

## Annual Survey of Corporate Behavior

FY2010 corporate behavior questionnaire survey sheet

Cabinet Office

Submission deadline: January 14, 2011

General statistical survey

This questionnaire will be handled in strict confidence.  
Your replies will be used only for statistical purposes.

Corporate No.	.....
Industry	.....

### How to fill in:

- Enter applicable replies in  or (enter: ). Circle a number that applies in (     ).
- Answer all the questions except for those asked only of indicated companies.
- If you have changed your corporate name or address, please make correction by hand.
- Please answer on a consolidation basis. However, answer question 5 based on your company's situation only, and not on a consolidated basis.

Company name	Capital (in billions of yen)				Entered by	Dept		
Address (where this questionnaire is filled in)	Zip code:	under 1.0	1.0 to 5.0 (not incl)	5.0 to 10.0 (not incl)		10.0 and over	Name	
		1	2	3		4	Phone	Extension ( )

### I. Business environment and basic management policy

#### (Business outlook and demand forecast)

Q1: Give your rough forecast about nominal and real growth rates <sup>(Note1)</sup> of the Japanese economy and the demand in your industry <sup>(Note2)</sup> for FY 2011, the next three years (annual average rate for FY2011-2013) and the next five years (annual average rate for FY2011-2015), respectively. Enter in the blank below forecast figures to the first decimal point.

Growth rate	Years		FY2011	Next three years (FY2011- 2013 annual average)	Next five years (FY2011- 2015 annual average)
	FY2011	Next three years (FY2011- 2013 annual average)			
Nom. growth rate of JPN. economy	.....	.....	..... %	..... %	..... %
Real growth rate of JPN. economy	.....	.....	..... %	..... %	..... %
Nom. growth rate of demand in your industry	.....	.....	..... %	..... %	..... %
Real growth rate of demand in your industry	.....	.....	..... %	..... %	..... %

Note 1: Given below are GDP growth rates of the past three years that indicate the growth rates of the Japanese economy (source: Quarterly Estimates of GDP, preliminary report for July-Sept., 2010).

	FY2007	FY2008	FY2009
Nominal growth rate	0.9%	-4.2%	-3.6%
Real growth rate	1.8%	-3.8%	-1.8%

Note 2: For the classification of you industry, refer to the industry classification made by stock exchanges (medium category). If your company covers a wide range of businesses, please reply relating to the industry of your principal business line

#### (Exchange rates)

Q2(1): What do you forecast the exchange rate (yen to U.S. dollar) will be in one year from now (around January 2012)? Choose and circle only one number

60 yen range	70 yen range	80 yen range	90 yen range	100 yen range	110 yen range
1	2	3	4	5	6
120 yen range	130 yen range	other (enter: range)		Not predictable	
7	8	9		10	

#### (2) To be answered only by exporting companies:

How much is the break-even exchange yen rate to the U.S. dollar for your business at present? Enter an integer number in the blank below.

Note: If the conditions to determine the rate substantially differ from one product or factory to another and make a uniform calculation difficult, please reply relating to your mainstay product.

US\$ =  Yen

#### (Price)

Q3: How great a fall or rise do you forecast for the average prices of purchases and sales when producing your principal products and services one year from now (around January 2012)? Choose and circle only one number closest to your forecast. For three years later, please reply on an annualized price basis.

Price	Average purchase price	Average sales price
	When: One year later (around Jan. 2012)	When: One year later (around Jan. 2012)
Annual average Rate of change (%)		
20% or more	1	1
10% to 20% (not incl.)	2	2
5% to 10% (not incl.)	3	3
0% (not incl.) to 5% (not incl.)	4	4
0%	5	5
-5% (not incl.) to 0% (not incl.)	6	6
-10% (not incl.) to -5%	7	7
-20% (not incl.) to -10%	8	8
-20% and less	9	9
Not applicable	10	

(Note) In non-manufacturing businesses, the purchase price is the price of raw materials and products purchased in order to provide services. In the wholesale and retail trades, for example, it includes purchased stock, in the catering and hotel trades purchased foodstuffs, etc., and in the real estate industry, land and others purchased in order to make sales (however, it does not include machinery and equipment for equipment investments or the purchase or lease of land or buildings for internal use by the company). If the purchase price is not relevant to your business, please check "Not applicable".

