
**The Political Economy of Globalization:
How Firms, Workers, and Policymakers Are Responding to Global Economic Integration**

Survey Questionnaire Templates – Firms

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General Notes:

The project has five core components that, while coordinated, will be administered separately. We have drafted templates for the survey questionnaires for each of the five components. These are only meant as preliminary, structural designs for the questionnaires we aim to develop and field test in the summer and fall of 2005. The actual questions we will include in the surveys will be carefully designed in consultation with participating scholars and survey experts during the next 6-8 months. For now, we have included some basic questions in the templates for illustrative purposes only.

Questions that are examples of baseline or benchmark questions, posed in identical fashion to all types of respondents (firm managers, workers, officials of trade associations and labor unions, and policy makers) are identified by the code “BASE.” With few exceptions, the questions will be stated in identical fashion in all the countries targeted for inclusion in the multi-country project, so references to the United States in the examples below will simply be replaced with the appropriate home country name. We do expect to pose some questions that will be specific to particular countries or sets of countries, to pursue particular types of data relevant to key scholarly and policy debates. Examples of such questions here, specific to the US version of the surveys, are identified by the code “US.”

The Survey of Firms

This first part of the project is a survey of managers in a large sample of firms from a cross-section of industries in each nation. We intend to select a sample of 500 firms (with at least 200 employees), structured so as to over-represent the largest firms from the most important manufacturing and service industries (including the textile, steel, automobile, industrial machinery, electronic equipment, financial services, and telecommunications industries). Telephone interviews will be conducted with the highest-ranking firm representative willing to participate in the survey. Typically, this will be the president of the company, but interviews will also be conducted with executive vice-presidents, general managers, and lower-level officials. An initial survey questionnaire will be administered by telephone. This will be supplemented with a self-administered questionnaire, mailed to respondents shortly after the conclusion of each telephone interview.

Survey questions will focus on firms' preferences with respect to a range of related policies – covering trade issues, immigration, foreign investment, labor market regulations, and environmental laws. Questions will address the degree to which firms are concerned about greater exposure to world markets, and whether and how they have responded. The survey will ask about firms' decisions to invest abroad and outsource, expenditures on research and development, and training and hiring practices. Specific questions will address how often firms' communicate with elected representatives concerning different policy issues, spending on campaign contributions, and whether firms' political activities are coordinated through industry trade associations.

Telephone Interview

Estimated Survey Duration:

25 minutes

SECTION 1: PRE-LOADED VARIABLES

From Sample: Firm name
From Sample: Industry name
From Sample: SIC 4-digit code
From Sample: State
From Sample: Census area
From Sample: Congressional district
From Sample: Telephone number
From Sample: Name

SECTION 2: SCREENING

Hello, this is _____, and I am with _____, a leading public policy research firm. Recently, **(name from sample)** received a letter from the Harvard Globalization Project requesting participation in a very important survey about globalization, American business, and foreign policy. I would like to make an appointment to interview **(name from sample)**.] Could I please speak to [him/her]/**[if NO name, say:]** the most senior executive in your company who would be involved with international business and policy issues?

[IF CONNECTED, JUMP TO INTRO]

[IF NOT AVAILABLE, MAKE APPOINTMENT TO CALL BACK BEFORE TARGET DATE]

[IF NAME NO LONGER WITH ORGANIZATION, ASK TO SPEAK WITH REPLACEMENT]

[IF REFUSAL] I realize that [you are/**(name from sample)** is] very busy. Could you please refer me to a high-level person in your company who would be involved with international business and policy issues who could help us with the study?

[IF YES, RECORD NAME AND TELEPHONE NUMBER] If you have access to the letter from Harvard University, perhaps you could pass it along to this person so that they know a little bit about the nature of our study. Thank you for your help, and have a nice (day/afternoon). [CALL NEW NUMBER AND RESET]

[INTRODUCTION: When qualified respondent is reached:] Hello, my name is _____, and I am with _____, a leading public policy research firm. Recently, you received a letter from the

Harvard Globalization Project outlining a survey about globalization, American business, and foreign policy that we are conducting. You were selected for the business leadership portion of the study, because of the important role **[firm name from sample]** plays in the American **[industry name from sample]** industry. Do you have about twenty minutes right now to participate in the study, or would you like to arrange an appointment?

[IF NO: RECORD NUMBER AND TIME TO CALL BACK BEFORE TARGET DATE]

Before we begin, I would like you to know that all respondents remain anonymous and the answers you give to any of the questions will be held in strict confidence. The general results of the study, compiling data for all the business firms contacted across a range of industries, will be sent to each participant. But no individuals or firms will be identifiable.

