

Bell Pottinger / Virgin Media – Business survey

SMB

METHODOLOGY NOTE

ComRes interviewed 1013 decision makers within British businesses of 2-250 employees online between 29th August and 3rd September 2014. Data were weighted to be representative of company size and broad business sectors.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Summary table

Base: All company founders

	Top three priorities	First priority	Second priority	Third priority
Unweighted Total	666	666	666	666
Weighted Total	768	768	768	768
	100%	100%	100%	100%
New business development	491 64%	263 34%	142 19%	86 11%
Recruiting the right staff	367 48%	125 16%	143 19%	98 13%
Having a good accountant	306 40%	53 7%	101 13%	153 20%
New product development	246 32%	66 9%	82 11%	98 13%
Setting up a website	171 22%	44 6%	60 8%	68 9%
Loans/investment from banks	148 19%	59 8%	47 6%	42 5%
Having a strong IT infrastructure	141 18%	36 5%	38 5%	67 9%
Investment from friends/family	107 14%	29 4%	35 5%	42 6%
Developing our website	90 12%	15 2%	40 5%	34 4%
Training in digital skills	49 6%	9 1%	16 2%	25 3%
Venture capital or Angel investment	29 4%	16 2%	11 1%	2 *
None of the above	41 5%	41 5%	41 5%	41 5%
Don't know	12 2%	12 2%	12 2%	12 2%

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Top three priorities

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
New business development	491	485	6	446	34	11	491	-	129	114	201	*	47	72	128	190	174
	64%	64%	58%	66%	45%	61%	64%	-	61%	57%	73%	41%	59%	67%	69%	60%	65%
				D					k		HIKL		K	o			
Recruiting the right staff	367	360	7	310	47	10	367	-	118	103	110	*	36	46	85	135	146
	48%	48%	67%	46%	63%	54%	48%	-	56%	51%	40%	36%	45%	43%	46%	43%	55%
			A		C				JklM	J				nO			
Having a good accountant	306	304	2	271	31	4	306	-	86	78	112	*	30	44	75	135	96
	40%	40%	18%	40%	42%	20%	40%	-	41%	39%	40%	35%	37%	41%	40%	43%	36%
		B														p	
New product development	246	242	4	216	23	6	246	-	74	50	104	*	18	44	57	98	91
	32%	32%	37%	32%	31%	35%	32%	-	35%	25%	37%	26%	23%	41%	30%	31%	34%
				iL					iL		IL		IL				
Setting up a website	171	170	2	153	16	2	171	-	30	57	64	*	20	26	61	80	31
	22%	22%	15%	23%	22%	10%	22%	-	15%	28%	23%	23%	25%	24%	33%	26%	11%
				H					H	H			H	h	P	P	
Loans/investment from banks	148	145	2	128	15	5	148	-	63	44	28	*	13	11	22	50	75
	19%	19%	25%	19%	20%	27%	19%	-	30%	22%	10%	6%	16%	10%	12%	16%	28%
				JKLM					JKLM	JkM			j				NO
Having a strong IT infrastructure	141	138	3	122	18	1	141	-	16	32	81	*	12	31	25	61	56
	18%	18%	32%	18%	24%	7%	18%	-	8%	16%	29%	24%	15%	28%	14%	19%	21%
			A						H	HIL	H	H	HIL				n
Investment from friends/family	107	106	*	90	15	2	107	-	35	42	21	*	8	5	33	38	36
	14%	14%	5%	13%	20%	10%	14%	-	17%	21%	8%	15%	10%	5%	18%	12%	13%
		B		c					JIM	JLM		m					

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

Survey of Business Decision Makers (SMB)

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Top three priorities

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Developing our website	90	89	1	73	11	5	90	-	4	39	34	*	13	16	43	39	8
	12%	12%	12%	11%	15%	29%	12%	-	2%	19%	12%	16%	16%	15%	23%	12%	3%
						C				Hj	H	H	H	H	OP	P	
Training in digital skills	49	48	1	46	1	2	49	-	9	4	31	*	5	16	5	33	11
	6%	6%	8%	7%	2%	10%	6%	-	4%	2%	11%	18%	7%	15%	3%	10%	4%
				d							HI	HI	i	HIL		NP	
Venture capital or Angel investment	29	29	1	24	4	2	29	-	9	7	10	-	3	8	13	13	4
	4%	4%	8%	4%	5%	10%	4%	-	4%	4%	4%	-	4%	7%	7%	4%	2%
															P	p	
None of the above	41	40	*	36	3	2	41	-	15	7	8	*	11	1	3	19	19
	5%	5%	3%	5%	4%	9%	5%	-	7%	4%	3%	15%	13%	1%	1%	6%	7%
									jM			IJM	hIJM			N	N
Don't know	12	12	*	12	-	-	12	-	4	4	4	*	1	-	1	4	7
	2%	2%	2%	2%	-	-	2%	-	2%	2%	1%	5%	1%	-	1%	1%	2%
												M					

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Top three priorities

Base: All company founders

	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	666	400	460	113	93	514	103	49	503
Weighted Total	768	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%
New business development	491	317	333	93	64	376	83	32	372
	64%	70%	65%	69%	53%	65%	65%	54%	67%
		A	E	E					
Recruiting the right staff	367	203	262	59	46	287	55	25	267
	48%	45%	51%	44%	38%	49%	43%	42%	48%
		b	E						
Having a good accountant	306	175	170	70	66	207	62	37	213
	40%	39%	33%	52%	55%	36%	48%	62%	38%
			C	C			F	F	
New product development	246	174	179	36	31	200	32	13	193
	32%	39%	35%	26%	26%	35%	25%	22%	35%
		A	d			gh			
Setting up a website	171	87	150	21	-	162	7	2	150
	22%	19%	29%	16%	-	28%	6%	3%	27%
		B	DE	E		GH			
Loans/investment from banks	148	73	86	29	33	99	33	16	86
	19%	16%	17%	21%	28%	17%	26%	26%	15%
		B			C		F		
Having a strong IT infrastructure	141	98	86	33	22	102	28	11	101
	18%	22%	17%	24%	18%	18%	22%	19%	18%
		A		c					
Investment from friends/family	107	50	58	25	24	70	23	13	66
	14%	11%	11%	19%	20%	12%	18%	22%	12%
		B		C	C		f	F	
Developing our website	90	30	80	9	-	87	3	-	77
	12%	7%	16%	7%	-	15%	2%	-	14%
		B	DE	E		GH			

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

ComRes
Fieldwork 29th August - 3rd September 2014

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Top three priorities

Base: All company founders

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	a	b	c	d	e	f	g	h	i
	A	B	C	D	E	F	G	H	I
Unweighted Total	666	400	460	113	93	514	103	49	503
Weighted Total	768	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Training in digital skills	49 6%	37 8% A	27 5%	10 8%	12 10% c	33 6%	13 10% f	3 5%	34 6%
Venture capital or Angel investment	29 4%	21 5%	24 5% E	6 4% E	- -	28 5%	2 1%	- -	26 5%
None of the above	41 5%	23 5%	21 4%	5 3%	15 12% CD	22 4%	12 9% F	7 12% F	19 3%
Don't know	12 2%	6 1%	7 1%	- -	6 5% CD	8 1%	3 2%	2 3%	11 2%

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

First priority

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
New business development	263	261	3	241	18	4	263	-	64	53	122	*	23	35	69	99	95
	34%	34%	26%	36%	24%	20%	34%	-	31%	27%	44%	23%	29%	33%	37%	32%	35%
				D													
Recruiting the right staff	125	123	2	100	22	3	125	-	39	46	29	*	11	10	22	52	51
	16%	16%	21%	15%	29%	19%	16%	-	19%	23%	11%	23%	13%	10%	12%	17%	19%
				C					Jm	JLM		jm					n
New product development	66	65	1	59	4	3	66	-	24	11	23	*	8	14	17	31	18
	9%	9%	7%	9%	5%	15%	9%	-	11%	5%	8%	11%	10%	13%	9%	10%	7%
									i								
Loans/investment from banks	59	58	1	52	4	3	59	-	27	19	8	*	5	5	12	24	23
	8%	8%	14%	8%	6%	18%	8%	-	13%	10%	3%	3%	6%	5%	6%	8%	9%
			a						JLM	J							
Having a good accountant	53	53	-	46	7	-	53	-	10	12	25	-	6	10	10	23	19
	7%	7%	-	7%	10%	-	7%	-	5%	6%	9%	-	7%	10%	6%	7%	7%
Setting up a website	44	43	*	43	*	-	44	-	5	18	13	*	8	7	12	18	14
	6%	6%	5%	6%	*	-	6%	-	2%	9%	5%	10%	9%	6%	7%	6%	5%
				D						H		h	Hj				
Having a strong IT infrastructure	36	35	1	27	10	-	36	-	2	9	23	*	2	11	5	18	14
	5%	5%	12%	4%	13%	-	5%	-	1%	4%	8%	5%	3%	10%	3%	6%	5%
			A		C					h	HL			HL			
Investment from friends/family	29	29	*	27	1	2	29	-	10	11	5	*	3	1	17	8	5
	4%	4%	3%	4%	1%	10%	4%	-	5%	5%	2%	5%	4%	1%	9%	2%	2%
				D						j					OP		

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

First priority

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	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Venture capital or Angel investment	16	16	*	16	*	-	16	-	5	4	6	-	1	5	7	6	3
	2%	2%	2%	2%	*	-	2%	-	2%	2%	2%	-	1%	5%	4%	2%	1%
													L	p			
Developing our website	15	15	*	10	5	-	15	-	2	5	6	-	2	5	10	5	*
	2%	2%	2%	2%	7%	-	2%	-	1%	3%	2%	-	2%	5%	6%	2%	*
				C									H	OP	p		
Training in digital skills	9	8	*	6	1	2	9	-	2	2	4	-	1	1	*	8	1
	1%	1%	3%	1%	1%	10%	1%	-	1%	1%	1%	-	1%	1%	*	3%	*
						Cd										nP	
None of the above	41	40	*	36	3	2	41	-	15	7	8	*	11	1	3	19	19
	5%	5%	3%	5%	4%	9%	5%	-	7%	4%	3%	15%	13%	1%	1%	6%	7%
									jM			IJM	hIJM		N	N	
Don't know	12	12	*	12	-	-	12	-	4	4	4	*	1	-	1	4	7
	2%	2%	2%	2%	-	-	2%	-	2%	2%	1%	5%	1%	-	1%	1%	2%
												M					

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

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First priority

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
New business development	263	78	185	187	44	32	207	40	16	204
	34%	25%	41%	36%	33%	27%	36%	31%	27%	37%
		A	e							
Recruiting the right staff	125	65	60	82	21	23	89	24	13	89
	16%	21%	13%	16%	15%	19%	15%	19%	22%	16%
		B								
New product development	66	19	47	53	10	2	59	5	2	53
	9%	6%	10%	10%	8%	2%	10%	4%	3%	9%
		A	e	E			g			
Loans/investment from banks	59	36	23	36	14	10	42	13	5	31
	8%	12%	5%	7%	10%	8%	7%	10%	8%	5%
		B								
Having a good accountant	53	19	34	22	13	19	30	14	9	36
	7%	6%	8%	4%	9%	16%	5%	11%	15%	6%
				C	C		F	F		
Setting up a website	44	27	17	39	5	-	41	2	1	37
	6%	8%	4%	8%	4%	-	7%	1%	2%	7%
		B		E	e		G			
Having a strong IT infrastructure	36	14	22	19	10	7	27	6	2	22
	5%	4%	5%	4%	7%	6%	5%	5%	4%	4%
Investment from friends/family	29	19	10	15	10	5	18	10	1	24
	4%	6%	2%	3%	7%	4%	3%	8%	2%	4%
		B		C			F			
Venture capital or Angel investment	16	4	12	14	2	-	16	-	-	14
	2%	1%	3%	3%	1%	-	3%	-	-	3%
							g			

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

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Total	a	b	c	d	e	f	g	h	i	
	A	B	C	D	E	F	G	H	I	
Unweighted Total	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Developing our website	15	10	6	14	1	-	15	1	-	14
	2%	3%	1%	3%	1%	-	3%	*	-	3%
Training in digital skills	9	2	6	4	2	3	8	-	1	4
	1%	1%	1%	1%	1%	2%	1%	-	2%	1%
None of the above	41	17	23	21	5	15	22	12	7	19
	5%	5%	5%	4%	3%	12%	4%	9%	12%	3%
						CD		F	F	
Don't know	12	6	6	7	-	6	8	3	2	11
	2%	2%	1%	1%	-	5%	1%	2%	3%	2%
						CD				

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Second priority

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Recruiting the right staff	143	140	3	127	13	3	143	-	43	39	48	*	14	21	40	50	53
	19%	18%	30%	19%	18%	17%	19%	-	20%	19%	17%	13%	17%	20%	21%	16%	20%
			A														
New business development	142	140	2	130	9	3	142	-	34	35	57	*	16	25	41	48	53
	19%	18%	19%	19%	13%	17%	19%	-	16%	18%	21%	8%	20%	23%	22%	15%	20%
															o		
Having a good accountant	101	100	1	92	9	-	101	-	35	18	38	*	9	12	23	51	27
	13%	13%	7%	14%	12%	-	13%	-	17%	9%	14%	20%	12%	11%	12%	16%	10%
									i							P	
New product development	82	81	1	71	11	*	82	-	21	19	37	*	5	17	17	30	35
	11%	11%	8%	11%	14%	1%	11%	-	10%	10%	13%	10%	6%	16%	9%	9%	13%
											L			L			
Setting up a website	60	59	1	48	12	-	60	-	12	23	21	*	4	5	23	32	5
	8%	8%	5%	7%	16%	-	8%	-	6%	12%	8%	5%	5%	5%	13%	10%	2%
					C										P	P	
Loans/investment from banks	47	46	1	41	4	2	47	-	24	9	10	*	3	3	1	10	36
	6%	6%	7%	6%	6%	9%	6%	-	11%	5%	4%	3%	4%	2%	*	3%	13%
									IJLM							N	NO
Developing our website	40	40	*	32	3	5	40	-	2	21	12	*	5	8	16	22	2
	5%	5%	4%	5%	4%	29%	5%	-	1%	11%	4%	13%	6%	7%	8%	7%	1%
					CD					HJ	h	Hj	H	H	P	P	
Having a strong IT infrastructure	38	37	1	33	4	1	38	-	6	9	18	*	5	5	7	20	11
	5%	5%	8%	5%	5%	7%	5%	-	3%	4%	7%	8%	7%	5%	4%	6%	4%
										h							

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Second priority

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Investment from friends/family	35	35	-	32	3	-	35	-	12	12	9	-	2	1	6	14	16
	5%	5%	-	5%	5%	-	5%	-	6%	6%	3%	-	3%	1%	3%	4%	6%
		b							m	m							
Training in digital skills	16	16	*	16	*	-	16	-	-	2	12	-	2	7	3	8	5
	2%	2%	2%	2%	*	-	2%	-	-	1%	4%	-	3%	6%	2%	2%	2%
										Hi			H	HI			
Venture capital or Angel investment	11	11	*	7	3	2	11	-	4	2	4	-	2	3	5	5	*
	1%	1%	5%	1%	4%	10%	1%	-	2%	1%	1%	-	2%	2%	3%	2%	*
			A		C	C									P	p	
None of the above	41	40	*	36	3	2	41	-	15	7	8	*	11	1	3	19	19
	5%	5%	3%	5%	4%	9%	5%	-	7%	4%	3%	15%	13%	1%	1%	6%	7%
									jM			IJM	hIJM		N	N	
Don't know	12	12	*	12	-	-	12	-	4	4	4	*	1	-	1	4	7
	2%	2%	2%	2%	-	-	2%	-	2%	2%	1%	5%	1%	-	1%	1%	2%
												M					

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Second priority

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Recruiting the right staff	143	63	80	109	19	15	114	20	9	104
	19%	20%	18%	21%	14%	13%	20%	16%	15%	19%
				de						
New business development	142	59	83	86	36	20	104	26	12	107
	19%	19%	18%	17%	27%	16%	18%	21%	19%	19%
				Ce						
Having a good accountant	101	42	58	48	30	22	66	20	15	68
	13%	13%	13%	9%	22%	19%	11%	16%	25%	12%
				C	C				F	
New product development	82	22	60	61	7	14	66	11	5	69
	11%	7%	13%	12%	5%	12%	11%	9%	8%	12%
			A	D	d					
Setting up a website	60	26	34	54	6	-	59	1	-	51
	8%	8%	7%	11%	5%	-	10%	*	-	9%
			dE	E			GH			
Loans/investment from banks	47	21	26	27	7	12	28	15	4	27
	6%	7%	6%	5%	5%	10%	5%	12%	6%	5%
					c			F		
Developing our website	40	27	14	37	4	-	38	2	-	36
	5%	8%	3%	7%	3%	-	7%	1%	-	6%
		B	dE				Gh			
Having a strong IT infrastructure	38	12	26	25	6	7	27	8	2	31
	5%	4%	6%	5%	4%	6%	5%	7%	4%	5%
Investment from friends/family	35	14	21	20	7	8	27	4	5	18
	5%	4%	5%	4%	5%	7%	5%	3%	8%	3%
Training in digital skills	16	4	12	10	5	1	10	6	-	9
	2%	1%	3%	2%	4%	*	2%	5%	-	2%
							f			

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Second priority

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Venture capital or Angel investment	11	3	8	7	4	-	11	-	-	9
	1%	1%	2%	1%	3%	-	2%	-	-	2%
None of the above	41	17	23	21	5	15	22	12	7	19
	5%	5%	5%	4%	3%	12%	4%	9%	12%	3%
						CD		F	F	
Don't know	12	6	6	7	-	6	8	3	2	11
	2%	2%	1%	1%	-	5%	1%	2%	3%	2%
						CD				

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Third priority

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Having a good accountant	153	152	1	134	15	4	153	-	41	48	49	*	15	22	42	61	50
	20%	20%	12%	20%	21%	20%	20%	-	20%	24%	18%	15%	18%	21%	22%	19%	19%
Recruiting the right staff	98	97	2	83	12	3	98	-	36	18	33	-	12	14	24	33	42
	13%	13%	16%	12%	16%	18%	13%	-	17%	9%	12%	-	15%	13%	13%	11%	16%
									iK		k		k	k			o
New product development	98	96	2	86	9	3	98	-	29	20	44	*	5	13	22	38	38
	13%	13%	21%	13%	12%	19%	13%	-	14%	10%	16%	5%	7%	12%	12%	12%	14%
			a						L		L						
New business development	86	84	1	75	6	4	86	-	30	25	22	*	8	12	17	42	27
	11%	11%	13%	11%	8%	24%	11%	-	14%	13%	8%	10%	10%	11%	9%	14%	10%
					d				j								
Setting up a website	68	67	1	62	4	2	68	-	14	16	30	*	8	14	25	30	12
	9%	9%	5%	9%	5%	10%	9%	-	7%	8%	11%	8%	10%	13%	14%	10%	5%
													h		P	P	
Having a strong IT infrastructure	67	66	1	63	5	-	67	-	9	14	40	*	5	15	14	23	31
	9%	9%	12%	9%	6%	-	9%	-	4%	7%	14%	11%	6%	14%	7%	7%	11%
											HIL			HL			
Investment from friends/family	42	42	*	32	11	-	42	-	13	19	7	*	3	3	10	17	15
	6%	6%	2%	5%	14%	-	6%	-	6%	10%	2%	10%	4%	3%	5%	5%	6%
					C				j	JLM		J					
Loans/investment from banks	42	41	*	35	6	-	42	-	12	16	9	-	5	3	10	16	16
	5%	5%	3%	5%	8%	-	5%	-	6%	8%	3%	-	6%	2%	5%	5%	6%
									jm								

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Third priority

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Developing our website	34 4%	34 4%	1 7%	31 5%	3 4%	- -	34 4%	- -	* *	12 6%	16 6%	* 3%	6 7%	3 2%	17 9%	12 4%	5 2%
Training in digital skills	25 3%	24 3%	* 3%	24 4%	* *	- -	25 3%	- -	7 3%	- -	16 6%	* 18%	2 2%	8 7%	2 1%	17 5%	6 2%
Venture capital or Angel investment	2 *	2 *	* 1%	2 *	1 1%	- -	2 *	- -	- -	2 1%	- -	- -	1 1%	- -	- -	2 1%	1 *
None of the above	41 5%	40 5%	* 3%	36 5%	3 4%	2 9%	41 5%	- -	15 7%	7 4%	8 3%	* 15%	11 13%	1 1%	3 1%	19 6%	19 7%
Don't know	12 2%	12 2%	* 2%	12 2%	- -	- -	12 2%	- -	4 2%	4 2%	4 1%	* 5%	1 1%	- -	1 1%	4 1%	7 2%

