

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Summary table

Base: All respondents

|                                     | Top three priorities | First priority | Second priority | Third priority |
|-------------------------------------|----------------------|----------------|-----------------|----------------|
| Unweighted Total                    | 1013                 | 1013           | 1013            | 1013           |
| Weighted Total                      | 1013                 | 1013           | 1013            | 1013           |
|                                     | 100%                 | 100%           | 100%            | 100%           |
| New business development            | 680                  | 384            | 173             | 122            |
|                                     | 67%                  | 38%            | 17%             | 12%            |
| New product development             | 445                  | 118            | 196             | 131            |
|                                     | 44%                  | 12%            | 19%             | 13%            |
| Recruiting the right staff          | 424                  | 153            | 133             | 138            |
|                                     | 42%                  | 15%            | 13%             | 14%            |
| Developing our website              | 285                  | 53             | 97              | 136            |
|                                     | 28%                  | 5%             | 10%             | 13%            |
| Having a good accountant            | 231                  | 42             | 80              | 110            |
|                                     | 23%                  | 4%             | 8%              | 11%            |
| Having a strong IT infrastructure   | 186                  | 35             | 72              | 79             |
|                                     | 18%                  | 3%             | 7%              | 8%             |
| Loans/investment from banks         | 105                  | 38             | 29              | 39             |
|                                     | 10%                  | 4%             | 3%              | 4%             |
| Training in digital skills          | 102                  | 9              | 34              | 58             |
|                                     | 10%                  | 1%             | 3%              | 6%             |
| Setting up a website                | 67                   | 17             | 23              | 27             |
|                                     | 7%                   | 2%             | 2%              | 3%             |
| Investment from friends/family      | 54                   | 12             | 24              | 17             |
|                                     | 5%                   | 1%             | 2%              | 2%             |
| Venture capital or Angel investment | 51                   | 17             | 15              | 19             |
|                                     | 5%                   | 2%             | 1%              | 2%             |
| None of the above                   | 123                  | 123            | 123             | 123            |
|                                     | 12%                  | 12%            | 12%             | 12%            |
| Don't know                          | 13                   | 13             | 13              | 13             |
|                                     | 1%                   | 1%             | 1%              | 1%             |

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Top three mentions

Base: All respondents

|                                   | Size of business |                    | Seniority                                      |                            |                            | Company set up      |                  | Industry   |   |                                   |                  |       |                              | Length of operation |               |                          |      |
|-----------------------------------|------------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|---------------------|---------------|--------------------------|------|
|                                   | Small<br>(2-50)  | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less  | 6-15<br>years | More<br>than 15<br>years |      |
| Total                             | a                | b                  | c  | d                          | e                          | f                   | g                | h  | i   | j                                 | k                | l     | m                            | n                   | o             | p                        |      |
|                                   | A                | B                  | C  | D                          | E                          | F                   | G                | H  | I   | J                                 | K                | L     | M                            | N                   | O             | P                        |      |
| Unweighted Total                  | 1013             | 794                | 219  | 710                        | 235                        | 68                  | 666              | 335  | 222   | 174                               | 301              | 51    | 265                          | 115                 | 184           | 361                      | 465  |
| Weighted Total                    | 1013             | 983                | 30   | 778                        | 181                        | 54                  | 768              | 238  | 289   | 259                               | 337              | 2     | 126                          | 124                 | 213           | 373                      | 427  |
|                                   | 100%             | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%                | 100%          | 100%                     | 100% |
| New business development          | 680              | 657                | 23   | 517                        | 128                        | 35                  | 496              | 178  | 188   | 174                               | 240              | 1     | 77                           | 95                  | 145           | 253                      | 282  |
|                                   | 67%              | 67%                | 74%  | 67%                        | 70%                        | 65%                 | 65%              | 75%  | 65%   | 67%                               | 71%              | 62%   | 61%                          | 77%                 | 68%           | 68%                      | 66%  |
|                                   |                  |                    | A  |                            |                            |                     | F                |  |   |                                   | L                |       | HikL                         |                     |               |                          |      |
| New product development           | 445              | 428                | 17   | 333                        | 92                         | 20                  | 327              | 114  | 137   | 99                                | 162              | 1     | 47                           | 74                  | 100           | 161                      | 184  |
|                                   | 44%              | 44%                | 56%  | 43%                        | 51%                        | 38%                 | 43%              | 48%  | 47%   | 38%                               | 48%              | 40%   | 37%                          | 59%                 | 47%           | 43%                      | 43%  |
|                                   |                  |                    | A  |                            | Ce                         |                     |                  |  | iL  |                                   | IL               |       | HIJKL                        |                     |               |                          |      |
| Recruiting the right staff        | 424              | 405                | 18   | 312                        | 82                         | 30                  | 283              | 138  | 133   | 115                               | 121              | 1     | 54                           | 45                  | 85            | 146                      | 193  |
|                                   | 42%              | 41%                | 60%  | 40%                        | 45%                        | 56%                 | 37%              | 58%  | 46%   | 44%                               | 36%              | 53%   | 43%                          | 36%                 | 40%           | 39%                      | 45%  |
|                                   |                  |                    | A  |                            | C                          |                     | F                |  | Jm  | j                                 | JM               |       | j                            |                     |               |                          | o    |
| Developing our website            | 285              | 280                | 5  | 214                        | 52                         | 19                  | 207              | 77   | 62  | 94                                | 88               | *     | 41                           | 41                  | 59            | 113                      | 114  |
|                                   | 28%              | 28%                | 18%  | 27%                        | 29%                        | 36%                 | 27%              | 32%  | 21%   | 36%                               | 26%              | 23%   | 32%                          | 33%                 | 28%           | 30%                      | 27%  |
|                                   |                  | B                  |  |                            |                            | f                   |                  |  |   | HJk                               |                  |       | Hj                           | H                   |               |                          |      |
| Having a good accountant          | 231              | 229                | 3  | 194                        | 31                         | 7                   | 201              | 28   | 76  | 64                                | 65               | *     | 26                           | 14                  | 52            | 86                       | 93   |
|                                   | 23%              | 23%                | 9%   | 25%                        | 17%                        | 13%                 | 26%              | 12%  | 26%   | 25%                               | 19%              | 14%   | 21%                          | 12%                 | 25%           | 23%                      | 22%  |
|                                   |                  | B                  |  | DE                         |                            | G                   |                  |  | jkM   | M                                 | m                |       | M                            |                     |               |                          |      |
| Having a strong IT infrastructure | 186              | 177                | 10   | 140                        | 40                         | 7                   | 141              | 45   | 36  | 42                                | 81               | 1     | 27                           | 29                  | 34            | 69                       | 83   |
|                                   | 18%              | 18%                | 31%  | 18%                        | 22%                        | 13%                 | 18%              | 19%  | 12%   | 16%                               | 24%              | 26%   | 21%                          | 24%                 | 16%           | 19%                      | 20%  |
|                                   |                  | A                  |  | e                          |                            |                     |                  |  |   |                                   | HI               | Hi    | H                            | H                   |               |                          |      |
| Loans/investment from banks       | 105              | 103                | 3  | 81                         | 17                         | 8                   | 85               | 20   | 46  | 31                                | 23               | *     | 6                            | 11                  | 27            | 37                       | 42   |
|                                   | 10%              | 10%                | 8%   | 10%                        | 9%                         | 14%                 | 11%              | 8%   | 16%   | 12%                               | 7%               | 4%    | 5%                           | 8%                  | 13%           | 10%                      | 10%  |
|                                   |                  |                    |  |                            |                            |                     |                  |  | JKLm  | jL                                |                  |       |                              |                     |               |                          |      |
| Training in digital skills        | 102              | 99                 | 2  | 73                         | 26                         | 3                   | 83               | 17   | 15  | 16                                | 58               | *     | 12                           | 25                  | 10            | 37                       | 55   |
|                                   | 10%              | 10%                | 7%   | 9%                         | 14%                        | 6%                  | 11%              | 7%   | 5%  | 6%                                | 17%              | 17%   | 9%                           | 20%                 | 5%            | 10%                      | 13%  |
|                                   |                  |                    |  | Ce                         |                            | g                   |                  |  |   |                                   | HIL              | Hil   | h                            | HIL                 |               | N                        | N    |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Top three mentions

