

2011/2012 saw continued economic uncertainty as repeated crises hit the global economy.

In 2013, with which of the following statements do you agree?

Please select all that apply

- 476 (36.9%) These ongoing global economic crises are so far-reaching that they must drive organisational strategy
- 363 (28.2%) There will always be another U.S. Debt Crisis, Arab Spring or Eurozone disaster around the corner. This cannot drive our business strategy
- 356 (27.6%) Continued economic uncertainty across the globe means we must be more risk adverse
- 363 (28.2%) Global business must stop losing its head over short-term crises
- 514 (39.9%) These are issues for the risk register and must not deter us from investing in the future
- 361 (28.0%) Business model reinvention is the only source of sustainable value creation
- 731 (56.7%) Our organisation needs to seek new ways to be resilient and less susceptible to macro-economic volatility

Which of these statements most closely resembles your thoughts on current business strategy in light of ongoing economic crises around the world?

Please select one option only

- 136 (10.5%) My organisation is focused on managing risk and uncertainty, and I think this is the right approach
- 283 (21.8%) My organisation is focused on driving growth and innovation, and I think this is the right approach
- 158 (12.2%) My organisation is focused on managing risk and uncertainty, but I think growth and innovation should be the priority
- 87 (6.7%) My organisation is focused on driving growth and innovation, but I think managing risk and uncertainty should be the priority
- 544 (42.0%) My organisation is balancing its focus on risk and innovation
- 88 (6.8%) None of these statements resembles my thoughts

In the next few months, the U.S. Congress will be making a crucial decision on whether to raise its debt ceiling and add to the national budget deficit. What do you think is the most likely outcome of this decision?

Please select one option only

- 177 (13.7%) U.S. credit rating downgraded
- 61 (4.7%) U.S. interest rates rise
- 280 (21.6%) U.S. dollar weakened
- 623 (48.1%) All of the above
- 153 (11.8%) None of the above

What do you see as the two most significant potential effects of the ongoing U.S. Debt Crisis to your business?

Please select two options only

- 212 (16.4%) U.S. interest rates rises, sparking rise in business borrowing costs
- 448 (34.6%) The U.S. dollar continues to weaken against other world currencies
- 239 (18.5%) Global credit markets tighten, making it difficult to raise capital
- 405 (31.3%) Decisions in the U.S. push the global economy towards recession
- 350 (27.1%) Market volatility forces a short-term focus for investors and businesses
- 457 (35.3%) Increase in global economic uncertainty creates difficulty in long-term strategic business planning
- 113 (8.7%) The U.S. Debt Crisis is predominantly a political issue with limited long-term economic importance
- 55 (4.3%) No impact on my business
- Other, please specify
- 23 (100.0%)

In your opinion, is global business too easily thrown off course by short-term economic uncertainty?

Please select one option only

- 778 (59.9%) Yes
- 352 (27.1%) No
- 168 (12.9%) I don't know

Do you think the U.S. dollar will still be the world's dominant reserve currency in 10 years?

Please select one option only

- 619 (47.7%) Yes
- 436 (33.6%) No
- 242 (18.7%) I don't know

Which of the following actions is your business taking as you await U.S. government decisions on spending cuts and borrowing limits?

Please select all that apply

- 413 (31.9%) Holding cash and delaying capital investment
- 55 (4.2%) Accelerating capital investment
- 140 (10.8%) Accelerating new product development/launches
- 104 (8.0%) Delaying new product development/launches
- 25 (1.9%) Accelerating hiring
- 432 (33.4%) Delaying hiring
- 147 (11.4%) Laying off employees
- 562 (43.4%) Continuing our current practices and ride out the storm
- 143 (11.0%) Currency hedging
- 133 (10.3%) Reduce exposure to the U.S. market
- 310 (23.9%) Move into new markets
- 186 (14.4%) None of the above

Which regions do you consider to be safe harbors of growth and stability in 2013?

