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BUSINESS Sample

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Less than a year	3%	3%	4%	*10%*	5%	5%	4%	2%	5%	4%	4%	3%	2%	*3%*	-	*22%*	3%	4%
1 to 2 years	7%	6%	9%	*30%*	23%	9%	6%	3%	9%	6%	1%	6%	8%	*9%*	8%	*6%*	8%	5%
More than 2 up to 6 years	16%	15%	17%	*30%*	19%	23%	14%	12%	16%	14%	12%	18%	17%	*17%*	13%	-	16%	13%
More than 6 up to 10 years	12%	11%	13%	*10%*	12%	11%	13%	11%	12%	8%	5%	13%	15%	*6%*	13%	*6%*	13%	5%
More than 10 years	60%	63%	54%	*10%*	40%	51%	62%	69%	58%	65%	74%	58%	56%	*66%*	63%	*61%*	58%	73%
Don't know	2%	1%	3%	*10%*	1%	2%	2%	2%	1%	2%	4%	2%	2%	-	2%	*6%*	2%	1%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)																		
Turnover																		
Base: All SME Decision Makers whose business has been running for over a year	1017	727	290	*9*	95	179	278	456	177	148	75	196	313	*34*	60	*14*	831	186
More than 20% increase	9%	9%	8%	*11%*	9%	10%	11%	7%	6%	8%	7%	15%	9%	*3%*	5%	*29%*	9%	9%
10% to 20% increase	8%	9%	7%	*22%*	8%	13%	7%	6%	10%	5%	9%	9%	6%	*6%*	12%	*7%*	8%	9%
5% to 10% increase	13%	14%	10%	*44%*	14%	15%	12%	12%	14%	18%	8%	12%	14%	*6%*	12%	-	11%	20%
Less than 5% increase	7%	7%	7%	-	8%	9%	8%	6%	7%	9%	5%	8%	5%	*18%*	13%	-	6%	12%
Remained roughly the same	30%	30%	30%	*11%*	32%	29%	31%	30%	27%	28%	27%	31%	34%	*24%*	25%	*21%*	31%	24%
Less than 5% decrease	4%	5%	4%	*11%*	4%	3%	4%	5%	5%	7%	5%	2%	5%	*3%*	5%	-	4%	8%
5% to 10% decrease	6%	7%	6%	-	5%	2%	6%	9%	7%	5%	12%	6%	6%	*6%*	7%	*7%*	7%	5%
10% to 20% decrease	6%	6%	4%	-	4%	4%	6%	7%	9%	6%	7%	4%	5%	*12%*	5%	-	6%	4%
More than 20% decrease	9%	7%	13%	-	3%	5%	6%	13%	6%	5%	13%	8%	9%	*18%*	8%	*21%*	10%	4%
Don't know	8%	6%	11%	-	12%	10%	7%	7%	10%	8%	7%	7%	7%	*6%*	8%	*14%*	8%	5%
SAS_q1b. Employees																		
Base: All SME Decision Makers whose business has been running for over a year	1017	727	290	*9*	95	179	278	456	177	148	75	196	313	*34*	60	*14*	831	186
More than 20% increase	6%	6%	4%	*33%*	5%	11%	4%	4%	3%	4%	7%	10%	4%	-	8%	*14%*	5%	10%
10% to 20% increase	5%	5%	5%	*11%*	7%	9%	4%	4%	6%	5%	5%	7%	4%	-	2%	*7%*	4%	9%
5% to 10% increase	6%	7%	2%	-	13%	6%	6%	5%	5%	5%	4%	6%	7%	*9%*	5%	*14%*	5%	9%
Less than 5% increase	6%	6%	5%	*11%*	11%	9%	6%	4%	10%	6%	1%	3%	6%	*9%*	12%	-	5%	12%
Remained roughly the same	53%	52%	57%	*44%*	38%	47%	57%	57%	52%	52%	57%	53%	55%	*56%*	52%	*43%*	58%	33%