Base: All respondents

|                                     | Size of business |                    | Seniority                                      |                            |                            | Company set up      |                  | Industry   |   |                                   |                  |       |                              | Length of operation |               |                          |      |
|-------------------------------------|------------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|---------------------|---------------|--------------------------|------|
|                                     | Small<br>(2-50)  | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less  | 6-15<br>years | More<br>than 15<br>years |      |
| Total                               | a                | b                  | c  | d                          | e                          | f                   | g                | h  | i   | j                                 | k                | l     | m                            | n                   | o             | p                        |      |
| Significance Level: 90%             | A                | B                  | C  | D                          | E                          | F                   | G                | H  | I   | J                                 | K                | L     | M                            | N                   | O             | P                        |      |
| Significance Level: 95%             |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Unweighted Total                    | 1013             | 794                | 219  | 710                        | 235                        | 68                  | 666              | 335  | 222   | 174                               | 301              | 51    | 265                          | 115                 | 184           | 361                      | 465  |
| Weighted Total                      | 1013             | 983                | 30   | 778                        | 181                        | 54                  | 768              | 238  | 289   | 259                               | 337              | 2     | 126                          | 124                 | 213           | 373                      | 427  |
|                                     | 100%             | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%                | 100%          | 100%                     | 100% |
| Setting up a website                | 67               | 66                 | 1  | 51                         | 12                         | 4                   | 49               | 18   | 18  | 21                                | 18               | *     | 9                            | 5                   | 13            | 25                       | 29   |
|                                     | 7%               | 7%                 | 3%   | 7%                         | 7%                         | 8%                  | 6%               | 8%   | 6%  | 8%                                | 5%               | 9%    | 7%                           | 4%                  | 6%            | 7%                       | 7%   |
|                                     |                  | B                  |  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Investment from friends/family      | 54               | 53                 | 1  | 40                         | 11                         | 3                   | 47               | 7  | 17  | 18                                | 12               | *     | 7                            | 1                   | 19            | 14                       | 20   |
|                                     | 5%               | 5%                 | 3%   | 5%                         | 6%                         | 6%                  | 6%               | 3%   | 6%  | 7%                                | 4%               | 2%    | 6%                           | 1%                  | 9%            | 4%                       | 5%   |
|                                     |                  | b                  |  |                            |                            |                     | G                |  | M   | M                                 |                  |       | M                            |                     | OP            |                          |      |
| Venture capital or Angel investment | 51               | 50                 | 1  | 36                         | 9                          | 6                   | 38               | 13   | 5   | 20                                | 21               | *     | 5                            | 8                   | 24            | 19                       | 8    |
|                                     | 5%               | 5%                 | 4%   | 5%                         | 5%                         | 11%                 | 5%               | 6%   | 2%  | 8%                                | 6%               | 5%    | 4%                           | 7%                  | 11%           | 5%                       | 2%   |
|                                     |                  |                    |  |                            |                            | Cd                  |                  |  |   | HI                                | H                |       |                              | H                   | OP            | P                        |      |
| None of the above                   | 123              | 121                | 2  | 104                        | 12                         | 6                   | 106              | 16   | 40  | 26                                | 36               | *     | 20                           | 7                   | 20            | 49                       | 53   |
|                                     | 12%              | 12%                | 6%   | 13%                        | 7%                         | 11%                 | 14%              | 7%   | 14%   | 10%                               | 11%              | 10%   | 16%                          | 5%                  | 9%            | 13%                      | 12%  |
|                                     |                  | B                  |  | D                          |                            |                     | G                |  | M   | m                                 |                  |       | ijM                          |                     |               |                          |      |
| Don't know                          | 13               | 13                 | 1  | 10                         | 3                          | *                   | 10               | 4  | 4   | 2                                 | 5                | *     | 3                            | 1                   | 4             | 4                        | 6    |
|                                     | 1%               | 1%                 | 2%   | 1%                         | 2%                         | 1%                  | 1%               | 2%   | 1%  | 1%                                | 2%               | 5%    | 2%                           | 1%                  | 2%            | 1%                       | 1%   |
|                                     |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  | hl    |                              |                     |               |                          |      |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Top three mentions

Base: All respondents

|                                   | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-----------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                   | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                             | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                   | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                  | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                    | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                   | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| New business development          | 680                               | 232                     | 447                     | 515                         | 109                                  | 56                        | 561          | 93         | 26               | 523  |
|                                   | 67%                               | 59%                     | 72%                     | 71%                         | 68%                                  | 44%                       | 71%          | 61%        | 39%              | 72%  |
|                                   |                                   | A                       | E                       | E                           |                                      |                           | GH           | H          |                  |      |
| New product development           | 445                               | 151                     | 294                     | 342                         | 66                                   | 37                        | 375          | 54         | 17               | 347  |
|                                   | 44%                               | 38%                     | 48%                     | 47%                         | 41%                                  | 29%                       | 47%          | 35%        | 25%              | 47%  |
|                                   |                                   | A                       | E                       | e                           |                                      |                           | GH           |            |                  |      |
| Recruiting the right staff        | 424                               | 158                     | 266                     | 333                         | 58                                   | 33                        | 348          | 57         | 19               | 304  |
|                                   | 42%                               | 40%                     | 43%                     | 46%                         | 36%                                  | 26%                       | 44%          | 37%        | 28%              | 42%  |
|                                   |                                   |                         | DE                      | e                           |                                      |                           | H            |            |                  |      |
| Developing our website            | 285                               | 126                     | 159                     | 250                         | 34                                   | 2                         | 263          | 22         | -                | 238  |
|                                   | 28%                               | 32%                     | 26%                     | 34%                         | 21%                                  | 1%                        | 33%          | 14%        | -                | 33%  |
|                                   |                                   | B                       | DE                      | E                           |                                      |                           | GH           | H          |                  |      |
| Having a good accountant          | 231                               | 105                     | 127                     | 135                         | 43                                   | 54                        | 149          | 51         | 31               | 146  |
|                                   | 23%                               | 27%                     | 20%                     | 19%                         | 27%                                  | 42%                       | 19%          | 34%        | 46%              | 20%  |
|                                   |                                   | B                       |                         | C                           | CD                                   |                           | F            | F          |                  |      |
| Having a strong IT infrastructure | 186                               | 75                      | 112                     | 138                         | 26                                   | 22                        | 156          | 21         | 9                | 145  |
|                                   | 18%                               | 19%                     | 18%                     | 19%                         | 16%                                  | 17%                       | 20%          | 14%        | 14%              | 20%  |
| Loans/investment from banks       | 105                               | 51                      | 54                      | 61                          | 26                                   | 19                        | 79           | 16         | 10               | 60   |
|                                   | 10%                               | 13%                     | 9%                      | 8%                          | 16%                                  | 15%                       | 10%          | 11%        | 15%              | 8%   |
|                                   |                                   | B                       |                         | C                           | C                                    |                           |              |            |                  |      |
| Training in digital skills        | 102                               | 36                      | 65                      | 66                          | 19                                   | 16                        | 75           | 23         | 4                | 72   |
|                                   | 10%                               | 9%                      | 11%                     | 9%                          | 12%                                  | 13%                       | 9%           | 15%        | 6%               | 10%  |
|                                   |                                   |                         |                         |                             |                                      |                           |              | fh         |                  |      |
| Setting up a website              | 67                                | 32                      | 35                      | 23                          | 41                                   | 3                         | 54           | 12         | 1                | 42   |
|                                   | 7%                                | 8%                      | 6%                      | 3%                          | 26%                                  | 2%                        | 7%           | 8%         | 2%               | 6%   |
|                                   |                                   |                         |                         | CE                          |                                      |                           |              |            |                  |      |

