met)	Approved
Comments/Suggestions	Based on [ITA unit]'s assistance to you, please evaluate the comprehensiveness of our suite of products (e.g. market research, data, etc.) and identify any gaps. (Open text box)	Approved
Comments/Suggestions	Comments / Suggestions	Approved
Comments/Suggestions	What [subject] information do you think we need to improve on / provide more of?	Approved
Comments/Suggestions	Is there anything else you would like to mention to help us improve the information and assistance we [DOC/ITA unit] provide to companies in your industry/sector?	Approved
Comments/Suggestions	Is there anything you learned about today that surprised you?	Approved
Comments/Suggestions	How could we better serve you in the future?	Approved

Digital Services Data	The percentage of your company's total sales or revenue attributed to the bundling of digital services in the sale/export of your final products? (We are not asking for the value of digital services in the manufacturing process of the final product)	Approved
Digital Services Data	For companies selling digital services used in the manufacturing process: What is the best metric to obtain the estimated value that your services add to a customer's production process or to the sale of a finished product?	Approved
Digital Services Data	How would you categorize the digital services you export abroad, whether sold as a stand-alone product or bundled with a manufactured good? To see how the U.S. government currently categorizes exported digital services for data collection purposes, you can look over the Bureau of Economic Analysis's BE-120 "Benchmark Survey of Transactions in Selected Services and Intellectual Property with Foreign Persons Respondents."	Approved
Digital Services Data	What digital service categories identified in the [ITA unit] survey are relevant to manufacturing exports and are there any digital service categories you currently export that are missing in the survey?	Approved
Digital Services Data	Looking ahead, do you anticipate any new digital services categories emerging within the next 5-10 years?	Approved
Digital Services Data	Do you anticipate any new digital services or related technologies in manufacturing being exported within the next 5-10 years that are not exported currently?	Approved
Digital Services Data	Under which digital services categories would those new technologies fit?	Approved
Digital Services Data	What digital services and related technologies does your company currently export abroad as stand-alone products or bundled with machinery goods?	Approved
Digital Services Data	What digital services does your company provide as a standalone product, or as a portion of the final sale of a manufactured good? (for smaller companies that may not export)	Approved
Digital Services Data	What digital services and related technologies does your company currently use to accomplish day-to-day manufacturing operations (e.g. Internet of Things (IoT) services, predictive maintenance, cybersecurity, data analysis)?	Approved
Digital Services Data	In your opinion, in what digital services is the United States most competitive in overseas?	Approved
Digital Services Data	Can you rate specified digital services in order of importance to your company? Can you rate specified digital services that your company exports in order of importance?	Approved
Digital Services Data	If you are a digital services provider, what are the primary digital services that you provide for your customers? Are there other supportive digital services you use in order to serve your customers (e.g. app development, systems integration, etc.)? What digital services that you provide would you consider the most important now and predict would be most important in the future?	Approved
Digital Services Data	Do you anticipate your demand (or demand from your customers) for digital services changing in the next five years? Ten years? If so, at what rate?	Approved
Digital Services Data	Based on what you've seen or heard, what digital services do you anticipate being or will continue being necessary to compete internationally?	Approved
Export Data	What foreign country (or countries) are you interested in entering for the first time or expanding exports and international outreach to over the next 12-24 months? (Select multiple countries by holding the "Ctrl" button down on your keyboard): - List of countries (see attachment) - Other – Please Specify: _____ - Not applicable	Approved

Export Data	What market intelligence/research does your company currently use in its export business?
	- Market intelligence definition: research and information on foreign markets to make informed decisions about your export business
	- Market size
	- Market challenges
	- Market opportunities/best prospects
	- Market structure
	  - Regulations/standards
	  - Competitors
	  - Distribution channels/partners/customers/opportunities
		Approved

Export Data	What is the current export status of your firm? - Currently exporting/ have exported in the past 12 months If selected, then respondent is asked questions in Part 2A below - Not currently exporting/have not exported in the past 12 months If selected, then respondent is asked question in Part 2B below	Approved
Export Data	Has your firm ever received any export assistance from any of the following entities? (Please check all that apply) - U.S. federal government agencies - State/City government agencies - Private sector entities - Family or friends - No assistance was received - Other; please specify:	Approved
Export Data	Has your company ever paid a fee for any export assistance services? - Yes - No	Approved
Export Data	Has your company ever paid a fee for export assistance services provided by the U.S. Department of Commerce/[ITA unit]? - Yes - No	Approved

Export Data	What is the total annual budget your company can dedicate to expanding your exports/international sales over the next 12 months? - Less than $1,000 - Between $1,000 and $4,999 - Between $5,000 and $9,999 - Over $10,000	Approved
Export Data	How many countries has your company exported to in the past 12 months? - 1 country - 2 to 5 countries - 6 to 9 countries - 10+ countries	Approved
Export Data	What percentage of your company's overall revenue over the past 12 months would you estimate is from exports/international sales? - 1 to 5% of revenue - 6 to 10% of revenue - 11 to 19% of revenue - Over 20% of revenue	Approved
Export Data	How long has your firm been exporting? - Less than 2 years - 2 to 5 years - 6 to 9 years - 10+ years	Approved
Export Data	If you are not currently exporting do you intend to export in the following timeframes? - In 1 to 2 years - In 3 to 4 years - Don't know when, but wish to export at some point in the future - Do not intend to export (If you do not intend to export skip to Part 3)	Approved
Export Data	Reasons for not exporting presently? (Check all that apply) - You have enough business domestically _____ - You don't think you can compete in a foreign market_____ - You believe it may be too expensive to export_____ - You believe it may be too complicated to export ____ - You don't have a network of contacts to help you with exporting _____ - You don't know how to find buyers/business opportunities overseas_____ - You think you'd face barriers imposed by foreign governments___ - Other? Please specify:_____	Approved
General Info	How did you first hear about [EVENT NAME]? - Direct Mail - Email - Magazine/Newspaper - Newsletter - Phone call - Social Media (Twitter, LinkedIn) - Website - Trade Specialist (U.S. Commercial Service - U.S. Export Assistance Center) - Commercial Officer with the Commercial Section of AMerican Embassy/Consulate - Commercial Specialist with the Commercial Section of American Embassy/Consulate - Other - Please specify	Approved
General Info	1'Referral (business or personal connection'	2'Referral (government agency)'	3'Local event, workshop, or seminar'	4'DOC - CS direct outreach'	5'Used DOC / [ITA unit] services/assistance in the past'	6'Trade/Industry journal'	7'Export.gov website'	8'Social media'	9'Other - Please Specify:_____'	Approved
General Info	What would be the most effective metric to capture the following:	Approved
General Info	Would you like your responses to be anonymous? - Yes, please keep my identity and responses anonymous within the U.S. Department of Commerce - No, my identity and responses may be shared within the U.S. Department of Commerce (DOC) and International Trade Administration (ITA)	Approved