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Third priority

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Having a good accountant	153	70	82	100	27	25	112	28	13	109
	20%	22%	18%	20%	20%	21%	19%	22%	22%	20%
Recruiting the right staff	98	36	63	71	20	8	84	11	4	73
	13%	11%	14%	14%	15%	7%	14%	8%	6%	13%
New product development	98	31	67	64	18	15	76	15	6	71
	13%	10%	15%	13%	14%	13%	13%	12%	11%	13%
New business development	86	36	50	60	13	12	64	17	5	61
	11%	11%	11%	12%	10%	10%	11%	13%	8%	11%
Setting up a website	68	31	37	57	10	-	62	5	1	62
	9%	10%	8%	11%	8%	-	11%	4%	1%	11%
Having a strong IT infrastructure	67	18	50	42	17	8	47	13	6	48
	9%	6%	11%	8%	13%	7%	8%	11%	11%	9%
Investment from friends/family	42	24	19	23	8	11	26	9	7	25
	6%	8%	4%	4%	6%	9%	4%	7%	12%	4%
Loans/investment from banks	42	17	24	23	8	11	29	5	7	28
	5%	6%	5%	4%	6%	9%	5%	4%	12%	5%
Developing our website	34	23	11	30	5	-	34	1	-	27
	4%	7%	2%	6%	3%	-	6%	*	-	5%
Training in digital skills	25	6	19	12	3	9	15	8	2	21
	3%	2%	4%	2%	2%	8%	3%	6%	3%	4%

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

Survey of Business Decision Makers (SMB)

1. When you originally set up the business, which, if any, of the following were the top priorities for the business?

Third priority

Base: All company founders

	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	666	400	460	113	93	514	103	49	503
Weighted Total	768	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Venture capital or Angel investment	2	2	2	-	-	1	2	-	2
	*	*	*	-	-	*	1%	-	*
							F		
None of the above	41	23	21	5	15	22	12	7	19
	5%	5%	4%	3%	12%	4%	9%	12%	3%
					CD		F	F	
Don't know	12	6	7	-	6	8	3	2	11
	2%	2%	1%	-	5%	1%	2%	3%	2%
					CD				

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Summary table

Base: All company founders

	Top three mentions	First most challenging	Second most challenging	Third most challenging
Unweighted Total	666	666	666	666
Weighted Total	768	768	768	768
	100%	100%	100%	100%
Understanding taxes and VAT	453	160	149	144
	59%	21%	19%	19%
Getting the right business advice	405	119	158	128
	53%	15%	21%	17%
Finding the right staff	389	161	126	102
	51%	21%	16%	13%
Investment	290	132	76	82
	38%	17%	10%	11%
Understanding what digital technology I needed	197	36	81	80
	26%	5%	11%	10%
Setting up a website	193	30	57	106
	25%	4%	7%	14%
Finding a business partner(s)	102	22	38	43
	13%	3%	5%	6%
Other	107	52	28	27
	14%	7%	4%	3%
Don't know	56	56	56	56
	7%	7%	7%	7%

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Top three mentions

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Understanding taxes and VAT	453	448	5	407	33	13	453	-	119	122	170	1	41	75	111	186	156
	59%	59%	53%	60%	44%	73%	59%	-	57%	61%	62%	53%	50%	70%	60%	59%	58%
			D		d				I	L			hL				
Getting the right business advice	405	401	4	357	39	9	405	-	114	110	140	1	41	63	98	165	142
	53%	53%	44%	53%	52%	53%	53%	-	54%	55%	51%	54%	51%	58%	53%	53%	53%
Finding the right staff	389	382	7	340	41	8	389	-	115	105	124	*	45	51	80	151	158
	51%	50%	71%	50%	54%	46%	51%	-	55%	52%	45%	39%	57%	48%	43%	48%	59%
			A						j			J					NO
Investment	290	285	5	242	38	10	290	-	92	85	82	*	30	37	80	111	99
	38%	38%	49%	36%	51%	54%	38%	-	44%	42%	30%	19%	38%	34%	43%	35%	37%
			a		C				JK	JK			k				
Understanding what digital technology I needed	197	194	3	170	23	3	197	-	38	46	89	*	23	25	46	94	57
	26%	26%	34%	25%	31%	18%	26%	-	18%	23%	32%	10%	28%	23%	25%	30%	21%
										HiK			Hk			P	
Setting up a website	193	191	2	166	22	5	193	-	34	72	66	*	19	26	59	84	49
	25%	25%	15%	25%	29%	27%	25%	-	16%	36%	24%	39%	24%	24%	32%	27%	18%
			b							HJLm	h	H	h		P	P	
Finding a business partner(s)	102	100	2	91	11	-	102	-	21	23	47	*	11	18	27	35	39
	13%	13%	18%	13%	15%	-	13%	-	10%	12%	17%	21%	13%	17%	15%	11%	15%
										h							
Other	107	106	1	99	7	-	107	-	40	11	41	*	15	12	26	41	40
	14%	14%	10%	15%	9%	-	14%	-	19%	5%	15%	5%	19%	11%	14%	13%	15%
									lm		l		l				

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Top three mentions

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	56	56	*	51	4	2	56	-	18	9	24	*	5	5	10	25	21
	7%	7%	2%	8%	5%	10%	7%	-	9%	4%	9%	20%	6%	5%	5%	8%	8%
		b										ljLM					

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Top three mentions

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Understanding taxes and VAT	453	191	262	288	92	73	331	83	39	324
	59%	60%	58%	56%	68%	61%	57%	64%	65%	58%
				C						
Getting the right business advice	405	168	237	252	84	69	285	86	34	290
	53%	53%	53%	49%	62%	58%	49%	67%	57%	52%
				C				F		
Finding the right staff	389	172	217	296	50	43	307	62	21	300
	51%	54%	48%	58%	37%	36%	53%	48%	35%	54%
				DE			H			
Investment	290	135	155	202	47	40	225	43	21	212
	38%	43%	34%	39%	35%	34%	39%	34%	35%	38%
		B								
Understanding what digital technology I needed	197	76	121	131	36	30	145	37	14	143
	26%	24%	27%	26%	26%	25%	25%	29%	24%	26%
Setting up a website	193	93	100	147	41	5	176	13	4	153
	25%	29%	22%	29%	30%	4%	30%	10%	7%	27%
		B		E	E		GH			
Finding a business partner(s)	102	34	68	63	31	8	77	20	5	68
	13%	11%	15%	12%	23%	7%	13%	16%	8%	12%
				CE						
Other	107	32	75	73	15	19	85	13	9	76
	14%	10%	17%	14%	11%	16%	15%	10%	14%	14%
			A							
Don't know	56	16	40	29	4	24	36	9	11	36
	7%	5%	9%	6%	3%	20%	6%	7%	18%	7%
			a			CD		FG		

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

ComRes
Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

First most challenging

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Finding the right staff	161	157	4	136	21	5	161	-	50	39	56	*	16	24	31	63	67
	21%	21%	39%	20%	28%	27%	21%	-	24%	20%	20%	16%	20%	22%	17%	20%	25%
			A														N
Understanding taxes and VAT	160	158	2	150	9	2	160	-	38	39	68	*	15	31	43	67	50
	21%	21%	17%	22%	12%	9%	21%	-	18%	20%	24%	35%	19%	29%	23%	21%	19%
			D									hl	hl				
Investment	132	130	1	110	14	8	132	-	50	37	30	-	15	12	40	51	41
	17%	17%	15%	16%	19%	44%	17%	-	24%	18%	11%	-	19%	11%	21%	16%	15%
						Cd			JKM	JK			JK				
Getting the right business advice	119	118	1	104	15	-	119	-	29	32	46	*	12	23	30	48	41
	15%	16%	11%	15%	20%	-	15%	-	14%	16%	17%	14%	15%	22%	16%	15%	15%
				e													
Understanding what digital technology I needed	36	35	1	31	5	-	36	-	4	14	13	*	5	3	6	15	15
	5%	5%	11%	5%	7%	-	5%	-	2%	7%	5%	5%	6%	3%	3%	5%	6%
			A							H			h				
Setting up a website	30	30	-	26	2	2	30	-	3	16	9	*	2	-	4	18	8
	4%	4%	-	4%	2%	10%	4%	-	2%	8%	3%	5%	2%	-	2%	6%	3%
										HjLM	m	M				n	
Finding a business partner(s)	22	21	*	18	3	-	22	-	5	7	7	*	3	3	4	9	8
	3%	3%	2%	3%	4%	-	3%	-	2%	4%	2%	5%	4%	3%	2%	3%	3%
Other	52	51	*	50	2	-	52	-	13	7	25	-	7	6	17	19	16
	7%	7%	4%	7%	2%	-	7%	-	6%	4%	9%	-	8%	6%	9%	6%	6%
				d							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)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

First most challenging

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	56	56	*	51	4	2	56	-	18	9	24	*	5	5	10	25	21
	7%	7%	2%	8%	5%	10%	7%	-	9%	4%	9%	20%	6%	5%	5%	8%	8%
		b										ljLM					

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

First most challenging

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Finding the right staff	161	68	93	119	23	20	123	31	8	122
	21%	22%	21%	23%	17%	17%	21%	24%	14%	22%
Understanding taxes and VAT	160	63	98	94	38	28	118	27	15	109
	21%	20%	22%	18%	28%	23%	20%	21%	26%	19%
Investment	132	60	72	93	19	20	100	19	14	92
	17%	19%	16%	18%	14%	17%	17%	14%	23%	16%
Getting the right business advice	119	58	61	80	22	17	86	27	6	93
	15%	18%	13%	16%	16%	14%	15%	21%	10%	17%
Understanding what digital technology I needed	36	18	19	23	9	4	29	7	-	31
	5%	6%	4%	5%	6%	4%	5%	5%	-	6%
Setting up a website	30	13	17	20	8	1	27	3	-	22
	4%	4%	4%	4%	6%	1%	5%	2%	-	4%
Finding a business partner(s)	22	7	14	15	5	2	16	3	2	15
	3%	2%	3%	3%	3%	2%	3%	2%	4%	3%
Other	52	13	38	40	8	4	46	3	3	39
	7%	4%	9%	8%	6%	3%	8%	2%	5%	7%
Don't know	56	16	40	29	4	24	36	9	11	36
	7%	5%	9%	6%	3%	20%	6%	7%	18%	7%
			a			CD				FG

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Second most challenging

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Getting the right business advice	158	156	2	141	11	6	158	-	43	42	57	*	15	20	39	60	60
	21%	21%	18%	21%	15%	36%	21%	-	20%	21%	21%	20%	19%	18%	21%	19%	22%
						d											
Understanding taxes and VAT	149	147	2	130	12	7	149	-	39	36	58	*	16	26	42	62	45
	19%	19%	18%	19%	16%	37%	19%	-	19%	18%	21%	8%	20%	24%	23%	20%	17%
						d							k				
Finding the right staff	126	124	1	113	11	2	126	-	39	33	38	*	15	17	33	46	46
	16%	16%	14%	17%	14%	9%	16%	-	19%	17%	14%	10%	19%	16%	18%	15%	17%
Understanding what digital technology I needed	81	79	1	64	15	1	81	-	9	23	39	-	9	13	14	43	24
	11%	10%	15%	10%	20%	7%	11%	-	4%	12%	14%	-	12%	12%	8%	14%	9%
					C					Hk	Hk		Hk	Hk		np	
Investment	76	74	2	63	12	-	76	-	27	20	22	*	7	11	16	29	30
	10%	10%	18%	9%	17%	-	10%	-	13%	10%	8%	13%	9%	10%	9%	9%	11%
			A		C												
Setting up a website	57	57	*	54	3	-	57	-	9	28	14	*	6	8	19	26	11
	7%	7%	4%	8%	4%	-	7%	-	4%	14%	5%	16%	7%	7%	10%	8%	4%
										HJ		HJ			P	p	
Finding a business partner(s)	38	37	1	35	2	-	38	-	8	7	18	*	4	6	9	12	17
	5%	5%	6%	5%	3%	-	5%	-	4%	4%	7%	8%	5%	6%	5%	4%	6%
Other	28	27	*	24	4	-	28	-	17	2	7	*	2	1	3	10	14
	4%	4%	5%	4%	5%	-	4%	-	8%	1%	2%	5%	3%	1%	2%	3%	5%
									IJIM							n	
Don't know	56	56	*	51	4	2	56	-	18	9	24	*	5	5	10	25	21
	7%	7%	2%	8%	5%	10%	7%	-	9%	4%	9%	20%	6%	5%	5%	8%	8%
		b										IJLM					

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Second most challenging

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Getting the right business advice	158	54	105	89	37	31	109	37	12	111
	21%	17%	23%	17%	28%	26%	19%	29%	20%	20%
			a	C	C		F			
Understanding taxes and VAT	149	64	85	97	28	23	109	26	14	107
	19%	20%	19%	19%	21%	19%	19%	20%	23%	19%
Finding the right staff	126	62	64	102	13	10	105	13	8	101
	16%	20%	14%	20%	10%	9%	18%	10%	13%	18%
		b	DE				G			
Understanding what digital technology I needed	81	28	53	58	15	7	61	15	5	53
	11%	9%	12%	11%	11%	6%	11%	11%	8%	10%
Investment	76	40	36	52	13	10	61	12	3	56
	10%	13%	8%	10%	10%	9%	10%	9%	5%	10%
		B								
Setting up a website	57	34	23	45	9	4	51	2	4	47
	7%	11%	5%	9%	7%	3%	9%	1%	7%	8%
		B		e			G		g	
Finding a business partner(s)	38	7	31	24	12	2	28	8	1	24
	5%	2%	7%	5%	9%	2%	5%	6%	2%	4%
		A		cE						
Other	28	11	16	16	4	8	19	7	2	22
	4%	4%	4%	3%	3%	7%	3%	5%	3%	4%
Don't know	56	16	40	29	4	24	36	9	11	36
	7%	5%	9%	6%	3%	20%	6%	7%	18%	7%
		a				CD			FG	

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Third most challenging

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Understanding taxes and VAT	144	142	2	128	11	5	144	-	42	48	45	*	9	17	26	57	61
	19%	19%	17%	19%	15%	26%	19%	-	20%	24%	16%	10%	11%	16%	14%	18%	23%
									L	jL						N	
Getting the right business advice	128	127	1	113	13	3	128	-	43	36	37	*	13	20	29	58	42
	17%	17%	15%	17%	17%	17%	17%	-	20%	18%	13%	20%	17%	18%	15%	18%	16%
									j								
Setting up a website	106	104	1	86	17	3	106	-	22	29	43	*	12	18	36	40	30
	14%	14%	12%	13%	22%	17%	14%	-	11%	14%	16%	18%	15%	17%	19%	13%	11%
					C										oP		
Finding the right staff	102	101	2	92	9	2	102	-	26	32	30	*	14	10	16	42	45
	13%	13%	18%	14%	12%	9%	13%	-	12%	16%	11%	13%	18%	10%	9%	13%	17%
													jm				N
Investment	82	81	2	69	11	2	82	-	15	28	31	*	8	14	24	31	27
	11%	11%	17%	10%	15%	10%	11%	-	7%	14%	11%	6%	10%	13%	13%	10%	10%
									h								
Understanding what digital technology I needed	80	79	1	75	3	2	80	-	25	9	37	*	9	9	26	36	18
	10%	10%	8%	11%	4%	11%	10%	-	12%	4%	13%	5%	11%	9%	14%	11%	7%
				D					l	l	l				P	p	
Finding a business partner(s)	43	42	1	37	5	-	43	-	7	9	22	*	4	9	14	14	14
	6%	5%	10%	6%	7%	-	6%	-	3%	4%	8%	8%	5%	8%	8%	5%	5%
										h							
Other	27	27	*	25	2	-	27	-	10	2	9	-	6	4	5	11	10
	3%	4%	1%	4%	2%	-	3%	-	5%	1%	3%	-	7%	4%	3%	4%	4%
									i				lj				

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Third most challenging

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	56	56	*	51	4	2	56	-	18	9	24	*	5	5	10	25	21
	7%	7%	2%	8%	5%	10%	7%	-	9%	4%	9%	20%	6%	5%	5%	8%	8%
		b										ljLM					

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

Survey of Business Decision Makers (SMB)

2. When you originally set up the business, which, if any, of the following aspects did you find most challenging?

Third most challenging

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Understanding taxes and VAT	144	64	80	96	26	22	104	30	10	108
	19%	20%	18%	19%	19%	18%	18%	23%	16%	19%
Getting the right business advice	128	57	72	83	24	21	91	22	16	86
	17%	18%	16%	16%	18%	17%	16%	17%	27%	15%
								F		
Setting up a website	106	46	60	82	23	-	97	8	-	83
	14%	15%	13%	16%	17%	-	17%	6%	-	15%
				E	E		GH	h		
Finding the right staff	102	42	60	76	14	13	80	18	4	77
	13%	13%	13%	15%	10%	11%	14%	14%	8%	14%
Investment	82	35	47	57	15	10	65	13	4	65
	11%	11%	10%	11%	11%	8%	11%	10%	7%	12%
Understanding what digital technology I needed	80	30	50	49	12	19	54	16	10	59
	10%	9%	11%	10%	9%	16%	9%	12%	16%	11%
						c				
Finding a business partner(s)	43	20	23	24	14	4	32	9	1	29
	6%	6%	5%	5%	10%	3%	6%	7%	2%	5%
					Ce					
Other	27	7	20	16	4	7	20	3	4	16
	3%	2%	4%	3%	3%	6%	3%	2%	7%	3%
Don't know	56	16	40	29	4	24	36	9	11	36
	7%	5%	9%	6%	3%	20%	6%	7%	18%	7%
			a			CD			FG	

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

Survey of Business Decision Makers (SMB)

3. Where did the inspiration first strike you to set up your business?

Base: All company founders

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	666	600	66	566	88	12	666	-	143	125	229	22	147	89	158	276	232
Weighted Total	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
At the desk of my old job	369	364	5	322	38	8	369	-	97	87	153	*	31	57	77	146	146
	48%	48%	47%	48%	51%	47%	48%	-	46%	43%	55%	49%	39%	53%	41%	46%	54%
										hlL			L			No	
On the morning/evening commute	57	56	1	38	15	4	57	-	17	21	15	*	4	4	21	21	15
	7%	7%	10%	6%	20%	24%	7%	-	8%	11%	5%	3%	5%	4%	11%	7%	6%
				C	C				jlm						oP		
In the middle of the night	32	32	*	30	2	-	32	-	8	12	8	*	3	6	9	14	9
	4%	4%	2%	4%	3%	-	4%	-	4%	6%	3%	18%	4%	6%	5%	5%	3%
												HiJLm					
While exercising (e.g. at the gym, on a run)	28	27	1	26	2	-	28	-	7	11	8	-	2	1	6	11	11
	4%	4%	9%	4%	3%	-	4%	-	3%	5%	3%	-	2%	1%	3%	3%	4%
			A														
Walking the dog	21	20	1	17	2	2	21	-	7	5	6	*	2	*	4	8	9
	3%	3%	12%	2%	3%	9%	3%	-	3%	3%	2%	5%	3%	*	2%	3%	3%
			A									m					
In the shower	12	11	1	11	1	-	12	-	5	*	6	-	1	3	6	6	-
	2%	2%	7%	2%	1%	-	2%	-	2%	*	2%	-	1%	3%	3%	2%	-
			A						i				i	P	P		
On the toilet	10	10	-	4	4	2	10	-	2	5	3	*	1	1	2	6	1
	1%	1%	-	1%	5%	10%	1%	-	1%	3%	1%	5%	1%	1%	1%	2%	1%
				C	C							l					
Taking the kids to school	9	9	-	8	1	-	9	-	2	4	3	-	1	3	7	1	1
	1%	1%	-	1%	2%	-	1%	-	1%	2%	1%	-	1%	2%	4%	*	*
														OP			
Other	230	229	1	220	8	2	230	-	64	55	77	*	35	31	53	101	76
	30%	30%	14%	33%	11%	9%	30%	-	31%	27%	28%	20%	43%	29%	29%	32%	28%
		B		De									HIJKM				

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

Survey of Business Decision Makers (SMB)

3. Where did the inspiration first strike you to set up your business?

Base: All company founders

	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	666	266	400	460	113	93	514	103	49	503
Weighted Total	768	316	452	513	135	120	580	128	60	559
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
At the desk of my old job	369	118	250	261	60	48	290	58	21	273
	48%	37%	55%	51%	44%	40%	50%	45%	36%	49%
		A	e				h			
On the morning/evening commute	57	25	32	41	10	6	45	9	3	40
	7%	8%	7%	8%	7%	5%	8%	7%	5%	7%
In the middle of the night	32	20	13	18	8	6	20	9	3	21
	4%	6%	3%	4%	6%	5%	3%	7%	6%	4%
		B								
While exercising (e.g. at the gym, on a run)	28	11	17	20	4	3	22	3	2	19
	4%	3%	4%	4%	3%	3%	4%	3%	3%	3%
Walking the dog	21	9	11	14	6	1	18	3	-	15
	3%	3%	2%	3%	4%	1%	3%	2%	-	3%
In the shower	12	8	4	4	6	2	9	2	1	9
	2%	2%	1%	1%	5%	1%	2%	1%	2%	2%
				C						
On the toilet	10	5	5	6	3	1	8	1	1	8
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Taking the kids to school	9	9	-	6	3	-	7	2	-	7
	1%	3%	-	1%	3%	-	1%	1%	-	1%
		B								
Other	230	111	119	143	34	53	161	42	28	167
	30%	35%	26%	28%	25%	44%	28%	33%	47%	30%
		B				CD		Fg		

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(a) The business growth which your business had predicted 6 months ago until now?

