Business Operations Survey 2014

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Purpose of this survey
The purpose of this survey is to collect information on the business operations of New Zealand businesses. The data collected by this survey is needed to quantify business behaviour, capacity and performance across a wide selection of industries. The information will help government and other organisations in developing a better understanding of enterprise capacity and performance in New Zealand.

Compulsory requirement
The taking of this survey has been approved by the Minister of Statistics and the return of this questionnaire, duly filled in and signed, is a compulsory requirement under the Statistics Act 1975.

Confidentiality of information supplied
Only people authorised by the Statistics Act 1975 are allowed to see your individual information, and they must use it only for statistical purposes. Your information will be combined with similar information to prepare summary statistics.

Are the address details above correct? If not, use the boxes below to correct any errors.

Attention

Legal name

Building / Level / Unit

Street or PO Box

Suburb or Rural Delivery

City / Town

Postcode

Please complete, sign and return this questionnaire in the envelope supplied.

Return date:

As Government Statistician I thank you for completing this survey. Your information contributes to statistics available for business decision-making. To find out how Statistics New Zealand can help your business grow, contact our information centre on 0508 525 525
Section A: Business Operations

1 How to answer:
   • this form will be scanned and recognised by electronic equipment. Therefore please:
     • mark answers like this —
     • print answers in CAPITAL letters
     • keep each letter or number within the spaces provided
       • for example J O N E S L T D or 1 2 3
     • please use a blue or black pen
     • where actual figures are not available, please give close estimates
     • where there is no response, leave blank unless instructed to write 0
     • supply whole dollar values only.

2 Only include information for the business named on the front page. 
   Don’t provide consolidated data.
   Don’t include:
     • subsidiary or associated businesses
     • accounting divisions that operate entirely outside New Zealand (NZ)

3 Please keep a record of the time it takes you (and anyone else) to read the instructions, collect the information, and answer the questions. You are asked to record this at the end of the questionnaire.

Reporting information

4  • These questions should be completed by the General Manager.
   • Some answers may need to be confirmed with support people in specific areas.

5 Please provide information relating to the most recent financial year for which this business has results available.

   Note:
     • if your balance date is between 1 Jan - 30 Sep, report for the year ending 2014
     • if your balance date is between 1 Oct - 31 Dec, report for the year ending 2013

   What is the balance date of the financial year you will use for this questionnaire? A0501

   day month year

   This is the reference point for the questions that follow.
Sales of goods and services

6 For the last financial year, estimate the proportion of this business’s sales of goods and services that came from exports:

Note: Please round to the nearest %. If your exports are between 0 and 1%, please round up to 1%.

7 For the last financial year, estimate the proportion of this business’s sales that came from tourism:

Include:
- sales of goods and services indirectly related to tourism but purchased by tourists (e.g., retail sales of food, alcohol, and clothing)
- sales of goods and services directly related to tourism (e.g., accommodation, transport, and recreation services)

- 1 zero
- 2 1–25%
- 3 26–50%
- 4 51–75%
- 5 76–100%
- 6 don’t know

New investment

8 For the last financial year, did this business invest in its expansion?

Include:
- purchase of one or more businesses or assets (e.g., land, buildings, equipment)
- development or introduction of new or significantly improved goods, services, or processes
- entry into new markets

Don’t include:
- increases in turnover for existing business
- ongoing operational expenses

- 1 yes
- 2 no
- 3 don’t know
Research and development

9. For the last financial year, did this business undertake or fund any research and development (R&D) activities?

Include:
- any activity characterised by originality: it should have investigation as its primary objective, and an outcome of gaining new knowledge, new or improved materials, products, services, or processes
- the buying abroad of technical knowledge or information

Don't include:
- market research
- efficiency studies
- style changes to existing products

   1. yes  → go to 10  
   2. no  → go to 12  
   3. don't know  → go to 12

10. For the last financial year, how much did this business spend on R&D activities? $  

   Don't include:  

   1. yes  
   2. no  
   3. don't know

11. Estimate the percentage of R&D expenditure from question 10 that relates to in-house R&D activities.

   Include subcontractors working in-house.
   Don't include R&D funded by this business but carried out by other organisations.

   %

International presence

12. As at the end of the last financial year, did any individual or business located overseas hold an ownership interest or shareholding in this business?

   1. yes  → please give the total percentage:  
   2. no  
   3. don't know

13. As at the end of the last financial year, did this business hold any ownership interest or shareholding in an overseas located business (including its own branch, subsidiary or sales office)?

   1. yes  → go to 14  
   2. no  → go to 15  
   3. don't know

14. Mark all that apply. Through which of the following methods did this business gain those overseas ownership interests or shareholdings?

   - joint ventures  
   - acquisitions of existing overseas businesses  
   - greenfields (ie establishment of new overseas businesses)  
   - other methods  

ED/BOS/01
**Employment**

**15** Over the last financial year, what percentage of staff (working proprietors and employees) worked for this business on the following basis?

