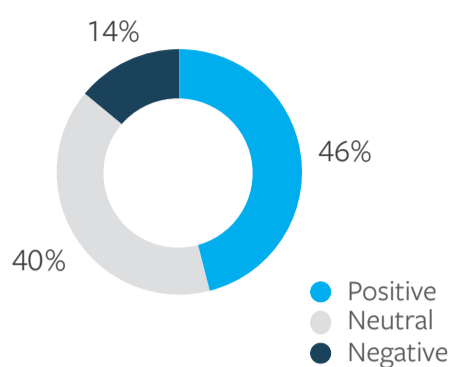


# Future of Business Survey - Europe

Small businesses represent more than 90% of enterprises in all economies and also constitute a majority of a country's employment virtually worldwide. Facebook, the OECD and the World Bank teamed up to create an online monthly survey of small businesses to understand their sentiment, activities, and challenges. Timely information about businesses provides a pulse on the current and future economic environments in which businesses operate, and gives insights on ways to help businesses grow. For more information, see [www.futureofbusinesssurvey.org](http://www.futureofbusinesssurvey.org).

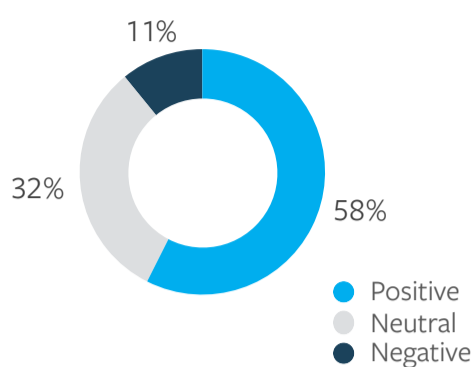
## Current state, future outlook, confidence levels

Current state of own business



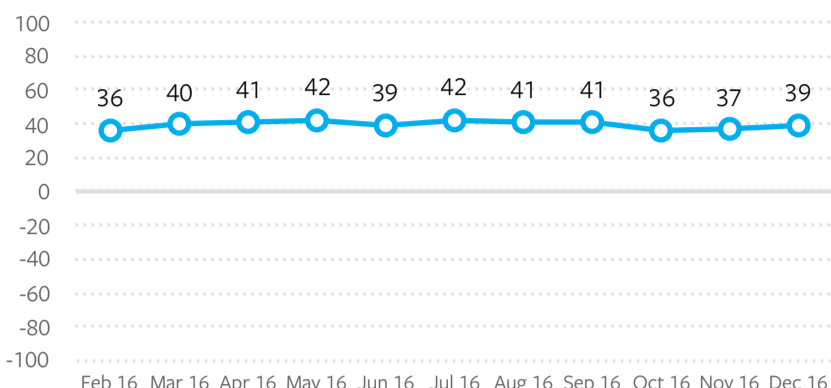
How would you evaluate the current state of your business?

Future outlook of own business



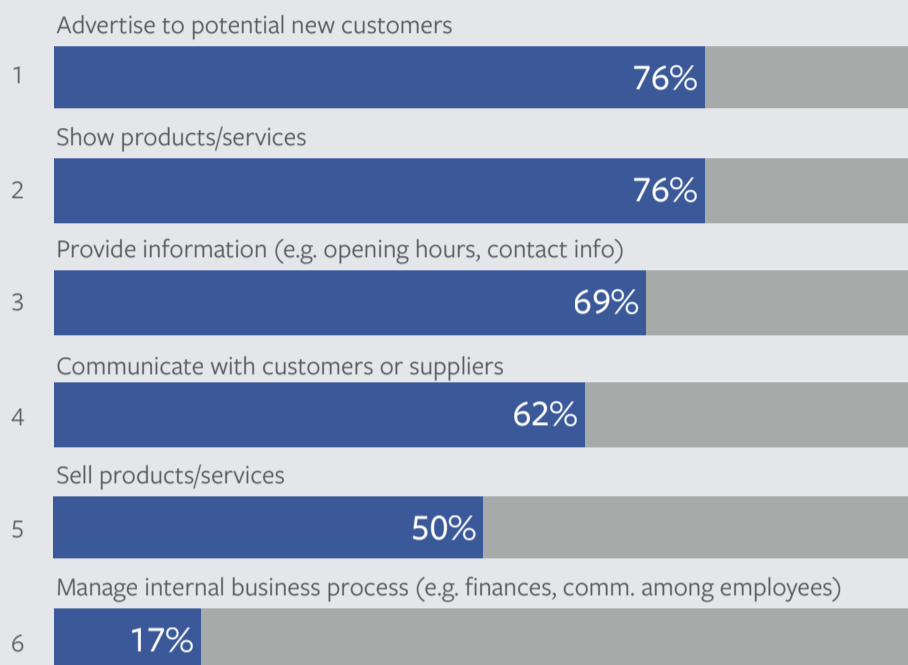
What is your outlook for the next 6 months on your business?

Business confidence levels



Score calculated from questions about current situation and six-month outlook, normalized to range from -100 (all negative) to 100 (all positive)

## Use of online tools



For which of the following do you use online tools or platforms?