Base: All respondents

	Total	Size of business		Seniority			Company set up		Industry						Length of operation			
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%	
A decline in growth	(0.0)	95	92	3	74	19	3	73	22	17	21	43	*	13	24	13	30	53
		9%	9%	9%	9%	10%	6%	9%	9%	6%	8%	13%	9%	10%	19%	6%	8%	12%
											H		h	HIKL			NO	
No growth (flat)	(0.0)	293	286	7	230	51	12	234	57	75	65	107	1	45	41	49	120	125
		29%	29%	23%	30%	28%	21%	30%	24%	26%	25%	32%	36%	36%	33%	23%	32%	29%
			b				G						HI		N			
Up to 5-10% growth	(7.5)	349	336	13	263	70	16	253	93	105	99	109	*	36	35	63	134	151
		34%	34%	43%	34%	39%	30%	33%	39%	36%	38%	32%	24%	29%	28%	30%	36%	35%
			A				F			kl	kLm							
10-20% growth	(15.0)	145	141	3	116	25	3	109	34	43	43	45	*	14	12	31	58	56
		14%	14%	11%	15%	14%	6%	14%	14%	15%	17%	13%	18%	11%	10%	14%	16%	13%
				e							l							
20-30% growth	(25.0)	56	54	1	43	8	5	39	16	22	16	12	-	5	6	26	9	21
		5%	6%	4%	5%	4%	10%	5%	7%	8%	6%	4%	-	4%	4%	12%	2%	5%
				d						JK	k					OP		o
30-40% growth	(35.0)	14	13	1	11	1	2	11	3	7	-	5	*	3	1	7	3	5
		1%	1%	3%	1%	1%	4%	1%	1%	2%	-	1%	1%	2%	1%	3%	1%	1%
				cD						l				l		Op		
40-50% growth	(45.0)	12	12	*	8	3	*	11	1	2	4	5	-	1	-	7	3	2
		1%	1%	1%	1%	2%	*	1%	*	1%	1%	2%	-	1%	-	3%	1%	*
															oP			
50-100% growth	(75.0)	13	13	*	11	*	2	11	2	5	5	1	-	1	*	4	4	5
		1%	1%	1%	1%	*	4%	1%	1%	2%	2%	*	-	1%	*	2%	1%	1%
						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)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(a) The business growth which your business had predicted 6 months ago until now?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
More than 100% growth	(125.0)	9	*	5	3	2	6	3	5	2	3	-	-	1	8	2	*
	1%	1%	1%	1%	2%	3%	1%	1%	2%	1%	1%	-	-	1%	4%	*	*
						C			L				I	OP			
Don't know	27	25	1	17	2	8	20	6	9	5	6	*	6	4	7	10	10
	3%	3%	4%	2%	1%	15%	3%	2%	3%	2%	2%	12%	5%	3%	3%	3%	2%
						CD					HIJLM		J				
Mean Score	9.53	9.53	9.55	9.13	9.41	16.63	9.42	9.94	11.89	10.07	7.93	5.62	7.33	6.71	16.31	7.95	7.55
						CD			JKLM	kLm				OP			

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(a) The business growth which your business had predicted 6 months ago until now?

Base: All respondents

	Total	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	
		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%
A decline in growth (0.0)	95	34	61	64	18	14	75	15	6	61
	9%	9%	10%	9%	11%	11%	9%	10%	8%	8%
No growth (flat) (0.0)	293	112	181	192	56	44	214	62	17	205
	29%	28%	29%	26%	35%	35%	27%	41%	25%	28%
				C	c			FH		
Up to 5-10% growth (7.5)	349	135	214	268	42	38	280	40	29	268
	34%	34%	35%	37%	26%	30%	35%	26%	43%	37%
				D			G	G		
10-20% growth (15.0)	145	52	92	101	27	17	119	20	5	104
	14%	13%	15%	14%	17%	13%	15%	13%	8%	14%
20-30% growth (25.0)	56	23	33	44	5	7	47	5	3	40
	5%	6%	5%	6%	3%	5%	6%	3%	5%	5%
30-40% growth (35.0)	14	8	6	11	2	1	14	1	-	11
	1%	2%	1%	1%	1%	1%	2%	*	-	2%
40-50% growth (45.0)	12	6	6	9	3	-	9	3	-	9
	1%	1%	1%	1%	2%	-	1%	2%	-	1%
50-100% growth (75.0)	13	6	8	10	4	-	9	3	1	11
	1%	1%	1%	1%	2%	-	1%	2%	1%	2%
More than 100% growth (125.0)	10	6	3	8	2	-	8	2	-	6
	1%	2%	1%	1%	1%	-	1%	1%	-	1%
		b								
Don't know	27	13	14	20	2	5	19	1	7	16
	3%	3%	2%	3%	1%	4%	2%	*	10%	2%
									FG	
Mean Score	9.53	10.82	8.71	10.07	9.67	6.21	9.82	9.07	6.95	9.78
		B		E	e					

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

ComRes
Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(b) The business growth which you predict for next six months from now?

Base: All respondents

	Total	Size of business		Seniority			Company set up		Industry						Length of operation		
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 years
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%		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%
A decline in growth	(0.0)	53	52	1	41	12	39	15	17	11	18	*	7	6	6	20	27
		5%	5%	3%	5%	6%	5%	6%	6%	4%	5%	4%	6%	5%	3%	5%	6%
					e											n	
No growth (flat)	(0.0)	234	230	4	192	33	191	42	60	46	94	*	34	30	39	88	108
		23%	23%	15%	25%	18%	25%	18%	21%	18%	28%	21%	27%	24%	18%	24%	25%
			B	D			G				hl		l			n	
Up to 5-10% growth	(7.5)	349	336	13	253	78	251	97	94	103	109	1	43	43	48	144	157
		34%	34%	43%	32%	43%	33%	41%	33%	40%	32%	44%	34%	34%	23%	39%	37%
				A		C		F								N	N
10-20% growth	(15.0)	190	184	6	153	33	148	38	60	47	65	*	18	26	49	66	75
		19%	19%	21%	20%	18%	19%	16%	21%	18%	19%	8%	15%	21%	23%	18%	18%
					E	e			Kl	k	K		K				
20-30% growth	(25.0)	65	63	2	50	10	46	19	22	16	21	*	6	7	14	24	28
		6%	6%	8%	6%	6%	6%	8%	8%	6%	6%	6%	5%	6%	6%	6%	6%
30-40% growth	(35.0)	28	27	1	21	8	21	7	7	9	8	-	4	3	9	12	8
		3%	3%	4%	3%	4%	3%	3%	3%	3%	2%	-	3%	2%	4%	3%	2%
						e									p		
40-50% growth	(45.0)	32	31	1	24	2	26	6	8	11	9	*	4	4	20	7	5
		3%	3%	2%	3%	1%	3%	2%	3%	4%	3%	3%	3%	3%	9%	2%	1%
						CD									OP		
50-100% growth	(75.0)	20	19	*	15	2	15	4	7	7	4	-	2	*	12	2	5
		2%	2%	1%	2%	1%	2%	2%	2%	3%	1%	-	1%	*	6%	1%	1%
						d				m					OP		

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(b) The business growth which you predict for next six months from now?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
More than 100% growth	(125.0)	6	-	3	3	-	3	3	3	2	1	*	-	1	6	-	*
	1%	1%	-	*	2%	-	*	1%	1%	1%	*	2%	-	1%	3%	-	*
				c					l			jL		l	OP		
Don't know	34	33	1	25	1	8	26	7	10	9	8	*	7	4	9	11	14
	3%	3%	4%	3%	1%	15%	3%	3%	3%	3%	2%	12%	6%	3%	4%	3%	3%
				D		CD						HIJM	J				
Mean Score	12.08	12.09	11.71	11.72	12.31	17.04	11.84	12.89	13.33	13.60	10.54	11.84	10.19	11.04	21.37	9.82	9.47
						Cd			jL	JL				OP			

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(b) The business growth which you predict for next six months from now?

Base: All respondents

	Total	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	
		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%
A decline in growth (0.0)	53	23	30	43	5	5	43	6	4	29
	5%	6%	5%	6%	3%	4%	5%	4%	7%	4%
No growth (flat) (0.0)	234	85	149	128	58	48	163	54	17	160
	23%	22%	24%	18%	37%	38%	21%	36%	25%	22%
				C	C			F		
Up to 5-10% growth (7.5)	349	134	215	267	42	39	272	49	28	262
	34%	34%	35%	37%	27%	31%	34%	32%	41%	36%
				D						
10-20% growth (15.0)	190	73	117	149	23	18	160	22	8	143
	19%	19%	19%	21%	14%	14%	20%	14%	12%	20%
				d						
20-30% growth (25.0)	65	24	41	47	12	6	56	7	3	50
	6%	6%	7%	7%	8%	4%	7%	4%	4%	7%
30-40% growth (35.0)	28	14	15	25	2	2	28	*	-	23
	3%	3%	2%	3%	1%	1%	4%	*	-	3%
							G			
40-50% growth (45.0)	32	11	22	25	7	-	28	4	-	27
	3%	3%	3%	3%	4%	-	4%	3%	-	4%
				e	E					
50-100% growth (75.0)	20	12	7	17	3	-	18	2	-	13
	2%	3%	1%	2%	2%	-	2%	1%	-	2%
		B								
More than 100% growth (125.0)	6	2	5	3	3	-	5	2	-	5
	1%	*	1%	*	2%	-	1%	1%	-	1%
					C					
Don't know	34	16	18	21	4	9	19	8	7	20
	3%	4%	3%	3%	2%	7%	2%	5%	11%	3%
						Cd			F	

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(b) The business growth which you predict for next six months from now?

Base: All respondents

Total	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		
	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%	100%
Mean Score	12.08	12.67	11.70	12.84	12.86	6.51	12.98	9.48	6.71	12.61
			E	E		GH				

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(a) The business growth which your business had predicted 6 months ago until now?

Base: All those predicting growth

	Size of business		Seniority			Company set up		Industry						Length of operation				
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage -ment	Middle manage -ment	Junior manage -ment	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	580	446	134	400	141	39	382	191	144	113	172	22	129	58	119	211	249	
Weighted Total	598	579	19	457	110	31	442	153	188	168	180	1	61	56	145	214	239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Up to 5-10% growth	(7.5)	349	336	13	263	70	16	253	93	105	99	109	*	36	35	63	134	151
		58%	58%	67%	58%	63%	52%	57%	61%	56%	59%	60%	55%	60%	63%	44%	63%	63%
			a													N	N	
10-20% growth	(15.0)	145	141	3	116	25	3	109	34	43	43	45	*	14	12	31	58	56
		24%	24%	18%	25%	23%	11%	25%	22%	23%	25%	25%	41%	22%	22%	21%	27%	23%
				E									him					
20-30% growth	(25.0)	56	54	1	43	8	5	39	16	22	16	12	-	5	6	26	9	21
		9%	9%	6%	9%	7%	17%	9%	11%	12%	9%	7%	-	9%	10%	18%	4%	9%
							D			k						OP		o
30-40% growth	(35.0)	14	13	1	11	1	2	11	3	7	-	5	*	3	1	7	3	5
		2%	2%	4%	2%	1%	8%	3%	2%	4%	-	3%	3%	5%	2%	5%	1%	2%
							cD			l		i	i	l		o		
40-50% growth	(45.0)	12	12	*	8	3	*	11	1	2	4	5	-	1	-	7	3	2
		2%	2%	2%	2%	3%	1%	3%	1%	1%	2%	3%	-	2%	-	5%	2%	1%
																oP		
50-100% growth	(75.0)	13	13	*	11	*	2	11	2	5	5	1	-	1	*	4	4	5
		2%	2%	2%	2%	*	6%	3%	1%	3%	3%	1%	-	2%	*	3%	2%	2%
							D											
More than 100% growth	(125.0)	10	9	*	5	3	2	6	3	5	2	3	-	-	1	8	2	*
		2%	2%	1%	1%	3%	6%	1%	2%	3%	1%	1%	-	-	2%	5%	1%	*
							C			l						OP		
Mean Score	15.71	15.75	14.40	15.21	15.34	24.40	15.96	15.12	17.69	15.21	14.58	11.51	14.36	14.45	23.19	13.52	13.14	
						CD									OP			

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(a) The business growth which your business had predicted 6 months ago until now?

Base: All those predicting growth

	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	580	223	357	461	70	49	489	61	30	450
Weighted Total	598	236	362	450	84	64	485	75	38	450
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to 5-10% growth (7.5)	349	135	214	268	42	38	280	40	29	268
	58%	57%	59%	60%	50%	60%	58%	54%	76%	60%
									FG	
10-20% growth (15.0)	145	52	92	101	27	17	119	20	5	104
	24%	22%	25%	22%	32%	27%	25%	27%	13%	23%
				c						
20-30% growth (25.0)	56	23	33	44	5	7	47	5	3	40
	9%	10%	9%	10%	6%	11%	10%	7%	9%	9%
30-40% growth (35.0)	14	8	6	11	2	1	14	1	-	11
	2%	3%	2%	2%	3%	2%	3%	1%	-	2%
40-50% growth (45.0)	12	6	6	9	3	-	9	3	-	9
	2%	2%	2%	2%	4%	-	2%	5%	-	2%
50-100% growth (75.0)	13	6	8	10	4	-	9	3	1	11
	2%	2%	2%	2%	4%	-	2%	5%	2%	3%
More than 100% growth (125.0)	10	6	3	8	2	-	8	2	-	6
	2%	3%	1%	2%	2%	-	2%	2%	-	1%
		b								
Mean Score	15.71	17.49	14.55	15.79	18.13	11.95	15.65	18.41	11.08	15.56
		b			e			h		

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(b) The business growth which you predict for next six months from now?

Base: All those predicting growth

	Total	Size of business		Seniority			Company set up		Industry						Length of operation			
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	693	528	165	471	174	48	457	228	163	133	204	31	162	82	136	253	303	
Weighted Total	691	667	24	519	136	36	512	175	202	194	217	1	77	84	159	254	278	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Up to 5-10% growth	(7.5)	349	336	13	253	78	18	251	97	94	103	109	1	43	43	48	144	157
		51%	50%	54%	49%	58%	50%	49%	56%	46%	53%	50%	69%	55%	51%	30%	57%	56%
						C						Hjm				N	N	
10-20% growth	(15.0)	190	184	6	153	33	4	148	38	60	47	65	*	18	26	49	66	75
		27%	28%	27%	29%	24%	12%	29%	22%	30%	24%	30%	12%	24%	31%	31%	26%	27%
					E	e		g		K		K		K				
20-30% growth	(25.0)	65	63	2	50	10	5	46	19	22	16	21	*	6	7	14	24	28
		9%	9%	10%	10%	7%	14%	9%	11%	11%	8%	9%	10%	8%	8%	9%	9%	10%
30-40% growth	(35.0)	28	27	1	21	8	-	21	7	7	9	8	-	4	3	9	12	8
		4%	4%	5%	4%	6%	-	4%	4%	4%	5%	4%	-	5%	3%	6%	5%	3%
					e													
40-50% growth	(45.0)	32	31	1	24	2	6	26	6	8	11	9	*	4	4	20	7	5
		5%	5%	3%	5%	2%	16%	5%	3%	4%	5%	4%	5%	5%	5%	13%	3%	2%
					d		CD								OP			
50-100% growth	(75.0)	20	19	*	15	2	2	15	4	7	7	4	-	2	*	12	2	5
		3%	3%	1%	3%	1%	7%	3%	2%	3%	4%	2%	-	2%	*	8%	1%	2%
							D								OP			
More than 100% growth	(125.0)	6	6	-	3	3	-	3	3	3	2	1	*	-	1	6	-	*
		1%	1%	-	1%	2%	-	1%	2%	2%	1%	1%	4%	-	2%	4%	-	*
					c							jL			OP			
Mean Score	17.11	17.21	14.34	16.98	16.37	21.65	17.15	17.06	18.39	17.59	16.00	16.50	15.66	15.88	27.46	13.98	14.07	
		b		c		c									OP			

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

Survey of Business Decision Makers (SMB)

4. Thinking about your business' projections for growth, please indicate which of the following applies to:

(b) The business growth which you predict for next six months from now?

Base: All those predicting growth

	Total	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	
		a	b	c	d	e	f	g	h	i
		A	B	C	D	E	F	G	H	I
Unweighted Total	693	266	427	565	79	49	592	71	30	543
Weighted Total	691	270	421	533	93	65	568	85	39	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to 5-10% growth (7.5)	349	134	215	267	42	39	272	49	28	262
	51%	50%	51%	50%	46%	61%	48%	58%	72%	50%
									F	
10-20% growth (15.0)	190	73	117	149	23	18	160	22	8	143
	27%	27%	28%	28%	24%	28%	28%	26%	21%	27%
20-30% growth (25.0)	65	24	41	47	12	6	56	7	3	50
	9%	9%	10%	9%	13%	9%	10%	8%	7%	10%
30-40% growth (35.0)	28	14	15	25	2	2	28	*	-	23
	4%	5%	4%	5%	2%	3%	5%	*	-	4%
							g			
40-50% growth (45.0)	32	11	22	25	7	-	28	4	-	27
	5%	4%	5%	5%	7%	-	5%	5%	-	5%
					e					
50-100% growth (75.0)	20	12	7	17	3	-	18	2	-	13
	3%	5%	2%	3%	3%	-	3%	2%	-	3%
		B								
More than 100% growth (125.0)	6	2	5	3	3	-	5	2	-	5
	1%	1%	1%	1%	4%	-	1%	2%	-	1%
					C					
Mean Score	17.11	17.78	16.67	16.96	21.60	11.84	17.69	16.25	10.37	17.15
				E	CE		H			

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?