Include:
- those temporarily absent from work (eg sick, on leave, strike, or temporary lay-off)
- casual staff
- all managerial and executive staff (eg Chief Executive)

Don't include:
- contractors (eg temporary staff paid by employment agencies)
- working proprietors not actively engaged in the operation of this business

<table>
<thead>
<tr>
<th>Work Basis</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>full-time (working 30 hours or more per week)</td>
<td>☐ ☐ ☐   %</td>
</tr>
<tr>
<td>part-time (working less than 30 hours per week)</td>
<td>☐ ☐ ☐   %</td>
</tr>
<tr>
<td>TOTAL staff</td>
<td>1 0 0   %</td>
</tr>
</tbody>
</table>

**16** As at the end of the last financial year, what percentage of staff (working proprietors and employees) were working in the following occupational groups?

Note: Assign staff to an occupational group according to the tasks or duties they spent the majority of their time performing.

**Managers and professionals**
- Managers lead organisations, departments or divisions and determine the policy of the organisation or department (eg General Manager, Finance Manager).
- Professionals perform analytical, conceptual or creative tasks with skills equivalent to a bachelor degree or higher (eg accountant, engineer, journalist, computer programmer).

<table>
<thead>
<tr>
<th>Percentage</th>
<th>☐ ☐ ☐   %</th>
</tr>
</thead>
</table>

**Technicians and associate professionals**
Technicians and associate professionals perform complex technical or administrative tasks, often in support of professionals or managers (eg technical officer, building inspector, legal executive).

<table>
<thead>
<tr>
<th>Percentage</th>
<th>☐ ☐ ☐   %</th>
</tr>
</thead>
</table>

**Tradespersons and related workers (including apprentices)**
Tradespersons and related workers perform tasks requiring trade specific technical knowledge. Include all apprentices and trade supervisors (eg electrician, mechanic, hairdresser, baker).

<table>
<thead>
<tr>
<th>Percentage</th>
<th>☐ ☐ ☐   %</th>
</tr>
</thead>
</table>

**All other occupations**
Include:
- Clerical, sales and service workers who perform administrative, organisational, liaison, sales, and clerical tasks, and may provide support services in the fields of finance etc (eg secretary, receptionist, sales representative, waiter).
- Production and transport workers who operate vehicles or complex equipment (eg bulldozer operator, bus driver, storeperson).
- Labourers and related workers who perform routine tasks, either manually or using equipment (eg cleaner, factory hand, trades assistant).
- All other occupations.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>☐ ☐ ☐   %</th>
</tr>
</thead>
</table>

**TOTAL staff**

| Percentage | 1 0 0   %  |
### Business performance

Mark one oval for each item listed. How do you think this business compares to its major competitors on each of the following?

<table>
<thead>
<tr>
<th></th>
<th>lower than competitors</th>
<th>on a par with competitors</th>
<th>higher than competitors</th>
<th>don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>costs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>time taken to provide customers with goods or services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>flexibility or ability to make changes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>customer satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>employee satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>profitability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>productivity</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

### As at the end of the last financial year...

As at the end of the last financial year, what percentage of this business’s employees were covered by a collective employment agreement?

- **1** zero
- **2** 1–10%
- **3** 11–50%
- **4** 51–90%
- **5** 91–100%
- **6** don’t know

### Recruiting difficulty

Mark one oval for each item listed. Over the last financial year, to what extent did this business experience difficulty in recruiting new staff for any of the following occupational groups?

- **no difficulty**
- **moderate difficulty**
- **severe difficulty**
- **don’t know**
- **not applicable**

<table>
<thead>
<tr>
<th>Occupational group</th>
<th>no difficulty</th>
<th>moderate difficulty</th>
<th>severe difficulty</th>
<th>don’t know</th>
<th>not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>managers and professionals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>technicians and associate professionals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>tradespersons and related workers (including apprentices)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>all other occupations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
20. Mark one oval for each item listed. Over the last financial year, did the following items decrease, stay the same or increase for this business?

<table>
<thead>
<tr>
<th>Item</th>
<th>Decrease</th>
<th>Stay the Same</th>
<th>Increase</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sales of goods and services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Profitability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Productivity</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Market share</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

21. Over the last financial year, what percentage of goods or services from this business were provided to customers on time and to requirements?

1. zero–50%
2. 51–80%
3. 81–90%
4. 91–95%
5. 96–100%
6. don't know

22. In the last financial year, did this business develop or introduce any new or significantly improved:
   - goods or services
   - operational processes
   - organisational or managerial processes
   - marketing methods?

1. yes
2. no
3. don't know

23. Over the last financial year, did this business enter any new export markets?

1. yes
2. no
3. don't know

24. Over the last financial year, to what degree did this business's technology change?

1. not at all
2. to a minor degree
3. to a major degree
4. completely
5. don't know
25 How does this business’s core equipment (that is used in the production of this business’s main goods or services) compare with the best commonly available technology?