General Info	My primary role at this event was:
	- U.S. Exporter (Business, Educational Institution, Tourism Provider, etc.)
	- U.S Business/Supplier
	- U.S. Educational Institution
	- U.S. Tourism Provider
	- U.S. Economic Development or Tourism Promotion Organization
	- Certified Trade Mission Applicant (many are EDOs)
	- Partner (Federal, State, Local, or Non-Profit)
	- Event Sponsor
	   - Trade Mission Applicant (usually internal ITA staff)TEPP – Trade Show Organizer
	   - TEMS – Trade Show Organizer
	- Foreign Buyer (Non-U.S. Company)
	- Foreign Investor (Non-U.S. Entity)
	- Speaker
	- Other
	  - Trade Mission Applicant
	  - Trade Show exhibitor
	  - Conference participant
	  - US companies/suppliers
	  - Foreign Buyers
	  - Foreign Investors
	  - EDOs
	  - External Business Unit (EBU)
	- US Exporters (usually the same as #1)
	- ITA Staff Member
	  - Event Owner/Lead, Contributors
	  - Overseas Commercial Officer (ITA Staff Member)
		Approved

General Info	Please list your other role:	Approved
General Info	Would you like your/your organization's identity to remain confidential if we share this comment with the public? - Yes - No	Approved

General Info	Would you like your responses to be anonymous? <Single select)
	- Yes, please keep my identity and responses anonymous within the U.S. Department of Commerce.
	- No, my identity and responses may be shared within the U.S. Department of Commerce (DOC) and International Trade Administration (ITA).
	  - <Dependency Q1.B. If selected:> Please provide the following information:
	   - First Name (Open Text)
	   - Last Name (Open Text)
	   - Email (Open Text)
	   - Organization (Open Text)
		New

General Info	Q9. Please select the reasons why you chose to work with ITA (as compared to other providers) in the past 12 months. Select all that apply. - [ITA unit] helps your organization deliver on its mission and/or objectives. - [ITA unit] has knowledge, data, or expertise that I (or my organization) does not. - [ITA unit] has knowledge, data, or expertise that I cannot find from private providers. - You do not have sufficient resources (budget, staff, time) to get assistance/information from private providers. - [ITA unit] has U.S. government connections that other private providers do not. - [ITA unit] has global reach of [ITA unit] that other private providers do not. - ITA provides credibility to our constituents/members. - Other - Please specify: _____	New
General Info	Please select the programs or services you expect you will need over the next 12-24 months to maintain a level playing field, continue international outreach, and/or help increase export competitiveness. Select all that apply. <randomize the order> - Market Development Cooperator Program project - A Strategic Partnership - Information from the STOPFakes program - Membership in an advisory committee (e.g., Industry Trade Advisory Committee, Renewable Energy and Energy Efficiency Advisory Committee, or Travel Advisory Board) - Counseling or certification under the Export Trading Companies Act (ETCA) - FTA dispute resolution assistance/information - Data Privacy Framework (previously known as Privacy Shield) - The Climate and Clean Tech Resource Directory (aka Climate and Clean Tech Competitiveness Toolkit) - The Semiconductor Early Alert System - The Visual Data Center - Other – Please specify: _____ - None of the above	Approved
General Info	Why do you need this [subject] information? How do you use it?	Approved

General Info	How do you get this [subject] information now? - Do you have a preferred service provider or source? - How do you prefer to receive this information? - Does the DOC/CS provide any of the [subject] you mentioned previously? (Flip chart or white board) If so, please give us an example: - Country Commercial Guides - Top Market Reports - Info provided by domestic staff - Information provided by our Embassy personnel - Customized Market Research (for a fee)	Approved
General Info	What [subject] info is most useful or important to your export business?	Approved
General Info	What [subject] info is most difficult to obtain? What is your greatest [subject] challenge?	Approved
General Info	What are some other [ITA unit] services you might be interested in? - Petition Counseling - Foreign Government Trade Barriers - Foreign Trade Remedy Cases - Foreign Trade Zones - U.S. Steel Licensing Program	Approved
General Info	Would you like to submit your responses to this survey anonymously? - Yes, I want to respond anonymously - No, my identity may be shared within the U.S. Department of Commerce, International Trade Administration	Approved
General Info	Was [Salesforce Case Owner] your primary point of contact? - Yes - No	Approved
General Info	What type of information did you seek in this case? (check all that apply) - Completing export/shipping documentation - Complying with foreign (and domestic) regulations, standards, certifications, and licenses - Gathering market or competitive intelligence - Developing a strategy to being exporting, enter new markets, and/or expand export sales - Obtaining marketing, media exposure overseas - Identifying and/or arranging appointment with foreign partners, distributors and buyers - Overcoming a market access barrier/unfair trade practice/intellectual property issue - Competing for a foreign government procurement	Approved
Impact	Q5. As a result of [ITA unit] assistance, what specific results/outcomes was your organization able to achieve during the past 12 months? (Please check all that apply.) - Increased/retained revenue/sales - Exported for the first time - Exported to a new foreign market - Overcame a market access barrier, unfair trade practice or intellectual property issue - Won a foreign government procurement - Signed a master franchisee - Enrolled non-U.S. students at an educational institution - Results anticipated, but not yet achieved (or pending) - [ITA unit] assistance did not help my organization achieve any results/outcomes - Other – Please specify: _____	Approved
Impact	[Ask only if a box for Q5 (except last two) is selected] Using a scale of 1 to 10 where 1 means "Not At All Significant" and 10 means "Very Significant," how significant was [ITA unit] in achieving the results listed above for your organization during the past 12 months?	Approved
Impact	[Ask only if a box for Q5 is selected] 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 countries (see attachment) - Other – Please specify: _____	Approved
Impact	[Ask only if a box for Q5 (except last two options) is selected] If applicable, please provide the approximate change in revenue and employment for your organization as a result of [ITA unit]'s assistance during the past 12 months: - Revenue created (if no additional revenue was created, please write 0) Dollar Value: _____ Percent Increase: _____ - Change in employment (number of jobs) (if there was not change in employment, please enter "0" below) Jobs Added (#): _____; Jobs Safeguarded (#): _____ ; Jobs Eliminated (#): _____ Percent Change (%): _____ (Note: If your organization is an education institution, please provide the dollar value based on one year of tuition and room/board multiplied by the number of foreign students enrolled. If your organization is in the travel and tourism industry, please provide the dollar value based on the equivalent cost of the advertising/publicity you secured with [ITA unit] assistance)	Approved