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			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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 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 (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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 (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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 (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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 (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
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	
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 (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	132	5	104	25	8	102	35	36	34	51	*	16	21	33	48	57
	14%	13%	18%	13%	14%	16%	13%	15%	12%	13%	15%	17%	13%	17%	15%	13%	13%
Developing our website	136	133	3	107	21	8	97	37	28	46	42	*	19	21	22	61	53
	13%	14%	10%	14%	12%	14%	13%	16%	10%	18%	12%	11%	15%	17%	10%	16%	12%
										H			h	h		n	
New product development	131	125	7	97	28	7	88	43	40	20	58	*	14	21	31	51	50
	13%	13%	22%	12%	15%	12%	11%	18%	14%	8%	17%	8%	11%	17%	15%	14%	12%
			A					F	i		IkL		I				
New business development	122	119	3	84	31	8	77	42	43	36	29	*	14	10	28	38	56
	12%	12%	11%	11%	17%	15%	10%	17%	15%	14%	9%	7%	11%	8%	13%	10%	13%
				C			F		Jm	j							
Having a good accountant	110	109	1	89	18	3	96	14	39	32	29	*	10	8	20	39	50
	11%	11%	4%	11%	10%	6%	13%	6%	14%	12%	8%	9%	8%	6%	9%	11%	12%
		B					G		jIM	m							
Having a strong IT infrastructure	79	74	4	67	10	2	62	16	18	21	25	*	14	8	16	23	40
	8%	8%	15%	9%	6%	3%	8%	7%	6%	8%	7%	15%	11%	7%	8%	6%	9%
			A									Hjm	h				o
Training in digital skills	58	57	1	45	13	1	53	6	9	11	34	*	5	16	5	24	29
	6%	6%	3%	6%	7%	1%	7%	2%	3%	4%	10%	9%	4%	13%	2%	7%	7%
				e	e		G				HIL	HI	HIL			N	N
Loans/investment from banks	39	38	1	28	6	5	29	10	15	9	12	*	3	6	10	12	18
	4%	4%	2%	4%	3%	9%	4%	4%	5%	3%	4%	1%	2%	5%	5%	3%	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 (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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

Survey of Business Decision Makers (SMB)

6. In which, if any, of the following areas is your business investing in order to prepare for success in the next five years?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Developing our website	457	444	14	349	89	19	343	112	123	126	149	1	57	59	94	163	200
	45%	45%	45%	45%	49%	35%	45%	47%	43%	49%	44%	43%	46%	48%	44%	44%	47%
					E												
Technology hardware (e.g. computers, laptops, tablets, mobiles)	457	440	17	365	75	17	350	104	138	101	165	1	53	62	94	160	203
	45%	45%	57%	47%	41%	31%	46%	44%	48%	39%	49%	42%	42%	50%	44%	43%	48%
			A	E					i		I		i				
Encouraging employees to gain professional qualifications	261	247	14	192	48	21	180	75	92	65	71	1	33	26	53	84	123
	26%	25%	46%	25%	27%	38%	23%	32%	32%	25%	21%	41%	26%	21%	25%	23%	29%
			A			Cd		F	JM			IJLM					O
Networking groups	217	210	7	161	43	13	181	36	55	40	92	1	29	34	67	90	60
	21%	21%	23%	21%	24%	24%	24%	15%	19%	15%	27%	27%	23%	28%	31%	24%	14%
							G				HI	i	i	hl	oP	P	
Digital skills training for our employees	203	191	11	151	45	6	145	55	67	39	74	1	22	37	35	67	101
	20%	19%	38%	19%	25%	12%	19%	23%	23%	15%	22%	26%	18%	29%	16%	18%	24%
			A		cE				l		i	i		IL			NO
Flexible office space	129	124	5	81	36	12	90	36	41	29	44	*	15	18	37	55	37
	13%	13%	17%	10%	20%	22%	12%	15%	14%	11%	13%	12%	12%	14%	17%	15%	9%
					C	C									P	P	
Permanent office space	120	112	7	82	31	6	83	37	46	23	36	*	14	19	30	46	44
	12%	11%	24%	11%	17%	11%	11%	15%	16%	9%	11%	10%	11%	15%	14%	12%	10%
			A		C			F	lj					i			
Don't know	17	16	1	13	3	1	11	6	3	5	7	-	2	1	1	7	9
	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	-	1%	1%	1%	2%	2%
None of these	191	187	4	158	24	10	157	34	57	57	54	*	23	16	40	71	80
	19%	19%	12%	20%	13%	18%	20%	14%	20%	22%	16%	13%	19%	13%	19%	19%	19%
		B		D			G			M							

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

Survey of Business Decision Makers (SMB)

6. In which, if any, of the following areas is your business investing in order to prepare for success in the next five years?

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%
Developing our website	457	183	274	368	87	2	422	33	2	369
	45%	46%	44%	51%	55%	1%	53%	22%	2%	50%
				E	E		GH	H		
Technology hardware (e.g. computers, laptops, tablets, mobiles)	457	159	298	345	72	39	382	64	11	352
	45%	40%	48%	48%	45%	31%	48%	42%	17%	48%
		A	E	E		H	H			
Encouraging employees to gain professional qualifications	261	102	160	206	41	14	226	29	6	203
	26%	26%	26%	28%	26%	11%	28%	19%	9%	28%
			E	E		GH	h			
Networking groups	217	81	136	170	33	14	187	25	5	194
	21%	21%	22%	23%	21%	11%	24%	17%	7%	26%
			E	E		gH	h			
Digital skills training for our employees	203	63	140	162	29	12	182	16	5	163
	20%	16%	23%	22%	18%	9%	23%	11%	7%	22%
		A	E	E		GH				
Flexible office space	129	52	77	101	22	5	114	13	1	109
	13%	13%	12%	14%	14%	4%	14%	9%	2%	15%
			E	E		gH	h			
Permanent office space	120	48	72	92	23	5	113	6	*	95
	12%	12%	12%	13%	15%	4%	14%	4%	*	13%
			E	E		GH				
Don't know	17	7	9	8	-	9	5	7	5	9
	2%	2%	2%	1%	-	7%	1%	4%	8%	1%
						CD		F	F	
None of these	191	77	114	111	21	59	109	44	39	100
	19%	20%	18%	15%	13%	46%	14%	29%	58%	14%
						CD		F	FG	

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

ComRes
Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

Summary table

Base: All respondents

	Top three barriers	The greatest barrier	The second greatest barrier	The third greatest barrier
Unweighted Total	1013	1013	1013	1013
Weighted Total	1013	1013	1013	1013
	100%	100%	100%	100%
Ability to generate new business	653	226	233	194
	64%	22%	23%	19%
The current economic environment	652	243	249	160
	64%	24%	25%	16%
Late payments	379	115	121	143
	37%	11%	12%	14%
The availability of talent on the job market	335	118	102	115
	33%	12%	10%	11%
Slow buying cycles	314	65	108	141
	31%	6%	11%	14%
Lack of access to finance	228	100	62	65
	22%	10%	6%	6%
Ability to adopt the latest technology	153	25	45	83
	15%	2%	4%	8%
Other	119	52	24	43
	12%	5%	2%	4%
Don't know	69	69	69	69
	7%	7%	7%	7%

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

Top three barriers

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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
Significance Level: 90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ability to generate new business	653	634	19	497	122	34	501	150	163	166	243	1	80	92	149	247	256
	64%	65%	62%	64%	67%	64%	65%	63%	56%	64%	72%	57%	64%	74%	70%	66%	60%
										HiKL			h	HiKL	P	p	
The current economic environment	652	632	20	502	116	34	496	153	175	176	215	1	85	83	119	256	277
	64%	64%	66%	65%	64%	62%	65%	64%	61%	68%	64%	61%	68%	67%	56%	68%	65%
													h		N	N	
Late payments	379	370	10	290	70	19	295	80	137	86	118	*	38	40	78	138	163
	37%	38%	31%	37%	39%	36%	38%	34%	47%	33%	35%	18%	31%	32%	37%	37%	38%
		b							IJKLM	K	K		k	k			
The availability of talent on the job market	335	322	13	250	64	21	231	100	105	91	100	1	38	39	66	112	157
	33%	33%	44%	32%	36%	39%	30%	42%	36%	35%	30%	46%	30%	31%	31%	30%	37%
			A				F					JLm				O	
Slow buying cycles	314	305	8	244	51	19	245	67	82	98	107	*	27	48	74	120	120
	31%	31%	27%	31%	28%	36%	32%	28%	28%	38%	32%	12%	22%	39%	35%	32%	28%
									KI	hKL	KL			hKL	p		
Lack of access to finance	228	221	7	167	50	11	171	56	72	73	52	*	30	21	66	74	87
	22%	22%	22%	21%	27%	20%	22%	24%	25%	28%	15%	17%	24%	17%	31%	20%	20%
					c				J	JM			J		OP		
Ability to adopt the latest technology	153	147	6	115	28	10	115	36	33	31	66	*	23	24	22	52	79
	15%	15%	21%	15%	16%	18%	15%	15%	12%	12%	19%	23%	18%	19%	10%	14%	18%
			A								HI	Hi	Hi	hi		No	
Other	119	116	2	105	10	4	87	32	39	20	41	*	19	9	21	41	56
	12%	12%	8%	13%	6%	7%	11%	14%	14%	8%	12%	15%	15%	7%	10%	11%	13%
				D					im			i	IM				

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

Top three barriers

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Unweighted Total

Weighted Total

Don't know

Total	Size of business		Seniority			Company set up		Industry						Length of operation		
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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
1013	794	219	710	235	68	666	335	222	174	301	51	265	115	184	361	465
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%
69	67	2	55	11	3	54	13	20	13	24	*	12	5	14	27	28
7%	7%	6%	7%	6%	6%	7%	6%	7%	5%	7%	17%	9%	4%	7%	7%	7%
											HIJM	im				

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

Top three barriers

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%
Ability to generate new business	653	251	401	486	106	61	535	91	26	489
	64%	64%	65%	67%	66%	48%	67%	60%	39%	67%
				E	E		gH	H		
The current economic environment	652	283	369	457	116	79	504	112	36	461
	64%	72%	60%	63%	72%	62%	64%	73%	54%	63%
		B			C			FH		
Late payments	379	123	256	281	50	47	293	65	21	263
	37%	31%	41%	39%	31%	37%	37%	42%	32%	36%
		A								
The availability of talent on the job market	335	116	219	249	59	27	275	44	16	253
	33%	29%	35%	34%	37%	22%	35%	29%	23%	35%
		A		E	E		h			
Slow buying cycles	314	109	205	227	54	33	251	53	10	247
	31%	28%	33%	31%	34%	26%	32%	35%	15%	34%
		a					H	H		
Lack of access to finance	228	126	102	169	39	20	188	28	12	160
	22%	32%	16%	23%	24%	15%	24%	18%	17%	22%
		B		e	e					
Ability to adopt the latest technology	153	54	99	110	28	15	129	20	4	115
	15%	14%	16%	15%	18%	11%	16%	13%	6%	16%
							H			
Other	119	46	73	82	15	22	89	20	9	94
	12%	12%	12%	11%	9%	17%	11%	13%	14%	13%
						d				
Don't know	69	26	43	38	4	26	38	8	22	37
	7%	6%	7%	5%	3%	21%	5%	6%	33%	5%
						CD			FG	

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

ComRes
Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The greatest barrier

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	
Significance Level: 90%																	
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%
The current economic environment	243	234	9	191	38	14	187	55	66	75	66	1	35	27	37	97	109
	24%	24%	28%	25%	21%	25%	24%	23%	23%	29%	19%	35%	28%	22%	17%	26%	26%
										J		hJm	J		N	N	
Ability to generate new business	226	218	8	171	41	13	170	54	44	45	110	*	26	44	54	84	88
	22%	22%	25%	22%	23%	25%	22%	23%	15%	17%	33%	21%	21%	36%	25%	22%	21%
										HikL			HikL				
The availability of talent on the job market	118	114	4	90	21	8	86	30	32	32	42	*	12	17	22	36	59
	12%	12%	13%	12%	11%	15%	11%	13%	11%	12%	13%	9%	10%	14%	11%	10%	14%
																	o
Late payments	115	113	2	83	25	7	93	19	48	28	27	-	11	9	24	43	48
	11%	12%	6%	11%	14%	13%	12%	8%	17%	11%	8%	-	9%	7%	11%	12%	11%
		B					g		JKLM	K	K		K	K			
Lack of access to finance	100	98	2	79	20	2	80	20	34	38	15	*	14	5	37	31	32
	10%	10%	8%	10%	11%	3%	10%	9%	12%	14%	4%	8%	11%	4%	17%	8%	8%
				e	e				JM	JM			JM		OP		
Slow buying cycles	65	63	2	45	15	5	44	21	23	18	20	-	4	5	15	23	27
	6%	6%	7%	6%	8%	9%	6%	9%	8%	7%	6%	-	3%	4%	7%	6%	6%
								f	KL	k	k						
Ability to adopt the latest technology	25	24	1	16	8	1	17	8	9	2	11	*	4	5	2	12	11
	2%	2%	3%	2%	4%	2%	2%	3%	3%	1%	3%	4%	3%	4%	1%	3%	2%
				c							i		i				
Other	52	51	1	49	2	1	36	15	14	9	22	*	7	6	8	21	24
	5%	5%	4%	6%	1%	1%	5%	7%	5%	4%	7%	6%	5%	5%	4%	6%	6%
				D													

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The greatest barrier

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Don't know	69	67	2	55	11	3	54	13	20	13	24	*	12	5	14	27	28
	7%	7%	6%	7%	6%	6%	7%	6%	7%	5%	7%	17%	9%	4%	7%	7%	7%
												HIJM	im				

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The greatest barrier

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%
The current economic environment	243	107	136	162	47	33	180	49	13	180
	24%	27%	22%	22%	29%	26%	23%	32%	20%	25%
		b		c				Fh		
Ability to generate new business	226	71	155	172	39	15	196	26	4	169
	22%	18%	25%	24%	24%	12%	25%	17%	6%	23%
		A	E	E			gH	h		
The availability of talent on the job market	118	43	76	86	21	11	97	17	5	87
	12%	11%	12%	12%	13%	8%	12%	11%	7%	12%
Late payments	115	41	74	82	14	19	84	19	12	82
	11%	10%	12%	11%	9%	15%	11%	12%	17%	11%
Lack of access to finance	100	65	35	77	15	9	84	13	3	66
	10%	16%	6%	11%	9%	7%	11%	8%	5%	9%
		B								
Slow buying cycles	65	13	52	44	15	6	50	12	3	48
	6%	3%	8%	6%	9%	5%	6%	8%	4%	7%
		A								
Ability to adopt the latest technology	25	10	15	20	4	1	23	2	-	18
	2%	2%	2%	3%	2%	1%	3%	1%	-	2%
Other	52	20	31	44	1	7	40	7	5	45
	5%	5%	5%	6%	*	5%	5%	5%	7%	6%
			D	D						
Don't know	69	26	43	38	4	26	38	8	22	37
	7%	6%	7%	5%	3%	21%	5%	6%	33%	5%
					CD			FG		

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The second greatest barrier

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
The current economic environment	249	243	7	186	48	15	181	67	62	61	101	*	25	38	49	101	99
	25%	25%	22%	24%	27%	29%	24%	28%	22%	23%	30%	15%	20%	31%	23%	27%	23%
										HKL			hKL				
Ability to generate new business	233	226	7	171	55	7	182	50	57	59	81	1	35	31	51	91	91
	23%	23%	23%	22%	30%	12%	24%	21%	20%	23%	24%	25%	28%	25%	24%	24%	21%
				e	CE								H				
Late payments	121	117	3	102	18	1	94	27	38	28	40	*	14	15	26	36	59
	12%	12%	11%	13%	10%	2%	12%	11%	13%	11%	12%	1%	11%	12%	12%	10%	14%
				E	e				K	K	K		K	K			o
Slow buying cycles	108	106	2	87	11	9	94	12	24	41	32	*	11	16	24	50	33
	11%	11%	7%	11%	6%	17%	12%	5%	8%	16%	9%	6%	9%	13%	11%	13%	8%
				D	D		G			HJKL						P	
The availability of talent on the job market	102	98	5	78	16	8	70	32	40	27	21	*	13	6	26	31	44
	10%	10%	15%	10%	9%	15%	9%	14%	14%	10%	6%	18%	11%	5%	12%	8%	10%
			A				F		JM			JM	jm				
Lack of access to finance	62	60	2	45	11	6	47	15	22	14	16	*	9	8	14	20	28
	6%	6%	7%	6%	6%	11%	6%	6%	8%	6%	5%	6%	7%	6%	7%	5%	7%
						c											
Ability to adopt the latest technology	45	43	2	38	7	1	33	10	16	9	17	*	3	4	4	12	30
	4%	4%	7%	5%	4%	2%	4%	4%	6%	3%	5%	12%	2%	3%	2%	3%	7%
									L		I	ljLM					NO
Other	24	24	*	17	4	3	13	12	8	7	5	-	4	-	5	5	14
	2%	2%	*	2%	2%	5%	2%	5%	3%	3%	2%	-	3%	-	2%	1%	3%
		b				F			m	m			m		o		

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The second greatest barrier

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Don't know	69	67	2	55	11	3	54	13	20	13	24	*	12	5	14	27	28
	7%	7%	6%	7%	6%	6%	7%	6%	7%	5%	7%	17%	9%	4%	7%	7%	7%
												HIJM	im				

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The second greatest barrier

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%
The current economic environment	249	113	137	171	45	34	195	42	12	173
	25%	29%	22%	24%	28%	26%	25%	27%	19%	24%
		B								
Ability to generate new business	233	86	147	171	34	27	186	34	13	169
	23%	22%	24%	24%	21%	22%	23%	22%	19%	23%
Late payments	121	39	82	83	22	15	91	21	8	84
	12%	10%	13%	11%	14%	12%	12%	14%	12%	11%
		a								
Slow buying cycles	108	48	60	84	17	6	89	18	-	87
	11%	12%	10%	12%	11%	5%	11%	12%	-	12%
			E				H	H		
The availability of talent on the job market	102	33	69	76	19	6	83	13	6	79
	10%	8%	11%	11%	12%	5%	10%	8%	10%	11%
			e	e						
Lack of access to finance	62	33	29	50	7	4	55	4	4	50
	6%	8%	5%	7%	4%	3%	7%	2%	5%	7%
		B					g			
Ability to adopt the latest technology	45	10	36	35	5	5	37	7	1	35
	4%	2%	6%	5%	3%	4%	5%	5%	2%	5%
		A								
Other	24	9	15	16	5	3	19	5	-	17
	2%	2%	2%	2%	3%	2%	2%	3%	-	2%
Don't know	69	26	43	38	4	26	38	8	22	37
	7%	6%	7%	5%	3%	21%	5%	6%	33%	5%
					CD			FG		

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The third greatest barrier

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Ability to generate new business	194	190	4	154	25	14	149	45	61	62	51	*	19	17	45	73	77
	19%	19%	14%	20%	14%	27%	19%	19%	21%	24%	15%	11%	15%	14%	21%	19%	18%
		b		D		D			jl	JkLM							
The current economic environment	160	155	5	126	30	5	128	31	47	40	49	*	25	17	34	58	69
	16%	16%	16%	16%	16%	9%	17%	13%	16%	15%	14%	12%	20%	14%	16%	15%	16%
													j				
Late payments	143	139	4	105	27	11	108	34	51	29	50	*	13	16	28	59	56
	14%	14%	14%	14%	15%	21%	14%	14%	18%	11%	15%	17%	10%	13%	13%	16%	13%
									iL								
Slow buying cycles	141	137	4	112	24	5	107	34	35	39	54	*	12	28	35	47	60
	14%	14%	13%	14%	13%	9%	14%	14%	12%	15%	16%	5%	9%	22%	16%	12%	14%
										kl	KL			HKL			
The availability of talent on the job market	115	110	5	82	28	4	75	37	33	32	37	*	12	16	17	44	53
	11%	11%	16%	11%	15%	8%	10%	16%	11%	12%	11%	20%	10%	13%	8%	12%	12%
			a		C		F					jl					
Ability to adopt the latest technology	83	80	3	62	13	8	65	17	9	20	38	*	17	15	16	29	39
	8%	8%	11%	8%	7%	14%	9%	7%	3%	8%	11%	7%	13%	12%	7%	8%	9%
					cd					H	H		Hi	H			
Lack of access to finance	65	63	2	43	19	3	44	21	16	21	21	*	7	8	15	23	27
	6%	6%	7%	6%	10%	6%	6%	9%	6%	8%	6%	2%	5%	6%	7%	6%	6%
					C		f										
Other	43	42	1	39	4	*	37	5	17	4	13	*	9	3	9	15	19
	4%	4%	4%	5%	2%	*	5%	2%	6%	1%	4%	9%	7%	2%	4%	4%	4%
				de			G		l			IM	Im				

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The third greatest barrier

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Unweighted Total

Weighted Total

Don't know

Total	Size of business		Seniority			Company set up		Industry						Length of operation		
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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
1013	794	219	710	235	68	666	335	222	174	301	51	265	115	184	361	465
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%
69	67	2	55	11	3	54	13	20	13	24	*	12	5	14	27	28
7%	7%	6%	7%	6%	6%	7%	6%	7%	5%	7%	17%	9%	4%	7%	7%	7%
											HIJM	im				

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

Survey of Business Decision Makers (SMB)