- 1 fully up to date
- 2 up to 4 years behind
- 3 4 years to 10 years behind
- 4 more than 10 years behind
- 5 don’t know

A2500

26 Regardless of changes in ownership, what calendar year did this business commence operations?

[ ] [ ] [ ] [ ] [ ] year

A2601

27 How would you describe this business’s competition?

- 1 captive market or no effective competition
- 2 no more than one or two competitors
- 3 many competitors, several dominant
- 4 many competitors, none dominant
- 5 don’t know

A2700

28 Mark one oval for each item listed. When thinking about the city, town, or district in which this business operates, how would you rate the following factors?

Note: If this business has more than one location, please answer in relation to the location where the largest share of the business’s activities occur.

<table>
<thead>
<tr>
<th>Factor</th>
<th>bad</th>
<th>neither bad nor good</th>
<th>good</th>
<th>don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>transport infrastructure</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>information and communications technology</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>technology infrastructure (eg broadband availability, mobile phone coverage)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>water and waste infrastructure</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>local body planning and regulatory processes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(eg building consents, Resource Management Act approvals)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>skilled labour market</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>unskilled labour market</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>business networks (eg local business associations)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
29 Over the last financial year, did this business merge with or acquire a shareholding in any other New Zealand or overseas business?

- 1 yes
- 2 no
- 3 don't know

A2900

30 Over the last financial year, did this business request any new or additional debt or equity finance?

**Debt finance** is any finance that the business must repay (e.g., overdrafts, credit cards, convertible debt).

**Equity finance** is any finance which is provided in exchange for a share in the ownership of this business.

Include requests that were fully approved, partly approved, withdrawn or declined.

- 1 yes → go to 31
- 2 no
- 3 don't know → go to the start of Section B on page 10

A3000

31 Mark all that apply. When requesting new or additional debt finance over the last financial year, were funds:

- available on acceptable terms
- available, but not on acceptable terms
- not available
- don't know
- did not request debt finance

A3101 A3102 A3103 A3104 A3105

32 Mark all that apply. When requesting new or additional equity finance over the last financial year, were funds:

- available on acceptable terms
- available, but not on acceptable terms
- not available
- don't know
- did not request equity finance

A3201 A3202 A3203 A3204 A3205
Section B: Information and Communications Technology (ICT)

1. Section B should be completed by the General Manager.
2. Some answers may need to be confirmed with a technical support person.

Definition

Information and Communications Technology (ICT) refers to electronic technologies for collecting, processing, storing, or transmitting information which can be in the form of voice, images, or data.
Examples include computers, software, the Internet, telecommunications, networks, and video conferencing and GPS (global positioning system).

Computers, ICT services and security

3. Does this business currently use computers?
   Include:
   • desktop, laptop, or handheld computer (e.g., personal digital assistant or tablet computer)
   • servers or mainframe
   *Don’t include:
   • computer-controlled machinery
   • electronic tills

   1. yes → go to 4
   2. no → go to 11

4. Mark all that apply. Who provides ICT support services to this business?
   Note:
   • support is help in installing and using ICT products (e.g., troubleshooting, training, software fixes / patches, and upgrades). Support may be given via telephone, email, or face to face
   • ISP is Internet Service Provider

   - warranty / service support from ICT provider (e.g., ISP helpline or computer retailer) B0401
   - contracted external ICT support (i.e., outsourced support) B0402
   - in-house ICT support provided by staff whose primary job is ICT related B0403
   - in-house ICT support provided by other staff B0404
   or none of the above B0405
5 In the last financial year, did this business experience an ICT security attack (eg by a virus, trojan horse, or worm) that resulted in the loss of data or time, or damage to software? 

Don’t include attacks which were successfully prevented by security measures in place.

- [ ] yes → go to 6
- [ ] no → go to 8
- [ ] don’t know → go to 8

6 Mark all that apply. What loss occurred for this business as a result of the ICT security attack? 

- [ ] data (eg customer database, product designs)  
- [ ] time (eg time spent repairing systems or restoring data from backups)  
- [ ] damage to software  
- [ ] financial (eg a direct loss through theft or an indirect loss through damage of reputation)  
- [ ] none of the above

7 Mark all that apply. What was the cause of the ICT security attack? 

- [ ] a virus, trojan horse, worm or other form of malware  
- [ ] a denial of service attack on this business’s website or network service  
- [ ] social engineering (eg deception used to gain entry for attack on physical system)  
- [ ] illegal access by a third party or former employee (eg a hacker)  
- [ ] none of the above
Mark all that apply. Which, if any, of the following ICT security measures does this business currently have in place?

- virus checking or protection software that is regularly updated
  Note: Software that detects and responds to malicious programmes (e.g. viruses, trojan horses, and worms).

- anti-spyware software that is regularly updated
  Note: Software that detects and removes spyware from a computer system. (Spyware gathers user information through an Internet connection without the user’s knowledge).

- operating system patch that is regularly updated
  Note: Security updates, released by the operating system vendor (e.g. Microsoft), that protect a computer from malicious programmes (e.g. viruses, trojan horses, and spyware).

- firewall
  Note: Software or hardware that controls the access in and out of a network or computer.