Impact	What results do you anticipate achieving within the next three years with the assistance provided by [ITA unit] during the past 12 months? - Increased revenues by: 0%, 1-5%, 6-10%, 11-15%, 16-20%, 21-25%, >25% - Increased U.S. jobs by: 0%, 1-5%, 6-10%, 11-15%, 16-20%, 21-25%, >25%	Approved
Market Preference	Is there a particular region of the world or industry sector you are currently targeting? Please list which region and or industry. Region(s): _____ Industry(ies) _____	Approved
MDB	Does your company have previous experience with Multilateral Development Bank (MDB) financed or other foreign government tenders, or work with other companies that have that experience? Yes/No	Approved
MDB	Which of these featured Multilateral Development Banks (MDBs) have you been in contact with since attending one of the MDB webinars last summer? Check as many as relevant. - Africa Development Bank (AfDB) - European Bank for Reconstruction and Development (EBRD) - World Bank - Inter-American Development Bank (IDB) - Asia Development Bank (ADB) - Other _____	Approved
MDB	Since attending one or more of the Multilateral Development Bank (MDB) webinars last summer have you pursued any MDB projects? Yes/No	Approved
MDB	Have you been "shortlisted" on any MDB projects and or other development projects? Yes/No	Approved
MDB	Have you won an MDB contract/grant or served as an MDB supplier/sub-supplier? Yes/No	Approved
MDB	How can we further assist your company in pursuing more opportunities with the Multilateral Development Banks (MDBs)?	Approved
Objectives	Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives - [mutually agreed upon objective is pushed to card] - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10	Approved
Objectives	What objective(s) did you seek to achieve by participating in this [trade] event? (Check all that apply.) - Network with industry, government officials or qualified companies - Find or sign an international partner, distributor, vendor, or attract international students - Find or sign a US partner, location - Participate in pre-screened meetings (matchmaking with potential buyers, agents, distributors, joint-venture partners, or government officials) - Acquire market/industry intelligence - Understand export mechanics (shipping, documentation, regulations, standards, etc.) - Enhance your organization's or location's visibility/marketing in overseas markets/media exposure - Improve your organization's profile or credibility - Develop an export strategy to begin exporting, enter new markets, and/or expand export sales - Improve or change your organization's overseas' marketing strategy - Compete for a foreign government procurement - Resolve, advance, or raise awareness to a foreign government on a market access issue, unfair trade practice/barrier, regulation, intellectual property issue, etc. - Acquire export financing and insurance from DOC/ITA partners - Other - Not applicable - Streamline or speed up a regulatory, compliance, or customs (clearance of goods) issues	Approved
Objectives	What objectives did you seek to gain by participating in this trade event? (Check all that apply.)	Approved
Objectives	Please list your other objective(s):	Approved
Objectives	Q5. Please indicate how well we met the objectives you selected earlier. Rate all objectives as a group, not separately. (1 = Objectives Not Met and 10 = Objectives Completely Met)	Approved
Objectives	Q6. In the previous question, you ranked meeting your objectives at a 6 or lower. Please specify which objective(s) you were not able to meet and kindly elaborate why.	Approved
Objectives	Based on [ITA unit]'s assistance provided to you, how well did we meet your objectives? _____(Scale of 1-Objectives not met to 10-Objectives completely met)	Approved

Organization Data	What is your organization's primary role? <single select>
	- Nonprofit Organization (e.g., trade association, professional society, economic development group, chamber of commerce)
	- U.S. Company (private sector entity)
	- Government (public sector entity)
	  - <Dependency – If Government selected:>
	    - Federal Government (U.S.) (END SURVEY)
	    - State Government (U.S.)
	    - Local Government (U.S.)
	    - Foreign Government (END SURVEY)
		New

Organization Data	What is your organization's industry? Select all that apply. <alphabetical order> - Advanced Manufacturing - Agriculture & Food Value Chain - Aerospace & Defense - Aluminum - Automotive & Smart Mobility - Climate & Clean Technology - Design & Construction - Education & Training Services - Energy - Environmental Technologies - Financial Services - Franchising - Healthcare & Health Technologies - Marine Technology - Media & Entertainment - Professional & Business Services - Safety & Security - Steel - Supply Chain Services - Tech & the Digital Economy - Textile, Apparel, & Sporting Goods - Travel & Tourism - Other – Please specify: _____ - General	New
Organization Data	Zip Code of Firm : _____	Approved
Organization Data	Industry of Firm: _____	Approved
Organization Data	Total Number of Employees (at all branches/locations) - 0 to 19 employees - 20 to 99 employees - 100 to 249 employees - 250 to 499 employees - 500 or more employees	Approved
Organization Data	Total Revenue (sales/receipts for all branches/locations of the firm - Less than $100,000 - Between $100,000 to $249,999 - Between $250,000 to $499,999 - Between $500,000 to $999,999 - Between $1,000,000-$9,999,999 - Between $10,000,000 to $49,999,999 - More than $50,000,000	Approved
Organization Data	Is your company (check all that apply): - Woman-owned - Veteran-owned - Minority-owned - Disabled-owned - None of the above / Don't know	Approved
Previous Assistance	Have you been in contact with anyone at the U.S. Department of Commerce including our offices in Washington, D.C., overseas, or with U.S. Export Assistance Centers (USEACs) located throughout the United States? Yes/No	Approved
Satisfaction	Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service? Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10	Approved
Satisfaction	How satisfied are you with the timeliness of our assistance provided? Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. – Very Satisfied 10	Approved
Satisfaction	How satisfied are you with the following aspects of the event? Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. – Very Satisfied 10 - Level of difficulty (for training) - Usefulness/Relevance of information provided - Structure/format of event - Ease of registration & on-site logistics - Value-added - Affordability - Expertise of presenters - Responsiveness of staff	Approved