Columns Tested: A,B - C,D,E - F,G,H - I

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Top three mentions

Base: All respondents

|                                     | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-------------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                     | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                               | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                     | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                    | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                      | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                     | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| Investment from friends/family      | 54                                | 33                      | 20                      | 23                          | 20                                   | 11                        | 40           | 7          | 7                | 36   |
|                                     | 5%                                | 8%                      | 3%                      | 3%                          | 13%                                  | 9%                        | 5%           | 5%         | 10%              | 5%   |
|                                     |                                   | B                       |                         | C                           | C                                    |                           |              |            |                  |      |
| Venture capital or Angel investment | 51                                | 17                      | 34                      | 36                          | 16                                   | -                         | 46           | 5          | -                | 35   |
|                                     | 5%                                | 4%                      | 6%                      | 5%                          | 10%                                  | -                         | 6%           | 3%         | -                | 5%   |
|                                     |                                   |                         | E                       | CE                          |                                      |                           | h            |            |                  |      |
| None of the above                   | 123                               | 49                      | 73                      | 75                          | 6                                    | 42                        | 66           | 31         | 26               | 72   |
|                                     | 12%                               | 12%                     | 12%                     | 10%                         | 4%                                   | 33%                       | 8%           | 20%        | 39%              | 10%  |
|                                     |                                   |                         | D                       |                             | CD                                   |                           |              | F          | FG               |      |
| Don't know                          | 13                                | 7                       | 7                       | 10                          | 2                                    | 2                         | 12           | 2          | *                | 10   |
|                                     | 1%                                | 2%                      | 1%                      | 1%                          | 1%                                   | 1%                        | 1%           | 1%         | *                | 1%   |

Columns Tested: A,B - C,D,E - F,G,H - I

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### First most challenging

Base: All respondents

|                                   | Size of business |                    | Seniority                                      |                            |                            | Company set up      |                  | Industry   |   |                                   |                  |       |                              | Length of operation |               |                          |      |
|-----------------------------------|------------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|---------------------|---------------|--------------------------|------|
|                                   | Small<br>(2-50)  | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less  | 6-15<br>years | More<br>than 15<br>years |      |
| Total                             | a                | b                  | c  | d                          | e                          | f                   | g                | h  | i   | j                                 | k                | l     | m                            | n                   | o             | p                        |      |
|                                   | A                | B                  | C  | D                          | E                          | F                   | G                | H  | I   | J                                 | K                | L     | M                            | N                   | O             | P                        |      |
| Unweighted Total                  | 1013             | 794                | 219  | 710                        | 235                        | 68                  | 666              | 335  | 222   | 174                               | 301              | 51    | 265                          | 115                 | 184           | 361                      | 465  |
| Weighted Total                    | 1013             | 983                | 30   | 778                        | 181                        | 54                  | 768              | 238  | 289   | 259                               | 337              | 2     | 126                          | 124                 | 213           | 373                      | 427  |
|                                   | 100%             | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%                | 100%          | 100%                     | 100% |
| New business development          | 384              | 373                | 11   | 310                        | 62                         | 13                  | 294              | 88   | 99  | 88                                | 153              | 1     | 43                           | 62                  | 78            | 156                      | 150  |
|                                   | 38%              | 38%                | 37%  | 40%                        | 34%                        | 24%                 | 38%              | 37%  | 34%   | 34%                               | 45%              | 44%   | 34%                          | 50%                 | 37%           | 42%                      | 35%  |
|                                   |                  |                    |  | E                          |                            |                     |                  |  |   |                                   | HIL              |       | HIL                          |                     | P             |                          |      |
| Recruiting the right staff        | 153              | 146                | 7  | 106                        | 34                         | 13                  | 96               | 55   | 50  | 48                                | 36               | *     | 18                           | 12                  | 34            | 48                       | 71   |
|                                   | 15%              | 15%                | 21%  | 14%                        | 19%                        | 24%                 | 12%              | 23%  | 17%   | 19%                               | 11%              | 19%   | 15%                          | 10%                 | 16%           | 13%                      | 17%  |
|                                   |                  |                    | A  | c                          | C                          | F                   |                  |  | Jm  | JM                                | jm               |       |                              |                     |               |                          |      |
| New product development           | 118              | 112                | 5  | 83                         | 31                         | 3                   | 79               | 37   | 38  | 29                                | 37               | *     | 14                           | 20                  | 25            | 42                       | 50   |
|                                   | 12%              | 11%                | 18%  | 11%                        | 17%                        | 6%                  | 10%              | 15%  | 13%   | 11%                               | 11%              | 8%    | 11%                          | 16%                 | 12%           | 11%                      | 12%  |
|                                   |                  |                    | A  | CE                         |                            | F                   |                  |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Developing our website            | 53               | 52                 | 1  | 34                         | 11                         | 8                   | 41               | 12   | 7   | 19                                | 18               | *     | 8                            | 9                   | 14            | 12                       | 26   |
|                                   | 5%               | 5%                 | 2%   | 4%                         | 6%                         | 15%                 | 5%               | 5%   | 2%  | 8%                                | 5%               | 4%    | 6%                           | 7%                  | 7%            | 3%                       | 6%   |
|                                   |                  | b                  |  |                            | CD                         |                     |                  |  |   | H                                 | h                |       | H                            | H                   | o             |                          | o    |
| Having a good accountant          | 42               | 41                 | *  | 40                         | 1                          | 1                   | 38               | 4  | 17  | 9                                 | 9                | *     | 7                            | 1                   | 12            | 18                       | 12   |
|                                   | 4%               | 4%                 | 2%   | 5%                         | 1%                         | 1%                  | 5%               | 2%   | 6%  | 3%                                | 3%               | 2%    | 5%                           | 1%                  | 6%            | 5%                       | 3%   |
|                                   |                  | b                  |  | D                          |                            |                     | G                |  | jM  |                                   |                  |       | m                            |                     | p             |                          |      |
| Loans/investment from banks       | 38               | 36                 | 1  | 28                         | 9                          | 1                   | 34               | 4  | 21  | 11                                | 6                | -     | 1                            | 1                   | 9             | 16                       | 13   |
|                                   | 4%               | 4%                 | 4%   | 4%                         | 5%                         | 2%                  | 4%               | 2%   | 7%  | 4%                                | 2%               | -     | 1%                           | 1%                  | 4%            | 4%                       | 3%   |
|                                   |                  |                    |  | G                          |                            |                     |                  |  | JKLM  | jL                                |                  |       |                              |                     |               |                          |      |
| Having a strong IT infrastructure | 35               | 34                 | 1  | 25                         | 8                          | 2                   | 28               | 7  | 6   | 5                                 | 19               | -     | 5                            | 5                   | 5             | 12                       | 18   |
|                                   | 3%               | 3%                 | 4%   | 3%                         | 5%                         | 4%                  | 4%               | 3%   | 2%  | 2%                                | 6%               | -     | 4%                           | 4%                  | 2%            | 3%                       | 4%   |
|                                   |                  |                    |  |                            |                            |                     |                  |  |   |                                   | Hik              |       |                              |                     |               |                          |      |
| Setting up a website              | 17               | 17                 | *  | 10                         | 5                          | 2                   | 12               | 5  | 3   | 5                                 | 5                | *     | 3                            | 1                   | 1             | 5                        | 12   |
|                                   | 2%               | 2%                 | *  | 1%                         | 3%                         | 4%                  | 2%               | 2%   | 1%  | 2%                                | 2%               | 1%    | 3%                           | 1%                  | *             | 1%                       | 3%   |
|                                   |                  | b                  |  | c                          |                            |                     |                  |  |   |                                   |                  |       |                              | N                   |               |                          |      |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### First most challenging