7. Which, if any, of the following factors do you view as your business' biggest barriers to business growth?

The third greatest barrier

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%
Ability to generate new business	194	95	99	143	33	18	153	31	9	151
	19%	24%	16%	20%	20%	14%	19%	20%	14%	21%
		B								
The current economic environment	160	63	97	123	24	13	128	21	11	108
	16%	16%	16%	17%	15%	10%	16%	14%	16%	15%
			e							
Late payments	143	43	100	116	14	13	117	25	1	97
	14%	11%	16%	16%	9%	10%	15%	16%	2%	13%
		A	D				H	H		
Slow buying cycles	141	48	93	99	22	20	111	23	7	112
	14%	12%	15%	14%	14%	16%	14%	15%	11%	15%
The availability of talent on the job market	115	40	75	86	18	10	96	15	4	87
	11%	10%	12%	12%	11%	8%	12%	10%	6%	12%
Ability to adopt the latest technology	83	35	48	55	19	9	69	11	2	62
	8%	9%	8%	8%	12%	7%	9%	7%	4%	8%
				c						
Lack of access to finance	65	28	37	42	17	6	49	12	5	44
	6%	7%	6%	6%	11%	5%	6%	8%	7%	6%
				C						
Other	43	17	26	22	9	12	31	7	5	33
	4%	4%	4%	3%	6%	9%	4%	5%	7%	4%
					C					
Don't know	69	26	43	38	4	26	38	8	22	37
	7%	6%	7%	5%	3%	21%	5%	6%	33%	5%
					CD			FG		

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

Survey of Business Decision Makers (SMB)

8. Who do you turn to when you have business difficulties?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 years
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%		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%
Friends	256	251	5	203	36	18	204	52	52	66	109	*	30	39	74	96	87
	25%	26%	17%	26%	20%	33%	27%	22%	18%	25%	32%	14%	24%	32%	35%	26%	20%
		B		D		D				hk	HKL			HKI	OP	p	
Family	244	240	4	194	40	10	202	41	73	78	68	*	25	16	64	82	99
	24%	24%	14%	25%	22%	19%	26%	17%	25%	30%	20%	13%	20%	13%	30%	22%	23%
		B		G					kM	JKLM	m				Op		
A mentor	176	167	8	137	30	8	131	44	54	35	67	*	19	30	52	62	61
	17%	17%	27%	18%	17%	16%	17%	18%	19%	13%	20%	19%	15%	24%	24%	17%	14%
			A								i			IL	OP		
I go online	172	168	5	127	37	8	124	47	36	40	69	*	27	30	40	68	64
	17%	17%	15%	16%	20%	16%	16%	20%	13%	15%	20%	14%	21%	24%	19%	18%	15%
											H		H	Hi			
Local business support services	121	115	6	84	29	8	86	32	40	20	45	1	15	19	25	50	45
	12%	12%	18%	11%	16%	14%	11%	13%	14%	8%	13%	30%	12%	15%	12%	13%	11%
			A		C				i		i	HIJLM		I			
Government services	76	73	3	45	27	4	41	34	29	9	28	1	9	16	11	34	32
	8%	7%	11%	6%	15%	7%	5%	14%	10%	4%	8%	29%	7%	13%	5%	9%	7%
			a		Ce		F		l		i	HIJLM		ll			
I don't tend to discuss business difficulties with anyone	296	286	9	232	45	19	226	66	89	84	87	*	35	31	42	116	138
	29%	29%	31%	30%	25%	35%	29%	28%	31%	32%	26%	22%	28%	25%	20%	31%	32%
					d										N	N	
Other	75	72	3	65	5	4	60	15	24	14	24	*	12	11	15	21	39
	7%	7%	11%	8%	3%	7%	8%	6%	8%	5%	7%	14%	9%	9%	7%	6%	9%
				D								lj					o

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

Survey of Business Decision Makers (SMB)

8. Who do you turn to when you have business difficulties?

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%
Friends	256	111	146	190	44	22	209	40	7	214
	25%	28%	24%	26%	27%	17%	26%	26%	11%	29%
				E	e		H	H		
Family	244	127	118	161	47	36	183	48	14	183
	24%	32%	19%	22%	30%	28%	23%	31%	21%	25%
		B			c			F		
A mentor	176	57	118	136	26	13	145	25	5	134
	17%	15%	19%	19%	16%	11%	18%	17%	7%	18%
			a	E			H	h		
I go online	172	74	98	132	29	11	155	17	1	142
	17%	19%	16%	18%	18%	9%	20%	11%	1%	19%
				E	E		GH	H		
Local business support services	121	42	79	96	20	5	106	12	2	97
	12%	11%	13%	13%	13%	4%	13%	8%	3%	13%
				E	E		gH			
Government services	76	26	51	62	10	4	72	4	1	63
	8%	7%	8%	9%	6%	3%	9%	2%	2%	9%
				e			Gh			
I don't tend to discuss business difficulties with anyone	296	109	187	203	35	58	208	50	37	180
	29%	28%	30%	28%	22%	45%	26%	33%	56%	25%
						CD			FG	
Other	75	22	53	57	12	5	64	8	3	58
	7%	6%	9%	8%	7%	4%	8%	5%	4%	8%
			a							

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

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all

Summary table

Base: All respondents

	All channels used on a regular basis	The one channel used most of all
Unweighted Total	1013	1013
Weighted Total	1013	1013
	100%	100%
Email	949 94%	525 52%
Telephone (mobile)	836 83%	136 13%
Telephone (landline)	834 82%	143 14%
Face-to-face meetings	796 79%	163 16%
Letters	471 46%	11 1%
Video calling (e.g. Skype)	283 28%	10 1%
Facebook	242 24%	14 1%
Fax	220 22%	4 *
Twitter	189 19%	7 1%

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all

All channels used on a regular basis

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage -ment	Middle manage -ment	Junior manage -ment	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Email	949	920	29	740	161	48	717	225	270	234	325	2	118	118	198	357	394
	94%	94%	94%	95%	89%	89%	93%	94%	94%	90%	96%	96%	94%	95%	93%	96%	92%
				DE						I						P	
Telephone (mobile)	836	809	27	652	140	44	636	197	253	197	285	1	100	99	181	313	342
	83%	82%	88%	84%	77%	81%	83%	83%	88%	76%	84%	70%	80%	80%	85%	84%	80%
			A	D					IKLm		IK						
Telephone (landline)	834	807	27	644	147	44	622	205	242	220	268	2	102	93	160	312	362
	82%	82%	89%	83%	81%	81%	81%	86%	84%	85%	79%	80%	81%	75%	75%	84%	85%
			A					f	M	M						N	N
Face-to-face meetings	796	769	27	614	135	47	593	196	224	190	280	2	101	102	168	283	345
	79%	78%	87%	79%	74%	88%	77%	82%	78%	73%	83%	82%	80%	82%	79%	76%	81%
			A			cD		f			I		i	i			o
Letters	471	454	17	334	99	38	317	148	150	113	145	1	62	44	74	168	228
	46%	46%	56%	43%	54%	71%	41%	62%	52%	43%	43%	66%	49%	36%	35%	45%	54%
			A		C	CD		F	iJM			hJLM	M			N	NO
Video calling (e.g. Skype)	283	271	12	232	40	11	220	62	61	49	140	*	33	64	77	110	96
	28%	28%	39%	30%	22%	21%	29%	26%	21%	19%	42%	13%	26%	52%	36%	30%	23%
			A	D							HIKL		iK	HijKL	P	P	
Facebook	242	233	9	188	41	12	183	58	50	79	71	1	41	35	62	88	91
	24%	24%	30%	24%	23%	23%	24%	24%	17%	30%	21%	28%	33%	28%	29%	24%	21%
			a							HJ		h	HJ	H	P		
Fax	220	210	10	153	45	23	148	69	68	67	57	1	27	10	31	54	135
	22%	21%	33%	20%	25%	43%	19%	29%	24%	26%	17%	32%	21%	8%	14%	14%	32%
			A	c	CD		F		jM	JM	M	JIM	M				NO

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

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all

All channels used on a regular basis

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Twitter	189	179	10	145	30	15	140	48	33	47	79	1	30	34	46	75	69
	19%	18%	33%	19%	17%	27%	18%	20%	11%	18%	23%	27%	24%	27%	22%	20%	16%
			A			cd				h	H	H	H	Hi	p		

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

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all

All channels used on a regular basis

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%
Email	949	365	584	692	143	115	758	137	53	693
	94%	93%	94%	95%	89%	90%	96%	90%	79%	95%
				DE			GH	h		
Telephone (mobile)	836	317	519	592	138	106	658	126	52	601
	83%	80%	84%	82%	86%	83%	83%	82%	78%	82%
Telephone (landline)	834	329	505	591	136	107	654	127	53	586
	82%	83%	82%	81%	85%	84%	82%	83%	79%	80%
Face-to-face meetings	796	294	502	586	114	95	634	110	52	595
	79%	74%	81%	81%	71%	75%	80%	72%	77%	81%
			A	D			G			
Letters	471	199	272	347	72	51	378	69	24	326
	46%	50%	44%	48%	45%	40%	48%	45%	36%	45%
		B								
Video calling (e.g. Skype)	283	91	192	210	47	26	249	27	7	242
	28%	23%	31%	29%	29%	21%	31%	18%	10%	33%
			A	e			GH			
Facebook	242	121	120	208	26	7	217	18	6	233
	24%	31%	19%	29%	16%	6%	27%	12%	10%	32%
		B		DE	E		GH			
Fax	220	81	139	170	34	16	174	38	9	147
	22%	20%	23%	23%	21%	13%	22%	25%	13%	20%
				E	e			h		
Twitter	189	78	111	168	16	6	179	9	2	185
	19%	20%	18%	23%	10%	4%	23%	6%	2%	25%
				DE			GH			

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

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all?

The one channel used most of all

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	
Significance Level: 90%																	
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%
Email	525	506	19	425	77	23	392	131	153	111	190	1	69	78	97	200	227
	52%	51%	62%	55%	43%	42%	51%	55%	53%	43%	56%	55%	55%	63%	46%	54%	53%
			A	De					l		l		l		n	n	
Face-to-face meetings	163	159	4	133	23	7	136	28	43	43	58	*	19	21	30	70	63
	16%	16%	13%	17%	13%	13%	18%	12%	15%	17%	17%	16%	15%	17%	14%	19%	15%
							G										
Telephone (landline)	143	140	4	87	42	15	99	41	37	52	36	*	18	6	21	49	74
	14%	14%	12%	11%	23%	27%	13%	17%	13%	20%	11%	17%	14%	5%	10%	13%	17%
				C	C		f		M	hJM	m	M	M				No
Telephone (mobile)	136	135	2	106	25	6	106	29	49	36	39	*	13	11	48	39	49
	13%	14%	5%	14%	14%	10%	14%	12%	17%	14%	12%	5%	10%	8%	22%	11%	12%
		B							jKLM	k					OP		
Facebook	14	13	1	9	3	2	14	1	*	11	*	*	3	*	9	4	1
	1%	1%	3%	1%	2%	3%	2%	*	*	4%	*	3%	2%	*	4%	1%	*
							g			HJM		HJm	HJ		OP		
Letters	11	10	*	4	6	-	7	4	-	4	5	*	2	3	2	4	5
	1%	1%	1%	1%	4%	-	1%	2%	-	1%	2%	3%	1%	2%	1%	1%	1%
				C						h	h	H	h	H			
Video calling (e.g. Skype)	10	9	1	9	*	*	9	1	2	*	6	*	1	5	4	3	3
	1%	1%	3%	1%	*	1%	1%	*	1%	*	2%	1%	1%	4%	2%	1%	1%
			A								i		HIL				
Twitter	7	6	*	3	4	-	5	2	4	-	1	-	2	1	1	3	2
	1%	1%	2%	*	2%	-	1%	1%	1%	-	*	-	1%	1%	1%	1%	1%
				C													

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

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all?

The one channel used most of all

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Fax	4	4	-	2	-	2	2	2	-	4	-	-	-	-	2	-	2
	*	*	-	*	-	3%	*	1%	-	1%	-	-	-	-	1%	-	*
					CD					hJl				o			

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

Survey of Business Decision Makers (SMB)

9. From the list below please select all of the channels of communication which your business uses on a regular basis, and the one channel which your business uses most of all?

The one channel used most of all

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%
Email	525	168	356	411	62	52	437	62	26	379
	52%	43%	58%	57%	39%	41%	55%	41%	38%	52%
		A	DE				GH			
Face-to-face meetings	163	81	82	107	32	25	124	25	15	126
	16%	21%	13%	15%	20%	20%	16%	16%	22%	17%
		B								
Telephone (landline)	143	69	74	94	24	26	94	36	14	92
	14%	17%	12%	13%	15%	20%	12%	23%	21%	13%
		B			c		F	F		
Telephone (mobile)	136	53	84	77	35	25	99	26	11	97
	13%	13%	14%	11%	22%	19%	12%	17%	17%	13%
			C	C						
Facebook	14	12	2	11	4	-	13	2	-	13
	1%	3%	*	1%	2%	-	2%	1%	-	2%
		B								
Letters	11	5	6	9	1	-	11	*	-	7
	1%	1%	1%	1%	1%	-	1%	*	-	1%
Video calling (e.g. Skype)	10	2	8	8	1	-	8	1	1	8
	1%	*	1%	1%	1%	-	1%	*	2%	1%
Twitter	7	2	5	7	*	-	7	-	-	7
	1%	1%	1%	1%	*	-	1%	-	-	1%
Fax	4	2	2	2	2	-	2	2	-	4
	*	*	*	*	1%	-	*	1%	-	*
							f			

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

Survey of Business Decision Makers (SMB)

11. Which, if any, of the following best describes how you finalise deals in your business?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- ment	Middle manage- ment	Junior manage- ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Email confirmation	333	326	7	260	61	12	269	62	85	108	97	*	43	34	73	127	133
	33%	33%	23%	33%	33%	22%	35%	26%	29%	42%	29%	18%	34%	28%	34%	34%	31%
		B		e	e		G		k	HJKIM			K				
Signed paper contract	320	307	13	236	58	26	237	83	109	57	112	1	41	39	53	119	149
	32%	31%	43%	30%	32%	48%	31%	35%	38%	22%	33%	43%	33%	31%	25%	32%	35%
			A			CD			l		l	l	l	i		n	N
Signed and scanned contract	194	186	8	150	35	9	130	61	56	22	93	*	22	44	51	68	75
	19%	19%	25%	19%	19%	16%	17%	25%	19%	8%	28%	21%	18%	35%	24%	18%	18%
			a				F		l		HIL	l	l	HIKL	p		
Verbal confirmation	115	113	2	90	20	6	92	23	30	46	25	*	13	3	31	43	41
	11%	12%	5%	12%	11%	10%	12%	10%	10%	18%	7%	12%	10%	2%	15%	12%	10%
		B							M	HJLM	M	M	M		p		
Handshake	37	36	1	28	7	2	27	8	7	18	8	*	4	3	5	13	18
	4%	4%	2%	4%	4%	3%	4%	3%	2%	7%	2%	5%	3%	2%	2%	4%	4%
										HJlm							
Other	14	14	*	14	*	-	14	*	2	7	3	*	2	1	-	3	11
	1%	1%	2%	2%	*	-	2%	*	1%	3%	1%	1%	2%	1%	-	1%	3%
				d			G			h							No

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

Survey of Business Decision Makers (SMB)

11. Which, if any, of the following best describes how you finalise deals in your business?

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%
Email confirmation	333	118	215	252	49	32	263	54	16	247
	33%	30%	35%	35%	31%	25%	33%	35%	24%	34%
			e							
Signed paper contract	320	139	182	227	49	45	250	50	21	213
	32%	35%	29%	31%	30%	35%	32%	33%	31%	29%
		b								
Signed and scanned contract	194	53	141	152	25	17	171	14	8	158
	19%	13%	23%	21%	16%	13%	22%	9%	12%	22%
		A	e				G			
Verbal confirmation	115	60	55	69	23	23	80	20	15	77
	11%	15%	9%	9%	14%	18%	10%	13%	22%	11%
		B	c	C				Fg		
Handshake	37	16	21	17	13	7	21	11	5	30
	4%	4%	3%	2%	8%	5%	3%	7%	7%	4%
				C				F	f	
Other	14	9	5	9	1	4	8	4	2	6
	1%	2%	1%	1%	1%	3%	1%	3%	3%	1%
		b						f		

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

Survey of Business Decision Makers (SMB)

13. Which of the following statements best describes how you view the role of websites for businesses?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
A website is essential for business success	452	432	20	326	94	31	327	123	114	128	143	1	66	69	99	165	188
	45%	44%	66%	42%	52%	58%	43%	52%	40%	49%	42%	58%	52%	55%	46%	44%	44%
			A		C	C		F		h		HJ	HJ	HJ			
A website is essential to appear professional in the market	341	332	9	262	63	16	254	85	98	75	132	1	35	44	78	117	146
	34%	34%	30%	34%	35%	30%	33%	36%	34%	29%	39%	26%	28%	35%	37%	31%	34%
											IkL						
A website is nice to have if you have the budget, but not essential	153	152	1	132	14	7	128	22	51	42	43	*	16	6	22	65	66
	15%	15%	4%	17%	8%	12%	17%	9%	18%	16%	13%	12%	13%	5%	10%	17%	16%
		B		D			G		M	M	M		M			N	n
Having a website plays no role in the success of a business	67	67	*	57	10	-	60	7	25	14	19	*	8	5	14	27	26
	7%	7%	1%	7%	5%	-	8%	3%	9%	5%	6%	4%	6%	4%	7%	7%	6%
		B		E	e		G										
Net																	
Essential	793	764	29	589	157	47	580	209	213	203	275	2	101	113	177	282	334
	78%	78%	96%	76%	87%	88%	76%	88%	74%	78%	82%	84%	80%	91%	83%	76%	78%
			A		C	C		F			H		h	HIJL	O		

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

Survey of Business Decision Makers (SMB)

13. Which of the following statements best describes how you view the role of websites for businesses?

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%
A website is essential for business success	452	199	253	414	31	7	452	-	-	360
	45%	50%	41%	57%	19%	5%	57%	-	-	49%
		B		DE	E		GH			
A website is essential to appear professional in the market	341	116	225	251	79	10	341	-	-	264
	34%	29%	36%	35%	50%	8%	43%	-	-	36%
			A	E	CE		GH			
A website is nice to have if you have the budget, but not essential	153	59	94	51	45	57	-	153	-	80
	15%	15%	15%	7%	28%	44%	-	100%	-	11%
					C	CD		FH		
Having a website plays no role in the success of a business	67	22	45	9	5	54	-	-	67	27
	7%	6%	7%	1%	3%	42%	-	-	100%	4%
						CD			FG	
Net										
Essential	793	314	479	666	110	17	793	-	-	625
	78%	80%	77%	92%	69%	13%	100%	-	-	85%
				DE	E		GH			

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

Survey of Business Decision Makers (SMB)

14. Which, if any, of the following statements best describes how you personally feel when thinking about keeping up with new technology within your business?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Excited	418	404	15	326	70	22	313	102	114	99	157	*	48	70	96	147	175
	41%	41%	48%	42%	39%	42%	41%	43%	39%	38%	47%	23%	38%	56%	45%	39%	41%
		a							K	K	hiKL		K	Hijkl			
Energised	272	262	10	205	51	16	213	59	87	60	100	*	24	50	66	98	108
	27%	27%	34%	26%	28%	30%	28%	25%	30%	23%	30%	17%	19%	40%	31%	26%	25%
		A							kL		kL			hijkl			
Empowered	238	229	9	183	49	7	181	57	64	47	91	1	35	35	60	86	92
	23%	23%	30%	23%	27%	12%	24%	24%	22%	18%	27%	31%	28%	28%	28%	23%	22%
		A		E	E						l	i	l	l	p		
Frustrated	170	166	4	129	39	2	128	42	53	46	48	*	23	11	29	70	71
	17%	17%	14%	17%	21%	4%	17%	17%	18%	18%	14%	20%	18%	9%	14%	19%	17%
				E	cE				M	M		m	M				
Overwhelmed	149	145	4	109	33	7	117	30	42	42	46	*	19	19	36	56	57
	15%	15%	14%	14%	18%	13%	15%	13%	14%	16%	14%	11%	15%	15%	17%	15%	13%
Confused	137	135	3	112	20	5	114	21	28	49	46	*	14	16	24	50	63
	14%	14%	9%	14%	11%	9%	15%	9%	10%	19%	14%	19%	11%	13%	11%	13%	15%
		b					G			HL		h					
Fearful	39	38	2	31	9	*	26	14	12	15	8	*	4	4	2	17	20
	4%	4%	6%	4%	5%	*	3%	6%	4%	6%	2%	1%	4%	3%	1%	5%	5%
				e			f			j					N	N	
Other	57	54	2	48	4	4	45	11	16	9	22	*	11	6	6	24	27
	6%	6%	8%	6%	2%	8%	6%	4%	5%	3%	6%	3%	8%	4%	3%	6%	6%
				D		D							l		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)

14. Which, if any, of the following statements best describes how you personally feel when thinking about keeping up with new technology within your business?