Satisfaction	Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met the objectives you selected above: Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10	Approved
Satisfaction	Based on your recent experience, how likely is it that you would recommend this trade event? 1 = Definitely Would Not and 10 = Definitely Would	Approved
Satisfaction	Overall, how would you rate your experience as a sponsor? 1 = Extremely Dissatisfied and 10 = Extremely Satisfied	Approved
Satisfaction	Please rate your level of satisfaction with the following aspects of the trade event. (Rate satisfaction for each item individually.) (1 = Extremely Dissatisfied and 10 = Extremely Satisfied) - Overall Satisfaction - Management and Organization of the Event - Event Website and Online Registration Process - Networking Platform and Mobile App - Event Venue/Location - Exhibit Space - Time to Interact with Attendees - Quality / Relevance of Information Provided - Networking - B2B Matchmaking Meetings - Meetings with U.S. Government Officials, includes counseling - Conference Session(s) and/or Presentation(s) - Roundtable(s) / Seminar(s)	Approved
Satisfaction	Using a scale of 1 to 10 where 1 = VERY DISSATISFIED and 10 = VERY SATISFIED, please rate the [ITA unit] as a whole in terms of our: (1=Very Dissatisfied and 10 = Very Satisfied) - Timeliness of assistance: - Being easy to work with: - Ability to meet your objectives: - Consistency of service delivery: - Industry knowledge: - Country knowledge: - Quality of information/assistance: - Value-added: - Affordability: - Subject matter knowledge:	Approved
Satisfaction	Using a scale from 1 to 10 where 1 means DEFINITELY WOULD NOT and 10 means DEFINITELY WOULD, how likely are you to recommend the [ITA unit] to organizations that are not your direct competitors? 1 = Definitely Would Not and 10 = Definitely Would	Approved
Satisfaction	Using a scale from 1 to 10 where 1 means VERY DISSATISFIED and 10 means VERY SATISFIED, what is your overall satisfaction with the assistance/information you received from [ITA unit]? 1 = Very Dissatisfied and 10 = Very Satisfied	New
Satisfaction	Using a scale from 1 to 10 where 1 means VERY UNLIKELY and 10 means VERY LIKELY, how likely are you to recommend [ITA unit] to organizations that are not your direct competitors? 1 = Not at All Likely and 10 = Extremely Likely	New
Satisfaction	Based on [ITA unit]'s assistance provided to you, please rate your level of satisfaction with our subject matter knowledge_____ 1 = Poor and 10 = Excellent	Approved
Satisfaction	Based on [ITA unit]'s assistance provided to you, please rate your level of satisfaction with our timeliness _____ 1 = Poor and 10 = Excellent	Approved
Satisfaction	Based on [ITA unit]'s assistance provided to you, please rate your level of overall satisfaction _____ 1 = Extremely dissatisfied and 10 = Extremely satisfied	Approved
Satisfaction	Based on [ITA unit]'s assistance provided to you, how likely would you be to recommend us to others, assuming they are not your direct competitors? _____ 1 = Definitely would not and 10 = Definitely would	Approved
Satisfaction	How likely is it that you would recommend the U.S. Department of Commerce? 1= Least Likely and 10= Most Likely	Approved
Satisfaction	Please indicate how well the U.S. Department of Commerce, [ITA unit] met your objectives of: Selected choices from previous question above are piped in 1 = Not at all and 10 = Met all objectives	Approved
Satisfaction	What did you like best about working with us?	Approved

Services	Would you ever pay a fee for services to assist you in exporting? - Yes - No If you selected "Yes," What is the total annual budget your company can dedicate to expanding your exports/international sales over the next 12 months?: - Less than $1,000 - Between $1,000 and $4,999 - Between $5,000 and $9,999 - Over $10,000 If you selected "No," please indicate why not:_____ (Then Skip to Part 3)	Approved
Services	Would you pay for export assistance services provided by the U.S. Government (i.e. U.S. Department of Commerce/[ITA unit])? - Yes - No - If you selected "No," please indicate why you would not be willing to pay for services provided by the U.S. Government:_____	Approved
Services	Service #2: INTERNATIONAL EXPANSION BLUEPRINT: Provides an international expansion plan designed to optimize your company's overall export operations and marketing/sales processes. It is based on Six Sigma, Agile and Project Management Institute best-practices, and yields an action plan specifically designed for your company. It includes the following: - Initial one-on-one counseling session (up to 2 hours) - Analysis of your firm's international business strengths/weaknesses (marketing/sales, website globalization/e-commerce; regulatory compliance, etc.) - Recommended goals and objectives to leverage strengths and address weaknesses - Report/action plan with next steps - Presentation of the report/action plan What is a fair and reasonable price to pay for Service # 2 above? _____	Approved
Services	Service #3: WEBSITE GLOBALIZATION: Provides services to enhance the strength of a client's website for the purpose of attracting foreign partners/business, and includes: - Designs: Expert assessment of strengths & weaknesses and recommendations for enhancement - Search Engine Optimization: Technical & marketing advice for optimization - Functionality: Assessment & recommendations for enhancing navigation, features, language, payment portals and other considerations What is a fair and reasonable price to pay for Service # 3 above?_____	Approved
Services	Service #4: TARGET MARKET ANALYSIS: Provides U.S. firms with an assessment of the most promising target markets overseas for their product/service; including: - Secondary research/data (macroeconomic/commercial & trade/risk data); - Primary research/data specific to the client's products/services; and - Analysis and identification of the most desirable and high potential markets What is a fair and reasonable price to pay for Service # 4 above?_____	Approved
Services	Service #5: MARKET POTENTIAL ASSESSMENT ("Initial Market Check"): Provides U.S. firms with a report containing information needed to evaluate the potential of their product or service offering in a target market; including: - A preliminary snapshot of the market potential of the product/service - Feedback from local contacts on their level of interest in the product/service - Analysis and recommendations for next steps What is a fair and reasonable price to pay for Service # 5 above?_____	Approved
Services	Service #6: FEATURED COMPANY WEBSITE SPOTLIGHT (Featured U.S. Exporters/Business Service Providers): Provides U.S. exporters/business service providers with an opportunity to enhance their search engine optimization via .gov link-backs to your company's website. The service entails listing/marketing your goods/services overseas/domestically on a trusted U.S. government website with a brief description and contact information. What is a fair and reasonable price to pay for Service # 6 above?_____	Approved
Services	Service #7: CONTACT LIST: Provides U.S. firms with a list of agents, distributors and partners in a foreign market, including: company name, address, web site, name and title of key contact person(s), phone number, e-mail address and language preferences. The information included in the contact list will have been reviewed and verified for accuracy. What is a fair and reasonable price to pay for Service # 7 above?_____	Approved
Services	Service #8: PARTNER IDENTIFICATION SERVICE ("International Partner Search"): Provides U.S. companies with a list of foreign partners/distributors that have expressed an interest in the client's goods/services; including: - Identification and outreach to potential matching firms - Sending client's information to identified matching firms - Preparing a profile of interested firms - Providing a report with the profile and contact information for interested firms What is a fair and reasonable price to pay for Service #8 above?_____	Approved