- intrusion detection system
  Note: Any system that detects intrusion into a computer or network by monitoring of actions, security logs, or audit data.

- spam filter
  Note: Software that diverts incoming spam (junk email) by trapping messages, using criteria such as email addresses, specific words, or word patterns.

- regular back-up of data critical to this business’s operations

- offsite data back-up
  Note: Back-up copies of computer files at a different site to your main datastore. Includes both automated and non-automated back-ups.

- policies in place to ensure ICT security (e.g. ICT reviews, ICT audits, emergency plans)

- educating staff on safe use of systems, security and hardware

- authentication software or hardware for internal users
  Note: Verifies identity of an internal user, user device, or other entity. Forms of credentials include passwords, tokens, PIN codes, and digital signatures.

- authentication software or hardware for external users (e.g. customers)
  Note: Verifies identity of an external user, user device, or other entity. Forms of credentials include passwords, tokens, PIN codes, and digital signatures.

- secured communication between clients and servers (e.g. via SSL, S-HTTP)
  Note:
  - Secure Sockets Layer (SSL) is an encryption protocol that creates a secure connection between a client and a server.
  - Secure Hypertext Transfer Protocol (S-HTTP) supports the secure transmission of individual messages over the worldwide web.

or

- none of the above ICT security measures in place
### Impact of ICT

**9** Mark all that apply. Has this business's use of ICT been important in achieving any of the following outcomes?

- [ ] improved responsiveness to customer needs (e.g., customised goods or services)  
  B0901
- [ ] greater understanding of markets (e.g., analysing customer purchasing patterns)  
  B0902
- [ ] better sales or marketing methods  
  B0903
- [ ] introduced goods or services not possible without ICT  
  B0904
- [ ] reduced prices from suppliers (e.g., through ability to shop around)  
  B0905
- [ ] improved efficiency of work flow, inventory management, or ordering systems (e.g., just-in-time processes)  
  B0906
- [ ] better coordination of staff and business activities  
  B0907
- [ ] improved efficiency of production processes (e.g., due to reduced downtime or automation)  
  B0908
- [ ] improved management of quality  
  B0909
- [ ] improved management information systems (e.g., real-time performance monitoring)  
  B0910
- [ ] reduced costs of entering new markets  
  B0911
- [ ] shifted activities to other businesses (e.g., contracting out payroll functions)  
  B0912
- [ ] improved collaboration with other businesses (e.g., on joint development or marketing)  
  B0913
- [ ] or none of the above  
  B0914

**10** Mark all that apply. In the last 2 financial years, has this business done any of the following activities to get more benefit from its ICT?

- [ ] changed staff levels or skills mix  
  B1001
- [ ] trained employees  
  B1002
- [ ] introduced new work practices (e.g., teamworking)  
  B1003
- [ ] restructured the organisation  
  B1004
- [ ] implemented new business strategies or management techniques  
  B1005
- [ ] physically relocated any business activities  
  B1006
- [ ] invested in capital other than ICT  
  B1007
- [ ] performed research and development  
  B1008
- [ ] redesigned processes for producing or distributing goods or services  
  B1009
- [ ] shifted production towards goods or services that use ICT more intensively  
  B1010
- [ ] or no, none of the above were done to increase the benefits of ICT  
  B1011
Internet

11 Does this business use the Internet?
   1. yes → go to 12
   2. no → go to 25

12 Please give a careful estimate. What percentage of this business’s staff have access to the Internet at work?

13 How does this business connect to the Internet?
   1. both dial-up (ISDN and analog) and broadband connections → go to 14
   2. broadband connection only → go to 14
   3. dial-up connection only → go to 17
   or 4. don’t know → go to 17

14 Mark all that apply. What types of broadband Internet connection does this business use?
   1. DSL including ADSL (provided over your copper telephone line)
   2. cable (eg cable plans available in Wellington and Christchurch)
   3. fibre-to-the-premise (fibre optic broadband network)
   4. cellular technology (eg 3G Vodafone Mobile Connect, Telecom XT Network)
   5. wireless (eg Woosh)
   6. satellite (eg Farmside)
   or 7. don’t know

15 Mark one oval. When does this business plan to use a fibre-to-the-premise Internet connection?
   1. already using
   2. within the next 3 months
   3. between 3 months to 6 months
   4. between 6 months to a year
   5. between 1 to 2 years
   6. more than 2 years
   7. no plans to use fibre-to-the-premise → go to 16

B1100  B1200  B1300  B1400  B1401  B1402  B1403  B1404  B1405  B1406  B1407  B1500
### 16 Mark all that apply. Why does this business have no plans to use a fibre-to-the-premise Internet connection?
- [ ] not available in local area B1601
- [ ] start up costs are too high B1602
- [ ] ongoing connection and usage costs are too high B1603
- [ ] needs met by other technologies B1604
- [ ] not compatible with existing technologies B1605
- [ ] none of the above B1606