Base: All respondents

|                                     | Size of business |                 | Seniority          |  |                            | Company set up             |                     | Industry         |  |   |                                   |                  |       | Length of operation          |                    |               |                          |
|-------------------------------------|------------------|-----------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|--------------------|---------------|--------------------------|
|                                     | Total            | Small<br>(2-50) | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less | 6-15<br>years | More<br>than 15<br>years |
|                                     | a                | b               | c                  | d  | e                          | f                          | g                   | h                | i  | j   | k                                 | l                | m     | n                            | o                  | p             |                          |
|                                     | A                | B               | C                  | D  | E                          | F                          | G                   | H                | I  | J   | K                                 | L                | M     | N                            | O                  | P             |                          |
| Unweighted Total                    | 1013             | 794             | 219                | 710  | 235                        | 68                         | 666                 | 335              | 222  | 174   | 301                               | 51               | 265   | 115                          | 184                | 361           | 465                      |
| Weighted Total                      | 1013             | 983             | 30                 | 778  | 181                        | 54                         | 768                 | 238              | 289  | 259   | 337                               | 2                | 126   | 124                          | 213                | 373           | 427                      |
|                                     | 100%             | 100%            | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%               | 100%          | 100%                     |
| Venture capital or Angel investment | 17               | 17              | *                  | 12   | 1                          | 4                          | 11                  | 6                | 2  | 9   | 4                                 | *                | 2     | 1                            | 6                  | 8             | 3                        |
|                                     | 2%               | 2%              | 1%                 | 2%   | *                          | 8%                         | 1%                  | 3%               | 1%   | 3%  | 1%                                | 2%               | 2%    | 1%                           | 3%                 | 2%            | 1%                       |
|                                     |                  |                 |                    |  |                            | CD                         |                     |                  |  | H   |                                   |                  |       |                              | P                  | p             |                          |
| Investment from friends/family      | 12               | 12              | *                  | 9  | 3                          | -                          | 11                  | 1                | 3  | 5   | 3                                 | -                | 1     | 1                            | 3                  | 1             | 7                        |
|                                     | 1%               | 1%              | 1%                 | 1%   | 2%                         | -                          | 1%                  | *                | 1%   | 2%  | 1%                                | -                | *     | 1%                           | 2%                 | *             | 2%                       |
|                                     |                  |                 |                    |  |                            | -                          | g                   |                  |  |   |                                   |                  |       |                              |                    |               | o                        |
| Training in digital skills          | 9                | 9               | *                  | 8  | 1                          | -                          | 9                   | *                | -  | 2   | 7                                 | *                | 1     | 1                            | 3                  | 2             | 5                        |
|                                     | 1%               | 1%              | 2%                 | 1%   | 1%                         | -                          | 1%                  | *                | -  | 1%  | 2%                                | 4%               | 1%    | 1%                           | 1%                 | *             | 1%                       |
|                                     |                  |                 |                    |  |                            | -                          | g                   |                  |  |   | H                                 | HiL              |       |                              |                    |               |                          |
| None of the above                   | 123              | 121             | 2                  | 104  | 12                         | 6                          | 106                 | 16               | 40   | 26  | 36                                | *                | 20    | 7                            | 20                 | 49            | 53                       |
|                                     | 12%              | 12%             | 6%                 | 13%  | 7%                         | 11%                        | 14%                 | 7%               | 14%  | 10%   | 11%                               | 10%              | 16%   | 5%                           | 9%                 | 13%           | 12%                      |
|                                     |                  | B               |                    | D  |                            |                            | G                   |                  | M  |   | m                                 |                  | ijM   |                              |                    |               |                          |
| Don't know                          | 13               | 13              | 1                  | 10   | 3                          | *                          | 10                  | 4                | 4  | 2   | 5                                 | *                | 3     | 1                            | 4                  | 4             | 6                        |
|                                     | 1%               | 1%              | 2%                 | 1%   | 2%                         | 1%                         | 1%                  | 2%               | 1%   | 1%  | 2%                                | 5%               | 2%    | 1%                           | 2%                 | 1%            | 1%                       |
|                                     |                  |                 |                    |  |                            |                            |                     |                  |  |   |                                   | hl               |       |                              |                    |               |                          |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### First most challenging

Base: All respondents

|                                     | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-------------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                     | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                               | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                     | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                    | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                      | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                     | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| New business development            | 384                               | 122                     | 262                     | 299                         | 57                                   | 28                        | 323          | 49         | 12               | 306  |
|                                     | 38%                               | 31%                     | 42%                     | 41%                         | 36%                                  | 22%                       | 41%          | 32%        | 19%              | 42%  |
|                                     |                                   |                         | A                       | E                           | E                                    |                           | gH           | h          |                  |      |
| Recruiting the right staff          | 153                               | 61                      | 92                      | 119                         | 20                                   | 13                        | 117          | 29         | 7                | 112  |
|                                     | 15%                               | 15%                     | 15%                     | 16%                         | 13%                                  | 10%                       | 15%          | 19%        | 11%              | 15%  |
| New product development             | 118                               | 42                      | 76                      | 85                          | 23                                   | 9                         | 103          | 13         | 2                | 88   |
|                                     | 12%                               | 11%                     | 12%                     | 12%                         | 14%                                  | 7%                        | 13%          | 8%         | 3%               | 12%  |
|                                     |                                   |                         |                         | e                           |                                      |                           | H            |            |                  |      |
| Developing our website              | 53                                | 32                      | 21                      | 49                          | 3                                    | -                         | 52           | 1          | -                | 42   |
|                                     | 5%                                | 8%                      | 3%                      | 7%                          | 2%                                   | -                         | 7%           | *          | -                | 6%   |
|                                     |                                   | B                       | DE                      |                             |                                      |                           | Gh           |            |                  |      |
| Having a good accountant            | 42                                | 16                      | 26                      | 17                          | 11                                   | 13                        | 22           | 11         | 8                | 25   |
|                                     | 4%                                | 4%                      | 4%                      | 2%                          | 7%                                   | 10%                       | 3%           | 7%         | 12%              | 3%   |
|                                     |                                   |                         |                         | C                           | C                                    |                           |              | F          | F                |      |
| Loans/investment from banks         | 38                                | 24                      | 14                      | 21                          | 6                                    | 10                        | 29           | 3          | 5                | 14   |
|                                     | 4%                                | 6%                      | 2%                      | 3%                          | 4%                                   | 8%                        | 4%           | 2%         | 7%               | 2%   |
|                                     |                                   | B                       |                         |                             |                                      | C                         |              |            | g                |      |
| Having a strong IT infrastructure   | 35                                | 17                      | 18                      | 18                          | 10                                   | 8                         | 24           | 8          | 3                | 25   |
|                                     | 3%                                | 4%                      | 3%                      | 2%                          | 6%                                   | 6%                        | 3%           | 5%         | 4%               | 3%   |
|                                     |                                   |                         |                         | C                           | C                                    |                           |              |            |                  |      |
| Setting up a website                | 17                                | 9                       | 9                       | 10                          | 7                                    | -                         | 12           | 6          | -                | 12   |
|                                     | 2%                                | 2%                      | 1%                      | 1%                          | 4%                                   | -                         | 1%           | 4%         | -                | 2%   |
|                                     |                                   |                         |                         | CE                          |                                      |                           |              | f          |                  |      |
| Venture capital or Angel investment | 17                                | 4                       | 13                      | 10                          | 7                                    | -                         | 16           | 1          | -                | 12   |
|                                     | 2%                                | 1%                      | 2%                      | 1%                          | 4%                                   | -                         | 2%           | 1%         | -                | 2%   |
|                                     |                                   |                         |                         | CE                          |                                      |                           |              |            |                  |      |

Columns Tested: A,B - C,D,E - F,G,H - I



## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### First most challenging

Base: All respondents

|                                | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|--------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                          | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total               | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                 | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| Investment from friends/family | 12                                | 10                      | 2                       | 7                           | 5                                    | -                         | 12           | -          | -                | 7    |
|                                | 1%                                | 3%                      | *                       | 1%                          | 3%                                   | -                         | 2%           | -          | -                | 1%   |
|                                |                                   | B                       |                         |                             | ce                                   |                           |              |            |                  |      |
| Training in digital skills     | 9                                 | 3                       | 7                       | 4                           | 3                                    | 3                         | 5            | -          | 4                | 7    |
|                                | 1%                                | 1%                      | 1%                      | 1%                          | 2%                                   | 2%                        | 1%           | -          | 6%               | 1%   |
|                                |                                   |                         |                         |                             | c                                    | c                         |              |            | FG               |      |
| None of the above              | 123                               | 49                      | 73                      | 75                          | 6                                    | 42                        | 66           | 31         | 26               | 72   |
|                                | 12%                               | 12%                     | 12%                     | 10%                         | 4%                                   | 33%                       | 8%           | 20%        | 39%              | 10%  |
|                                |                                   |                         |                         | D                           |                                      | CD                        |              | F          | FG               |      |
| Don't know                     | 13                                | 7                       | 7                       | 10                          | 2                                    | 2                         | 12           | 2          | *                | 10   |
|                                | 1%                                | 2%                      | 1%                      | 1%                          | 1%                                   | 1%                        | 1%           | 1%         | *                | 1%   |