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%
Excited	418	150	268	304	74	41	341	52	25	316
	41%	38%	43%	42%	46%	32%	43%	34%	37%	43%
		a	e	E		g				
Energised	272	96	176	208	37	27	233	28	12	216
	27%	24%	28%	29%	23%	21%	29%	18%	17%	30%
							Gh			
Empowered	238	76	162	185	32	21	202	25	11	192
	23%	19%	26%	26%	20%	17%	25%	16%	16%	26%
		A	E				G			
Frustrated	170	69	102	123	34	13	137	23	10	123
	17%	17%	16%	17%	21%	10%	17%	15%	15%	17%
			e	E						
Overwhelmed	149	72	77	106	30	13	126	20	3	108
	15%	18%	13%	15%	19%	10%	16%	13%	4%	15%
		B		e			H	h		
Confused	137	59	79	98	24	15	107	28	2	98
	14%	15%	13%	14%	15%	12%	13%	19%	4%	13%
				H	H					
Fearful	39	15	24	27	8	4	31	8	1	26
	4%	4%	4%	4%	5%	3%	4%	5%	1%	4%
Other	57	25	32	29	6	22	28	16	13	36
	6%	6%	5%	4%	4%	17%	4%	11%	19%	5%
						CD		F	F	

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year? of all

Summary table

Base: All respondents

		Social media	The company website
Unweighted Total		1013	1013
Weighted Total		1013	1013
		100%	100%
Up to £5,000	(2.5)	186 18%	107 11%
£5,001 - £10,000	(7.5)	41 4%	40 4%
£10,001 - £15,000	(12.5)	30 3%	39 4%
£15,001 - £20,000	(17.5)	27 3%	35 3%
£20,001 - £25,000	(22.5)	21 2%	26 3%
£25,001 - £30,000	(27.5)	8 1%	22 2%
£30,001 - £35,000	(32.5)	5 1%	17 2%
£35,001 - £40,000	(37.5)	7 1%	25 2%
£40,001 - £45,000	(42.5)	4 *	11 1%
£45,001 - £50,000	(47.5)	10 1%	28 3%
£50,001 - £100,000	(75.0)	20 2%	59 6%
£100,001 - £150,000	(125.0)	11 1%	38 4%
£150,001 - £200,000	(175.0)	5 *	15 1%
£200,001 - £250,000	(225.0)	4 *	22 2%
£250,001 - £500,000	(375.0)	3 *	31 3%

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year? of all

Summary table

Base: All respondents

		Social media	The company website
Unweighted Total		1013	1013
Weighted Total		1013	1013
		100%	100%
£500,001 - £1 million	(750.0)	7	32
		1%	3%
More than £1 million	(1250.0)	4	27
		*	3%
We don't use this channel	(0.0)	345	214
		34%	21%
Don't know		276	225
		27%	22%
Mean Score		25.33	117.3

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All respondents

	Total	Size of business		Seniority			Company set up		Industry						Length of operation			
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%	
Up to £5,000	(2.5)	186	184	2	152	25	9	150	34	41	49	73	*	23	28	55	66	66
		18%	19%	6%	20%	14%	17%	20%	14%	14%	19%	22%	16%	18%	22%	26%	18%	15%
			B	D			G				H		h		OP			
£5,001 - £10,000	(7.5)	41	40	1	31	10	*	31	10	7	18	9	*	7	4	13	14	15
		4%	4%	2%	4%	5%	1%	4%	4%	2%	7%	3%	4%	6%	3%	6%	4%	3%
					e						HJ			hj				
£10,001 - £15,000	(12.5)	30	29	1	19	9	1	26	4	7	11	9	-	3	5	5	18	8
		3%	3%	3%	3%	5%	2%	3%	2%	2%	4%	3%	-	2%	4%	2%	5%	2%
					C										P			
£15,001 - £20,000	(17.5)	27	26	1	19	7	1	24	2	7	7	10	*	2	4	5	12	9
		3%	3%	3%	2%	4%	2%	3%	1%	2%	3%	3%	3%	2%	3%	2%	3%	2%
							G											
£20,001 - £25,000	(22.5)	21	20	1	14	3	5	12	9	5	7	7	*	2	3	3	12	6
		2%	2%	3%	2%	1%	9%	2%	4%	2%	3%	2%	2%	1%	2%	1%	3%	2%
							CD		F							p		
£25,001 - £30,000	(27.5)	8	8	-	8	-	-	6	2	3	2	3	-	-	1	2	4	2
		1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*
										l					l			
£30,001 - £35,000	(32.5)	5	5	1	4	2	-	4	2	4	-	2	*	-	1	2	4	*
		1%	*	2%	*	1%	-	*	1%	1%	-	*	2%	-	1%	1%	1%	*
				A						l			IL	l	p	p		
£35,001 - £40,000	(37.5)	7	6	*	5	2	-	7	-	2	4	1	*	-	1	4	2	
		1%	1%	1%	1%	1%	-	1%	-	1%	1%	*	1%	-	1%	1%	*	
								g			l		l					

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All respondents

	Total	Size of business		Seniority			Company set up		Industry						Length of operation		
		Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
£40,001 - £45,000 (42.5)	4	4	-	4	1	-	2	2	2	-	1	-	1	1	-	2	2
	*	*	-	*	*	-	*	1%	1%	-	*	-	1%	1%	-	1%	*
£45,001 - £50,000 (47.5)	10	9	1	8	*	2	8	2	*	4	5	-	1	1	5	3	2
	1%	1%	2%	1%	*	3%	1%	1%	*	1%	2%	-	1%	1%	2%	1%	*
						cD					h				P		
£50,001 - £100,000 (75.0)	20	19	1	15	4	*	16	4	5	2	11	*	2	1	4	11	4
	2%	2%	3%	2%	2%	*	2%	2%	2%	1%	3%	1%	2%	1%	2%	3%	1%
											i					P	
£100,001 - £150,000 (125.0)	11	11	1	8	3	-	9	2	4	4	3	*	1	1	4	4	4
	1%	1%	2%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
£150,001 - £200,000 (175.0)	5	4	*	1	3	-	1	3	-	2	1	-	1	1	1	1	3
	*	*	1%	*	2%	-	*	1%	-	1%	*	-	1%	1%	*	*	1%
					C			F									
£200,001 - £250,000 (225.0)	4	3	*	2	1	-	2	1	-	2	2	-	-	1	1	*	2
	*	*	2%	*	1%	-	*	1%	-	1%	1%	-	-	1%	1%	*	*
			A											l			
£250,001 - £500,000 (375.0)	3	3	*	3	-	-	3	*	2	*	1	-	-	*	1	*	2
	*	*	1%	*	-	-	*	*	1%	*	*	-	-	*	1%	*	*
£500,001 - £1 million (750.0)	7	7	*	7	*	-	7	*	2	2	3	*	1	1	2	-	5
	1%	1%	1%	1%	*	-	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%
							g								o		O
More than £1 million (1250.0)	4	4	*	1	2	-	1	2	2	-	1	*	1	-	3	-	1
	*	*	*	*	1%	-	*	1%	1%	-	*	1%	*	-	1%	-	*
					C			f							OP		

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation				
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%	
We don't use this channel	(0.0)	345	338	7	266	60	20	269	74	135	80	90	*	39	25	45	129	170
	34%	34%	24%	34%	33%	36%	35%	31%	47%	31%	27%	24%	31%	20%	21%	35%	40%	
		B		IJKLM	M							M		N	N			
Don't know	276	263	13	212	49	15	189	84	62	66	104	1	43	43	62	89	125	
	27%	27%	44%	27%	27%	28%	25%	35%	22%	26%	31%	40%	34%	34%	29%	24%	29%	
		A		F						H	HI	Hi	H				o	
Mean Score	25.33	24.92	42.62	23.37	39.10	7.04	23.19	33.26	24.90	19.96	30.52	57.89	23.98	28.83	50.46	11.27	26.03	
															O		O	

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All respondents

	Total	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	
		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%
Up to £5,000 (2.5)	186	83	104	151	24	11	160	20	6	171
	18%	21%	17%	21%	15%	8%	20%	13%	10%	23%
		b		E			gh			
£5,001 - £10,000 (7.5)	41	22	19	31	6	4	32	6	2	38
	4%	6%	3%	4%	3%	3%	4%	4%	3%	5%
		b								
£10,001 - £15,000 (12.5)	30	16	14	29	1	-	30	-	-	30
	3%	4%	2%	4%	1%	-	4%	-	-	4%
		b		dE			G			
£15,001 - £20,000 (17.5)	27	8	19	21	6	-	25	2	-	27
	3%	2%	3%	3%	4%	-	3%	1%	-	4%
				e	E					
£20,001 - £25,000 (22.5)	21	9	12	16	5	-	20	2	-	19
	2%	2%	2%	2%	3%	-	2%	1%	-	3%
				e						
£25,001 - £30,000 (27.5)	8	5	3	5	1	1	6	-	1	8
	1%	1%	*	1%	1%	1%	1%	-	2%	1%
£30,001 - £35,000 (32.5)	5	3	2	5	*	-	5	*	-	5
	1%	1%	*	1%	*	-	1%	*	-	1%
£35,001 - £40,000 (37.5)	7	5	2	7	-	-	7	-	-	7
	1%	1%	*	1%	-	-	1%	-	-	1%
		b								
£40,001 - £45,000 (42.5)	4	1	4	4	-	1	4	-	1	4
	*	*	1%	*	-	*	*	-	1%	1%
£45,001 - £50,000 (47.5)	10	5	5	8	1	-	9	1	-	10
	1%	1%	1%	1%	1%	-	1%	*	-	1%

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

ComRes
Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All respondents

	Total	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	
		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%
£50,001 - £100,000 (75.0)	20	1	18	16	3	1	18	1	-	20
	2%	*	3%	2%	2%	1%	2%	1%	-	3%
			A							
£100,001 - £150,000 (125.0)	11	4	7	8	2	1	10	-	1	10
	1%	1%	1%	1%	1%	1%	1%	-	2%	1%
£150,001 - £200,000 (175.0)	5	1	4	5	-	-	5	-	-	5
	*	*	1%	1%	-	-	1%	-	-	1%
£200,001 - £250,000 (225.0)	4	*	3	4	-	-	4	-	-	4
	*	*	1%	*	-	-	*	-	-	*
£250,001 - £500,000 (375.0)	3	*	3	3	*	-	3	-	-	3
	*	*	1%	*	*	-	*	-	-	*
£500,001 - £1 million (750.0)	7	6	1	5	2	-	7	-	-	7
	1%	1%	*	1%	1%	-	1%	-	-	1%
		B								
More than £1 million (1250.0)	4	1	3	2	-	1	2	-	1	4
	*	*	*	*	-	1%	*	-	2%	*
								f		
We don't use this channel (0.0)	345	126	219	190	66	89	214	85	46	124
	34%	32%	35%	26%	41%	70%	27%	56%	69%	17%
				C	C	CD		F	F	
Don't know	276	99	177	216	42	18	232	36	8	237
	27%	25%	29%	30%	26%	14%	29%	23%	12%	32%
				E	E		H	h		
Mean Score	25.33	25.09	25.49	28.20	19.48	18.29	29.41	2.51	31.77	37.12
							G			

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All respondents

	Total	Size of business		Seniority			Company set up		Industry						Length of operation		
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Up to £5,000	(2.5)	107	1	83	15	9	82	25	10	42	40	*	14	10	26	35	46
		11%	11%	2%	11%	8%	18%	11%	4%	16%	12%	14%	11%	8%	12%	9%	11%
		B				cD				Hm	H	H	H	h			
£5,001 - £10,000	(7.5)	40	*	31	8	1	30	10	10	12	12	*	6	5	11	18	11
		4%	4%	1%	4%	4%	4%	4%	4%	5%	4%	4%	5%	4%	5%	5%	3%
		B													p	p	
£10,001 - £15,000	(12.5)	39	1	30	4	5	32	5	7	12	14	*	5	7	11	15	12
		4%	4%	2%	4%	2%	4%	2%	2%	5%	4%	1%	4%	5%	5%	4%	3%
						cD											
£15,001 - £20,000	(17.5)	35	*	31	4	-	29	6	5	9	16	*	5	7	14	7	14
		3%	3%	2%	4%	2%	4%	2%	2%	3%	5%	9%	4%	5%	6%	2%	3%
				e							h	H	h	h	Op		
£20,001 - £25,000	(22.5)	26	*	19	5	2	20	6	3	4	14	*	5	6	2	11	13
		3%	3%	2%	2%	4%	3%	3%	1%	1%	4%	2%	4%	5%	1%	3%	3%
											H		h	Hi			
£25,001 - £30,000	(27.5)	22	1	16	4	2	17	5	7	5	6	-	3	1	3	6	12
		2%	3%	2%	2%	4%	2%	2%	2%	2%	2%	-	2%	1%	1%	2%	3%
£30,001 - £35,000	(32.5)	17	*	12	2	3	13	4	-	5	9	-	2	5	4	6	7
		2%	1%	2%	1%	6%	2%	2%	-	2%	3%	-	2%	4%	2%	2%	2%
						CD				H	H		H	H			
£35,001 - £40,000	(37.5)	25	1	13	11	1	20	4	12	5	5	*	2	3	3	10	11
		2%	2%	2%	6%	1%	3%	2%	4%	2%	2%	1%	1%	2%	2%	3%	3%
				Ce					jl								

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All respondents

	Total	Size of business		Seniority			Company set up		Industry						Length of operation		
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
£40,001 - £45,000	(42.5)	11	*	9	2	-	11	*	2	7	1	-	1	1	2	5	5
		1%	1%	1%	1%	1%	1%	*	1%	3%	*	-	1%	1%	1%	1%	1%
							G			hJ							
£45,001 - £50,000	(47.5)	28	1	21	5	2	22	6	12	7	6	-	3	3	4	9	15
		3%	3%	2%	3%	3%	3%	2%	4%	3%	2%	-	3%	2%	2%	2%	4%
									j								
£50,001 - £100,000	(75.0)	59	1	36	19	4	37	20	14	19	17	*	9	8	11	22	27
		6%	5%	5%	11%	7%	5%	8%	5%	7%	5%	4%	7%	6%	5%	6%	6%
					C			F									
£100,001 - £150,000	(125.0)	38	1	33	5	*	31	7	10	7	16	*	5	7	5	17	16
		4%	4%	4%	3%	*	4%	3%	4%	3%	5%	1%	4%	5%	3%	5%	4%
£150,001 - £200,000	(175.0)	15	1	10	5	-	9	6	4	4	5	-	2	1	3	5	7
		1%	2%	1%	3%	-	1%	2%	1%	1%	2%	-	2%	1%	1%	1%	2%
£200,001 - £250,000	(225.0)	22	1	18	4	*	18	4	16	4	2	*	1	2	5	6	11
		2%	4%	2%	2%	*	2%	2%	5%	1%	1%	1%	1%	1%	2%	2%	3%
			a						IJLm								
£250,001 - £500,000	(375.0)	31	2	25	5	*	22	8	16	6	7	-	3	4	2	10	19
		3%	6%	3%	3%	*	3%	3%	5%	2%	2%	-	2%	3%	1%	3%	4%
			a						Jkl								N
£500,001 - £1 million	(750.0)	32	2	27	3	2	23	9	14	11	5	*	3	*	7	10	15
		3%	6%	4%	2%	3%	3%	4%	5%	4%	1%	3%	2%	*	3%	3%	4%
			a						JIM	jM							
More than £1 million	(1250.0)	27	4	18	8	1	18	9	10	8	8	*	2	5	4	8	15
		3%	12%	2%	4%	2%	2%	4%	3%	3%	2%	5%	2%	4%	2%	2%	3%
			A														

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
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	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	
Significance Level: 90%																	
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%
We don't use this channel	(0.0)																
	214	212	1	183	26	5	192	22	79	41	73	*	20	16	46	93	75
	21%	22%	4%	23%	14%	10%	25%	9%	27%	16%	22%	13%	16%	13%	21%	25%	18%
		B		DE			G		IKLM		M					P	
Don't know	225	212	12	161	47	17	141	81	59	51	80	1	34	32	49	79	96
	22%	22%	40%	21%	26%	32%	18%	34%	20%	20%	24%	40%	27%	26%	23%	21%	23%
		A		c		C		F				HIJlm	hi				
Mean Score	117.3	110.9	392.3	113.7	139.6	97.46	103.4	172.9	157.1	121.2	86.74	166.8	93.76	124.4	93.15	101.4	143.5
		A					F		JL								no

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

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%
Up to £5,000 (2.5)	107	50	57	90	16	2	86	18	3	70
	11%	13%	9%	12%	10%	1%	11%	12%	5%	10%
		b		E	E					
£5,001 - £10,000 (7.5)	40	19	22	36	4	-	35	5	-	29
	4%	5%	3%	5%	3%	-	4%	4%	-	4%
				E						
£10,001 - £15,000 (12.5)	39	21	18	37	2	-	34	4	*	29
	4%	5%	3%	5%	1%	-	4%	3%	*	4%
		b		DE						
£15,001 - £20,000 (17.5)	35	15	20	31	4	-	32	3	-	31
	3%	4%	3%	4%	2%	-	4%	2%	-	4%
				E						
£20,001 - £25,000 (22.5)	26	7	19	24	*	2	24	1	2	22
	3%	2%	3%	3%	*	1%	3%	*	3%	3%
				D			g			
£25,001 - £30,000 (27.5)	22	7	14	19	1	2	18	3	-	18
	2%	2%	2%	3%	*	1%	2%	2%	-	2%
£30,001 - £35,000 (32.5)	17	8	9	16	1	-	15	2	-	15
	2%	2%	2%	2%	1%	-	2%	2%	-	2%
£35,001 - £40,000 (37.5)	25	17	7	23	1	-	25	-	-	20
	2%	4%	1%	3%	1%	-	3%	-	-	3%
		B		e			G			
£40,001 - £45,000 (42.5)	11	4	7	11	*	-	11	-	-	11
	1%	1%	1%	2%	*	-	1%	-	-	2%
£45,001 - £50,000 (47.5)	28	12	16	27	1	-	27	1	-	23
	3%	3%	3%	4%	1%	-	3%	*	-	3%
				de			g			

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

ComRes

Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

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%
£50,001 - £100,000 (75.0)	59	17	42	56	3	-	59	-	-	49
	6%	4%	7%	8%	2%	-	7%	-	-	7%
			a	DE			GH			
£100,001 - £150,000 (125.0)	38	13	25	37	2	-	38	-	-	34
	4%	3%	4%	5%	1%	-	5%	-	-	5%
			DE				Gh			
£150,001 - £200,000 (175.0)	15	5	10	15	-	-	15	-	-	14
	1%	1%	2%	2%	-	-	2%	-	-	2%
			d							
£200,001 - £250,000 (225.0)	22	6	16	21	2	-	22	-	-	17
	2%	2%	3%	3%	1%	-	3%	-	-	2%
			e				g			
£250,001 - £500,000 (375.0)	31	7	24	29	2	-	29	2	-	27
	3%	2%	4%	4%	1%	-	4%	1%	-	4%
			A	dE						
£500,001 - £1 million (750.0)	32	13	19	31	1	-	32	-	-	24
	3%	3%	3%	4%	1%	-	4%	-	-	3%
			dE				G			
More than £1 million (1250.0)	27	11	16	26	2	-	27	-	-	22
	3%	3%	3%	4%	1%	-	3%	-	-	3%
			e				G			
We don't use this channel (0.0)	214	79	135	21	79	114	73	86	56	101
	21%	20%	22%	3%	49%	89%	9%	56%	83%	14%
			C	CD			F	FG		
Don't know	225	83	142	177	39	8	190	28	6	176
	22%	21%	23%	24%	25%	7%	24%	19%	9%	24%
			E	E			H			

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

ComRes

Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

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%
Mean Score	117.3	110.0	122.1	159.5	40.54	.75	151.6	8.20	.82	135.1
				DE	E		GH			