On average, SMEs in the U.S. use online tools for

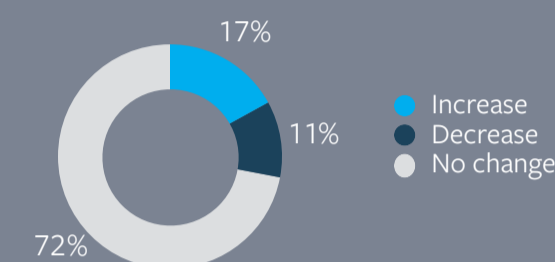


out of 6 of these purposes.

## Job growth

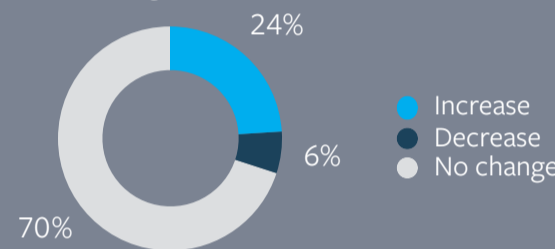
Job growth past 6 months

How did the number of employees in your business change in the last 6 months?

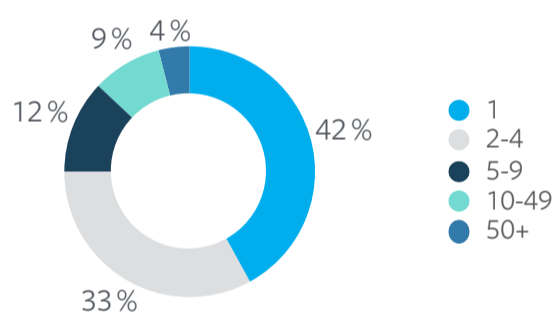


Job growth next 6 months

And how do you expect the number of employees in your business to change in the next 6 months?

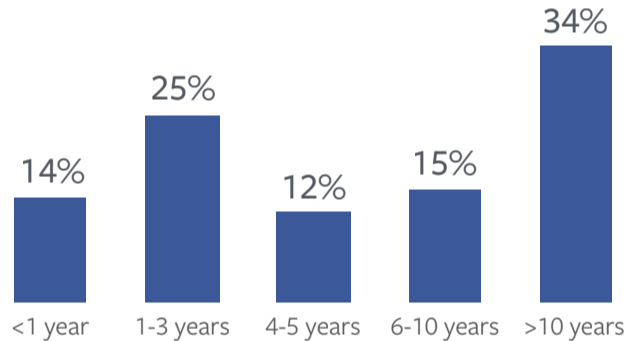


## Company size



How many employees are there in your business?

## Company age



How old is your company?

## Management gender



How many people are in the top management of your company [female/male]? \*Mainly indicates that at least 65% of the management are female/male.

## Top 5 challenges

73%

Attracting customers

63%

Increasing revenue

44%

Maintaining profitability

32%

Uncertainty over economic conditions

27%

Tax laws and rules

What are the most important challenges your business currently faces?

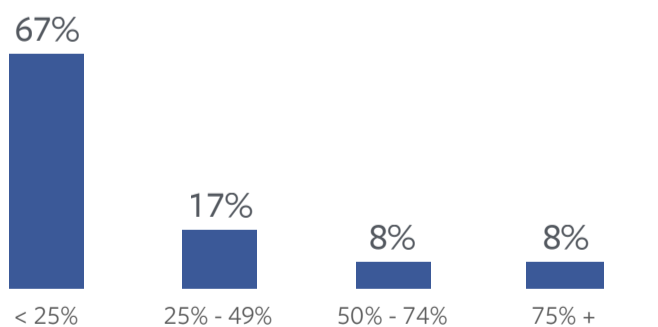
## International trade\*



Engaged in international trade

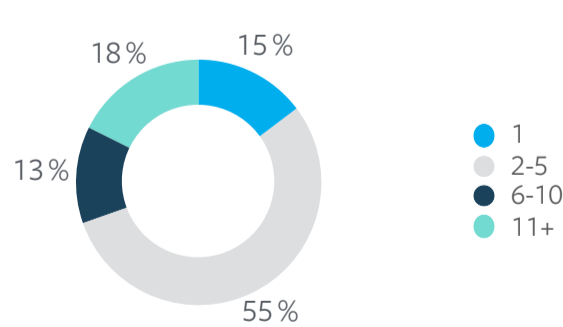
Is your company engaged in international trade?

Exports revenue



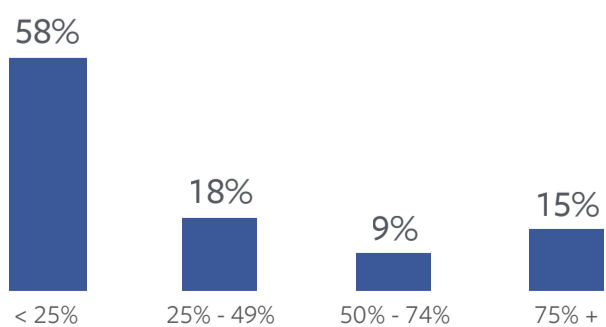
What proportion of your revenue comes from international exports?

No. of export countries



How many countries do you export to?

Inputs from abroad



What percentage of your inputs do you source directly abroad?

Export to



And do you export to...?