### 17 Mark all that apply. What were the considerations in choosing between types of Internet connection?
- [ ] availability in business location B1701
- [ ] startup costs B1702
- [ ] ongoing connection and usage costs B1703
- [ ] download speed B1704
- [ ] upload speed B1705
- [ ] mobile access B1706
- [ ] compatibility with this business’s existing technology B1707
- [ ] availability of technical support B1708
- [ ] service level guarantees (eg guaranteed minimum speeds, guaranteed repair and response times) B1709
- [ ] none of the above B1710

### 18 Mark all that apply. For which of the following activities, if any, does this business use the Internet?
- [ ] finance (eg on-line banking, invoicing, making payments) B1801
- [ ] internal or external recruitment (eg details of vacant positions on an intranet or website) B1802
- [ ] staff training (eg e-learning applications available on an intranet or the Internet) B1803
- [ ] sharing information within your business (eg intranet, knowledge management software) B1804
- [ ] sharing information with other organisations (eg collaboration with business partners) B1805
- [ ] no, the Internet is not used for any of these activities B1806

### 19 Mark all that apply. For which of the following activities, if any, does this business use the Internet for dealing with central or local government?
- [ ] obtaining information from government websites or via email B1901
- [ ] downloading or requesting government forms (eg tax forms) B1902
- [ ] completing forms on-line or sending completed forms (eg applications for permits, claims for grants, tender documents, tax forms) B1903
- [ ] making on-line payments (eg tax, rates, fines) B1904
- [ ] no, the Internet is not used for any of these activities in dealing with government B1905
### Purchases & sales of goods or services via the Internet

**20** In the last financial year, did this business use the Internet to place orders to purchase goods or services?

Include:
- capital and current purchases (eg travel and other services, office supplies, equipment)
- orders placed via the Internet whether or not payment was made on-line
- orders placed via websites, specialised Internet marketplaces, and extranets

Don’t include:
- orders submitted via conventional email
- orders which were cancelled or not completed

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>yes</td>
</tr>
<tr>
<td>2</td>
<td>no</td>
</tr>
<tr>
<td>3</td>
<td>don’t know</td>
</tr>
</tbody>
</table>

**B2000**

**21** In the last financial year, did this business use the Internet to receive orders to sell goods or services?

Include:
- orders received on behalf of other businesses, and orders received by other businesses on behalf of this business
- orders received via the Internet whether or not payment was made on-line
- orders received via websites, specialised Internet marketplaces, and extranets

Don’t include:
- orders submitted via conventional email
- orders which were cancelled or not completed

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>yes</td>
</tr>
<tr>
<td>2</td>
<td>no</td>
</tr>
<tr>
<td>3</td>
<td>don’t know</td>
</tr>
</tbody>
</table>

**B2100**

**22** Mark all that apply. How were those Internet orders in question 21 received?

- email linked to your website | [ ] |
- on-line ordering facility on your website (eg shopping cart) | [ ] |
- third party website (eg specialised Internet marketplace or an agent’s site) | [ ] |
- none of the above | [ ] |

**B2201** **B2202** **B2203** **B2204**
Please give a careful estimate. In the last financial year, what percentage of total dollar sales did this business’s Internet sales represent?

Note:
- in respect of Internet orders received on behalf of other organisations, include only fees or commissions earned. However, include the value of Internet sales orders received by other organisations on your behalf (eg by agents)
- for financial services, include commissions, premiums, and fees earned in respect of services offered over the Internet

1. zero → go to 25
2. 1–10%
3. 11–25%
4. 26–50%
5. more than 50%
6. don’t know → go to 25

Please give a careful estimate. In the last financial year, what percentage of this business’s total dollar Internet sales was sold to customers outside New Zealand?

1. zero
2. 1–10%
3. 11–25%
4. 26–50%
5. more than 50%
6. don’t know

Web presence

Does this business have a website, homepage, or other web presence?

Include a presence on another entity’s website if this business has substantial control over the content of the page. Don’t include listings in an on-line directory.

1. yes → go to 26
2. no → go to 27

Mark all that apply. Which of the following features and facilities are offered on this business’s web presence(s)?

- goods or services information or prices
- facility for collecting customer information on-line
- on-line ordering facility for this business’s goods or services
- facility for on-line payment
- provision of on-line after sales support (eg on-line queries, customer feedback)
- customised web page or information provided for repeat customers
- information about privacy or security (eg privacy or security policy statements)
### Computer networks

27. Does this business currently use computer networks?

**A computer network** is a system for communication between computers. Computers can be linked within the same building, over a wide geographic area, or to other organisations. **Don't** include the Internet.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. yes</td>
<td>Go to 28</td>
</tr>
<tr>
<td>2. no</td>
<td>Go to 29</td>
</tr>
<tr>
<td>3. don't know</td>
<td></td>
</tr>
</tbody>
</table>

#### 28. Mark all that apply. Which of the following network technologies does this business currently use?

- **Local Area Network (LAN) including Wireless LAN (WLAN)**
  - A LAN is a network that connects computers and associated devices within a localised area, such as a single building, department or site. It may be wireless.

- **Wide Area Network (WAN)**
  - A WAN is a network that connects computers and associated devices within a wide geographic area, such as a city, region, or country.