Services	Service #9: VIRTUAL PRODUCT PITCH: Provides U.S. companies with an opportunity to virtually present their products/services live to buyers, agents and other distribution channels vetted by our staff; including: - Identification and outreach to potential matching firms - Sending client's information to identified matching firms - Preparing a profile of interested firms - Arranging for you to present to the interested firms via PowerPoint/conference call - Providing contact information for the decision makers of each overseas company in attendance What is a fair and reasonable price to pay for Service # 9 above?_____	Approved
Services	Service #10: PARTNER MATCHMAKING AND APPOINTMENT SERVICE ("Gold Key Service"): This service helps clients find, vet and arrange appointments with at least 3 partners in a foreign market and includes, for instance: - Identification and outreach to potential matching firms - Sending client's information to identified matching firms - Preparing a profile of interested firms - Providing insights & information about the market/sector and interested firms - Arranging business meetings in-country with interested firms; including location, schedule, transportation and other logistics What is a fair and reasonable price to pay for Service # 10 above?_____	Approved
Services	Service #11: PARTNER MATCHMAKING VIA SOCIAL MEDIA: Provides U.S. companies with access to our network of business contacts overseas via social media. Choose a country, choose a sector and join a social media chat group populated by foreign distributors and partners looking to sell products like yours. If they are interested, distributors can contact you directly to move forward. What is a fair and reasonable price to pay to join each chat group (by region or sector) for Service # 11 above?_____	Approved
Services	Service #12: TRADE SHOW SUPPORT ("Catalog Show"): Supports client trade show positioning, representation, marketing, and promotion needs, and includes: - Conducting pre-trade show promotions via Internet/ social media/email campaign - Representing the client at the trade show - Displaying the client's promotional materials at the trade show - Conducting outreach to foreign buyers/distributors in attendance at the trade show to promote the client's products/services - Providing contact information for each overseas company that expressed interest in the client's products/ services at the trade show What is a fair and reasonable price to pay for Service # 12 above?_____	Approved
Services	Service #13: HIGH LEVEL OFFICIAL-LED TRADE MISSION: This service entails participating on a trade mission led by a senior U.S. Government official to introduce and position U.S. firms in a target market; it includes: - U.S. government agency Executive-led & organized business mission - Introduces U.S. firms to the market segment - Introduces U.S. firms to resources/ initiatives of US Embassy - Arranges in-country customized one-on-one meetings and networking events with government leaders, potential partners, distributors, and others What is a fair and reasonable price to pay for Service # 13 above?_____	Approved
Services	Service #14: OVERSEAS SPECIAL EVENT HOSTING ("Single Company Promotion"): Provides a U.S. firm with a promotional event (such as a technical seminar, press conference, luncheon, dinner, cocktail reception, etc.) to help increase awareness of their existing or new products/services in a specific market; including: - Organizing the event logistics/venue; - Conducting a targeted direct mail or e-mail campaigns; - Managing the promotional campaign and event-related logistics - Providing logistical and promotional support on-site during the event - Providing a post-event de-briefing to discuss next steps What is a fair and reasonable price to pay for Service # 14 above?_____	Approved
Services	Service # 15: LIMITED FOREIGN COMPANY BACKGROUND CHECKS: Provides U.S. firms with a limited background report on a specific foreign company; including: - Publically available information on company size, sales data, business activities, references, corporate structure, and shareholders/directors - Information sources consulted in preparing the report - Brief analysis of information collected What is a fair and reasonable price to pay for Service # 15 above?_____	Approved
Services	Service # 16: COMPREHENSIVE FOREIGN COMPANY BACKGROUND CHECKS ("International Company Profile"): Provides U.S. firms with a comprehensive background report on a specific foreign company, including: - Information on company size, sales data, business activities, corporate structure, shareholders and directors, references, financial data creditworthiness and market outlook - Site visit and interviews with principals - Information sources consulted in preparing the report - Analysis of information collected What is a fair and reasonable price to pay for Service # 16 above?_____	Approved

Services	Service # 17: Product Authentication Service: Provides your foreign distributors/partners with a "USG Authentication Seal" to be placed online next to each of the product descriptions for your products that they officially distribute. Each logo will link back to a .gov website confirming that your distributor/partner is part of your official and approved logistics channel. What is a fair and reasonable price to pay for Service # 17 above?_____	Approved
Services	Service # 18: HOURLY BASED ON-DEMAND CLIENT ASSISTANCE: Provides U.S. firms with customized export assistance, promotional events, market research/intelligence and/or additional support from experts on-the-ground around the globe based on the level of effort required. What is a fair and reasonable HOURLY RATE to pay for Service # 18 above?_____	Approved
Services	Are there any other export assistance services that your firm would be willing to pay for that are not listed in this survey? _____ If so, how much would you pay to receive such services?_____	Approved
Services	Service # 1: EXPORT/MARKET INTELLIGENCE TRAINING WEBINARS: Provides U.S. firms with export knowledge and/or market intelligence from experts located around the globe via a one hour online webinar. What is a fair and reasonable price to pay for Service # 1 above?_____	Approved
Organization Data	Please select your organization type. [Please scroll to the bottom of the page to ensure you consider all of the options.] - U.S. locality / economic development organization (EDO): An organization dedicated to the economic development of a U.S. region, whether at the regional, state, or local level. (Please choose this option if your work with SelectUSA was/is related to a U.S. FDI establishment, expansion, or other support for your organization and its investment goals.) (1) - U.S. or international firm: A commercial business/company located either in the United States or internationally. (Please choose this option if your work with SelectUSA was/is related to the U.S. establishment, expansion, employee retention, or other support for your own organization.) (2) - Service provider / Consultant / Lawyer for firms, U.S. localities, or EDOs: An individual or entity that provides services (such as consulting, legal, real estate, communications, storage, or processing) to organizations. (Please choose this option if you worked with SelectUSA to facilitate foreign direct investment in the United States from other companies.) (3) - Other: An entity that is not a commercial business, service provider, or EDO, such as an academic institution, think tank, non-profit, non-governmental organization, etc. (Please choose this option only if none of the choices above accurately describe your work with SelectUSA.) (4)	New
General Info	What kind of interaction has your organization had with DOC/SelectUSA in the last twelve months? Please check all that apply. - SelectUSA Signature Event: Attending the SelectUSA Investment Summit, Single Location Promotion (SLPs), or a Road Show in person. (1) - SelectUSA Virtual Event: Attending a virtual/digital SelectUSA event, such as a webinar, virtual pitching session, virtual tour, or virtual networking event. (2) - Strategy & Planning: Counseling for developing or updating an investment strategy or plan in the United States. (3) - Market Intelligence: Receiving customized market research reports, competitive data, or other research/analysis. (4) - Matchmaking / Connections: Identifying and/or arranging appointments with potential investors, foreign partners, distributors, buyers, or investment partners. (5) - Regulatory Assistance: Information or assistance to understand and to comply with federal programs, regulations, and standards; and information on market-relevant issues such as U.S. taxation, business formation, and legal concepts. (6) - Other (7) _____ - I did not have interaction with DOC/SelectUSA in the last twelve months. (8)	New
General Info	What kind of interaction has your organization had with DOC/SelectUSA in the last twelve months? Please check all that apply. - SelectUSA Signature Event: Attending the SelectUSA Investment Summit, Single Location Promotion (SLPs), or a Road Show in person. (1) - SelectUSA Virtual Event: Attending a virtual/digital SelectUSA event, such as a webinar, virtual pitching session, virtual tour, or virtual networking event. (2) - Strategy & Planning: Counseling for developing or updating an investment strategy or plan in the United States. (3) - Market Intelligence: Receiving customized market research reports, competitive data, or other research/analysis. (4) - Matchmaking / Connections: Identifying and/or arranging appointments with potential investors, foreign partners, distributors, buyers, or investment partners. (5) - Regulatory Assistance: Information or assistance to understand and to comply with federal programs, regulations, and standards; and information on market-relevant issues such as U.S. taxation, business formation, and legal concepts. (6) - Investment Advocacy: Coordinating high-level U.S. government officials to advocate that a firm choose the United States over a foreign destination for an investment project. (7) - Other (8) _____ - I did not have interaction with DOC/SelectUSA in the last twelve months. (9)	New
Investment Data	Are you willing to answer a few additional questions about barriers to investment and future assistance? - Yes (1) - No (2)	New

