

IBR 2010 survey methodology

Introduction

The Grant Thornton International Business Report (IBR), formerly known as the International Business Owners Survey (IBOS), provides insight into the views and expectations of over 7,400 privately held businesses (PHBs) across 36 economies. This unique survey draws upon 18 years of trend data for most European participants and eight years for many non-European economies. The research is conducted by Experian.

Data collection

The research is carried out primarily by telephone interview lasting approximately 15 minutes with the exception of Japan (postal), Philippines and Armenia (face to face), mainland China and India (mixture of face-to-face and telephone) where cultural differences dictate a tailored approach. Telephone interviews enable Grant Thornton International to conduct the exact number of recommended interviews and to be certain that the most appropriate individuals are interviewed in an organisation which meets the profile criteria.

Data collection is managed by Grant Thornton International's core research partner - Experian. Questionnaires are translated into local languages with each participating country having the option to ask a small number of country specific questions as well as the core questionnaire. Fieldwork takes place in October/November every year.

Sample

IBR is conducted among medium to large privately held businesses, surveying over 7,400 chief executive officers, managing directors, chairmen or other senior executives (title dependent on what is most appropriate for the individual country) from 36 economies primarily across ten industry sectors (cleantech, food & beverage, construction & real estate, hospitality, transport, manufacturing, retail, financial services, healthcare and technology).

Locally, the sample tends to cover the ten sectors mentioned previously, with some countries being able to have local valid data for specific sectors when the sample size is large enough, as explained in the table below. In addition, some local samples cover specific regions and some countries can take conclusions on a regional basis.

The list of the participating economies and sample details can be found in the table below:

Country	Number of respondents	Medium-large business (employee number)*	Local conclusions can be taken for the following sectors	Regions covered (conclusions can be taken for the regions in bold)
Argentina	150	50-499	Manufacturing	Buenos Aries, Rosario, Cordoba
Armenia	100	50-499	NA	Random sampling
Australia	250	20-299	Manufacturing	New South Wales, Queensland, South Australia, Victoria, Western Australia
Botswana	100	25-199	NA	Gaborone, Francistown, Lobatse, Selebi-Phikwe, Jwaneng, Maun, Ghanzi
Belgium	100	50-499	Manufacturing	Random sampling
Brazil	150	50-499	Manufacturing	São Paulo, Rio de Janeiro, Salvador
Canada	300	\$15-\$500 million dollars	Manufacturing	Western Canada, Ontario, Quebec, Atlantic Canada
Chile	100	25-149	NA	Random sampling
Denmark	150	50-499	Manufacturing	Random sampling
Finland	100	50-499	NA	Random sampling
France	250	100-499	Manufacturing	Ile-de-France, the rest of France
Germany	350	100-499	Manufacturing, technology	North, East, South and West Germany
Greece	150	100-499	Manufacturing	Random sampling
Hong Kong	200	100-499	Manufacturing	Random sampling
India	350	\$12.5-\$250 million US	Manufacturing, technology	Delhi, Mumbai, Chennai, Bangalore, Calcutta, Pune, Ahmadabad
Ireland	150	50-499	Manufacturing	Random sampling
Italy	150	100-499	Manufacturing	Random sampling
Japan	300	100-750	NA	Random sampling
Mainland China	300	100-1000+	Manufacturing	Shanghai, Beijing, Guangzhou
Malaysia	150	100-499	Manufacturing	Random sampling
Mexico	150	50-499	Manufacturing	Mexico City, Guadalajara, Monterrey
Netherlands	150	100-499	Manufacturing	Random sampling
New Zealand	150	10-149	Manufacturing	North Island, South Island
Philippines	150	100-499	Manufacturing	Random sampling
Poland	150	100-499	Manufacturing	Random sampling
Russia	250	100-499	Manufacturing	Moscow, Novgorod, Novosibirsk, St. Petersburg and Yekaterinburg
Singapore	150	50-399	Manufacturing	Random sampling
South Africa	350	100-399	Construction & real estate, manufacturing, hospitality	Gauteng, Cape Town, Durban & Pietermaritzburg, Eastern Cape
Spain	250	100-499	Manufacturing, production (manufacturing and construction & real estate), services (healthcare, transport, financial services, hospitality, retail and technology)	Region1 : Catalonia, Community of Madrid, Navarra, Basque Country Region 2 : Andalusia, Aragon, Asturias, Balearic Islands, Canary Islands, Castile and León, Castile-la Mancha, Valencian Community, Extremadura, Galicia, Region of Murcia, La Rioja, Ceuta and Melilla.
Sweden	450	50-499	Real estate, manufacturing	Stockholm, Gothenburg, Malmo, rest of Sweden
Taiwan	150	20-299	Manufacturing	Random sampling
Thailand	150	20-599	Manufacturing	Random sampling
Turkey	150	100-499	Manufacturing	Random sampling
United Kingdom	500	50-499	Manufacturing, construction & real estate, retail and technology	North east, North West and North, Midlands, East, London and South, South West, Wales and West, Scotland, Northern Ireland
United States	250	Revenue defined (US\$50m - US\$2bn)	Manufacturing	Central, Mid-Atlantic/South East, Mid West, North East, West
Vietnam	150	20-599	Manufacturing	Random sampling

* Definitions of the size of a medium and large business are determined by local government classifications.

Regional average	Countries included
Asia Pacific	Australia, Hong Kong, India, Japan, Mainland China, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam
Latin America	Argentina, Brazil, Chile, Mexico
European Union (EU)	Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Poland, Spain, Sweden, United Kingdom
North American Free Trade Agreement (NAFTA)	Canada, Mexico, United States
Nordic	Denmark, Finland, Sweden

In deciding upon the number of respondents to interview in each country, consideration was given not only to the size of the country but also to the statistical reliability of the data. In line with this we have placed a minimum of 100 interviews in each country as this is the accepted minimum for statistical reliability. In order to increase the reliability of the data we have exceeded this minimum in the majority of countries. Indeed in some of the larger economies we have interviewed 400 or more. This also allows us to look at various sub-sets such as industry type and regions, in which case the sample size needs to be at least 50.

Balance statistic

A balance statistic reports the percentage of respondents who reported a figure rising less the percentage who reported it falling. It not only provides a useful summary statistic, but numerous studies have shown it is well correlated with economic time series data and that it performs as well as highly complex methods of analysing survey data to predicting economic outcomes.

Charitable donation

Grant Thornton International donates US\$5 to UNICEF for every completed IBR questionnaire. In 2010 this will result in a donation of over US\$37,000.

For further information please contact:

Rita Duarte

T: +44 (0) 20 7391 9564

E: rita.duarte@gtuk.com

or visit the IBR website at www.internationalbusinessreport.com.