



JOHN ZOGBY
STRATEGIES

DATA > ANALYZE > REPORT > STRATEGIZE

OHIO G.R.E.A.T. SURVEY OF BUSINESS LEADERS: WITH EXECUTIVE ANALYSIS AND SURVEY RESULTS

PROJECT DESCRIPTION

John Zogby Strategies was commissioned by the Ohio Department of Higher Education on behalf of its Ohio G.R.E.A.T. initiative to conduct a multi-phase survey of Ohio business decision-makers. The Project was planned, implemented, and completed together with Global Ties USA.

PROJECT GOALS

1. Obtain substantive information from participants to be used in developing G.R.E.A.T. (Global Reach to Engage Academic Talent) action strategies relevant to Ohio businesses, to reduce Ohio's workforce talent gap.
2. Stimulate new thought among participants to encourage their participation in actionable G.R.E.A.T. strategy innovations.

Conversations with businesses and Chambers of Commerce had disclosed (1) a general lack of knowledge and understanding of the longevity and opportunity for nonimmigrant (student) visas; (2) a pervasive perspective that the only way businesses can authentically engage foreign talent is under the H-1B visa program; (3) a disregard for further exploration and strategic thinking due to a belief that obtaining H-1B visa status for foreign talent is arduous, expensive and not likely to prevail in the lottery.

The survey sought to determine the degrees of those sentiments.

METHODOLOGY

The project included two phases of surveys. In the first phase, Zogby consultants interviewed a total of 25 business decision-makers throughout the state of Ohio during the period from August 26, 2016 to October 14, 2016. John Zogby Strategies drew the pool of interviewees from a list of businesses prepared by the Ohio Department of Higher Education, targeting specific sectors that are engaged in international sales and/or operations. In the second phase, John Zogby Strategies conducted a statewide survey of 263 business decision-makers in those targeted sectors on October 18 – 19, 2016.

A full description of the methodology and sample characteristics is below.

OHIO G.R.E.A.T. – EXECUTIVE ANALYSIS

Both phases of the survey project provide good news and sustenance for the Ohio G.R.E.A.T. initiative. While most companies expressed satisfaction with the amount and quality of available talent to be competitive and grow in the global economy, they did cite distinct skills that are missing from the talent pool. As can be seen below, those skills involve not only highly specialized technical skills in their fields but also a need for global marketing, multi-lingual and cultural sensitivity, and international logistics.

Enough companies plan to expand either or both global revenues and operations and indicated a need for foreign language speakers throughout the world. In addition to Spanish and French, they expressed a need for people with better facility in Russian, Mandarin, Hindi, Arabic, and Portuguese – among others.

About three in five companies have employed international talent drawn from Ohio – or US – based institutions of higher education, but they noted that there have been barriers to their tapping into this talent pool. Among those barriers listed include the following: language differences, cultural differences, current hiring practices, and family or community pressures. Almost two in three companies said their company's corporate diversity policy includes foreign workers. Three in four were willing to expand relationships between Ohio higher educational institutions and their industry to address any talent gaps. Beyond building stronger relationships with higher education in Ohio to address talent gaps, the decision-makers also expressed interest in accessing research and innovation, services to streamlining access to talent, state assistance in E-Verify practices, and acculturation training.

There was broad interest in at least learning more about how international students can work with businesses a year after graduation, how international STEM students can work up to three years with a US company after graduation, and other options. Two-thirds said they would benefit from international STEM talent with practical knowledge of their home country, customers' language, and foreign markets. About the same said they would benefit from a program that allows STEM hires, after three years of working for a company, to either become an overseas employee for the company or an H-1B worker for the same company in Ohio.

There is plenty of evidence that there is sufficient demand, across a spectrum of sectors, for the Ohio G.R.E.A.T. initiative's services.

OHIO G.R.E.A.T.: EXECUTIVE SUMMARY

John Zogby Strategies was commissioned by the Ohio Department of Higher Education on behalf of its Ohio G.R.E.A.T. initiative to conduct a multi-phase survey of Ohio businesses to meet the following objectives:

PHASE I – INTERVIEWS WITH 25 BUSINESS DECISION-MAKERS

This first phase was designed to be a table setter, i.e., to obtain directly from a small select sampling of business officials some baseline information to determine the types of questions that work, new ideas for questions, and the elimination of questions that do not work in the Phase II general business survey of 200 business leaders. However, our experience suggests that the Phase I survey can also produce a very useful stand-alone product. It has the extra value of having interviews conducted by senior consultants, of actual conversations and exchanges for follow ups, and more in-depth, open-ended questions and responses that often are not available in larger surveys.

We conducted 25 interviews with officials across a wide representation of sectors. Of the 25, 14 were conducted by senior consultants via telephone, 5 were completed by email following direct contact by telephone, and 6 were responses from a blast email of a list supplied by the Ohio Department of Higher Education.

Interview Sample Characteristics

Manufacturing	41%
Aerospace	11%
Bio-Health	5%
Farms	5%
IT/Computer	5%
Energy/Mining	3%
Energy/Public Utilities	3%
Polymer/Chemicals	3%
Other	24%

Of these companies – over half (53%) had revenues of \$10 million or more, 27% had revenues of \$5-10 million, and 20% less than \$5 million; 72% had a “substantial amount of revenues from overseas”, 58% presently have operations outside the US, 95% plan to expand their revenues generated outside the US, and 63% have a business plan to expand operations outside the US.