Investment Data		New
Investment Data	Based on your experience, please rank order the three top barriers for investors when investing in the United States. Please enter in order of rank from most common (1) to third most common (3). _____ Visas (1) _____ Workforce and Training (2) _____ Taxes and Incentives (3) _____ Regulatory Issues (4) _____ Trade Policy (5) _____ Research Partnerships (6) _____ Financing and Fundraising (7) _____ Intellectual Property Protections (8) _____ Supply Chain (9) _____ Navigating the U.S. Market (10) _____ Cost of Doing Business (11) _____ Other (12)	New
Investment Data	Do you anticipate needing DOC/SelectUSA information or assistance over the next 12-24 months to continue outreach and/or increase your investment deals? If so, please check all that apply: - Investment Training: Training on concepts relating to how to invest/expand in the United States. (1) - Strategy & Planning: Counseling for developing or updating an investment strategy or plan in the United States. (2) - Market Research: Receiving customized market research reports or competitive data, or other research/analysis. (3) - Matchmaking / Connections: Connecting to U.S. economic development organizations. (4) - Regulatory Assistance: Information or assistance to understand and to comply with federal programs, regulations and standards; and information on market-relevant issues such as U.S. taxation, business formation, and legal concepts. (5) - SelectUSA Investment Summit: Attending the upcoming SelectUSA Investment Summit. (6) - In-Market Promotional Program: Attending an event in your home market to connect to potential locations in the United States, including virtual programming. (7) - Digital Communications Amplification: Promoting FDI-related success stories. (8) - Other (9) _____ - I do not anticipate needing assistance from DOC/SelectUSA. (10)	New
Investment Data	Do you anticipate needing DOC/SelectUSA information or assistance over the next 12-24 months to continue outreach and/or increase your investment deals? If so, please check all that apply: - Investment Training: Training on concepts relating to attracting and retaining business investment in the United States. (1) - Strategy & Planning: Counseling for developing or updating an investment strategy or plan in the United States. (2) - Market Research: Receiving customized market research reports or competitive data, or other research/analysis. (3) - Matchmaking / Connections: Identifying and/or arranging appointments with potential investors or investment partners. (4) - Regulatory Assistance: Information or assistance to understand and to comply with federal programs, regulations and standards; and information on market-relevant issues such as U.S. taxation, business formation, and legal concepts. (5) - SelectUSA Investment Summit: Attending the upcoming SelectUSA Investment Summit. (6) - In-Market Promotional Program: Attending an event to connect to potential investors in target overseas markets, like Single Location Promotions (SLPs) or a Road Show or a virtual event. (7) - Digital Communications Amplification: Promoting FDI-related events and/or success stories via guest blog and social media posts. (8) - Investment Advocacy: Coordinating high-level U.S. government officials to advocate that a firm choose the United States over a foreign destination for a specific investment project. (9) - Other (10) _____ - I do not anticipate needing assistance from DOC/SelectUSA. (11)	New
Investment Data	Please rank order the top three industries your organization is targeting for investment efforts during the next 12-24 months. Enter 1 in the text box to the left for your organization's top targeted industry, 2 for the second most targeted industry, and 3 for the third most. _____ Agriculture, Forestry, and Fishing (1) _____ Mining (Including Oil and Gas Extraction) (2) _____ Utilities (3) _____ Food and Beverage Manufacturing (4) _____ Textile, Apparel, and Leather Manufacturing (5) _____ Chemical Manufacturing (6) _____ Primary and Fabricated Metal Manufacturing (7) _____ Machinery Manufacturing (8) _____ Computer and Electronic Product Manufacturing (9) _____ Electrical Equipment, Appliance, and Components Manufacturing (10) _____ Transportation Equipment Manufacturing (11) _____ Other Manufacturing (12) _____ Wholesale Trade (13) _____ Retail Trade (14) _____ Transportation and Warehousing (15) _____ Information (Media, Software Publishing, and Telecommunications) (16) _____ Finance and Insurance (17) _____ Real Estate and Rental and Leasing (18) _____ Professional, Scientific, and Technical Services (19) _____ Health Care and Social Assistance Services (20) _____ Technology Sector (21) _____ Other Industries (22)_____ _____ None / Not Applicable (23)	New