Columns Tested: A,B - C,D,E - F,G,H - I

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Second most challenging

Base: All respondents

|                                   | Size of business |                 | Seniority          |  |                            | Company set up             |                     | Industry         |  |   |                                   |                  |       | Length of operation          |                    |               |                          |
|-----------------------------------|------------------|-----------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|--------------------|---------------|--------------------------|
|                                   | Total            | Small<br>(2-50) | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less | 6-15<br>years | More<br>than 15<br>years |
|                                   | a                | b               | c                  | d  | e                          | f                          | g                   | h                | i  | j   | k                                 | l                | m     | n                            | o                  | p             |                          |
|                                   | A                | B               | C                  | D  | E                          | F                          | G                   | H                | I  | J   | K                                 | L                | M     | N                            | O                  | P             |                          |
| Unweighted Total                  | 1013             | 794             | 219                | 710  | 235                        | 68                         | 666                 | 335              | 222  | 174   | 301                               | 51               | 265   | 115                          | 184                | 361           | 465                      |
| Weighted Total                    | 1013             | 983             | 30                 | 778  | 181                        | 54                         | 768                 | 238              | 289  | 259   | 337                               | 2                | 126   | 124                          | 213                | 373           | 427                      |
|                                   | 100%             | 100%            | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%               | 100%          | 100%                     |
| New product development           | 196              | 191             | 5                  | 153  | 33                         | 11                         | 160                 | 35               | 59   | 50  | 67                                | *                | 20    | 33                           | 44                 | 68            | 84                       |
|                                   | 19%              | 19%             | 16%                | 20%  | 18%                        | 20%                        | 21%                 | 15%              | 20%  | 19%   | 20%                               | 24%              | 16%   | 27%                          | 21%                | 18%           | 20%                      |
|                                   |                  |                 |                    |  |                            |                            | G                   |                  |  |   |                                   |                  | L     |                              |                    |               |                          |
| New business development          | 173              | 165             | 8                  | 124  | 35                         | 14                         | 125                 | 48               | 47   | 50  | 57                                | *                | 19    | 23                           | 38                 | 58            | 77                       |
|                                   | 17%              | 17%             | 26%                | 16%  | 19%                        | 26%                        | 16%                 | 20%              | 16%  | 19%   | 17%                               | 11%              | 15%   | 19%                          | 18%                | 16%           | 18%                      |
|                                   |                  |                 | A                  |  |                            | C                          |                     |                  |  |   |                                   |                  |       |                              |                    |               |                          |
| Recruiting the right staff        | 133              | 127             | 6                  | 102  | 23                         | 9                          | 86                  | 47               | 48   | 32  | 34                                | *                | 19    | 13                           | 18                 | 50            | 65                       |
|                                   | 13%              | 13%             | 21%                | 13%  | 13%                        | 16%                        | 11%                 | 20%              | 16%  | 12%   | 10%                               | 17%              | 15%   | 10%                          | 8%                 | 13%           | 15%                      |
|                                   |                  |                 | A                  |  |                            |                            | F                   |                  | J  |   |                                   |                  | j     |                              | n                  | N             |                          |
| Developing our website            | 97               | 95              | 2                  | 73   | 20                         | 3                          | 69                  | 28               | 27   | 28  | 28                                | *                | 13    | 11                           | 22                 | 40            | 35                       |
|                                   | 10%              | 10%             | 6%                 | 9%   | 11%                        | 6%                         | 9%                  | 12%              | 9%   | 11%   | 8%                                | 9%               | 11%   | 9%                           | 10%                | 11%           | 8%                       |
|                                   |                  | b               |                    |  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                    |               |                          |
| Having a good accountant          | 80               | 79              | 1                  | 65   | 12                         | 3                          | 68                  | 11               | 20   | 23  | 28                                | *                | 9     | 5                            | 20                 | 29            | 31                       |
|                                   | 8%               | 8%              | 4%                 | 8%   | 7%                         | 6%                         | 9%                  | 4%               | 7%   | 9%  | 8%                                | 2%               | 7%    | 4%                           | 9%                 | 8%            | 7%                       |
|                                   |                  | B               |                    |  |                            |                            | G                   |                  |  |   |                                   |                  |       |                              |                    |               |                          |
| Having a strong IT infrastructure | 72               | 69              | 4                  | 48   | 21                         | 3                          | 50                  | 22               | 13   | 15  | 38                                | *                | 7     | 16                           | 13                 | 34            | 25                       |
|                                   | 7%               | 7%              | 12%                | 6%   | 12%                        | 5%                         | 7%                  | 9%               | 4%   | 6%  | 11%                               | 12%              | 6%    | 13%                          | 6%                 | 9%            | 6%                       |
|                                   |                  |                 | A                  |  | C                          |                            |                     |                  |  |   | HIL                               | H                | HIL   |                              | p                  |               |                          |
| Training in digital skills        | 34               | 33              | 1                  | 20   | 12                         | 2                          | 21                  | 11               | 7  | 4   | 17                                | *                | 6     | 8                            | 3                  | 10            | 21                       |
|                                   | 3%               | 3%              | 3%                 | 3%   | 6%                         | 5%                         | 3%                  | 5%               | 2%   | 1%  | 5%                                | 4%               | 5%    | 6%                           | 1%                 | 3%            | 5%                       |
|                                   |                  |                 |                    | C  |                            |                            |                     |                  |  |   | I                                 |                  | i     | hl                           |                    | N             |                          |
| Loans/investment from banks       | 29               | 28              | 1                  | 25   | 2                          | 2                          | 22                  | 6                | 10   | 11  | 5                                 | *                | 3     | 3                            | 9                  | 9             | 10                       |
|                                   | 3%               | 3%              | 2%                 | 3%   | 1%                         | 3%                         | 3%                  | 2%               | 3%   | 4%  | 2%                                | 3%               | 2%    | 2%                           | 4%                 | 3%            | 2%                       |
|                                   |                  |                 | d                  |  |                            |                            |                     |                  |  | j   |                                   |                  |       |                              |                    |               |                          |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Second most challenging