While Canada was an expected source of revenue, we found multiple references to China (5), Latin American countries (8, including Brazil, Argentina, Mexico, Colombia, Venezuela), MENA (5, including Egypt, Saudi Arabia, Egypt, Morocco), the European Union (9, including the United Kingdom, France, Germany, Italy, and regional references to both eastern and western Europe), Africa (3, including Kenya, Angola and Mozambique, as well as the continent), Southeast Asia (3, including Vietnam, Thailand, and the region), and India (1), Japan (1) and Israel (1).

Among the countries where these businesses plan to expand, we found Canada, China, United Kingdom, European Union, Latin America (especially Brazil), India, the Middle East, Turkey, and Romania.

Significantly, 68% said they do not have all the talent they need to be competitive and grow in the global economy and 18% were not sure. Nine in ten (89%) said their customer base spoke primary languages other than English.

A majority of the interviews (58%) represented companies presently having operations outside the US, and 63% with plans to expand operations outside the US. Fully 68% said their companies did not have “all the talent needed to be competitive and grow in the global economy (vs. 14% who did and 18% who were not sure). Among the 68%, what skills did they identify as missing?

Engineering	28%
Knowledge of Foreign Markets	16%
Multi-Lingual Speakers	12%
Highly-Specialized Computer Skills	12%
Global Marketing	8%
Cultural Knowledge	8%
IT	8%
International Logistics	8%

The open-ended responses cited a need for machinist inspectors, CNC operators, environmental engineers, waste water treatment personnel, and even G.R.E.A.T.er emphasis on the above-mentioned skilled foreign marketers, international logistics, engineering, and cultural knowledge and foreign language skills.

Nine in ten companies told us that their customers spoke languages other than English. Among the languages most frequently cited: French (7), Spanish (7), Portuguese (5), Mandarin (5), Arabic (5), Hindi (3), Russian (2), Southeast Asian languages (2, especially Thai), Bengali (1), Italian (1), and Hebrew (1).

Eight in ten said their companies employed international talent that has attended institutions of higher education in Ohio or in the US. Not everyone cited barriers to tapping into the international talent pool educated in colleges/universities in Ohio. But among those who did, the answers included:

Language Differences	79%
Cultural Differences	75%
Family/government pressures for International students to return home	57%
Perceived Community Backlash	50%
Current hiring practices	33%

Among the key findings from the interviews:

1. Solid majorities expressed strong interest in participating in Ohio government programs to assist in connecting with global students and fostering global growth. Nine in ten were positive toward expanding relationships between their industry and Ohio colleges/universities. Almost two in three (63%) were interested in opportunities designed to encourage university research and industry-focused innovation. They were especially interested in programs to assist in expanding “access to a relevant talent pool” (95%) and “access to research and industry focused innovation to grow [their] business” (89%). About half (53%) said that their company’s diversity policy included foreign workers.
2. They were nearly unanimous on ways that the state can be most helpful in their business tapping international talent to grow their business. Roughly nine in ten agreed that Ohio could streamline “processing and paperwork” (94%), “assistance in E-Verify practices” (93%), and “US acculturation for international students or your employees” (86%). The open-ended responses offered even more specific suggestions:
 - **Job fairs**
 - **Subsidies for interns**
 - **Getting in touch directly with teachers**
 - **More direct communications from the state to career departments**
 - **Mentoring programs**
 - **Small Business Development Centers to reach out to businesses**
3. Substantial majorities expressed an interest in learning more about how international students graduating from Ohio institutions of higher education:

With a degree in STEM can work for an Ohio business for up to 3 years	59%
Can work part-time for a student program-related CPT	71%
Can work in Ohio for at least a year in a position that is study-related	67%

4. Ninety-three percent said they would be interested in international STEM talent who have practical knowledge of their home country, the company’s foreign markets, and customers’ language because it would help their business. Seven in ten (71%) said they could benefit from a STEM hire who, after three years of working for their company, could convert to employment in markets abroad or an H-1B worker here in Ohio.
5. The business officials we contacted were sanguine about how their businesses could grow with the “addition of highly skilled talent”:
 - **“It can make us more flexible, use innovation, new ideas to think outside the box/open-minded”**
 - **It can facilitate “international expansion, new markets abroad, and sales analysis”**
 - **“Increased productivity and quality control”**
 - **“If we had additional trained people with experience in processing 3D scanned images”**
 - **“Increase market by development and international sales”**

- **“New product development and international sales”**
- **“Better engineering would help, better international sales marketing, better skills in finance”**
- **“More sales and higher revenue”**
- **“Engineering and building a footprint in international sales and marketing”**

6. Ninety percent said it is either very important (62%) or somewhat important (28%) for the state of Ohio to “help establish avenues for smaller businesses to expand their businesses overseas.” Again there were plenty of specific ideas:

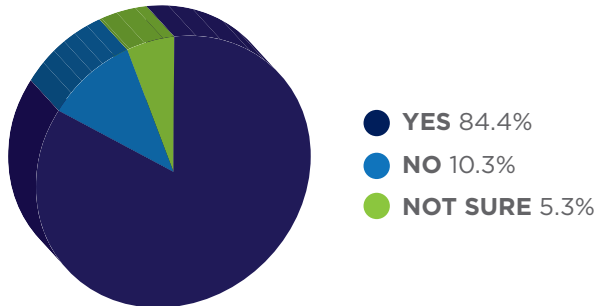
- **“More grant money”**
- **“I wouldn’t change a thing. Ohio is doing a terrific job helping small businesses expand overseas.”**
- **“Publicize available resources for small business expansion overseas – e.g. Northern Ohio District Export Council. Need to make this resource more publicly available.”**
- **“Offering trade/export education, assistance with market research, sponsoring networking events, offering mentoring program, and offering some financial incentive.”**
- **“Grants for international work, tax incentives for international business, putting us in touch with more international talent, and more market studies/research into our area.”**
- **“Putting companies directly in touch with airlines.”**
- **“Some effort from nonprofits to do clustering, i.e. helpful programs for passing on stories and information.”**
- **“Establish a trusted liaison.”**
- **“Locate potential partnership or licensing companies in the countries/regions of interest.”**
- **“Educate the internal company point person who serves as liaison to the rest of the organization.”**
- **“Provide guidance on international liability by country”**
- **“Training.”**
- **“Bridge between small business and local government.”**
- **“Need more help securing mobile devices and more information getting emergency medical services overseas if they are required.”**
- **“Expenses.”**

7. Several companies reference Ohio government services they have used already. These include the Ohio Export Internship Program, the Ohio Export Assistance programs through the Ohio Development Services Agency, the US Commercial Service Gold Key Program, the US Trade Representative, trade missions and shows, and small grants.

SUMMARY DATA OF OHIO BUSINESS LEADERS SURVEY: PHASE II

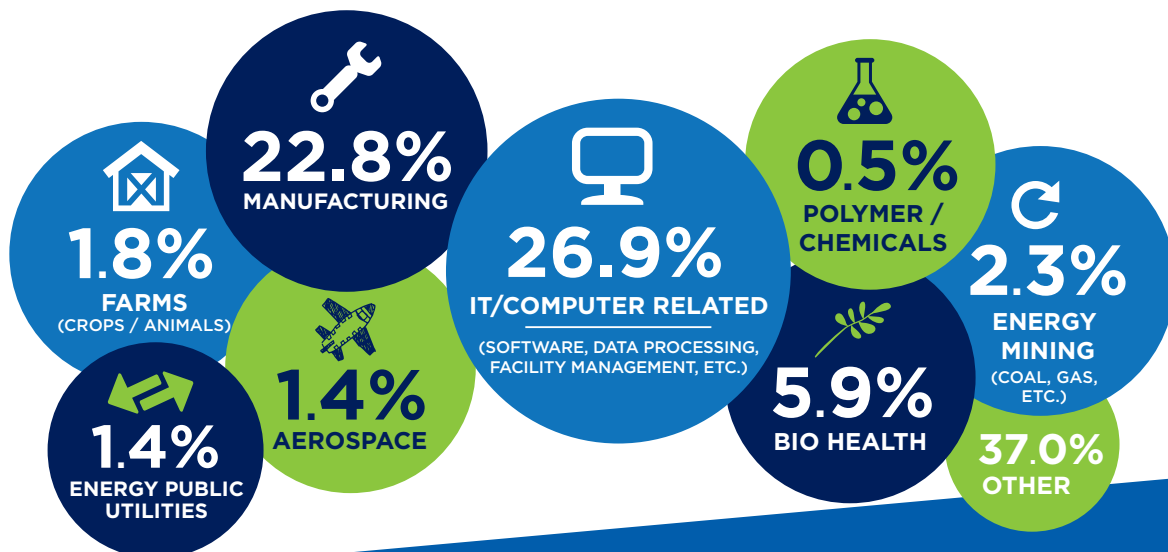
Q1 Are you knowledgeable about hiring practices within your business?

Answer Options	Response Percent	Response Count
Yes	84.4%	222
No	10.3%	27
Not sure	5.3%	14
<i>answered question</i>	263	
<i>skipped question</i>	0	



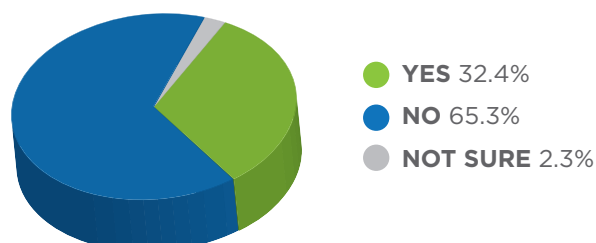
Q2 Which of the following industries best describes your business's area of operations?

Answer Options	Response Percent	Response Count
Manufacturing	22.8%	50
Aerospace	1.4%	3
Bio health	5.9%	13
Farms (Crops/Animals)	1.8%	4
IT/Computer Related (Software, Data Processing, Facility Management, etc.)	26.9%	59
Energy Mining (Coal, Gas, etc.)	2.3%	5
Energy Public Utilities	1.4%	3
Polymer/Chemicals	0.5%	1
Other (please specify)	37.0%	81
<i>answered question</i>	219	
<i>skipped question</i>	44	



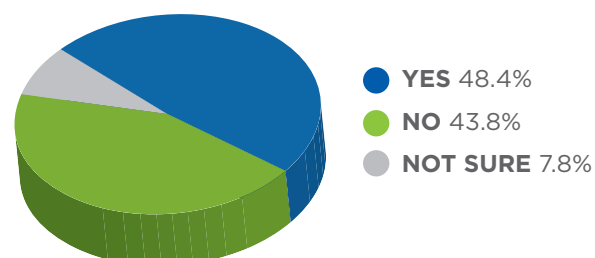
Q3 Does your business presently have operations outside of the United States?