Investment Data	Please list the top three countries outside of the United States that your organization is considering for investment efforts in the next 12-24 months. - DROP DOWN: Country 1 (1) - DROP DOWN Country 2 (2) - DROP DOWN Country 3 (3)	New
Assistance	How could we better serve you in the future? (For example: new data resources or services, specific reports or market intelligence, digital communication and toolkits, press, and publicity support, etc.) [open text box]	New
General Info	Would you be willing to answer a few additional demographic questions? - Yes (1) - No (2)	New
Organization Data	Please select the estimated annual revenue of your organization. - Less than $1 Million (1) - $1 Million to $24 Million (2) - $25 Million to $99 Million (3) - $100 Million to $499 Million (4) - $500 Million to $999 Million (5) - Over $1 Billion (6)	New
Organization Data	Please select the industry that best describes your organization. - Agriculture, Forestry, and Fishing (1) - Mining (Including Oil and Gas Extraction) (2) - Utilities (3) - Food and Beverage Manufacturing (4) - Textile, Apparel, and Leather Manufacturing (5) - Chemical Manufacturing (6) - Primary and Fabricated Metal Manufacturing (7) - Machinery Manufacturing (8) - Computer and Electronic Product Manufacturing (9) - Electrical Equipment, Appliance, and Components Manufacturing (10) - Transportation Equipment Manufacturing (11) - Other Manufacturing (12) - Wholesale Trade (13) - Retail Trade (14) - Transportation and Warehousing (15) - Information (Media, Software Publishing, and Telecommunications) (16) - Finance and Insurance (17) - Real Estate and Rental and Leasing (18) - Professional, Scientific, and Technical Services (19) - Health Care and Social Assistance Services (20) - Technology Sector (21) - Other (22) [open text box]	New
Objectives	Please rank order the top three reasons for overseas expansion. _____ Access to local market (1) _____ Increasing overseas demand (2) _____ Decreasing or stagnant domestic demand (3) _____ Using overseas expansion location as platform for exports (4) _____ Increasing proximity to clients (5) _____ Mitigating currency exchange rate risks (6) _____ Headquarter market costs, such as labor, tax burden, and regulatory environment (7) _____ Stable economy for innovation and research and development (8) _____ Access to technology or intellectual property (9) _____ Access to strategic partners or talent pool (10) _____ Not applicable/I don't know (11) _____ Other (12)	New
Organization Data	Does your organization have a presence in the United States? - Yes (1) - No (2)	New
Organization Data	In what state is your headquarters or primary located in the United States? - DROP DOWN - States	New
Organization Data	Does your organization have an industry specialization? - Yes (1) - No (2)	New

Organization Data	Please select the industry that best describes your organization. Please choose all that apply. - Agriculture, Forestry, and Fishing (1) - Mining (Including Oil and Gas Extraction) (2) - Utilities (3) - Food and Beverage Manufacturing (4) - Textile, Apparel, and Leather Manufacturing (5) - Chemical Manufacturing (6) - Primary and Fabricated Metal Manufacturing (7) - Machinery Manufacturing (8) - Computer and Electronic Product Manufacturing (9) - Electrical Equipment, Appliance, and Components Manufacturing (10) - Transportation Equipment Manufacturing (11) - Other Manufacturing (12) - Wholesale Trade (13) - Retail Trade (14) - Transportation and Warehousing (15) - Information (Media, Software Publishing, and Telecommunications) (16) - Finance and Insurance (17) - Real Estate and Rental and Leasing (18) - Professional, Scientific, and Technical Services (19) - Health Care and Social Assistance Services (20) - Technology Sector (21) - Other (22)	New
Organization Data	Does your organization have a country specialization? - Yes (1) - No (2)	New
Organization Data	Please specify the countries for which your organization has a specialty in. - DROP DOWN: Country 1 (1) - DROP DOWN Country 2 (2) - DROP DOWN Country 3 (3) - DROP DOWN Country 4 (4) - If more than 4, please list all the countries here: (5) [open text box]	New
Organization Data	What is the purview of your organization? - Regional-level (1) - State-level (2) - Local- or municipality- or tribal- or territorial- level (3) - Other (4)	New
Organization Data	In what state(s) is your organization located? - [List of all U.S. States] - Unsure/I don't know (57)	New
Organization Data	Does your organization have a presence outside of the United States? - Yes (1) - No (2)	New
Organization Data	Please list the country or countries your organization has a presence in. - DROP DOWN Country 1 (1) - DROP DOWN Country 2 (2) - DROP DOWN Country 3 (3) - DROP DOWN Country 4 (4) - If more than 4, please list all the countries here: (5) [0pen text box]	New
Organization Data	What kind of FDI attraction strategy does your organization operationalize against? - Market (1) - Sector (2) - Mixed (3) - Other (4) - Don't have one (5)	New
General Info	Please specify. [open text box]	New
Organization Data	Does your organization have staff dedicated to FDI attraction? - Yes (1) - No (2)	New
Impact	What metrics does your organization use to measure impact? Please enter up to three different metrics. (Ex. Number of Jobs Created, Number of Manufacturing Jobs Supported, etc.) - Metric 1 (1) _____ - Metric 2 (2) _____ - Metric 3 (3) _____	New

General Info	How did your organization interact with DOC/SelectUSA over the past twelve months? Please check all that apply. - Interacted with DOC / SelectUSA staff located in the United States. (1) - Interacted with from DOC / SelectUSA staff located outside of the United States. (2) - Attended a DOC/SelectUSA webinar, local event, or seminar. (3) - Attended training that included a presentation by DOC / SelectUSA on investment topics. (4) - Received DOC / SelectUSA market intelligence / research / site location report. (5) - Obtained information from SelectUSA.gov website. (6) - Participated in a DOC / SelectUSA pavilion or program at a trade show (e.g. Hannover Messe, BIO). (7) - Participated in a SelectUSA Investment Road Show. (8) - Participated in a SelectUSA Single Location Promotion (SLP). (9) - Participated in the SelectUSA Investment Summit. (10) - Other (11) _____	New
Investment Data	Has your organization invested in or made an investment deal in the United States in the past twelve months? - Yes (1) - No (2)	New
Investment Data	Has your organization invested in or made an investment deal in the United States in the past twelve months with assistance/interaction from DOC/SelectUSA? - Yes (1) - No (2)	New
Investment Data	Is your organization considering investing in another country besides the United States? - Yes (1) - No (2)	New
Investment Data	Please list up to three countries your organization is considering investing in. - DROP DOWN Country 1 (1) - DROP DOWN Country 2 (2) - DROP DOWN Country 3 (3)	New
Investment Data	Has your organization facilitated an investment deal in the United States in the past twelve months? - Yes (1) - No (2)	New
Investment Data	Has your organization facilitated an investment deal in the United States in the past twelve months with assistance/interaction from DOC/SelectUSA? - Yes (1) - No (2)	New
Investment Data	In what ways did DOC/SelectUSA's assistance/interaction improve your organization's investment efforts during the past 12 months? Please select all that apply. - Generated investment opportunities (1) - Gained critical strategic connection(s) or contact(s) (2) - Implemented or enhanced an investment strategy or plan (3) - Generated leads (4) - Enhanced knowledge/understanding of subject matter critical to my investment plans (5) - DOC/SelectUSA assistance did not impact my organization (6) - Other (7) _____	New
Impact	What specific results/outcomes was your organization able to achieve during the past twelve months due to interaction with DOC/SelectUSA? Please check all that apply. - New investment in the United States (1) - Expanded or retained investment in the United Staes (2) - Achieved resolution of issue relating to compliance with a federal regulation, standard, or process (3) - Completed an investment milestone (such as deciding to invest in the United States versus another country, identifying areas for site visits, etc.) (4) - Returned operations to the United States (reshoring) (5) - Results anticipated, but not yet achieved (6) - DOC/SelectUSA interaction did not help my organization achieve any results/outcomes (7) - Other (8) _____	New
Impact	In what ways did DOC/SelectUSA's interaction improve your organization's international business attraction efforts during the past 12 months? Please select all that apply. - Facilitated investment in my state/locality (1) - Implemented or updated or enhanced an investment strategy or plan (2) - Enhanced knowledge/understanding of subject matter critical to my plans to expand investment in my state/locality (3) - Achieved resolution of issue relating to compliance with a federal regulation, standard, or process (4) - Gained valuable strategic connection(s) or contact(s) (5) - Generated leads (6) - DOC/SelectUSA interaction did not help my organization achieve any results/outcomes (7) - Other (8) _____	New