Less than 5% decrease	4%	5%	3%	-	7%	4%	5%	3%	4%	4%	4%	4%	5%	*3%*	3%	*7%*	3%	9%
5% to 10% decrease	5%	5%	4%	-	3%	2%	4%	6%	3%	6%	5%	3%	6%	*3%*	5%	-	4%	8%
10% to 20% decrease	3%	4%	2%	-	3%	4%	4%	3%	3%	6%	8%	2%	2%	*3%*	3%	-	3%	5%
More than 20% decrease	5%	4%	7%	-	2%	2%	4%	7%	5%	5%	1%	6%	4%	*9%*	2%	*7%*	5%	2%
Don't know	7%	6%	11%	-	11%	7%	6%	7%	8%	6%	7%	7%	7%	*9%*	8%	*7%*	8%	5%

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	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Less than a year	3%	7%	4%	5%	-	*5%*	2%	4%	*4%*	*3%*	*3%*	-
1 to 2 years	5%	9%	13%	9%	*12%*	*7%*	7%	5%	*8%*	-	*3%*	*2%*
More than 2 up to 6 years	7%	18%	8%	19%	*29%*	*12%*	17%	18%	*29%*	*31%*	*3%*	*20%*
More than 6 up to 10 years	6%	14%	10%	6%	*12%*	*5%*	17%	15%	*13%*	*18%*	*14%*	*15%*
More than 10 years	77%	50%	65%	60%	*45%*	*67%*	58%	54%	*42%*	*46%*	*72%*	*63%*
Don't know	2%	2%	-	1%	*2%*	*5%*	-	3%	*4%*	*3%*	*3%*	-
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)												
Turnover												
Base: All SME Decision Makers whose business has been running for over a year	124	84	107	82	*49*	*41*	134	89	*23*	*38*	*28*	*46*
More than 20% increase	6%	6%	4%	15%	*10%*	*10%*	10%	11%	*9%*	*8%*	*4%*	*9%*
10% to 20% increase	8%	8%	4%	9%	*2%*	*10%*	10%	6%	*9%*	*5%*	*7%*	*2%*
5% to 10% increase	16%	13%	13%	18%	*16%*	*15%*	10%	12%	*17%*	*11%*	*7%*	*17%*
Less than 5% increase	6%	7%	9%	10%	*14%*	*7%*	7%	2%	*13%*	*5%*	*11%*	*11%*
Remained roughly the same	31%	30%	28%	29%	*33%*	*24%*	27%	28%	*22%*	*39%*	*25%*	*39%*
Less than 5% decrease	8%	4%	6%	2%	*8%*	*5%*	6%	-	*4%*	-	*11%*	*2%*
5% to 10% decrease	10%	5%	5%	2%	*6%*	*2%*	10%	9%	*13%*	*5%*	*7%*	*7%*
10% to 20% decrease	3%	6%	6%	2%	*2%*	*15%*	10%	6%	*4%*	*3%*	*7%*	*2%*
More than 20% decrease	7%	13%	15%	5%	*4%*	*2%*	5%	13%	*4%*	*5%*	*18%*	*9%*
Don't know	3%	8%	11%	7%	*4%*	*10%*	4%	12%	*4%*	*18%*	*4%*	*2%*
SAS_q1b. Employees												
Base: All SME Decision Makers whose business has been running for over a year	124	84	107	82	*49*	*41*	134	89	*23*	*38*	*28*	*46*
More than 20% increase	5%	5%	2%	6%	*2%*	*2%*	9%	8%	-	*8%*	-	*7%*
10% to 20% increase	3%	8%	3%	5%	*4%*	*5%*	4%	6%	*9%*	-	*4%*	*2%*
5% to 10% increase	7%	5%	4%	7%	*6%*	*2%*	8%	8%	*4%*	-	-	*7%*
Less than 5% increase	10%	5%	6%	11%	*6%*	*5%*	3%	1%	*9%*	*11%*	*18%*	*4%*
Remained roughly the same	48%	54%	56%	51%	*65%*	*59%*	51%	55%	*48%*	*50%*	*46%*	*50%*