Answer Options	Response Percent	Response Count
Yes	32.4%	71
No	65.3%	143
Not sure	2.3%	5
<i>answered question</i>	<i>219</i>	
<i>skipped question</i>	<i>44</i>	



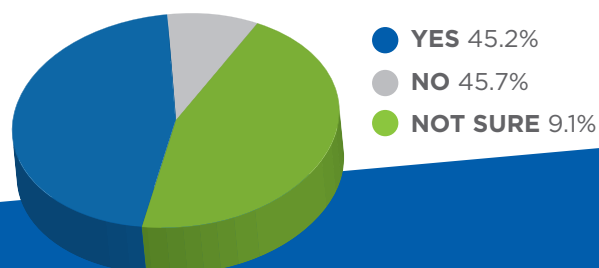
Q4 Does your business plan to expand its revenues generated outside of the United States?

Answer Options	Response Percent	Response Count
Yes	48.4%	106
No	43.8%	96
Not sure	7.8%	17
<i>answered question</i>	<i>219</i>	
<i>skipped question</i>	<i>44</i>	



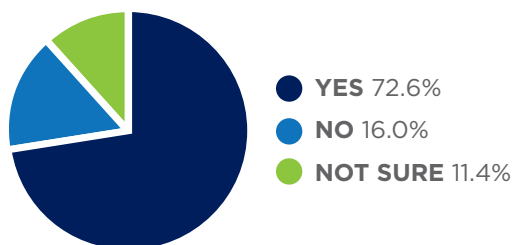
Q5 Does your business plan to expand its operations outside of the United States?

Answer Options	Response Percent	Response Count
Yes	45.2%	99
No	45.7%	100
Not sure	9.1%	20
<i>answered question</i>	<i>219</i>	
<i>skipped question</i>	<i>44</i>	



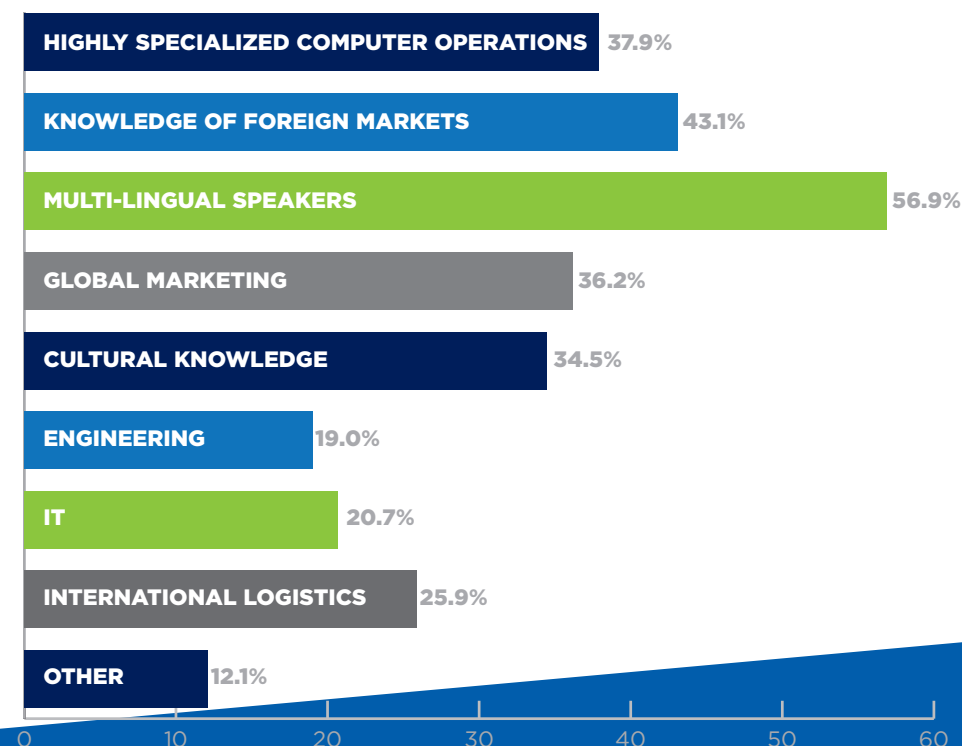
Q7 Does your company have all the talent it needs to be competitive and grow in the global economy?

Answer Options	Response Percent	Response Count
Yes	72.6%	159
No	16.0%	35
Not sure	11.4%	25
<i>answered question</i>	<i>219</i>	
<i>skipped question</i>	<i>44</i>	



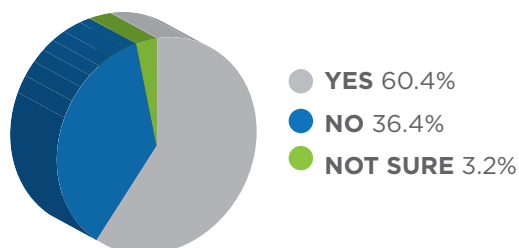
Q8 What skills are missing in the talent pool from which you're recruiting? Check all that apply.

