

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

Results for 40 Chinese firms (own-firm changes expected during the next 12 months)

	Dec 2014	Sept 2014	Jun 2014	Mar 2014	Dec 2013
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*	5.7%	12.7%	4.6%	3.5%	8.0%
Capital spending	6.3%	5.3%	6.4%	3.1%	2.6%
Technology spending	7.8%	5.0%	4.8%	6.7%	3.2%
R&D spending	4.9%	8.4%	2.5%	3.9%	0.8%
Advertising and marketing spending	8.1%	3.7%	0.3%	4.0%	2.9%
Employment – full-time	2.2%	1.1%	1.6%	-1.3%	3.3%
Employment – temporary	0.5%	-1.1%	-1.6%	-0.4%	0.2%
Outsourced Employment	3.4%	3.8%	-1.9%	1.5%	1.5%
Wages and Salaries	6.5%	4.6%	6.0%	5.0%	6.2%
Productivity	4.1%	5.6%	5.9%	3.1%	1.7%
Inflation (Chg in prices of own-firm products)	3.4%	2.3%	-0.7%	1.1%	1.3%
Health Care Costs	2.6%	2.8%	1.6%	5.1%	2.7%
Dividends*	5.4%	5.1%	4.3%	0.6%	15.4%
Share Repurchases*	0.0%	0%	0%	0%	-0.3%
Cash on balance sheet*	3.2%	-8.3%	-2.6%	-1.6%	3.6%
Revenue	11.4%	15.0%	2.6%	8.3%	4.1%
Mergers and Acquisitions	Not asked.	Not asked.	Not asked.	28.1% plan to acquire; Foreign targets in 38.8% of acq. 4.8% plan to sell part or all of firm.	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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	<b>Dec 2014</b>	<b>Sept 2014</b>	<b>Jun 2014</b>	<b>Mar 2014</b>	<b>Dec 2013</b>
	<b>Compared to last qtr.</b>	<b>Compared to last qtr.</b>	<b>Compared to last qtr.</b>	<b>Compared to last qtr.</b>	<b>Compared to last qtr.</b>
<b>Optimism about the country's economy</b>	More opt: 20.0% Less opt: 60.0% No chg: 20.0%	More opt: 24.3% Less opt: 43.2% No chg: 32.4%	More opt: 26.9% Less opt: 30.8% No chg: 42.3%	More opt: 30.6% Less opt: 30.6% No chg: 38.9%	More opt: 38.3% Less opt: 31.9% No chg: 29.8%
<b>Country optimism level</b>	61.4	63.2	63.6	66.8	64.9
<b>Optimism about own company</b>	More opt: 25.0% Less opt: 50.0% No chg: 25.0%	More opt: 43.2% Less opt: 35.1% No chg: 21.6%	More opt: 32.0% Less opt: 36.0% No chg: 32.0%	More opt: 33.3% Less opt: 30.6% No chg: 36.1%	More opt: 42.6% Less opt: 31.9% No chg: 25.5%
<b>Own company optimism level</b>	59.9	66.9	62.1	68	65.9

Top Concerns for Chinese Businesses

- Economic uncertainty
- Weak demand for your products/services
- Attracting and retaining qualified employees
- Employee morale and productivity
- Rising input or commodity costs
- Government policies
- Rising wages and salaries
- Currency risk
- Deflation
- Regulatory requirements