- **intranet within the business**
  - An intranet is an internal web-based network allowing access to an organisation’s common applications, and for communication. It is typically set up behind a firewall to control access.

- **extranet between this business and other organisations (including related businesses)**
  - An extranet is a private, secure extension of an intranet or web presence that allows selected external users to access secure parts of an organisation’s intranet or web presence.

- **urban network (eg Citylink)**
  - An urban network is an open-access network that delivers gigabit capacity to large bandwidth users, such as local government, businesses, hospitals, and universities.

- **don't know**

### Cellphones

29. For what percentage of staff does this business provide a cellphone?

Include all cellphones and devices with cellphone capability used by employees and working proprietors. **Don't** include cellphones owned by staff that are used for work purposes.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. zero</td>
<td></td>
</tr>
<tr>
<td>2. 1–10%</td>
<td></td>
</tr>
<tr>
<td>3. 11–25%</td>
<td></td>
</tr>
<tr>
<td>4. 26–50%</td>
<td></td>
</tr>
<tr>
<td>5. 51–75%</td>
<td></td>
</tr>
<tr>
<td>6. 76–100%</td>
<td></td>
</tr>
<tr>
<td>7. don't know</td>
<td></td>
</tr>
</tbody>
</table>
Section C: Skills Acquisition

1 This section should be completed by the General Manager.
   • Some answers may need to be confirmed with an HR support person.

Recruitment

2 During the last financial year, has this business had any vacancies?
   • Vacancies are positions that your business has filled or attempted to fill by recruiting people from outside your business. Vacancies include both new positions and jobs that become vacant when someone leaves
   • Include all employees and managers
   • Don’t include contractors
   
   1 yes go to 3
   2 no go to 9

3 During the last financial year, how many vacancies has this business had for the following roles?
   Note:
   • definitions and examples for each occupation type are given on page 5 in Section A, question 16
   • assign staff to an occupational group according to the tasks and duties they spent the majority of their time performing

<table>
<thead>
<tr>
<th>Occupation Type</th>
<th>Number of Vacancies</th>
</tr>
</thead>
<tbody>
<tr>
<td>managers and professionals</td>
<td>[ ] [ ] [ ] [ ]</td>
</tr>
<tr>
<td>technicians and associate professionals</td>
<td>[ ] [ ] [ ] [ ]</td>
</tr>
<tr>
<td>tradespersons and related workers (including apprentices)</td>
<td>[ ] [ ] [ ] [ ]</td>
</tr>
<tr>
<td>all other occupations</td>
<td>[ ] [ ] [ ] [ ]</td>
</tr>
</tbody>
</table>

4 During the last financial year, did this business experience difficulty filling any of these vacancies with suitable applicants?

   1 yes go to 5
   2 no go to 8

5 Mark all that apply. During the last financial year, did recruitment difficulties cause this business to:

   • experience increased operating costs
   • lose business or orders to competitors
   • have difficulties meeting quality standards or customer service objectives
   • withdraw from offering certain goods or services
   • delay developing certain goods or services
   • have difficulty introducing new technologies or working practices
   • or none of the above

   [ ] [ ] [ ] [ ] [ ] [ ] [ ]
6. During the last financial year, what was the overall impact of recruitment difficulties on this business’s performance?

- 1. no impact
- 2. moderate impact
- 3. significant impact
- 4. don’t know

7. Mark all that apply. During the last financial year, which of the following actions has this business taken as a response to recruitment difficulties?

- increased advertising / recruitment spend
- used new recruitment methods or channels
- recruited workers from overseas
- trained less well-qualified recruits
- brought in contractors, or contracted work out
- employed temporary workers
- increased hours worked by existing employees (e.g., overtime)
- increased wages or salaries
- increased training given to the existing workforce
- worked with tertiary education sector to increase supply of skills needed

or none of the above

8. Mark one oval for each item listed. During the last financial year, were any of the following skills difficult to obtain from job applicants?

<table>
<thead>
<tr>
<th>Skill</th>
<th>Skills not required</th>
<th>Skills not difficult to obtain</th>
<th>Skills difficult to obtain</th>
</tr>
</thead>
<tbody>
<tr>
<td>customer service / sales skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>computer skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>team working skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>trade related skills (e.g., plumbing, electrical, construction)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>management / supervisory skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>professional / technical skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>marketing skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>oral communication skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>written communication skills</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>numeracy skills (e.g., ability to use numbers and measures)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
Internal skill gaps

9 Mark all that apply. Which of the following skills do existing employees most need to improve?

Include all employees and managers
Don't include contractors and working proprietors

- customer service / sales skills
- computer skills
- team working skills
- trade related skills (eg plumbing, electrical, construction)
- management / supervisory skills
- professional / technical skills
- marketing skills
- oral communication skills
- written communication skills
- numeracy skills (eg ability to use numbers and measures)
or none of the above

Training

10 For the following questions training includes any periods of training, instruction or practical experience, whether on-site or off-site, for which the primary purpose is improving the skills or knowledge of staff.