Less than 5% decrease	8%	4%	5%	2%	*2%*	*7%*	7%	1%	*4%*	-	*4%*	*4%*
5% to 10% decrease	8%	5%	4%	6%	*2%*	*2%*	4%	2%	*9%*	*3%*	*14%*	*2%*
10% to 20% decrease	4%	4%	2%	4%	-	*12%*	7%	4%	-	-	*4%*	*4%*
More than 20% decrease	5%	6%	8%	2%	*2%*	-	3%	3%	*4%*	*11%*	*7%*	*11%*
Don't know	2%	6%	11%	5%	*10%*	*5%*	4%	11%	*13%*	*18%*	*4%*	*9%*

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			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Less than a year	3%	5%	*50%*	3%	1%	2%	*3%*	3%	*100%*	-	-	-	-	-
1 to 2 years	6%	9%	*33%*	9%	3%	4%	*3%*	7%	-	100%	-	-	-	-
More than 2 up to 6 years	15%	19%	*8%*	21%	12%	7%	*20%*	15%	-	-	100%	-	-	-
More than 6 up to 10 years	12%	6%	-	14%	11%	10%	*3%*	14%	-	-	-	100%	-	-
More than 10 years	62%	60%	*4%*	52%	73%	77%	*68%*	58%	-	-	-	-	100%	-
Don't know	2%	1%	*4%*	2%	0%	1%	*5%*	3%	-	-	-	-	-	*100%*
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)														
Turnover														
Base: All SME Decision Makers whose business has been running for over a year	172	82	*12*	435	276	112	*39*	143	-	74	165	124	636	*18*
More than 20% increase	12%	15%	*8%*	9%	8%	19%	*3%*	4%	-	11%	16%	9%	7%	*6%*
10% to 20% increase	13%	9%	-	7%	11%	11%	*5%*	4%	-	12%	10%	10%	7%	-
5% to 10% increase	9%	18%	*25%*	10%	14%	23%	*10%*	10%	-	14%	13%	12%	13%	*6%*
Less than 5% increase	5%	10%	-	5%	12%	9%	*5%*	6%	-	12%	8%	3%	8%	-
Remained roughly the same	31%	29%	*33%*	33%	28%	17%	*26%*	36%	-	27%	31%	36%	29%	*6%*
Less than 5% decrease	2%	2%	*8%*	3%	6%	9%	*3%*	3%	-	3%	2%	2%	6%	-
5% to 10% decrease	3%	2%	-	8%	7%	4%	-	6%	-	3%	5%	6%	7%	-
10% to 20% decrease	7%	2%	-	7%	6%	4%	*3%*	4%	-	4%	1%	7%	7%	*6%*
More than 20% decrease	8%	5%	*8%*	13%	4%	4%	*5%*	8%	-	5%	7%	8%	9%	*6%*
Don't know	9%	7%	*17%*	6%	3%	-	*41%*	20%	-	9%	5%	5%	7%	*72%*
SAS_q1b. Employees														
Base: All SME Decision Makers whose business has been running for over a year	172	82	*12*	435	276	112	*39*	143	-	74	165	124	636	*18*
More than 20% increase	8%	6%	*8%*	4%	6%	12%	*10%*	3%	-	4%	12%	8%	4%	-
10% to 20% increase	9%	5%	-	4%	7%	10%	-	4%	-	5%	5%	9%	4%	*11%*
5% to 10% increase	7%	7%	*8%*	3%	11%	13%	*8%*	1%	-	9%	2%	2%	8%	-
Less than 5% increase	3%	11%	*8%*	2%	11%	13%	*8%*	3%	-	14%	7%	2%	6%	-
Remained roughly the same	56%	51%	*58%*	65%	44%	31%	*41%*	57%	-	50%	50%	61%	55%	*11%*
Less than 5% decrease	3%	2%	-	3%	5%	8%	*8%*	4%	-	7%	4%	2%	4%	-
5% to 10% decrease	3%	6%	-	3%	6%	10%	*3%*	3%	-	1%	2%	1%	6%	-