[DO NOT READ] Record Gender

Male
Female

SECTION 3: POLICY ISSUES

- Has the firm generally favored or opposed policies aimed at increasing trade with other nations? (BASE)
Favored
Opposed
DK/R
- Has the firm generally favored or opposed placing more restrictions on investment in the United States by foreign firms that establish manufacturing facilities here? (BASE)
Favored
Opposed
DK/R
- Has the firm generally favored or opposed placing more restrictions on immigration into the United States? (BASE)
Favored
Opposed
DK/R
- How much of a competitive threat does your firm face from foreign imports?
A large threat
A small threat
No threat at all
DK/R
- How much of a threat are foreign firms producing in the American market?
A large threat
A small threat
No threat at all
DK/R
- Do you think that increased trade with other nations generally helps or hurts the firm, or does it have no clear effect?
Helps
Hurts
No clear effect
DK/R

SECTION 4: EMPLOYEES, INVESTMENTS, AND OUTSOURCING
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- Does the company own and operate any production facilities in any other countries?

Yes
No
DK/R

[IF YES] What products are made in those facilities?
_____ [ENTER]

Which country or countries?
_____ [ENTER]

- When picking a location for your operations in other countries, how much importance has the firm places on the following considerations [INSERT: RANDOMIZE]?

A great deal of importance
Some importance
Not much importance
No importance
DK/R

- | | |
|---|---|
| 1 | Access to inexpensive raw materials |
| 2 | Low wages |
| 3 | The size of the foreign market |
| 4 | Tax incentives from foreign governments |
| 5 | Political stability |
| 6 | Education levels |
| 7 | Quality of infrastructure |
| 8 | Labor laws |
| 9 | Environmental regulations |

- Does the company outsource any part of the production process to firms in other countries?

Yes
No
DK/R

[IF YES] What type of production?
_____ [ENTER]

Which country or countries?
_____ [ENTER]

- Do workers in your firm typically require a great deal of specialized training for their jobs, some training, or very little training?

Great deal of training
Some training
A little training
DK/R

- Where do your workers typically undergo the specialized training required for their jobs?
[RANDOMIZE]

Technical or vocational school
College or university
Firm's own training program
On-the-job training

- Does the firm engage in any research and development activities?

Yes
No
DK/R

[IF YES] Does the firm's research and development involve [INSERT]:

Yes
No
DK/R

- 1 Developing new products
- 2 New production methods
- 3 General scientific research
- 4 Market research

SECTION 5: POLITICAL ACTIVITY

- What percentage of senior management time is spent dealing with government officials?

_____ [ENTER #]

- Does the firm maintain an office and staff in Washington to deal with regulatory and political issues?

Yes
No
DK/R

- Does the firm use the services of an independent lobbying firm or consultancy to help it to deal with regulatory and political issues?

Yes
No
DK/R

- How much influence would you say your firm has when a new law or regulation is being discussed by [INSERT]:

A great deal of influence
Some influence
Not much influence
No influence
DK/R

- 1 The White House
- 2 Congress
- 3 Federal agencies

- Some firms are quite active in politics, while others tend not to take an active part. I would like to know if, during the last three to four years, your firm has [INSERT]?

Yes
No
DK/R

- 1 Made a contribution to support an individual political campaign
- 2 Made a contribution to support a political party
- 3 Contacted a member of Congress about some political issue or problem

[IF YES TO 3] You mentioned that your firm has contacted members of Congress about a political issue. Did any of these issues concern trade with foreign nations or outsourcing?

Yes
No
DK/R

Did any of these issues concern immigration?

Yes

No

DK/R

- Does the firm you belong to an industry or trade association?

Yes

No

DK/R

[IF YES] Which association?

_____ (ENTER NAME)

How difficult or easy is it for the firm to have a say in the actions taken by the association?

Very easy

Very difficult

DK/R

What position has the association taken on increasing trade with other countries? Is it generally in favor of trade, generally opposed, or are you unsure?

In favor

Opposed

Unsure

DK/R

Mailed Self-Administered Questionnaire

- Approximately how many employees have you had on the payroll over the last 12 months?

- Percentage growth in employees over the last 12 months?

- Gross sales in the past 12 months?

- Percentage growth in gross sales over the last 12 months?

- Total export sales?

- Percentage growth in total exports over the last 12 months?

- Approximately what proportion of the firm's fixed investment has been financed from the following sources? (WBES)

Internal funds

Equity

Local commercial banks

Investment funds	_____
Foreign banks	_____
Other	_____

- Approximately how many employees are primarily involved in research and development?

- Total spending on research and development over the last 12 months?

- Percentage growth in spending on research and development over the last 12 months?

- Roughly about how many hours did the average employee spend undergoing training in the last 12 months?

- What proportion of the costs of this training did the firm pay for?

- Total expenditures on worker training over the last 12 months?

- Percentage growth in expenditures on worker training over the last 12 months?