Answer Options	Response Percent	Response Count
Highly specialized computer operations	37.9%	22
Knowledge of foreign markets	43.1%	25
Multi-lingual speakers	56.9%	33
Global marketing	36.2%	21
Cultural knowledge	34.5%	20
Engineering	19.0%	11
IT	20.7%	12
International logistics	25.9%	15
Other (please specify)	12.1%	7
<i>answered question</i>	<i>58</i>	
<i>skipped question</i>	<i>205</i>	



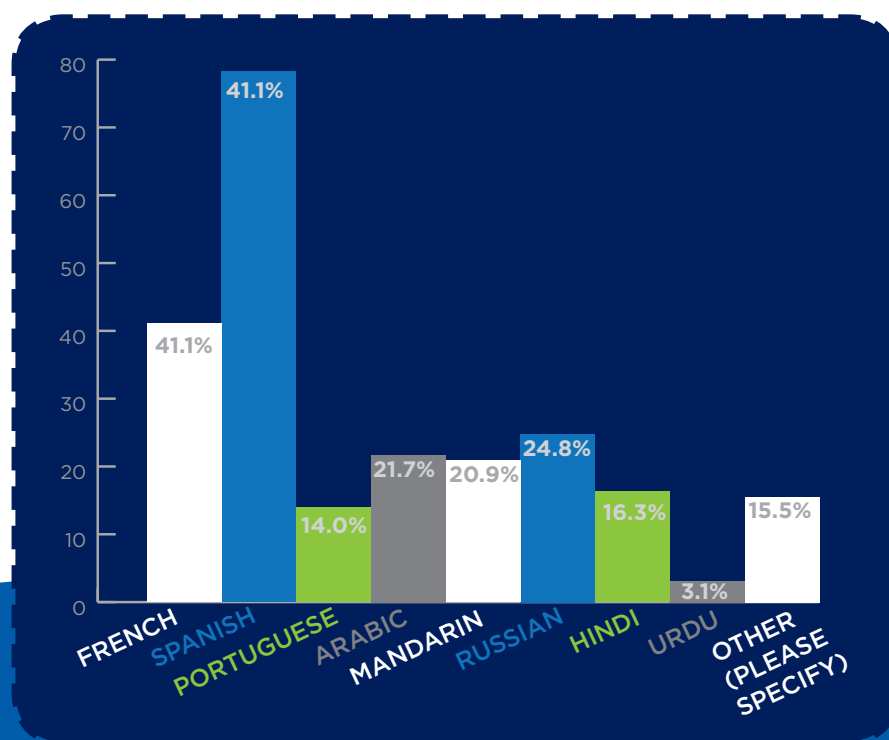
Q9 Do your customers speak primary languages other than English?

Answer Options	Response Percent	Response Count
Yes	60.4%	131
No	36.4%	79
Not sure	3.2%	7
<i>answered question</i>	<i>217</i>	
<i>skipped question</i>	<i>46</i>	



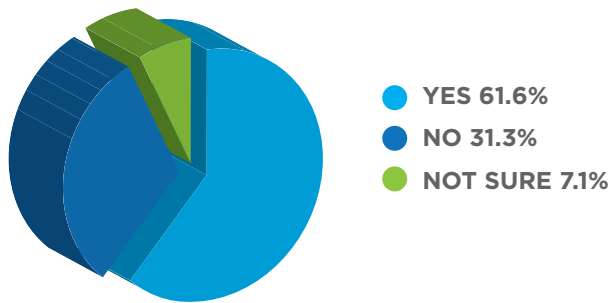
Q10 What primary languages do your customers speak? Check all that apply.

Answer Options	Response Percent	Response Count
French	41.1%	53
Spanish	78.3%	101
Portuguese	14.0%	18
Arabic	21.7%	28
Mandarin	20.9%	27
Russian	24.8%	32
Hindi	16.3%	21
Urdu	3.1%	4
Other (please specify)	15.5%	20
<i>answered question</i>	<i>129</i>	
<i>skipped question</i>	<i>134</i>	



Q11 Has your company employed international talent that has attended institutions of higher education in Ohio or in the US?

Answer Options	Response Percent	Response Count
Yes	61.6%	130
No	31.3%	66
Not sure	7.1%	15
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	



Q12 I'm going to list some possible barriers to your company tapping into the international talent pool educated by Ohio colleges/universities. Please select which of these have been a problem.

Answer Options	Response Percent	Response Count
Cultural differences	37.4%	79
Language differences	44.1%	93
Current hiring practices	26.1%	55
Family or government pressures for international talent to return home	20.9%	44
Perceived community backlash	16.6%	35
None of the above	28.9%	61
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	

37.4%

CULTURAL DIFFERENCES

44.1%

LANGUAGE DIFFERENCES

26.1%

CURRENT HIRING PRACTICES

20.9%

FAMILY OR GOVERNMENT
PRESSURES FOR INTERNATIONAL
TALENT TO RETURN HOME

16.6%

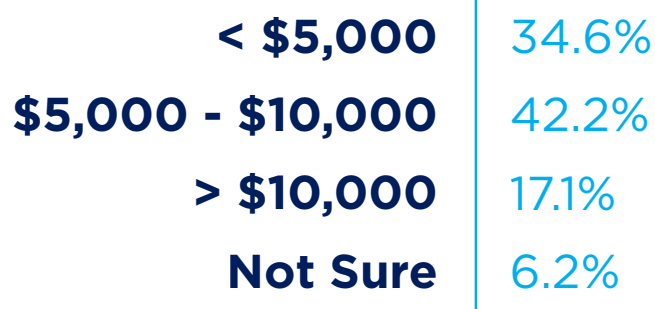
PERCEIVED COMMUNITY
BACKLASH

28.9%

NONE OF THE ABOVE

Q13 Approximately what is the cost to train a new employee in the first year with your company?