Significance Level: 90%

Significance Level: 95%

Unweighted Total

Weighted Total

Mean Score

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year? of all

Summary table

Base: All those who gave a figure

		Social media	The company website
Unweighted Total		376	565
Weighted Total		392	575
		100%	100%
Up to £5,000	(2.5)	186	107
		47%	19%
£5,001 - £10,000	(7.5)	41	40
		10%	7%
£10,001 - £15,000	(12.5)	30	39
		8%	7%
£15,001 - £20,000	(17.5)	27	35
		7%	6%
£20,001 - £25,000	(22.5)	21	26
		5%	5%
£25,001 - £30,000	(27.5)	8	22
		2%	4%
£30,001 - £35,000	(32.5)	5	17
		1%	3%
£35,001 - £40,000	(37.5)	7	25
		2%	4%
£40,001 - £45,000	(42.5)	4	11
		1%	2%
£45,001 - £50,000	(47.5)	10	28
		3%	5%
£50,001 - £100,000	(75.0)	20	59
		5%	10%
£100,001 - £150,000	(125.0)	11	38
		3%	7%
£150,001 - £200,000	(175.0)	5	15
		1%	3%
£200,001 - £250,000	(225.0)	4	22
		1%	4%
£250,001 - £500,000	(375.0)	3	31
		1%	5%

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year? of all

Summary table

Base: All those who gave a figure

		Social media	The company website
Unweighted Total		376	565
Weighted Total		392	575
		100%	100%
£500,001 - £1 million	(750.0)	7	32
		2%	6%
More than £1 million	(1250.0)	4	27
		1%	5%
Mean Score		47.61	161.0

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All those who gave a figure

	Total	Size of business		Seniority			Company set up		Industry						Length of operation			
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	376	306	70	274	83	19	282	90	68	75	129	18	86	53	93	144	139	
Weighted Total	392	382	10	301	72	19	310	80	91	113	144	1	44	56	105	155	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Up to £5,000	(2.5)	186	184	2	152	25	9	150	34	41	49	73	*	23	28	55	66	66
		47%	48%	19%	51%	34%	49%	48%	43%	45%	44%	51%	46%	51%	49%	52%	42%	50%
			B	D														
£5,001 - £10,000	(7.5)	41	40	1	31	10	*	31	10	7	18	9	*	7	4	13	14	15
		10%	11%	7%	10%	13%	2%	10%	12%	8%	16%	6%	11%	16%	7%	12%	9%	11%
											J			J				
£10,001 - £15,000	(12.5)	30	29	1	19	9	1	26	4	7	11	9	-	3	5	5	18	8
		8%	8%	10%	6%	13%	7%	8%	5%	7%	10%	7%	-	7%	10%	5%	11%	6%
						c											n	
£15,001 - £20,000	(17.5)	27	26	1	19	7	1	24	2	7	7	10	*	2	4	5	12	9
		7%	7%	10%	6%	9%	7%	8%	3%	8%	6%	7%	8%	5%	7%	5%	8%	7%
								g										
£20,001 - £25,000	(22.5)	21	20	1	14	3	5	12	9	5	7	7	*	2	3	3	12	6
		5%	5%	10%	5%	4%	26%	4%	11%	6%	6%	5%	7%	4%	5%	3%	8%	5%
							CD		F								n	
£25,001 - £30,000	(27.5)	8	8	-	8	-	-	6	2	3	2	3	-	-	1	2	4	2
		2%	2%	-	3%	-	-	2%	2%	4%	2%	2%	-	-	2%	2%	3%	1%
										l								
£30,001 - £35,000	(32.5)	5	5	1	4	2	-	4	2	4	-	2	*	-	1	2	4	*
		1%	1%	7%	1%	3%	-	1%	2%	4%	-	1%	7%	-	3%	2%	2%	*
				A						il			ljL					
£35,001 - £40,000	(37.5)	7	6	*	5	2	-	7	-	2	4	1	*	-	-	1	4	2
		2%	2%	4%	2%	3%	-	2%	-	2%	3%	1%	4%	-	-	1%	2%	1%
										l			l					

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All those who gave a figure

	Total	Size of business		Seniority			Company set up		Industry						Length of operation		
		Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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
Significance Level: 90%																	
Significance Level: 95%																	
Unweighted Total	376	306	70	274	83	19	282	90	68	75	129	18	86	53	93	144	139
Weighted Total	392	382	10	301	72	19	310	80	91	113	144	1	44	56	105	155	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£40,001 - £45,000	(42.5)	4	4	-	4	1	2	2	2	-	1	-	1	1	-	2	2
		1%	1%	-	1%	1%	1%	3%	2%	-	1%	-	3%	2%	-	2%	1%
								f									
£45,001 - £50,000	(47.5)	10	9	1	8	*	8	2	*	4	5	-	1	1	5	3	2
		3%	2%	6%	3%	1%	3%	2%	*	3%	4%	-	2%	3%	5%	2%	1%
				a		D											
£50,001 - £100,000	(75.0)	20	19	1	15	4	16	4	5	2	11	*	2	1	4	11	4
		5%	5%	8%	5%	6%	5%	5%	6%	2%	7%	4%	5%	3%	4%	7%	3%
											i						
£100,001 - £150,000	(125.0)	11	11	1	8	3	9	2	4	4	3	*	1	1	4	4	4
		3%	3%	7%	3%	5%	3%	3%	4%	3%	2%	4%	3%	3%	3%	2%	3%
£150,001 - £200,000	(175.0)	5	4	*	1	3	1	3	-	2	1	-	1	1	1	1	3
		1%	1%	3%	*	4%	*	4%	-	2%	1%	-	3%	2%	1%	1%	2%
						C		F									
£200,001 - £250,000	(225.0)	4	3	*	2	1	2	1	-	2	2	-	-	1	1	*	2
		1%	1%	5%	1%	2%	1%	2%	-	2%	1%	-	-	2%	1%	*	2%
				A													
£250,001 - £500,000	(375.0)	3	3	*	3	-	3	*	2	*	1	-	-	*	1	*	2
		1%	1%	3%	1%	-	1%	*	2%	*	1%	-	-	*	1%	*	1%
				a													
£500,001 - £1 million	(750.0)	7	7	*	7	*	7	*	2	2	3	*	1	1	2	-	5
		2%	2%	2%	2%	*	2%	*	2%	2%	2%	4%	1%	2%	2%	-	4%
																	O

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All those who gave a figure

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	
Significance Level: 90%																	
Significance Level: 95%																	
Unweighted Total	376	306	70	274	83	19	282	90	68	75	129	18	86	53	93	144	139
Weighted Total	392	382	10	301	72	19	310	80	91	113	144	1	44	56	105	155	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than £1 million	(1250.0)	4	*	1	2	-	1	2	2	-	1	*	1	-	3	-	1
		1%	*	*	3%	-	*	3%	2%	-	1%	4%	1%	-	3%	-	*
					C		F				i			O			
Mean Score	47.61	46.93	74.37	44.01	71.42	14.20	43.29	64.03	61.85	34.23	49.56	98.22	45.15	41.71	72.13	20.67	59.70
														O		O	

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All those who gave a figure

	Total	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		
		a	b	c	d	e	f	g	h	i	
		A	B	C	D	E	F	G	H	I	
Unweighted Total	376	168	208	312	44	20	335	29	12	356	
Weighted Total	392	170	222	320	52	21	347	32	13	370	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Up to £5,000	(2.5)	186	83	104	151	24	11	160	20	6	171
		47%	49%	47%	47%	47%	52%	46%	63%	48%	46%
								f			
£5,001 - £10,000	(7.5)	41	22	19	31	6	4	32	6	2	38
		10%	13%	9%	10%	11%	20%	9%	20%	18%	10%
									f		
£10,001 - £15,000	(12.5)	30	16	14	29	1	-	30	-	-	30
		8%	10%	6%	9%	3%	-	9%	-	-	8%
								g			
£15,001 - £20,000	(17.5)	27	8	19	21	6	-	25	2	-	27
		7%	5%	8%	6%	12%	-	7%	5%	-	7%
£20,001 - £25,000	(22.5)	21	9	12	16	5	-	20	2	-	19
		5%	6%	5%	5%	10%	-	6%	6%	-	5%
£25,001 - £30,000	(27.5)	8	5	3	5	1	1	6	-	1	8
		2%	3%	1%	2%	3%	6%	2%	-	10%	2%
									fg		
£30,001 - £35,000	(32.5)	5	3	2	5	*	-	5	*	-	5
		1%	2%	1%	2%	*	-	2%	*	-	1%
£35,001 - £40,000	(37.5)	7	5	2	7	-	-	7	-	-	7
		2%	3%	1%	2%	-	-	2%	-	-	2%
£40,001 - £45,000	(42.5)	4	1	4	4	-	1	4	-	1	4
		1%	*	2%	1%	-	3%	1%	-	4%	1%
£45,001 - £50,000	(47.5)	10	5	5	8	1	-	9	1	-	10
		3%	3%	2%	3%	3%	-	3%	2%	-	3%
£50,001 - £100,000	(75.0)	20	1	18	16	3	1	18	1	-	20
		5%	1%	8%	5%	5%	6%	5%	4%	-	5%
				A							

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

Social media (e.g. Twitter, Facebook, LinkedIn, etc.)

Base: All those who gave a figure

	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	376	168	208	312	44	20	335	29	12	356
Weighted Total	392	170	222	320	52	21	347	32	13	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£100,001 - £150,000 (125.0)	11	4	7	8	2	1	10	-	1	10
	3%	3%	3%	2%	4%	6%	3%	-	10%	3%
								g		
£150,001 - £200,000 (175.0)	5	1	4	5	-	-	5	-	-	5
	1%	*	2%	1%	-	-	1%	-	-	1%
£200,001 - £250,000 (225.0)	4	*	3	4	-	-	4	-	-	4
	1%	*	1%	1%	-	-	1%	-	-	1%
£250,001 - £500,000 (375.0)	3	*	3	3	*	-	3	-	-	3
	1%	*	1%	1%	*	-	1%	-	-	1%
£500,001 - £1 million (750.0)	7	6	1	5	2	-	7	-	-	7
	2%	3%	1%	2%	3%	-	2%	-	-	2%
		b								
More than £1 million (1250.0)	4	1	3	2	-	1	2	-	1	4
	1%	*	1%	1%	-	6%	1%	-	10%	1%
						Cd			Fg	
Mean Score	47.61	43.64	50.65	44.91	44.51	97.33	47.51	9.25	142.4	49.62
									Fg	

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All those who gave a figure

	Size of business		Seniority			Company set up		Industry						Length of operation				
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	565	447	118	398	130	37	388	169	119	112	168	24	142	70	104	195	266	
Weighted Total	575	558	17	435	109	31	435	135	151	168	184	1	71	76	118	201	256	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Up to £5,000	(2.5)	107	107	1	83	15	9	82	25	10	42	40	*	14	10	26	35	46
		19%	19%	4%	19%	13%	30%	19%	19%	7%	25%	22%	29%	20%	14%	22%	17%	18%
		B				D					Hm	H	Hm	H				
£5,001 - £10,000	(7.5)	40	40	*	31	8	1	30	10	10	12	12	*	6	5	11	18	11
		7%	7%	2%	7%	7%	4%	7%	7%	7%	7%	6%	8%	8%	7%	10%	9%	4%
		B													P	P		
£10,001 - £15,000	(12.5)	39	38	1	30	4	5	32	5	7	12	14	*	5	7	11	15	12
		7%	7%	4%	7%	4%	15%	7%	4%	4%	7%	8%	3%	7%	9%	9%	8%	5%
							cD											
£15,001 - £20,000	(17.5)	35	34	*	31	4	-	29	6	5	9	16	*	5	7	14	7	14
		6%	6%	3%	7%	4%	-	7%	4%	3%	5%	9%	19%	7%	9%	12%	3%	5%
					e							h	Hi		OP			
£20,001 - £25,000	(22.5)	26	26	*	19	5	2	20	6	3	4	14	*	5	6	2	11	13
		5%	5%	3%	4%	5%	6%	5%	5%	2%	2%	8%	5%	7%	9%	2%	6%	5%
												Hi		hi	Hi			
£25,001 - £30,000	(27.5)	22	21	1	16	4	2	17	5	7	5	6	-	3	1	3	6	12
		4%	4%	6%	4%	4%	6%	4%	4%	5%	3%	4%	-	4%	2%	3%	3%	5%
£30,001 - £35,000	(32.5)	17	17	*	12	2	3	13	4	-	5	9	-	2	5	4	6	7
		3%	3%	2%	3%	2%	10%	3%	3%	-	3%	5%	-	3%	7%	3%	3%	3%
							CD				H	H		H	H			
£35,001 - £40,000	(37.5)	25	24	1	13	11	1	20	4	12	5	5	*	2	3	3	10	11
		4%	4%	4%	3%	10%	2%	5%	3%	8%	3%	3%	3%	2%	3%	3%	5%	4%
						C				iJL								

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All those who gave a figure

	Size of business		Seniority			Company set up		Industry						Length of operation				
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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		
Significance Level: 90%																		
Significance Level: 95%																		
Unweighted Total	565	447	118	398	130	37	388	169	119	112	168	24	142	70	104	195	266	
Weighted Total	575	558	17	435	109	31	435	135	151	168	184	1	71	76	118	201	256	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
£40,001 - £45,000	(42.5)	11	11	*	9	2	-	11	*	2	7	1	-	1	1	2	5	5
		2%	2%	2%	2%	2%	-	3%	*	1%	4%	1%	-	2%	2%	2%	2%	2%
								G	J									
£45,001 - £50,000	(47.5)	28	27	1	21	5	2	22	6	12	7	6	-	3	3	4	9	15
		5%	5%	4%	5%	5%	5%	5%	4%	8%	4%	3%	-	5%	4%	3%	4%	6%
										j								
£50,001 - £100,000	(75.0)	59	58	1	36	19	4	37	20	14	19	17	*	9	8	11	22	27
		10%	10%	8%	8%	18%	11%	9%	15%	9%	11%	9%	8%	12%	10%	9%	11%	10%
£100,001 - £150,000	(125.0)	38	37	1	33	5	*	31	7	10	7	16	*	5	7	5	17	16
		7%	7%	6%	8%	4%	*	7%	5%	7%	4%	9%	3%	7%	9%	5%	9%	6%
					e													
£150,001 - £200,000	(175.0)	15	14	1	10	5	-	9	6	4	4	5	-	2	1	3	5	7
		3%	3%	4%	2%	4%	-	2%	4%	2%	2%	3%	-	3%	2%	3%	2%	3%
£200,001 - £250,000	(225.0)	22	21	1	18	4	*	18	4	16	4	2	*	1	2	5	6	11
		4%	4%	8%	4%	4%	1%	4%	3%	10%	2%	1%	3%	2%	2%	4%	3%	4%
										IJLM								
£250,001 - £500,000	(375.0)	31	29	2	25	5	*	22	8	16	6	7	-	3	4	2	10	19
		5%	5%	10%	6%	5%	1%	5%	6%	10%	3%	4%	-	4%	6%	2%	5%	7%
										IJL								
£500,001 - £1 million	(750.0)	32	30	2	27	3	2	23	9	14	11	5	*	3	*	7	10	15
		6%	5%	11%	6%	3%	5%	5%	7%	9%	6%	3%	6%	4%	*	6%	5%	6%
										JIM	M		m					

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All those who gave a figure

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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	565	447	118	398	130	37	388	169	119	112	168	24	142	70	104	195	266
Weighted Total	575	558	17	435	109	31	435	135	151	168	184	1	71	76	118	201	256
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than £1 million	27	24	4	18	8	1	18	9	10	8	8	*	2	5	4	8	15
	5%	4%	21%	4%	7%	4%	4%	7%	6%	4%	4%	11%	3%	7%	3%	4%	6%
			A									I					
Mean Score	161.0	153.1	423.6	161.4	172.9	113.5	148.9	200.8	239.5	150.5	121.2	212.3	120.9	150.1	129.3	148.3	185.5
			A				f	IJLm									

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All those who gave a figure

	Total	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		
		a	b	c	d	e	f	g	h	i	
		A	B	C	D	E	F	G	H	I	
Unweighted Total	565	238	327	525	37	3	529	32	4	453	
Weighted Total	575	233	341	528	42	5	530	39	5	454	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Up to £5,000	(2.5)	107	50	57	90	16	2	86	18	3	70
		19%	21%	17%	17%	38%	34%	16%	47%	64%	15%
					C				F	F	
£5,001 - £10,000	(7.5)	40	19	22	36	4	-	35	5	-	29
		7%	8%	6%	7%	10%	-	7%	14%	-	6%
£10,001 - £15,000	(12.5)	39	21	18	37	2	-	34	4	*	29
		7%	9%	5%	7%	4%	-	6%	10%	3%	6%
			b								
£15,001 - £20,000	(17.5)	35	15	20	31	4	-	32	3	-	31
		6%	6%	6%	6%	9%	-	6%	7%	-	7%
£20,001 - £25,000	(22.5)	26	7	19	24	*	2	24	1	2	22
		5%	3%	6%	5%	1%	34%	5%	2%	33%	5%
							CD			FG	
£25,001 - £30,000	(27.5)	22	7	14	19	1	2	18	3	-	18
		4%	3%	4%	4%	1%	32%	3%	9%	-	4%
							CD				
£30,001 - £35,000	(32.5)	17	8	9	16	1	-	15	2	-	15
		3%	3%	3%	3%	3%	-	3%	6%	-	3%
£35,001 - £40,000	(37.5)	25	17	7	23	1	-	25	-	-	20
		4%	7%	2%	4%	3%	-	5%	-	-	4%
			B								
£40,001 - £45,000	(42.5)	11	4	7	11	*	-	11	-	-	11
		2%	2%	2%	2%	*	-	2%	-	-	3%
£45,001 - £50,000	(47.5)	28	12	16	27	1	-	27	1	-	23
		5%	5%	5%	5%	3%	-	5%	1%	-	5%

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

Survey of Business Decision Makers (SMB)

19. Roughly what value of business, if any, have you won through each of the following channels in the last year?

The company website

Base: All those who gave a figure

	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	565	238	327	525	37	3	529	32	4	453
Weighted Total	575	233	341	528	42	5	530	39	5	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£50,001 - £100,000 (75.0)	59	17	42	56	3	-	59	-	-	49
	10%	7%	12%	11%	7%	-	11%	-	-	11%
			A				G			
£100,001 - £150,000 (125.0)	38	13	25	37	2	-	38	-	-	34
	7%	6%	7%	7%	4%	-	7%	-	-	7%
£150,001 - £200,000 (175.0)	15	5	10	15	-	-	15	-	-	14
	3%	2%	3%	3%	-	-	3%	-	-	3%
£200,001 - £250,000 (225.0)	22	6	16	21	2	-	22	-	-	17
	4%	3%	5%	4%	4%	-	4%	-	-	4%
£250,001 - £500,000 (375.0)	31	7	24	29	2	-	29	2	-	27
	5%	3%	7%	6%	4%	-	6%	4%	-	6%
			A							
£500,001 - £1 million (750.0)	32	13	19	31	1	-	32	-	-	24
	6%	6%	6%	6%	3%	-	6%	-	-	5%
More than £1 million (1250.0)	27	11	16	26	2	-	27	-	-	22
	5%	5%	5%	5%	4%	-	5%	-	-	5%
Mean Score	161.0	147.2	170.4	165.8	117.5	17.34	172.4	26.25	9.37	165.3
							G			

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

Survey of Business Decision Makers (SMB)

21. In your view, should there be a Minister of State for Social Media within the UK Government?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
No, there shouldn't be a Minister of State for Social Media	570	554	17	453	95	21	434	130	163	104	235	1	67	87	120	203	247
	56%	56%	55%	58%	53%	40%	57%	55%	57%	40%	70%	43%	53%	70%	56%	54%	58%
				E	e				Ik		HIKL		I	HIKL			
Yes, there should be a Minister of State for Social Media	211	204	7	143	49	20	160	51	64	76	47	1	24	20	45	86	80
	21%	21%	23%	18%	27%	37%	21%	22%	22%	29%	14%	35%	19%	16%	21%	23%	19%
				C	Cd				J	JLM		HJLM	j				
Don't know	231	225	7	182	37	12	174	57	62	80	55	*	34	18	47	84	100
	23%	23%	22%	23%	21%	23%	23%	24%	21%	31%	16%	22%	27%	14%	22%	23%	23%
										HJM			JM				

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

Survey of Business Decision Makers (SMB)

21. In your view, should there be a Minister of State for Social Media within the UK Government?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Unweighted Total

Weighted Total

No, there shouldn't be a Minister of State for Social Media

Yes, there should be a Minister of State for Social Media

Don't know

	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%
No, there shouldn't be a Minister of State for Social Media	570	192	378	417	78	75	454	78	38	417
	56%	49%	61%	57%	49%	59%	57%	51%	57%	57%
		A	d							
Yes, there should be a Minister of State for Social Media	211	100	111	145	49	17	173	31	8	149
	21%	25%	18%	20%	31%	13%	22%	20%	11%	20%
		B		CE			h			
Don't know	231	103	128	163	33	35	166	44	21	166
	23%	26%	21%	23%	21%	28%	21%	29%	32%	23%
		B					F	f		

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

Survey of Business Decision Makers (SMB)

D1. Which of the following best describes your role in the business?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
I am the sole founder of the business	316	313	2	310	4	2	316	-	74	85	123	*	34	46	65	126	124
	31%	32%	7%	40%	2%	3%	41%	-	26%	33%	36%	14%	27%	37%	31%	34%	29%
		B		DE			G		k	K	HKL		K	HKL			
I am part of the original team which help set up the business	452	445	8	365	71	16	452	-	135	116	154	1	47	62	121	188	144
	45%	45%	25%	47%	39%	30%	59%	-	47%	45%	46%	35%	37%	50%	57%	50%	34%
		B		DE			G		L	L			kL	P	P		
I played no role in setting up the business personally	238	219	19	100	103	35	-	238	76	59	58	1	45	15	27	59	151
	23%	22%	64%	13%	57%	64%	-	100%	26%	23%	17%	49%	36%	12%	13%	16%	35%
			A		C	C		F	JM	M		HIJIM	HIJM				NO
Don't know	7	6	1	2	4	1	-	-	4	1	3	*	*	1	-	-	7
	1%	1%	4%	*	2%	3%	-	-	1%	*	1%	1%	*	1%	-	-	2%
			A		C	C											nO
Net: Company founder	768	758	10	675	75	18	768	-	209	200	277	1	80	108	186	314	268
	76%	77%	32%	87%	41%	33%	100%	-	72%	77%	82%	49%	64%	87%	87%	84%	63%
		B		DE			G		KL	KL	HKL		K	HIKL	P	P	

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

Survey of Business Decision Makers (SMB)

D1. Which of the following best describes your role in the business?