(The growth rate of capital investment)

Q4: How did/will you increase or decrease your total capital investment (work-based) on an annual average over the past three years (FY2008-2010) and the next three years (FY2011-2013)? Choose and circle only one number of the past and next three years, respectively.

Note: Capital investment should not include land, used items, and a transfer from construction in progress.

Annual average Rate of change (%)	Years	
	Past three years (FY2008-2010)	Next three years (FY2011-2013)
25% or more	1	1
20% to 25% (not incl.)	2	2
15% to 20% (not incl.)	3	3
10% to 15% (not incl.)	4	4
5% to 10% (not incl.)	5	5
0% (not incl.) to 5% (not incl.)	6	6
0%	7	7
-5% (not incl.) to 0% (not incl.)	8	8
-10% (not incl.) to -5%	9	9
-15% (not incl.) to -10%	10	10
-20% (not incl.) to -15%	11	11
-25% (not incl.) to -20%	12	12
-25% and less	13	13
No capital investment was made/is planned.	14	14

(Change in the number of employees)

Q5: Did/will you increase or decrease the number of your employees over the past three years (FY2008-2010) and the next three years (FY 2011-2013)? Choose and circle only one number that applies to all personnel and regular employees/staffers for the past and next three years, respectively.)

Annual average Rate of change (%)	Form of employment	Past three years (FY 2008-2010)		Next three years (FY 2011-2013)	
		All personnel	Regular employees	All personnel	Regular employees
15% or more		1	1	1	1
10% to 15% (not incl.)		2	2	2	2
5% to 10% (not incl.)		3	3	3	3
0% (not incl.) to 5% (not incl.)		4	4	4	4
0%		5	5	5	5
-5% (not incl.) to 0% (not incl.)		6	6	6	6
-10% (not incl.) to -5%		7	7	7	7
-15% (not incl.) to -10%		8	8	8	8
-15% and less		9	9	9	9

Ratios of overseas production and reverse imports)

Q6: To be answered only by manufacturing companies.

Q6 What do you roughly estimate/forecast for the ratios of overseas production and reverse imports for FY2009, FY2010 and FY2015, respectively?

Enter estimated/forecast figures to the first decimal point in the blank below. Enter "0" if you have/will have no overseas production.

(1) Ratios of overseas production

Note 1: Calculate production ratio in terms of yen amounts of sales based on selling prices by the following formula. For FY2015, use the current exchange rate for conversion of sales denominated in foreign currency.

$$\text{Ratio of overseas production (output)} = \frac{\text{Output of overseas production}}{\text{Output of domestic production} + \text{Output of overseas production}}$$

Note 2: Overseas production means "production by direct overseas investment" of Foreign Exchange and Foreign Trade Control Law. If two or more partners jointly operate overseas production, the largest shareholder should answer this question (or the manager partner if all partners have the same share).

Ratio	Year	Ratio achieved for FY2009	Ratio estimated for FY2010	Ratio forecast for FY2015
Ratio of overseas production (output)		..... %	..... %	..... %

(2) Ratio of reverse imports

Note: Calculate import ratios in terms of yen amounts of sales based on selling prices by the following formula. For FY2014, use the current exchange rate for conversion of sales denominated in any foreign currency.

$$\text{Ratio of reverse imports} = \frac{\text{Exports to Japan}}{\text{Output of overseas production}}$$

Ratio	Year	Ratio achieved for FY2009	Ratio estimated for FY2010	Ratio forecast for FY2015
Ratio of reverse imports		..... %	..... %	..... %

(3) As to the reason for maintaining overseas production bases, choose and circle only one number closest to your situation

Labor costs are low	1
We can easily secure highly-qualified personnel (technical and research staff)	2
We can enjoy low costs of materials, overall production processes, distributions, and land/buildings.	3
Strong demand exists, or demand is forecast to expand, for our products in the local market and markets in neighboring countries	4
We can cater effectively to overseas users' needs	5
We have contracts with reliable suppliers of parts and/or raw materials to the local facilities in a stable manner	6
We have entered the overseas market(s) following entry by our parent company or customer(s) and so on	7
We take advantage of industrial development programs including favorable taxation and/or financing which are offered by the local government(s)	8
Inadequate infrastructure in the local country in question had prevented us from setting up operations there, but this issue has now been addressed	9
Other reasons (please specify: )	10

Thank you for sparing your precious time for answering the questionnaire.

Please return to us the questionnaire filled out by  
January 14, 2011