Answer Options	Response Percent	Response Count
Less than \$5,000	34.6%	73
\$5,000 - \$10,000	42.2%	89
More than \$10,000	17.1%	36
Not sure	6.2%	13
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	



Q14 Would you say your company?

Answer Options	Response Percent	Response Count
Generally, maintains new direct hires for more than 2 years	67.3%	142
Has a steady transition and need for new hires	27.0%	57
Not sure	5.7%	12
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	

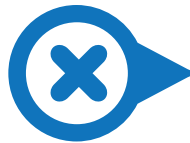


Q15 Does your corporate diversity policy include foreign workers?

Answer Options	Response Percent	Response Count
Yes	61.6%	130
No	26.5%	56
Not sure	11.8%	25
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	



YES
61.6%



NO
26.5%



NOT SURE
11.8%

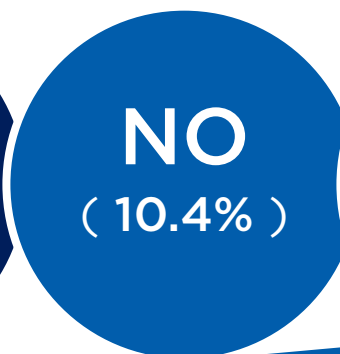
Q16 Would your business be willing to address any talent gaps that it may have by participating in opportunities designed to expand relationships between your industry and Ohio colleges/universities?

Answer Options	Response Percent	Response Count
Yes	72.0%	152
No	9.0%	19
Not sure	19.0%	40
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	

YES 72.0% **NO** 9.0% **NOT SURE** 19.0%

Q17 Would your business be interested in opportunities to partner with colleges/universities in Ohio?

Answer Options	Response Percent	Response Count
Yes	69.7%	147
No	10.4%	22
Not sure	19.9%	42
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	



Q18 Here are some ways the state of Ohio can assist your company. Please check all that are of interest to you.

Answer Options	Response Percent	Response Count
Access a relevant talent pool	64.9%	137
Access research and industry focused innovation to grow your business	49.8%	105
Streamlining the processing and paperwork for tapping international talent to grow your business	45.0%	95
State assistance in E-Verify practices	36.5%	77
U.S. acculturation training for international students or your employees.	34.6%	73
None of the above	14.2%	30
<i>answered question</i>	<i>211</i>	
<i>skipped question</i>	<i>52</i>	

64.9% Access a relevant talent pool

49.8% Access research and industry focused innovation to grow your business

45.0% Streamlining the processing and paperwork for tapping international talent to grow your business

36.5% State assistance in E-Verify practices

34.6% U.S. acculturation training for international students or your employees.

14.2% None of the above

Q19 For your overseas positions, how important is it that your foreign workers are:

Answer Options	Very important	Somewhat important	Not important	Not sure	We employ no foreign workers	Response Count
Trained in U.S. institutions of higher education?	94	56	22	4	28	204
Trained in your business operations?	121	42	9	4	28	204
answered question	204					
skipped question	59					

	Very important	Somewhat important	Not important	Not sure	We employ no foreign workers
TRAINED IN U.S. INSTITUTIONS OF HIGHER EDUCATION?	94	56	22	4	28
TRAINED IN YOUR BUSINESS OPERATIONS?	121	42	9	4	28

Q20 The following are descriptions of two potential candidates for hire at your company. Please choose which candidate more closely fits your company’s needs:

Answer Options	Response Percent	Response Count
A recent native Ohio college graduate who has traveled abroad and meets minimum job skill requirements	37.7%	77
A recent native Ohio college graduate who has more developed job skills and has never traveled abroad.	54.9%	112
Not sure	7.4%	15
answered question	204	
skipped question	59	

37.7%

A recent native Ohio college graduate who has traveled abroad and meets minimum job skill requirements

54.9%

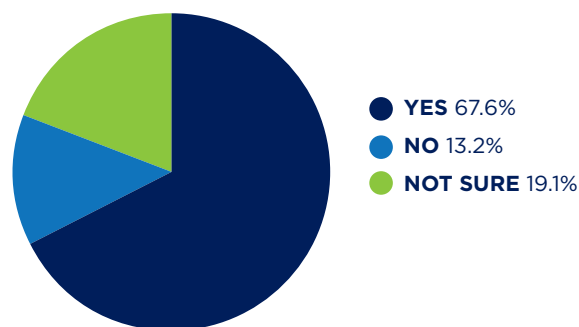
A recent native Ohio college graduate who has more developed job skills and has never traveled abroad.