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%
I am the sole founder of the business	316	133	182	178	59	79	211	68	37	225
	31%	34%	29%	25%	37%	62%	27%	44%	55%	31%
				C	CD		F	F		
I am part of the original team which help set up the business	452	183	270	335	77	41	369	60	23	334
	45%	46%	44%	46%	48%	32%	47%	40%	34%	46%
				E	E		h			
I played no role in setting up the business personally	238	78	160	207	25	6	209	22	7	167
	23%	20%	26%	29%	15%	5%	26%	14%	11%	23%
			A	DE	E		GH			
Don't know	7	1	7	6	-	1	4	3	-	6
	1%	*	1%	1%	-	1%	1%	2%	-	1%
			a				f			
Net: Company founder	768	316	452	513	135	120	580	128	60	559
	76%	80%	73%	71%	85%	94%	73%	84%	89%	76%
		B		C	CD		F	F		

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

Survey of Business Decision Makers (SMB)

D2. In which of the following industries does your company provide its primary product or service?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Agriculture	17 2%	17 2%	* 1%	12 2%	4 2%	2 3%	14 2%	3 1%	17 6%	- -	- -	- -	- -	5 2%	2 *	10 2%	
									IJKLM					O		O	
Business Services	163 16%	160 16%	3 9%	136 18%	20 11%	7 12%	132 17%	30 13%	- -	- -	163 48%	- -	- -	46 21%	68 18%	49 11%	
		B		D			g				HIKLM			P	P		
Construction	100 10%	97 10%	3 8%	78 10%	16 9%	5 10%	70 9%	26 11%	100 34%	- -	- -	- -	- -	14 6%	24 7%	62 14%	
									IJKLM							NO	
Consumer Services	61 6%	60 6%	2 5%	52 7%	8 4%	2 3%	50 7%	11 5%	- -	61 24%	- -	- -	- -	14 7%	22 6%	25 6%	
										HJKLM							
Finance	50 5%	49 5%	1 4%	39 5%	8 4%	3 5%	37 5%	12 5%	- -	- -	50 15%	- -	- -	10 5%	20 5%	20 5%	
											HIKLM						
Manufacturing	99 10%	94 10%	6 19%	68 9%	27 15%	4 8%	67 9%	32 14%	99 34%	- -	- -	- -	- -	20 10%	27 7%	52 12%	
			A	C			F		IJKLM							O	
Property	73 7%	72 7%	1 3%	62 8%	10 6%	* *	59 8%	14 6%	73 25%	- -	- -	- -	- -	8 4%	39 10%	25 6%	
		B		E	e				IJKLM						NP		
Public Sector	2 *	1 *	1 2%	1 *	1 *	* *	1 *	1 *	- -	- -	- -	2 100%	- -	* *	* *	1 *	
			A									HIJLM					
Retail	129 13%	126 13%	2 7%	96 12%	22 12%	11 20%	103 13%	26 11%	- -	129 50%	- -	- -	- -	37 17%	42 11%	50 12%	
		B			cd					HJKLM				Op			

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

Survey of Business Decision Makers (SMB)

D2. In which of the following industries does your company provide its primary product or service?

Base: All respondents

	Size of business		Seniority			Company set up		Industry							Length of operation		
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Transport	34 3%	33 3%	1 2%	21 3%	9 5%	4 7%	23 3%	11 5%	- -	34 13%	- -	- -	- -	- -	4 2%	19 5%	11 3%
						C				HJKLM						NP	
IT	83 8%	81 8%	2 8%	63 8%	14 8%	5 10%	71 9%	11 4%	- -	- -	83 25%	- -	- -	83 67%	18 9%	31 8%	33 8%
						G					HIKL					HIJKL	
Telco	7 1%	6 1%	* 1%	7 1%	- -	* *	7 1%	* *	- -	- -	7 2%	- -	- -	7 5%	- -	7 2%	* *
											HiL					nP	
Media	35 3%	34 3%	1 3%	32 4%	1 1%	1 3%	30 4%	5 2%	- -	- -	35 10%	- -	- -	35 28%	5 2%	20 5%	10 2%
				D			g				HIKL					HIJKL	
Wholesale	35 3%	35 4%	* 1%	23 3%	11 6%	2 3%	25 3%	11 4%	- -	35 14%	- -	- -	- -	- -	7 3%	9 2%	19 5%
		b			C						HJKLM						o
Other	126 12%	117 12%	8 27%	87 11%	30 17%	8 14%	80 10%	45 19%	- -	- -	- -	- -	126 100%	- -	24 11%	43 12%	59 14%
			A		C			F					HIJKM				
Nets																	
Agriculture / construction / manufacturing / property	289 28%	279 28%	9 30%	220 28%	58 32%	11 21%	209 27%	76 32%	289 100%	- -	- -	- -	- -	- -	47 22%	93 25%	149 35%
				e					IJKLM								NO
Retail / transport / wholesale / consumer services	259 26%	254 26%	5 16%	192 25%	49 27%	18 34%	200 26%	59 25%	- -	259 100%	- -	- -	- -	- -	62 29%	92 25%	106 25%
		B			c												

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

Survey of Business Decision Makers (SMB)

D2. In which of the following industries does your company provide its primary product or service?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- ment	Middle manage- ment	Junior manage- ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Business services / finance	337	330	7	278	43	17	277	58	-	-	337	-	-	124	80	145	112
	33%	34%	24%	36%	24%	31%	36%	24%	-	-	100%	-	-	100%	37%	39%	26%
		B		D			G				HIKL			HIKL	P	P	
IT, Telco and media	124	121	3	102	16	7	108	15	-	-	124	-	-	124	24	58	43
	12%	12%	11%	13%	9%	13%	14%	6%	-	-	37%	-	-	100%	11%	15%	10%
			d				G				HIKL			HIJKL		P	

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

Survey of Business Decision Makers (SMB)

D2. In which of the following industries does your company provide its primary product or service?

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%
Agriculture	17 2%	5 1%	12 2%	5 1%	7 4%	5 4%	10 1%	3 2%	3 5%	9 1%
					C	C			F	
Business Services	163 16%	10 2%	153 25%	107 15%	35 22%	21 16%	125 16%	25 16%	13 19%	127 17%
			A		C					
Construction	100 10%	34 9%	66 11%	58 8%	22 14%	20 16%	64 8%	29 19%	7 10%	54 7%
					C	C		F		
Consumer Services	61 6%	52 13%	10 2%	49 7%	7 5%	5 4%	47 6%	9 6%	5 8%	45 6%
		B								
Finance	50 5%	16 4%	34 6%	35 5%	5 3%	10 8%	37 5%	12 8%	1 2%	36 5%
Manufacturing	99 10%	12 3%	87 14%	84 12%	10 6%	5 4%	87 11%	9 6%	3 5%	66 9%
			A	dE			g			
Property	73 7%	51 13%	22 4%	39 5%	10 6%	23 18%	51 6%	10 7%	12 17%	46 6%
		B				CD			FG	
Public Sector	2 *	1 *	1 *	2 *	* *	* *	2 *	* *	* *	2 *
Retail	129 13%	105 26%	24 4%	93 13%	25 15%	11 8%	106 13%	19 13%	4 5%	91 12%
		B					h			
Transport	34 3%	11 3%	23 4%	25 3%	7 4%	2 1%	27 3%	7 5%	- -	27 4%

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

Survey of Business Decision Makers (SMB)

D2. In which of the following industries does your company provide its primary product or service?

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%
IT	83	17	66	70	7	6	74	4	5	70
	8%	4%	11%	10%	4%	5%	9%	3%	8%	10%
			A	D			G			
Telco	7	3	4	4	1	1	4	3	-	5
	1%	1%	1%	1%	1%	1%	1%	2%	-	1%
Media	35	9	25	31	4	-	35	-	-	32
	3%	2%	4%	4%	2%	-	4%	-	-	4%
			E				G			
Wholesale	35	4	32	25	7	4	23	7	5	27
	3%	1%	5%	3%	4%	3%	3%	5%	8%	4%
			A					F		
Other	126	66	59	100	12	13	101	16	8	95
	12%	17%	10%	14%	8%	10%	13%	11%	12%	13%
		B		d						
Nets										
Agriculture / construction / manufacturing / property	289	102	187	186	49	54	213	51	25	175
	28%	26%	30%	26%	31%	42%	27%	33%	37%	24%
						Cd		f		
Retail / transport / wholesale / consumer services	259	171	89	192	46	21	203	42	14	190
	26%	43%	14%	26%	29%	17%	26%	28%	21%	26%
		B		E	E					
Business services / finance	337	55	282	246	52	39	275	43	19	270
	33%	14%	46%	34%	33%	31%	35%	28%	29%	37%
			A							
IT, Telco and media	124	29	95	104	12	8	113	6	5	107
	12%	7%	15%	14%	8%	6%	14%	4%	8%	15%
			A	DE			G			

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

Survey of Business Decision Makers (SMB)

D3. How long has the company you work for been in operation?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior management	Middle management	Junior management	Company founders	Non-founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Less than a year	28 3%	27 3%	* 1%	20 3%	* *	7 13%	24 3%	4 2%	4 1%	11 4%	12 3%	* 5%	2 1%	3 2%	28 13%	- -	- -
				D		CD				hl		hl		OP			
1-5 years	185 18%	184 19%	1 5%	154 20%	26 14%	5 9%	162 21%	23 10%	44 15%	51 20%	68 20%	* 14%	22 17%	21 17%	185 87%	- -	- -
		B		dE		G									OP		
6-10 years	213 21%	208 21%	5 16%	169 22%	35 20%	8 15%	185 24%	28 12%	43 15%	59 23%	90 27%	* 6%	21 16%	35 28%	- -	213 57%	- -
		b		G						hK	HKL		k	HKL		NP	
11-15 years	160 16%	155 16%	5 17%	123 16%	31 17%	6 12%	129 17%	32 13%	49 17%	33 13%	55 16%	* 18%	23 18%	23 19%	- -	160 43%	- -
																NP	
16-20 years	124 12%	121 12%	3 9%	96 12%	24 13%	4 7%	90 12%	33 14%	36 12%	27 10%	47 14%	* 15%	14 11%	19 15%	- -	- -	124 29%
																	NO
21-30 years	161 16%	157 16%	4 15%	117 15%	34 19%	10 19%	111 14%	48 20%	49 17%	50 19%	44 13%	* 19%	18 14%	20 16%	- -	- -	161 38%
							F			j							NO
31-50 years	104 10%	100 10%	4 14%	79 10%	16 9%	9 18%	61 8%	40 17%	52 18%	23 9%	17 5%	* 6%	12 10%	4 4%	- -	- -	104 24%
			a			cD		F	IJKLM	jm			JM				NO
51 years or more	38 4%	31 3%	7 22%	19 2%	14 8%	4 8%	7 1%	30 13%	12 4%	6 2%	5 1%	* 15%	15 12%	- -	- -	- -	38 9%
			A		C	C		F	JM			HIJM	HIJM				NO
Don't know	* *	- -	* 1%	* *	* *	- -	- -	* *	- -	- -	* *	* 1%	- -	- -	- -	- -	- -
			A									hjl					

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

Survey of Business Decision Makers (SMB)

D3. How long has the company you work for been in operation?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Nets																	
5 years or less	213	211	2	174	26	12	186	27	47	62	80	*	24	24	213	-	-
	21%	21%	6%	22%	15%	22%	24%	11%	16%	24%	24%	19%	19%	19%	100%	-	-
		B		D		G				h	H				OP		
6-15 years	373	363	10	292	66	14	314	59	93	92	145	*	43	58	-	373	-
	37%	37%	33%	38%	37%	26%	41%	25%	32%	35%	43%	24%	35%	46%	-	100%	-
				e		G					HKL			HiKL		NP	
More than 15 years	427	408	18	311	88	28	268	151	149	106	112	1	59	43	-	-	427
	42%	42%	60%	40%	49%	51%	35%	64%	52%	41%	33%	55%	47%	35%	-	-	100%
			A	C	c	F			IJM			iJM	JM				NO

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

Survey of Business Decision Makers (SMB)

D3. How long has the company you work for been in operation?

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%
Less than a year	28	14	14	16	11	1	23	4	1	24
	3%	4%	2%	2%	7%	*	3%	3%	1%	3%
				CE						
1-5 years	185	75	110	127	37	21	154	18	13	153
	18%	19%	18%	17%	23%	16%	19%	12%	20%	21%
							G			
6-10 years	213	87	126	143	37	33	162	33	17	168
	21%	22%	20%	20%	23%	26%	20%	22%	26%	23%
11-15 years	160	64	97	115	16	29	120	31	9	107
	16%	16%	16%	16%	10%	23%	15%	20%	14%	15%
				d		cD				
16-20 years	124	39	85	94	18	12	104	15	5	87
	12%	10%	14%	13%	11%	10%	13%	10%	8%	12%
			a							
21-30 years	161	57	104	123	27	11	126	26	9	112
	16%	15%	17%	17%	17%	8%	16%	17%	13%	15%
				E	e					
31-50 years	104	35	69	77	9	19	75	20	9	58
	10%	9%	11%	11%	5%	15%	10%	13%	13%	8%
				d		D				
51 years or more	38	24	14	30	5	2	29	5	3	22
	4%	6%	2%	4%	3%	2%	4%	3%	5%	3%
		B								
Don't know	*	*	*	*	-	-	*	-	-	*
	*	*	*	*	-	-	*	-	-	*
Nets										
5 years or less	213	89	124	142	49	22	177	22	14	177
	21%	23%	20%	20%	31%	17%	22%	14%	21%	24%
				CE			G			

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

ComRes

Fieldwork 29th August - 3rd September 2014

Survey of Business Decision Makers (SMB)

D3. How long has the company you work for been in operation?

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 A	b B	c C	d D	e E	f F	g G	h H	i 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%
6-15 years	373	151	222	259	53	62	282	65	27	275
	37%	38%	36%	36%	33%	49%	36%	42%	40%	38%
						CD				
More than 15 years	427	155	271	324	58	44	334	66	26	279
	42%	39%	44%	45%	36%	35%	42%	43%	39%	38%
				de						

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

Survey of Business Decision Makers (SMB)

D4. Which of the following describes your business?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- ment	Middle manage- ment	Junior manage- ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Limited liability partnership	52 5%	51 5%	1 5%	44 6%	6 3%	2 5%	41 5%	12 5%	12 4%	14 5%	20 6%	* 1%	6 5%	8 6%	16 7%	23 6%	14 3%
															P	p	
Limited company	686 68%	666 68%	20 66%	513 66%	131 72%	42 78%	502 65%	181 76%	212 73%	154 59%	249 74%	1 38%	71 56%	101 81%	147 69%	262 70%	276 65%
					c	C		F	IKL	K	IKL		K	IKL		p	
Partnership	124 12%	121 12%	3 9%	99 13%	21 12%	4 7%	104 14%	18 7%	29 10%	43 17%	35 10%	* 17%	16 13%	6 5%	24 11%	42 11%	57 13%
							G		m	hJM	m	M	M				
Sole proprietorship	119 12%	118 12%	1 5%	103 13%	13 7%	2 5%	109 14%	9 4%	28 10%	41 16%	32 9%	* 9%	18 14%	10 8%	24 11%	40 11%	55 13%
		B	DE	G						hJM			jm				
Umbrella company	4 *	3 *	1 3%	3 *	* *	- -	1 *	3 1%	1 *	2 1%	- -	* 2%	2 1%	- -	1 *	1 *	3 1%
			A				F					hJm	j				
Other	28 3%	24 2%	4 13%	15 2%	9 5%	3 6%	12 2%	16 7%	7 2%	6 2%	2 *	1 32%	13 11%	* *	1 *	5 1%	22 5%
			A	C	c		F		j	j		HIJLM	HIJM				NO

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

Survey of Business Decision Makers (SMB)

D4. Which of the following describes your business?

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%
Limited liability partnership	52	19	33	38	6	8	44	4	4	41
	5%	5%	5%	5%	4%	6%	6%	3%	6%	6%
Limited company	686	213	473	511	106	69	565	78	43	507
	68%	54%	77%	70%	66%	54%	71%	51%	64%	69%
			A	E	e	G				
Partnership	124	63	60	84	22	18	88	29	7	89
	12%	16%	10%	12%	14%	14%	11%	19%	10%	12%
		B					F			
Sole proprietorship	119	80	39	65	25	28	68	41	9	75
	12%	20%	6%	9%	16%	22%	9%	27%	14%	10%
		B		C	C		Fh			
Umbrella company	4	1	3	4	-	-	4	-	-	2
	*	*	*	1%	-	-	*	-	-	*
Other	28	19	9	23	1	5	23	1	4	18
	3%	5%	1%	3%	*	4%	3%	*	6%	2%
		B		d	d		g		G	

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

Survey of Business Decision Makers (SMB)

D5. Who are the main customers for your business?

Base: All respondents

	Size of business		Seniority			Company set up		Industry						Length of operation			
	Total	Small (2-50)	Medium (51-250)	Board level / Senior manage- -ment	Middle manage- -ment	Junior manage- -ment	Company founders	Non- founders	Agriculture / construction / manufacturing / property	Retail / transport / wholesale / consumer services	Business services / finance	Public sector	Other	IT, Telco and media	5 years or less	6-15 years	More than 15 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%
Mainly individual customers	395	383	12	311	66	17	316	78	102	171	55	1	66	29	89	151	155
	39%	39%	39%	40%	37%	32%	41%	33%	35%	66%	16%	53%	53%	24%	42%	40%	36%
							G		JM	HJLM		HJM	HJM	j			
Mainly businesses	618	600	19	467	115	36	452	160	187	89	282	1	59	95	124	222	271
	61%	61%	61%	60%	63%	68%	59%	67%	65%	34%	84%	47%	47%	76%	58%	60%	64%
							F		IKL		HIKLm		I	HIKL			

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

Survey of Business Decision Makers (SMB)

D5. Who are the main customers for your business?

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%
Mainly individual customers	395	395	-	280	68	47	314	59	22	289
	39%	100%	-	39%	43%	37%	40%	38%	33%	40%
		B								
Mainly businesses	618	-	618	446	92	81	479	94	45	442
	61%	-	100%	61%	57%	63%	60%	62%	67%	60%
		A								

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