11 During the last financial year, what percentage of this business’s employees received training that was provided or funded by your business?

Include all employees and managers
Don’t include contractors and working proprietors

1 zero → go to 18
2 1–25%
3 26–50%
4 51–75%
5 76–99%
6 100%
12 Mark all that apply. During the last financial year, did any of this business’s employees receive training in the following skills?
- customer service / sales skills
- computer skills
- team working skills
- trade related skills (eg plumbing, electrical, construction)
- management / supervisory skills
- professional / technical skills
- marketing skills
- oral communication skills
- written communication skills
- numeracy skills (eg ability to use numbers and measures)
- health and safety training

or none of the above

13 During the last financial year, did any of this business’s employees receive **internal** training?

Note: Internal training is training given by other employees of your business. It includes on-the-job training and instruction by supervisors or internal trainers.

1. yes → go to 14
2. no → go to 15

14 During the last financial year, what percentage of your employees received **internal** training?

<table>
<thead>
<tr>
<th></th>
<th>zero</th>
<th>1–25%</th>
<th>26–50%</th>
<th>51–75%</th>
<th>76–100%</th>
<th>don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>internal training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| – towards a New Zealand qualification (eg a certificate or trade qualification) | 1    | 2     | 3      | 4      | 5       | 6          | C1401
| internal training    |      |       |        |        |         |            |
| – not towards a New Zealand qualification | 1    | 2     | 3      | 4      | 5       | 6          | C1402

15 During the last financial year, did any of this business’s employees receive **external** training that was facilitated or funded by your business?

Note: External training is training given by people who are not employees of your business (eg a commercial training provider, polytech, university or professional association).

1. yes → go to 16
2. no → go to 18
16 During the last financial year, what percentage of your employees received **external** training?

<table>
<thead>
<tr>
<th></th>
<th>zero</th>
<th>1–25%</th>
<th>26–50%</th>
<th>51–75%</th>
<th>76–100%</th>
<th>don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>external training – <strong>towards</strong> a New Zealand qualification (eg a certificate or trade qualification)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>external training – <strong>not towards</strong> a New Zealand qualification</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

17 Mark one oval for each item listed. During the last financial year, did your business use any of the following types of **external** training providers? If so, how effective has that training been at improving the skills of your workforce?

<table>
<thead>
<tr>
<th>Training Provider</th>
<th>did not use</th>
<th>effective</th>
<th>not effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tertiary education providers that award formal New Zealand qualifications eg universities, polytechnics, wananga, Industrial Training Organisations (ITOs) or private training establishments</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Commercial training organisations eg consultants or private training providers</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other external providers eg suppliers of goods and services to your business, overseas organisations, professional or business associations</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

18 Mark one oval for each item listed. During the last financial year, to what degree did the following factors restrict this business’s ability to train its employees?

<table>
<thead>
<tr>
<th>Factor</th>
<th>low degree</th>
<th>medium degree</th>
<th>high degree</th>
<th>did not restrict</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of training courses</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Constraints on giving employees time off (eg workload)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Lack of suitable courses or training providers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Lack of interest from staff</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Lack of information on the type of training most needed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Uncertainty over whether training would make a difference</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Lack of management time to organise training</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Concern that trained employees will leave or be poached</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Section D: Business Finance

1. Section D should be completed by the General Manager.

Recent financing experiences

2. Mark all that apply. At the end of the last financial year, which of the following types of outstanding debt did this business have?

- bank overdrafts
- loans with terms of one year or less (including lines of credit)
- loans with terms of more than one year
- mortgage loans
- trade creditors or suppliers
- capital / financing leases and hire purchase agreements
- credit cards, excluding unused credit limits
- shareholders’ current account, excluding overdrawn accounts
- other (eg holiday pay, PAYE or GST owing)

3. Mark one oval for each item listed. At the end of the last financial year, did this business use any of the following as collateral for financing?

Note: Collateral is property (eg buildings and equipment) used to secure the repayment of a loan.

<table>
<thead>
<tr>
<th></th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>business assets</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>personal assets</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

4. Mark one oval for each item listed. Over the last financial year, how have this business’s existing credit facilities changed?

<table>
<thead>
<tr>
<th></th>
<th>decreased</th>
<th>stayed the same</th>
<th>increased</th>
<th>not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>overdraft / credit limits</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>interest rates</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>fees</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>security / collateral requirements</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Equity financing

5. During the last financial year, did this business request any new or additional equity finance?

Include:
- any finance received where a share in the ownership of the business was granted
- additional investment from an existing owner of the business
- requests that were fully approved, partly approved, withdrawn or declined

Don’t include:
- any types of debt financing, ie finance that the business must repay

<table>
<thead>
<tr>
<th></th>
<th>yes → go to 7</th>
<th></th>
<th>no → go to 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

ED/BOS/01                           Page 24
6 Mark all that apply. Why has this business not requested equity finance in the last financial year?
- the owner(s) felt the request would be turned down  [D0601]
- the owner(s) did not want to lose or dilute control of the business  [D0602]
- debt financing is more attractive  [D0603]
- it is too hard to find investors for businesses in this sector / industry  [D0604]
- this business does not have the skills needed to raise equity finance  [D0605]
- applying for equity financing takes too much time and / or costs too much  [D0606]
- investors have a different view about the value of this business  [D0607]
- new or additional equity financing was not needed  [D0608]
- other  [D0609]

If no equity finance was requested, go to question 13 on page 26.