Please select all that apply

159 (14.2%) Africa
303 (27.1%) Central and South America
81 (7.2%) Eurozone
184 (16.4%) MESANA (Middle East, South Asia, North Africa)
419 (37.4%) North America
251 (22.4%) North Asia
531 (47.5%) SE Asia
185 (16.5%) UK
Other, please specify
116 (100.0%)

Please indicate if you are a member of:

Please select one option only

595 (45.8%) AICPA
532 (40.9%) CIMA
173 (13.3%) Both

Finally, in which country do you currently work?

Please select one option only

Australia	65 (5.0%)
Canada	32 (2.5%)
Hong Kong	18 (1.4%)
Ireland	70 (5.4%)
Malaysia	34 (2.6%)
South Africa	66 (5.1%)
Sri Lanka	23 (1.8%)
United Kingdom	93 (7.2%)
United States	723 (55.7%)
	0 (0.0%)
Angola	0 (0.0%)
Argentina	0 (0.0%)
Azerbaijan	0 (0.0%)
Bahrain	3 (0.2%)
Bangladesh	0 (0.0%)
Barbados	1 (0.1%)
Belgium	2 (0.2%)
Bermuda	1 (0.1%)
Botswana	5 (0.4%)
Brazil	1 (0.1%)
Brunei	1 (0.1%)
Bulgaria	2 (0.2%)
Cameroon	0 (0.0%)
Cayman Islands	0 (0.0%)
Chile	0 (0.0%)
Mainland China	4 (0.3%)
Cyprus	2 (0.2%)
Czech Republic	0 (0.0%)
Democratic Republic of Congo	0 (0.0%)
Denmark	1 (0.1%)
Egypt	0 (0.0%)
Ethiopia	0 (0.0%)
Finland	0 (0.0%)
France	10 (0.8%)
Gambia	0 (0.0%)
Germany	8 (0.6%)
Ghana	1 (0.1%)
Gibraltar	1 (0.1%)
Greece	0 (0.0%)

Finally, in which country do you currently work?

Please select one option only

Guyana	0 (0.0%)
Hungary	1 (0.1%)
India	9 (0.7%)
Indonesia	0 (0.0%)
Iran	1 (0.1%)
Italy	2 (0.2%)
Jamaica	1 (0.1%)
Japan	2 (0.2%)
Kazakhstan	0 (0.0%)
Kenya	2 (0.2%)
Kuwait	1 (0.1%)
Latvia	0 (0.0%)
Lesotho	0 (0.0%)
Luxembourg	3 (0.2%)
Malawi	2 (0.2%)
Maldives	1 (0.1%)
Malta	0 (0.0%)
Mauritius	3 (0.2%)
Mexico	0 (0.0%)
Morocco	0 (0.0%)
Mozambique	2 (0.2%)
Myanmar	0 (0.0%)
Namibia	1 (0.1%)
Netherlands	8 (0.6%)
New Zealand	13 (1.0%)
Nigeria	0 (0.0%)
Norway	0 (0.0%)
Oman	6 (0.5%)
Pakistan	5 (0.4%)
Papua New Guinea	2 (0.2%)
Peru	0 (0.0%)
Philippines	0 (0.0%)
Poland	4 (0.3%)
Qatar	5 (0.4%)
Romania	1 (0.1%)
Russia	2 (0.2%)
Saudi Arabia	7 (0.5%)
Serbia and Montenegro	0 (0.0%)
Seychelles	0 (0.0%)

Finally, in which country do you currently work?

Please select one option only

Sierra Leone	0 (0.0%)
Singapore	8 (0.6%)
Spain	1 (0.1%)
St Lucia	1 (0.1%)
Sudan	0 (0.0%)
Swaziland	0 (0.0%)
Sweden	1 (0.1%)
Switzerland	14 (1.1%)
Tanzania	0 (0.0%)
Thailand	1 (0.1%)
Trinidad and Tobago	0 (0.0%)
Turkey	1 (0.1%)
Uganda	2 (0.2%)
Ukraine	0 (0.0%)
United Arab Emirates	6 (0.5%)
Venezuela	0 (0.0%)
Zambia	9 (0.7%)
Zimbabwe	3 (0.2%)
Other	10 (0.8%)

Thank you - this is the end of the CGMA survey

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