

Duke's Fuqua School of Business / CFO Magazine Business Outlook

Results for 37 Chinese firms (own-firm changes expected during the next 12 months)

	Jun 2016	Mar 2016	Dec 2015	Sept 2015	Jun 2015
Weighted Averages for	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months
Earnings growth*	12.9%	-0.8%	4.0%	-21.1% Median=5.0%	5.0%
Capital spending	8.8%	4.0%	1.8%	-8.6%	12.4%
Advertising and marketing spending	7.5%	4.8%	1.2%	-9.2%	2.2%
Technology spending	9.3%	3.9%	2.9%	-9.3%	5.6%
R&D spending	10.6%	4.8%	2.7%	-8.9%	5.8%
Employment – full-time	1.3%	-2.1%	-1.1%	-3.7%	10.0%
Employment – temporary	5.5%	-2.1%	-0.2%	-2.9%	1.8%
Outsourced Employment	8.3%	1.0%	0.8%	-0.3%	-0.1%
Wages and Salaries	6.3%	3.7%	5.0%	1.2%	8.2%
Productivity	4.5%	4.4%	2.8%	-6.6%	5.5%
Inflation (Chg in prices of own-firm products)	-1.2%	-0.2%	0.7%	-4.2%	0.2%
Health Care Costs	5.3%	3.8%	0.6%	-0.3%	1.5%
Dividends*	2.3%	-5.2%	0.0%	-11.8%	0.0%
Cash on balance sheet*	7.0%	-6.3%	-12.7%	-9.0%	1.2%
Share Repurchases*	-2.6%	0%	0.0%	0.0%	0.0%
Revenue	10.3%	3.8%	4.3%	-7.4%	13.8%
Mergers and Acquisitions	Not asked.	Not asked.	Not asked.	52.9% plan to acquire; mainly for product and geographic diversification.	Not asked.

* indicates public firms only. All other numbers are for all survey respondents (including private). The reported averages are weighted by revenue or number of employees, so that large firms are weighted more heavily.

Chinese BUSINESS OPTIMISM
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	Jun 2016	Mar 2016	Dec 2015	Sept 2015	Jun 2015
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
Optimism about the country's economy	More opt: 13.5% Less opt: 64.9% No chg: 21.6%	More opt: 9.1% Less opt: 75.8% No chg: 15.2%	More opt: 14.3% Less opt: 76.2% No chg: 9.5%	More opt: 11.8% Less opt: 76.5% No chg: 11.8%	More opt: 18.2% Less opt: 50.0% No chg: 31.8%
Country optimism level	55.0	56.4	47.7	55.1	62.0
Optimism about own company	More opt: 25.0% Less opt: 27.8% No chg: 47.2%	More opt: 18.2% Less opt: 57.6% No chg: 24.2%	More opt: 9.5% Less opt: 57.1% No chg: 33.3%	More opt: 5.9% Less opt: 52.9% No chg: 41.2%	More opt: 18.2% Less opt: 36.4% No chg: 45.5%
Own company optimism level	61.2	60.6	54.0	62.4	64.0

Top Concerns for Chinese Businesses

- Economic uncertainty
- Weak demand for your products/services
- Currency risk
- Attracting and retaining qualified employees
- Access to capital
- Regulatory requirements
- Rising wages and salaries
- Government policies
- Cost of borrowing
- Employee productivity