Base: All respondents

|                                     | Size of business |                    | Seniority                                      |                            |                            | Company set up      |                  | Industry   |   |                                   |                  |       |                              | Length of operation |               |                          |      |
|-------------------------------------|------------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|---------------------|---------------|--------------------------|------|
|                                     | Small<br>(2-50)  | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less  | 6-15<br>years | More<br>than 15<br>years |      |
| Total                               | a                | b                  | c  | d                          | e                          | f                   | g                | h  | i   | j                                 | k                | l     | m                            | n                   | o             | p                        |      |
| Significance Level: 90%             | A                | B                  | C  | D                          | E                          | F                   | G                | H  | I   | J                                 | K                | L     | M                            | N                   | O             | P                        |      |
| Significance Level: 95%             |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Unweighted Total                    | 1013             | 794                | 219  | 710                        | 235                        | 68                  | 666              | 335  | 222   | 174                               | 301              | 51    | 265                          | 115                 | 184           | 361                      | 465  |
| Weighted Total                      | 1013             | 983                | 30   | 778                        | 181                        | 54                  | 768              | 238  | 289   | 259                               | 337              | 2     | 126                          | 124                 | 213           | 373                      | 427  |
|                                     | 100%             | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%                | 100%          | 100%                     | 100% |
| Investment from friends/family      | 24               | 24                 | -  | 21                         | 3                          | 1                   | 20               | 5  | 5   | 9                                 | 8                | -     | 3                            | -                   | 8             | 7                        | 9    |
|                                     | 2%               | 2%                 | -  | 3%                         | 2%                         | 1%                  | 3%               | 2%   | 2%  | 3%                                | 2%               | -     | 2%                           | -                   | 4%            | 2%                       | 2%   |
|                                     |                  | B                  |  |                            |                            |                     |                  |  |   | M                                 |                  |       |                              |                     |               |                          |      |
| Setting up a website                | 23               | 23                 | *  | 22                         | 1                          | -                   | 18               | 4  | 8   | 5                                 | 6                | *     | 3                            | 3                   | 6             | 7                        | 9    |
|                                     | 2%               | 2%                 | 1%   | 3%                         | 1%                         | -                   | 2%               | 2%   | 3%  | 2%                                | 2%               | 4%    | 2%                           | 2%                  | 3%            | 2%                       | 2%   |
|                                     |                  |                    | d  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Venture capital or Angel investment | 15               | 15                 | *  | 10                         | 5                          | -                   | 12               | 3  | 2   | 4                                 | 8                | -     | 2                            | 3                   | 7             | 6                        | 1    |
|                                     | 1%               | 1%                 | 1%   | 1%                         | 3%                         | -                   | 2%               | 1%   | 1%  | 1%                                | 2%               | -     | 1%                           | 2%                  | 4%            | 2%                       | *    |
|                                     |                  |                    | P  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     | P             | P                        |      |
| None of the above                   | 123              | 121                | 2  | 104                        | 12                         | 6                   | 106              | 16   | 40  | 26                                | 36               | *     | 20                           | 7                   | 20            | 49                       | 53   |
|                                     | 12%              | 12%                | 6%   | 13%                        | 7%                         | 11%                 | 14%              | 7%   | 14%   | 10%                               | 11%              | 10%   | 16%                          | 5%                  | 9%            | 13%                      | 12%  |
|                                     |                  | B                  |  | D                          |                            |                     | G                |  | M   |                                   | m                |       | ijM                          |                     |               |                          |      |
| Don't know                          | 13               | 13                 | 1  | 10                         | 3                          | *                   | 10               | 4  | 4   | 2                                 | 5                | *     | 3                            | 1                   | 4             | 4                        | 6    |
|                                     | 1%               | 1%                 | 2%   | 1%                         | 2%                         | 1%                  | 1%               | 2%   | 1%  | 1%                                | 2%               | 5%    | 2%                           | 1%                  | 2%            | 1%                       | 1%   |
|                                     |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  | hl    |                              |                     |               |                          |      |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Second most challenging

Base: All respondents

|                                   | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-----------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                   | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                             | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                   | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                  | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                    | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                   | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| New product development           | 196                               | 72                      | 124                     | 155                         | 24                                   | 17                        | 166          | 22         | 8                | 159  |
|                                   | 19%                               | 18%                     | 20%                     | 21%                         | 15%                                  | 13%                       | 21%          | 15%        | 11%              | 22%  |
| New business development          | 173                               | 65                      | 108                     | 120                         | 36                                   | 17                        | 141          | 24         | 8                | 128  |
|                                   | 17%                               | 16%                     | 18%                     | 17%                         | 23%                                  | 13%                       | 18%          | 16%        | 12%              | 18%  |
| Recruiting the right staff        | 133                               | 51                      | 82                      | 101                         | 24                                   | 8                         | 114          | 15         | 4                | 91   |
|                                   | 13%                               | 13%                     | 13%                     | 14%                         | 15%                                  | 6%                        | 14%          | 10%        | 6%               | 12%  |
| Developing our website            | 97                                | 36                      | 61                      | 88                          | 9                                    | -                         | 89           | 8          | -                | 78   |
|                                   | 10%                               | 9%                      | 10%                     | 12%                         | 6%                                   | -                         | 11%          | 5%         | -                | 11%  |
| Having a good accountant          | 80                                | 36                      | 44                      | 47                          | 14                                   | 19                        | 47           | 21         | 12               | 51   |
|                                   | 8%                                | 9%                      | 7%                      | 6%                          | 9%                                   | 15%                       | 6%           | 13%        | 18%              | 7%   |
| Having a strong IT infrastructure | 72                                | 31                      | 42                      | 62                          | 3                                    | 7                         | 64           | 7          | 2                | 58   |
|                                   | 7%                                | 8%                      | 7%                      | 9%                          | 2%                                   | 6%                        | 8%           | 5%         | 3%               | 8%   |
| Training in digital skills        | 34                                | 10                      | 24                      | 23                          | 8                                    | 3                         | 26           | 8          | -                | 22   |
|                                   | 3%                                | 3%                      | 4%                      | 3%                          | 5%                                   | 2%                        | 3%           | 5%         | -                | 3%   |
| Loans/investment from banks       | 29                                | 11                      | 17                      | 17                          | 5                                    | 7                         | 17           | 7          | 5                | 18   |
|                                   | 3%                                | 3%                      | 3%                      | 2%                          | 3%                                   | 5%                        | 2%           | 4%         | 7%               | 3%   |
| Investment from friends/family    | 24                                | 12                      | 12                      | 11                          | 8                                    | 5                         | 18           | 3          | 3                | 18   |
|                                   | 2%                                | 3%                      | 2%                      | 2%                          | 5%                                   | 4%                        | 2%           | 2%         | 5%               | 2%   |

Columns Tested: A,B - C,D,E - F,G,H - I

ComRes  
Fieldwork 29th August - 3rd September 2014

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Second most challenging

Base: All respondents

|                                     | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-------------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                     | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                               | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                     | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                    | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                      | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                     | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| Setting up a website                | 23                                | 10                      | 13                      | 6                           | 16                                   | 1                         | 19           | 4          | -                | 15   |
|                                     | 2%                                | 3%                      | 2%                      | 1%                          | 10%                                  | 1%                        | 2%           | 2%         | -                | 2%   |
|                                     |                                   |                         |                         | CE                          |                                      |                           |              |            |                  |      |
| Venture capital or Angel investment | 15                                | 4                       | 11                      | 10                          | 5                                    | -                         | 13           | 2          | -                | 11   |
|                                     | 1%                                | 1%                      | 2%                      | 1%                          | 3%                                   | -                         | 2%           | 1%         | -                | 1%   |
|                                     |                                   |                         |                         | ce                          |                                      |                           |              |            |                  |      |
| None of the above                   | 123                               | 49                      | 73                      | 75                          | 6                                    | 42                        | 66           | 31         | 26               | 72   |
|                                     | 12%                               | 12%                     | 12%                     | 10%                         | 4%                                   | 33%                       | 8%           | 20%        | 39%              | 10%  |
|                                     |                                   |                         |                         | D                           |                                      | CD                        |              | F          | FG               |      |
| Don't know                          | 13                                | 7                       | 7                       | 10                          | 2                                    | 2                         | 12           | 2          | *                | 10   |
|                                     | 1%                                | 2%                      | 1%                      | 1%                          | 1%                                   | 1%                        | 1%           | 1%         | *                | 1%   |