7 How easy or hard was it to raise the equity finance you requested in the last financial year?
1 very easy
2 easy
3 neither easy nor hard
4 hard
5 very hard
6 don’t know  [D0700]

8 Mark all that apply. For your most recent equity request, how did you intend to use the finance?
- purchase of land or buildings  [D0801]
- purchase of vehicles  [D0802]
- purchase of ICT equipment  [D0803]
- purchase of machinery or equipment (not ICT)  [D0804]
- purchase of business(es)  [D0805]
- product development (including research and development)  [D0806]
- debt consolidation  [D0807]
- working capital or operating capital  [D0808]
- international expansion  [D0809]
- expansion within New Zealand  [D0810]
- other  [D0811]

9 For your most recent equity request, was any finance received?
1 the request is still under review → go to 13
2 all of the requested amount was received → go to 11
3 some of the requested amount was received → go to 10
4 none of the requested amount was received → go to 10

10 Mark all that apply. What were the reasons given for not receiving the full amount of equity finance requested?

- the financier(s) considered the risk to be too high D1001
- the parties could not agree a valuation or terms D1002
- insufficient income or cashflow D1003
- insufficient business or management experience D1004
- no business plan, or the plan was not acceptable D1005
- other reasons D1006

or

- no reasons were given D1007

If no equity finance was received, go to question 13.

11 Mark all that apply. For your most recent request, who provided the equity finance?

- individual(s) principally in control of this business D1101
- friends or family of the individual(s) above D1102
- employees of the business (if not already marked in one of the categories above) D1103
- other individual(s) D1104
- a parent company D1105
- angel investors / venture capital funds / private equity funds D1106
- other business(es) D1107
- other D1108

12 Mark all that apply. Where are these equity investors located?

- New Zealand D1201
- Australia D1202
- other overseas location D1203
- don’t know D1204

Debt financing

13 Over the last financial year, did this business request any new or additional debt finance?

1 yes ➔ go to 15

2 no ➔ go to 14 D1300

14 Mark all that apply. Why has this business not requested debt finance?

- the owners felt the request would be turned down D1401
- applying for debt financing takes too much time and / or costs too much D1402
- the cost of debt financing is too high D1403
- this business is already approaching / breaching debt limits D1404
- this business or its owners don’t like to be in debt D1405
- new or additional debt financing was not needed D1406
- other D1407

If no debt finance was requested, go to question 18 on the next page.
Mark all that apply. What were the reasons given for not receiving the full amount of debt finance requested?

- insufficient income or cashflow to service financing
- insufficient collateral or security
- poor credit experience or history
- insufficient business or management experience
- no business plan, or the business plan was not acceptable
- no one was willing to personally guarantee the financing
- other reasons
- no reasons were given

Mark one oval. For this business’s most recent debt request, was any finance received?

- 1 the request is still under review
- 2 all of the requested amount was received
- 3 some of the requested amount was received
- 4 none of the requested amount was received

Mark all that apply. How has not receiving the full amount of debt finance requested affected this business?

- expansion or investment plans put on hold
- laying off staff
- reducing working hours
- reducing output
- business assets need to be sold
- planning to sell business
- other effects
- availability of finance has not affected this business

Financing for next 12 months

Mark one oval. In the next 12 months from today, does this business expect to request any new or additional debt or equity finance?

- 1 yes – both debt and equity finance
- 2 yes – debt finance only
- 3 yes – equity finance only
- 4 no – this business does not expect to request any debt or equity finance in the next 12 months
- 5 don’t know
Follow-up research

19 The Ministry of Business, Innovation, and Employment (MBIE) is interested in doing a follow-up study based on sections C and D of this questionnaire. The follow-up study will help MBIE understand more about the challenges facing New Zealand businesses. Only with your consent can Statistics New Zealand pass on your individual information with contact details attached.

Yes, I agree to take part in the follow-up study and have my company name and survey responses passed to MBIE. Please mark ‘yes’ and sign. Yes 1

No, I do not agree to take part in MBIE’s follow-up study. Please mark ‘no’ and sign. No 2

Other details

20 How long did it take you (and anyone else) to read the instructions, collect the information and complete this questionnaire?

[ ] hours  [ ] minutes

21 Please make any comments that would help Statistics New Zealand interpret the information that you have given.

Who should we contact if we have any queries about the information you have given?

If necessary, please correct errors or provide details in the white boxes below each item.

Name

Position

Email

Phone

Fax

Cellphone

I declare that this questionnaire has been completed to the best of my knowledge.

Signature

Date dd mm yyyy

Thank you for your time and effort.

www.stats.govt.nz has the main results of all our surveys