7.4%

Not sure

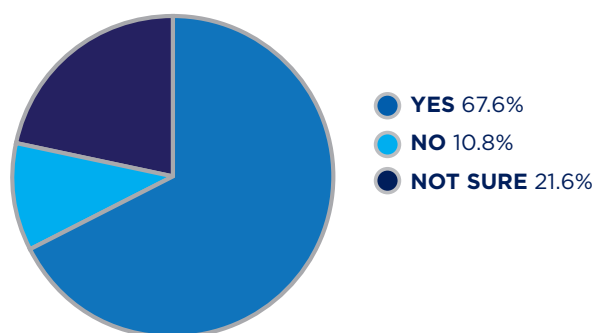
Q21 Previous studies show that foreign students who attend colleges/universities in Ohio are often eager to work for businesses in Ohio. For the following six statements, please indicate whether you are interested as a business person: Most international students can work with businesses beginning with their sophomore year of college?

Answer Options	Response Percent	Response Count
Yes	67.6%	138
No	13.2%	27
Not sure	19.1%	39
<i>answered question</i>	<i>204</i>	
<i>skipped question</i>	<i>59</i>	



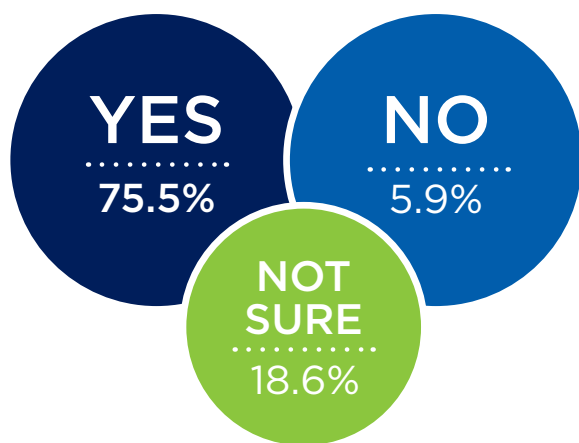
Q22 All international students can work with businesses for a year after graduation?

Answer Options	Response Percent	Response Count
Yes	67.6%	138
No	10.8%	22
Not sure	21.6%	44
<i>answered question</i>	<i>204</i>	
<i>skipped question</i>	<i>59</i>	



Q23 International students who studied in STEM (science, technology, engineering and mathematics) programs can work up to three years with a U.S. company?

Answer Options	Response Percent	Response Count
Yes	75.5%	154
No	5.9%	12
Not sure	18.6%	38
<i>answered question</i>	204	
<i>skipped question</i>	59	



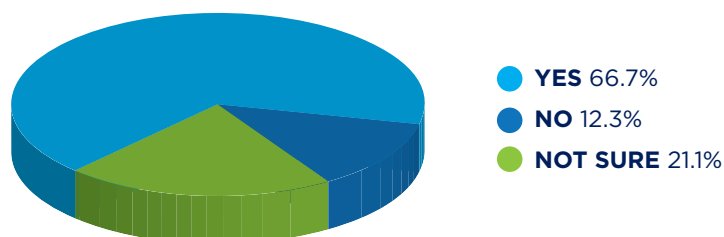
Q24 International students who graduate from an Ohio institution of higher education with a degree in science, technology, engineering or math can work for an Ohio business for up to three years after graduation?

Answer Options	Response Percent	Response Count
Yes	75.0%	153
No	7.8%	16
Not sure	17.2%	35
<i>answered question</i>	204	
<i>skipped question</i>	59	



Q25 International students can work part-time for a business related to the student's program of study while they are in school in an internship-like relationship called Curricular Practical Training (CPT)?

Answer Options	Response Percent	Response Count
Yes	66.7%	136
No	12.3%	25
Not sure	21.1%	43
<i>answered question</i>	<i>204</i>	
<i>skipped question</i>	<i>59</i>	



Q26 After international students graduate, all may work in Ohio for at least a year in a position related to their program of study?

Answer Options	Response Percent	Response Count
Yes	67.2%	137
No	10.8%	22
Not sure	22.1%	45
<i>answered question</i>	<i>204</i>	
<i>skipped question</i>	<i>59</i>	



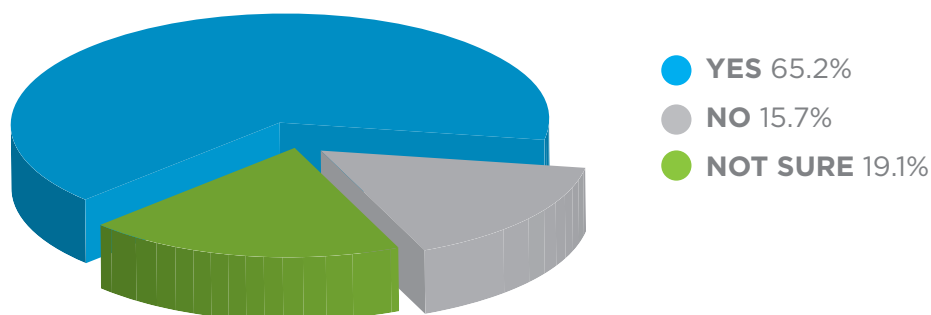
Q27 Would engaging international STEM talent, who have practical knowledge of their home country, your foreign markets, and your customers' language, benefit your business?