Impact	What specific results/outcomes was your organization able to achieve during the past twelve months due to interaction with DOC/SelectUSA? Please check all that apply. - New investment in the United States (1) - Expanded or retained investment in the United States (2) - Achieved resolution of issue relating to compliance with a federal regulation, standard, or process (3) - Returned operations to the United States (reshoring) (4) - Results anticipated, but not yet achieved (5) - DOC/SelectUSA interaction did not help my organization achieve any results/outcomes (6) - Other (7) _____	New
Impact	Approximately how many leads did you cultivate from the interaction you've had with DOC/SelectUSA in the last twelve months? Please use a single number estimate. Do not use punctuation, symbols, or letters (e.g., enter "10" for 10 leads). If zero, please enter "0". _____	New
Impact	Out of the leads you cultivated in the previous question, how many were STRONG leads? Please use a single number estimate. Do not use punctuation, symbols, or letters (e.g., enter "10" for 10 leads). If zero, please enter "0". _____	New
Impact	Please provide information regarding new, expanded, or retained investment by value and employment related to DOC/SelectUSA's interaction during the past twelve months. (Please use whole numbers, separated by commas if needed, but do not use other punctuation, symbols, or letters (e.g., enter "10,000,000" instead of "10 million")).	New
Investment Data	Estimated investment created, expanded, or retained. (If no additional dollar value was associated with the interaction, please enter "0" below.) - Count of Projects: (1) _____ - Investment Dollar Value ($): (2) _____	New
Investment Data	Investment projects and U.S. dollar value. (If no additional dollar value was associated with the interaction, please enter "0" below.) - Count of Projects: (1) _____ - Investment Dollar Value ($): (2) _____	New
Investment Data	Estimated investment-related U.S. employment information (number of jobs). If there was no change in employment, please enter "0" below. - Jobs Added: (1) _____ - Jobs Retained: (2) _____	New
Impact	What results do you anticipate achieving within the next five years due to interaction with DOC/SelectUSA during the past 12 months? If no results are expected, please enter "0" in the box below. Investment Project Dollar Value ($) (3): 0-12 Months (1), 2-5 Years (2) U.S. Jobs Created (4): 0-12 Months (1), 2-5 Years (2)	New
General Info	Would you give us permission to use your testimonial publicly? - Yes (1) - No (2)	New
General Info	If you would like us to follow up with you, we are happy to do so! Please provide an email address below where we can best reach you. [open textbox]	New
Profile	How would you describe yourself (check all that apply): - U.S. manufacturer - Foreign manufacturer - U.S. Importer - U.S. Exporter - Law Firm - Trade Association - Other: please specify	New
Profile	What Enforcement and Compliance services do you use or plan on using in the next year? (select all that apply) - Resolving foreign trade barriers - Antidumping and countervailing duty petition counseling - Assistance with filing and/or searching documents on ACCESS - Advocacy in foreign antidumping or countervailing duties and/or safeguard investigations - Reporting unfair foreign trade subsidies - Steel and/or aluminum industry data monitors - Foreign Trade Zones - Providing information on duty rates for imports - Other: please specify	New
Profile	What is your preferred method of receiving assistance? - Browsing information on the trade.gov website - Calling an ITA staff member - Emailing an ITA staff member - Using a data tool on the E&C website - Other: please specify	New
Profile	Would you be open to being contacted regarding details of your survey response? (Yes/No)	New
Customer Service	Is this your first time seeking assistance from ITA? (yes/no)	New

Customer Service	If yes, how did you hear about us? (multiple choice) - Internet search - Newsletter/distribution list - Colleague - Other federal government website - Virtual event - In-person event - Other: please specify	New
Customer Service	What kind of assistance did you receive over the last 12 months from ITA? (check all that apply) - Resolving foreign trade barriers - Antidumping and countervailing duty petition counseling - Assistance with filing and/or searching documents on ACCESS - Advocacy in foreign antidumping or countervailing duties and/or safeguard investigations - Reporting unfair foreign trade subsidies - Steel and/or aluminum industry data monitors - Foreign Trade Zones - Providing information on duty rates for imports - Other: please specify	New
Customer Service	How would you rate your overall experience? (1-10, 1 being not at all satisfied, 10 being extremely satisfied).	New
Customer Service	How likely would you be to recommend our services to a friend or colleague? (1-10, 1 being not likely, 10 being highly likely).	New
Customer Service	What level of impact will ITA's assistance have on your organization? (1-10, 1 being no impact and 10 being a significant impact)	New
Customer Service	Is there any other feedback that you'd like to share? (long form text box, optional)	New
Website	Have you used our trade.gov website?	New
Website	If yes, were you able to find the information you were looking for? (yes/no)	New
Website	If yes, how long did it take you to find the information? - 1-2 minutes - 2-5 minutes - 5-10 minutes - 10+ minutes	New
Website	What do you typically use the trade.gov website for? - Seeking information - Submit information/report/petition/application - Find contact information of an office/staff members - Other: please specify	New
Website	If you answered, "seeking information", please specify what kind below: - Current Case Information (AD/CVD, FTZ, Trade Barriers) - Reference Resource (Handbook, Guide, Instructions, Reports, Libraries, Trade Agreements, Subsidies, etc.) - Steel and Aluminum Data Tool - Infographic/Video - Other: please specify	New
Website	How do you typically navigate the trade.gov website? - Individual bookmarked sites - Search bar - Click through the website	New
Website	I use the trade.gov website: - daily - weekly - every month - a couple dozen times a year - once or twice a year	New
Website	Rank the following improvements you would like made to the trade.gov website: - Easier navigation - Better search ability - Translating information to simpler language - More guidance on how to navigate complicated data/information/processes - More visual aids (infographics, videos) - Modernizing how data/information is presented in a more user-friendly way - Easier access to information without having to log in - More sleek and modern look - Transparent contact information	New
Website	Is there any additional information you'd like to expand on in the prior question? (long form)	New
Website	What type of additional services/information would you like the trade.gov website to include?	New
Website	Is there any other feedback that you'd like to share? (long form text box, optional)	New