Columns Tested: A,B - C,D,E - F,G,H - I

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Third most challenging

Base: All respondents

|                                   | Size of business |                 | Seniority          |  |                            | Company set up             |                     | Industry         |  |   |                                   |                  |           | Length of operation          |                    |               |                          |
|-----------------------------------|------------------|-----------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-----------|------------------------------|--------------------|---------------|--------------------------|
|                                   | Total            | Small<br>(2-50) | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other     | IT,<br>Telco<br>and<br>media | 5 years<br>or less | 6-15<br>years | More<br>than 15<br>years |
|                                   | a                | b               | c                  | d  | e                          | f                          | g                   | h                | i  | j   | k                                 | l                | m         | n                            | o                  | p             |                          |
|                                   | A                | B               | C                  | D  | E                          | F                          | G                   | H                | I  | J   | K                                 | L                | M         | N                            | O                  | P             |                          |
| Unweighted Total                  | 1013             | 794             | 219                | 710  | 235                        | 68                         | 666                 | 335              | 222  | 174   | 301                               | 51               | 265       | 115                          | 184                | 361           | 465                      |
| Weighted Total                    | 1013             | 983             | 30                 | 778  | 181                        | 54                         | 768                 | 238              | 289  | 259   | 337                               | 2                | 126       | 124                          | 213                | 373           | 427                      |
|                                   | 100%             | 100%            | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%      | 100%                         | 100%               | 100%          | 100%                     |
| Recruiting the right staff        | 138<br>14%       | 132<br>13%      | 5<br>18%           | 104<br>13%                                     | 25<br>14%                  | 8<br>16%                   | 102<br>13%          | 35<br>15%        | 36<br>12%  | 34<br>13%   | 51<br>15%                         | *<br>17%         | 16<br>13% | 21<br>17%                    | 33<br>15%          | 48<br>13%     | 57<br>13%                |
| Developing our website            | 136<br>13%       | 133<br>14%      | 3<br>10%           | 107<br>14%                                     | 21<br>12%                  | 8<br>14%                   | 97<br>13%           | 37<br>16%        | 28<br>10%  | 46<br>18%   | 42<br>12%                         | *<br>11%         | 19<br>15% | 21<br>17%                    | 22<br>10%          | 61<br>16%     | 53<br>12%                |
|                                   |                  |                 |                    |  |                            |                            |                     |                  |  | H   |                                   | h                | h         |                              | n                  |               |                          |
| New product development           | 131<br>13%       | 125<br>13%      | 7<br>22%           | 97<br>12%                                      | 28<br>15%                  | 7<br>12%                   | 88<br>11%           | 43<br>18%        | 40<br>14%  | 20<br>8%  | 58<br>17%                         | *<br>8%          | 14<br>11% | 21<br>17%                    | 31<br>15%          | 51<br>14%     | 50<br>12%                |
|                                   |                  |                 | A                  |  |                            |                            | F                   |                  | i  |   | IkL                               |                  | I         |                              |                    |               |                          |
| New business development          | 122<br>12%       | 119<br>12%      | 3<br>11%           | 84<br>11%                                      | 31<br>17%                  | 8<br>15%                   | 77<br>10%           | 42<br>17%        | 43<br>15%  | 36<br>14%   | 29<br>9%                          | *<br>7%          | 14<br>11% | 10<br>8%                     | 28<br>13%          | 38<br>10%     | 56<br>13%                |
|                                   |                  |                 |                    | C  |                            |                            | F                   |                  | Jm   |   | j                                 |                  |           |                              |                    |               |                          |
| Having a good accountant          | 110<br>11%       | 109<br>11%      | 1<br>4%            | 89<br>11%                                      | 18<br>10%                  | 3<br>6%                    | 96<br>13%           | 14<br>6%         | 39<br>14%  | 32<br>12%   | 29<br>8%                          | *<br>9%          | 10<br>8%  | 8<br>6%                      | 20<br>9%           | 39<br>11%     | 50<br>12%                |
|                                   |                  | B               |                    |  |                            |                            | G                   |                  | jIM  |   | m                                 |                  |           |                              |                    |               |                          |
| Having a strong IT infrastructure | 79<br>8%         | 74<br>8%        | 4<br>15%           | 67<br>9%                                       | 10<br>6%                   | 2<br>3%                    | 62<br>8%            | 16<br>7%         | 18<br>6%   | 21<br>8%  | 25<br>7%                          | *<br>15%         | 14<br>11% | 8<br>7%                      | 16<br>8%           | 23<br>6%      | 40<br>9%                 |
|                                   |                  |                 | A                  |  |                            |                            |                     |                  |  |   |                                   | Hjm              | h         |                              |                    |               | o                        |
| Training in digital skills        | 58<br>6%         | 57<br>6%        | 1<br>3%            | 45<br>6%                                       | 13<br>7%                   | 1<br>1%                    | 53<br>7%            | 6<br>2%          | 9<br>3%  | 11<br>4%  | 34<br>10%                         | *<br>9%          | 5<br>4%   | 16<br>13%                    | 5<br>2%            | 24<br>7%      | 29<br>7%                 |
|                                   |                  |                 |                    | e  | e                          |                            | G                   |                  |  |   | HIL                               | HI               | HIL       |                              | N                  | N             |                          |
| Loans/investment from banks       | 39<br>4%         | 38<br>4%        | 1<br>2%            | 28<br>4%                                       | 6<br>3%                    | 5<br>9%                    | 29<br>4%            | 10<br>4%         | 15<br>5%   | 9<br>3%   | 12<br>4%                          | *<br>1%          | 3<br>2%   | 6<br>5%                      | 10<br>5%           | 12<br>3%      | 18<br>4%                 |
|                                   |                  |                 |                    |  |                            | Cd                         |                     |                  |  |   |                                   |                  |           |                              |                    |               | I                        |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Third most challenging

Base: All respondents

|                                     | Size of business |                    | Seniority                                      |                            |                            | Company set up      |                  | Industry   |   |                                   |                  |       |                              | Length of operation |               |                          |      |
|-------------------------------------|------------------|--------------------|--|----------------------------|----------------------------|---------------------|------------------|--|---|-----------------------------------|------------------|-------|------------------------------|---------------------|---------------|--------------------------|------|
|                                     | Small<br>(2-50)  | Medium<br>(51-250) | Board<br>level /<br>Senior<br>manage-<br>-ment | Middle<br>manage-<br>-ment | Junior<br>manage-<br>-ment | Company<br>founders | Non-<br>founders | Agriculture /<br>construction /<br>manufacturing<br>/ property | Retail /<br>transport /<br>wholesale<br>/<br>consumer<br>services | Business<br>services /<br>finance | Public<br>sector | Other | IT,<br>Telco<br>and<br>media | 5 years<br>or less  | 6-15<br>years | More<br>than 15<br>years |      |
| Total                               | a                | b                  | c  | d                          | e                          | f                   | g                | h  | i   | j                                 | k                | l     | m                            | n                   | o             | p                        |      |
| Significance Level: 90%             | A                | B                  | C  | D                          | E                          | F                   | G                | H  | I   | J                                 | K                | L     | M                            | N                   | O             | P                        |      |
| Significance Level: 95%             |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Unweighted Total                    | 1013             | 794                | 219  | 710                        | 235                        | 68                  | 666              | 335  | 222   | 174                               | 301              | 51    | 265                          | 115                 | 184           | 361                      | 465  |
| Weighted Total                      | 1013             | 983                | 30   | 778                        | 181                        | 54                  | 768              | 238  | 289   | 259                               | 337              | 2     | 126                          | 124                 | 213           | 373                      | 427  |
|                                     | 100%             | 100%               | 100%   | 100%                       | 100%                       | 100%                | 100%             | 100%   | 100%  | 100%                              | 100%             | 100%  | 100%                         | 100%                | 100%          | 100%                     | 100% |
| Setting up a website                | 27               | 27                 | *  | 19                         | 6                          | 2                   | 18               | 9  | 7   | 11                                | 6                | *     | 3                            | 1                   | 6             | 14                       | 8    |
|                                     | 3%               | 3%                 | 2%   | 2%                         | 3%                         | 3%                  | 2%               | 4%   | 2%  | 4%                                | 2%               | 4%    | 2%                           | 1%                  | 3%            | 4%                       | 2%   |
|                                     |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  |       |                              |                     |               | p                        |      |
| Venture capital or Angel investment | 19               | 18                 | 1  | 14                         | 4                          | 2                   | 14               | 5  | 2   | 7                                 | 9                | *     | 1                            | 4                   | 10            | 5                        | 4    |
|                                     | 2%               | 2%                 | 2%   | 2%                         | 2%                         | 4%                  | 2%               | 2%   | 1%  | 3%                                | 3%               | 2%    | 1%                           | 3%                  | 5%            | 1%                       | 1%   |
|                                     |                  |                    |  |                            |                            |                     |                  |  |   | hl                                | hL               |       | hL                           | OP                  |               |                          |      |
| Investment from friends/family      | 17               | 17                 | 1  | 10                         | 4                          | 2                   | 15               | 2  | 9   | 4                                 | 1                | *     | 4                            | -                   | 8             | 6                        | 4    |
|                                     | 2%               | 2%                 | 2%   | 1%                         | 2%                         | 5%                  | 2%               | 1%   | 3%  | 1%                                | *                | 2%    | 3%                           | -                   | 4%            | 2%                       | 1%   |
|                                     |                  |                    |  |                            |                            | C                   |                  |  | Jm  |                                   |                  | jm    | Jm                           | P                   |               |                          |      |
| None of the above                   | 123              | 121                | 2  | 104                        | 12                         | 6                   | 106              | 16   | 40  | 26                                | 36               | *     | 20                           | 7                   | 20            | 49                       | 53   |
|                                     | 12%              | 12%                | 6%   | 13%                        | 7%                         | 11%                 | 14%              | 7%   | 14%   | 10%                               | 11%              | 10%   | 16%                          | 5%                  | 9%            | 13%                      | 12%  |
|                                     |                  | B                  | D  | G                          | M                          | m                   | ijM              |  |   |                                   |                  |       |                              |                     |               |                          |      |
| Don't know                          | 13               | 13                 | 1  | 10                         | 3                          | *                   | 10               | 4  | 4   | 2                                 | 5                | *     | 3                            | 1                   | 4             | 4                        | 6    |
|                                     | 1%               | 1%                 | 2%   | 1%                         | 2%                         | 1%                  | 1%               | 2%   | 1%  | 1%                                | 2%               | 5%    | 2%                           | 1%                  | 2%            | 1%                       | 1%   |
|                                     |                  |                    |  |                            |                            |                     |                  |  |   |                                   |                  | hl    |                              |                     |               |                          |      |