Answer Options	Response Percent	Response Count
Yes	66.7%	136
No	13.7%	28
Not sure	19.6%	40
<i>answered question</i>	<i>204</i>	
<i>skipped question</i>	<i>59</i>	



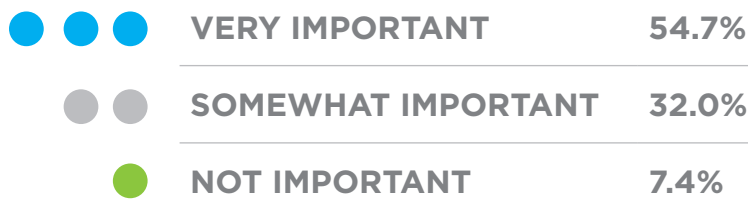
Q28 Would your business benefit from a program that allows STEM hires, after three years of working for your company, to either become an overseas employee with your company or become an H-1B worker for your company here in Ohio?

Answer Options	Response Percent	Response Count
Yes	65.2%	133
No	15.7%	32
Not sure	19.1%	39
<i>answered question</i>	<i>204</i>	
<i>skipped question</i>	<i>59</i>	



Q29 How important is it that the State of Ohio help open avenues for smaller businesses to expand their businesses overseas?

Answer Options	Response Percent	Response Count
Very important	54.7%	111
Somewhat important	32.0%	65
Not important	7.4%	15
Not sure	5.9%	12
<i>answered question</i>	<i>203</i>	
<i>skipped question</i>	<i>60</i>	



Q32 Has your company accessed business development, business expansion or other resources available by government?

Answer Options	Response Percent	Response Count
Yes	40.9%	83
No	40.9%	83
Not sure	18.2%	37
<i>answered question</i>	<i>203</i>	
<i>skipped question</i>	<i>60</i>	



Q34 How much of your overall revenues are generated from outside of the United States?

Answer Options	Response Percent	Response Count
A substantial amount	28.9%	58
Generating revenues outside of the U.S. is not a large focus of what we do	33.3%	67
None	30.3%	61
Not sure	7.5%	15
<i>answered question</i>	<i>201</i>	
<i>skipped question</i>	<i>62</i>	

A SUBSTANTIAL AMOUNT**28.9%****GENERATING REVENUES OUTSIDE OF THE U.S. IS NOT A LARGE FOCUS OF WHAT WE DO****33.3%****NONE****30.3%****NOT SURE****7.5%****Q36 Please tell us if your business's overall revenues are**

Answer Options	Response Percent	Response Count
Less than \$5 million in sales	31.5%	63
\$5 million - \$10 million in sales	26.5%	53
G.R.E.A.T.er than \$10 million in sales	42.0%	84
<i>answered question</i>	<i>200</i>	
<i>skipped question</i>	<i>63</i>	

31.5% Less than \$5 million in sales**26.5% \$5 million - \$10 million in sales****42.0% G.R.E.A.T.er than \$10 million in sales**

OPEN ENDED RESPONSES OF OHIO BUSINESS LEADERS SURVEY: PHASE II

Q2: From “Other (Please Specify)”

Accounting, Art/Design/Creative, Arts, Auditing, Automotive, Banking (3), Children Sports Recreation, Cleaning, Construction (3), Construction, Architecture, and Engineering, Construction/Maintenance, Consulting, Consumer Product Testing, DMV, Education (6), Finance (2), Government, Hair Salon, Health, Healthcare (4), Hospital (2), HR (2), Human Services, Freelance artist/author, Insurance (5), IT, Legal (3), Medical billing, Non Profit (2), Non Profit Healthcare, Operator, Politics, Preschool, Professional, Real Estate (3), Restaurant (3), Retail (10), Sales, Tradesman, Transportation (2), USPS, Veterinary, Wholesale.

Q6: Please indicate which countries your business plans to expand.

Australia (5), Brazil (6), Canada (13), China (14), Cuba, England/UK (7), Germany (5), Iceland, India (5), Italy, Japan (10), Kingdom of Saudi Arabia (2), Mexico (10), Nigeria (2), Norway, Russia, Spain (2), South Africa, Taiwan, Turkey (2), UAE.

References to continents/regions: Asia (4), Europe (6), Middle East, South America (3).

Q8: From “Other (please specify)”

Ethics training, Marketing, Personal responsibility, Unsure.

Q10: From “Other (please specify)”

Cantonese, Chinese (2), German (2), Hebrew, Italian, Japanese (3), Korean, Ukrainian

Q30: In your own words, what are some risks small businesses face with their expansion into overseas markets (Most common answers).

Competition (4) Cultural Issues (22), Cost-concerns (11), Currency/Money (12), Economic Concerns (7), Political concerns (4), Laws/Regulations (17).

Q31: Please list some ways that the state of Ohio could assist small businesses in mitigating these risks associated with expansion into overseas markets

advertising/marketing (8), Bridge/partnerships (3), Cost/funding (6), Education/training (17), Tax Breaks/Incentives/lowering (17).

Q33: Which Resources? (Most common answers)

Government/Grants (9), Training (3).

Q35: Please indicate the countries where the revenue is generated

Australia (4), Brazil (4), Canada (6), China (9), England/UK (7), France (6), Germany (7), Iceland, India (2), Japan (2), Mexico (5), Norway, Russia (2), Saudi Arabia, Spain (3), South Korea, South Africa.