Columns Tested: A,B - C,D,E - F,G - H,I,J,K,L,M - N,O,P

## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Third most challenging

Base: All respondents

|                                   | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-----------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                   | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                             | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                   | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                  | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                    | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                   | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| Recruiting the right staff        | 138                               | 45                      | 92                      | 113                         | 13                                   | 12                        | 116          | 14         | 8                | 101  |
|                                   | 14%                               | 11%                     | 15%                     | 16%                         | 8%                                   | 9%                        | 15%          | 9%         | 11%              | 14%  |
|                                   |                                   |                         |                         | De                          |                                      |                           | g            |            |                  |      |
| Developing our website            | 136                               | 58                      | 78                      | 112                         | 22                                   | 2                         | 122          | 13         | -                | 118  |
|                                   | 13%                               | 15%                     | 13%                     | 15%                         | 13%                                  | 1%                        | 15%          | 9%         | -                | 16%  |
|                                   |                                   |                         |                         | E                           | E                                    |                           | gH           | H          |                  |      |
| New product development           | 131                               | 37                      | 94                      | 102                         | 19                                   | 11                        | 106          | 19         | 7                | 99   |
|                                   | 13%                               | 9%                      | 15%                     | 14%                         | 12%                                  | 9%                        | 13%          | 12%        | 10%              | 14%  |
|                                   |                                   |                         | A                       |                             |                                      |                           |              |            |                  |      |
| New business development          | 122                               | 45                      | 77                      | 96                          | 16                                   | 11                        | 97           | 20         | 6                | 89   |
|                                   | 12%                               | 11%                     | 12%                     | 13%                         | 10%                                  | 9%                        | 12%          | 13%        | 9%               | 12%  |
| Having a good accountant          | 110                               | 53                      | 57                      | 71                          | 18                                   | 21                        | 79           | 20         | 11               | 70   |
|                                   | 11%                               | 13%                     | 9%                      | 10%                         | 11%                                  | 17%                       | 10%          | 13%        | 16%              | 10%  |
|                                   |                                   | B                       |                         |                             | C                                    |                           |              |            |                  |      |
| Having a strong IT infrastructure | 79                                | 27                      | 52                      | 58                          | 13                                   | 7                         | 68           | 6          | 5                | 63   |
|                                   | 8%                                | 7%                      | 8%                      | 8%                          | 8%                                   | 6%                        | 9%           | 4%         | 7%               | 9%   |
|                                   |                                   |                         |                         |                             |                                      |                           | g            |            |                  |      |
| Training in digital skills        | 58                                | 23                      | 35                      | 40                          | 8                                    | 10                        | 44           | 15         | -                | 43   |
|                                   | 6%                                | 6%                      | 6%                      | 5%                          | 5%                                   | 8%                        | 6%           | 9%         | -                | 6%   |
|                                   |                                   |                         |                         |                             |                                      |                           | h            | fH         |                  |      |
| Loans/investment from banks       | 39                                | 16                      | 23                      | 22                          | 15                                   | 2                         | 33           | 6          | -                | 27   |
|                                   | 4%                                | 4%                      | 4%                      | 3%                          | 9%                                   | 1%                        | 4%           | 4%         | -                | 4%   |
|                                   |                                   |                         |                         |                             | CE                                   |                           |              |            |                  |      |
| Setting up a website              | 27                                | 13                      | 14                      | 7                           | 19                                   | 2                         | 23           | 3          | 1                | 15   |
|                                   | 3%                                | 3%                      | 2%                      | 1%                          | 12%                                  | 1%                        | 3%           | 2%         | 2%               | 2%   |
|                                   |                                   |                         |                         |                             | CE                                   |                           |              |            |                  |      |

Columns Tested: A,B - C,D,E - F,G,H - I

ComRes  
Fieldwork 29th August - 3rd September 2014



## Survey of Business Decision Makers (SMB)

### 5. Which, if any, of the following, are the top priorities for your business right now?

#### Third most challenging

Base: All respondents

|                                     | Customer base                     |                         | Business website status |                             |                                      | Business website attitude |              |            | Use social media |      |
|-------------------------------------|-----------------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|---------------------------|--------------|------------|------------------|------|
|                                     | Mainly individual customers (B2C) | Mainly businesses (B2B) | Have a website          | Building / planning website | No website and no plans to build one | Essential                 | Nice to have | Not needed |                  |      |
| Total                               | a                                 | b                       | c                       | d                           | e                                    | f                         | g            | h          | i                |      |
|                                     | A                                 | B                       | C                       | D                           | E                                    | F                         | G            | H          | I                |      |
| Unweighted Total                    | 1013                              | 408                     | 605                     | 781                         | 131                                  | 101                       | 831          | 127        | 55               | 761  |
| Weighted Total                      | 1013                              | 395                     | 618                     | 726                         | 160                                  | 127                       | 793          | 153        | 67               | 732  |
|                                     | 100%                              | 100%                    | 100%                    | 100%                        | 100%                                 | 100%                      | 100%         | 100%       | 100%             | 100% |
| Venture capital or Angel investment | 19                                | 9                       | 10                      | 16                          | 4                                    | -                         | 17           | 2          | -                | 13   |
|                                     | 2%                                | 2%                      | 2%                      | 2%                          | 2%                                   | -                         | 2%           | 1%         | -                | 2%   |
| Investment from friends/family      | 17                                | 11                      | 6                       | 4                           | 7                                    | 6                         | 10           | 4          | 4                | 11   |
|                                     | 2%                                | 3%                      | 1%                      | 1%                          | 5%                                   | 5%                        | 1%           | 3%         | 5%               | 2%   |
|                                     |                                   | B                       |                         | C                           | C                                    |                           |              | F          |                  |      |
| None of the above                   | 123                               | 49                      | 73                      | 75                          | 6                                    | 42                        | 66           | 31         | 26               | 72   |
|                                     | 12%                               | 12%                     | 12%                     | 10%                         | 4%                                   | 33%                       | 8%           | 20%        | 39%              | 10%  |
|                                     |                                   |                         | D                       |                             | CD                                   |                           |              | F          | FG               |      |
| Don't know                          | 13                                | 7                       | 7                       | 10                          | 2                                    | 2                         | 12           | 2          | *                | 10   |
|                                     | 1%                                | 2%                      | 1%                      | 1%                          | 1%                                   | 1%                        | 1%           | 1%         | *                | 1%   |

Columns Tested: A,B - C,D,E - F,G,H - I