10% to 20% decrease	1%	4%	-	2%	6%	4%	*5%*	3%	-	-	2%	3%	4%	*6%*
More than 20% decrease	3%	2%	*8%*	6%	3%	1%	*3%*	6%	-	1%	7%	5%	5%	-
Don't know	7%	5%	*8%*	8%	1%	-	*15%*	17%	-	8%	8%	6%	5%	*72%*

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	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
Less than a year	-	*2%*	*9%*	4%	-	2%	4%
1 to 2 years	*17%*	*9%*	*27%*	12%	*12%*	5%	5%
More than 2 up to 6 years	*20%*	*24%*	*18%*	21%	*32%*	18%	7%
More than 6 up to 10 years	*17%*	*20%*	*18%*	6%	*16%*	18%	6%
More than 10 years	*47%*	*43%*	*27%*	56%	*36%*	57%	78%
Don't know	-	*2%*	-	1%	*4%*	-	1%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)							
Turnover							
Base: All SME Decision Makers whose business has been running for over a year	*30*	*45*	*10*	65	*25*	132	126
More than 20% increase	-	*2%*	*40%*	12%	*4%*	10%	6%
10% to 20% increase	*17%*	*2%*	-	11%	*12%*	8%	7%
5% to 10% increase	*13%*	*16%*	*10%*	22%	*12%*	12%	19%
Less than 5% increase	*7%*	*13%*	*20%*	8%	*16%*	7%	5%
Remained roughly the same	*30%*	*36%*	*20%*	28%	*36%*	27%	34%
Less than 5% decrease	-	*9%*	-	3%	*4%*	5%	6%
5% to 10% decrease	*7%*	*9%*	-	3%	*8%*	11%	10%
10% to 20% decrease	*7%*	*2%*	-	2%	*4%*	10%	4%
More than 20% decrease	*13%*	*4%*	*10%*	5%	-	5%	6%
Don't know	*7%*	*7%*	-	8%	*4%*	5%	2%
SAS_q1b. Employees							
Base: All SME Decision Makers whose business has been running for over a year	*30*	*45*	*10*	65	*25*	132	126
More than 20% increase	-	*2%*	*30%*	8%	-	7%	3%
10% to 20% increase	*7%*	*2%*	-	6%	*12%*	5%	5%
5% to 10% increase	*3%*	*4%*	-	6%	-	8%	8%
Less than 5% increase	*7%*	*9%*	*20%*	15%	*12%*	3%	7%
Remained roughly the same	*67%*	*56%*	*20%*	49%	*52%*	52%	50%
Less than 5% decrease	*3%*	*2%*	*10%*	2%	*4%*	7%	10%
5% to 10% decrease	*3%*	*2%*	*10%*	6%	*8%*	5%	9%
10% to 20% decrease	*3%*	-	-	2%	-	7%	3%
More than 20% decrease	*3%*	*9%*	*10%*	-	-	4%	5%
Don't know	*3%*	*13%*	-	6%	*12%*	3%	1%

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	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?					
Base: All SME Decision Makers	156	*22*	118	257	54
Less than a year	4%	-	5%	3%	6%
1 to 2 years	4%	*5%*	10%	6%	6%
More than 2 up to 6 years	15%	-	12%	19%	7%
More than 6 up to 10 years	12%	*14%*	8%	14%	2%
More than 10 years	63%	*82%*	64%	55%	74%
Don't know	2%	-	1%	3%	6%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)					
Turnover					
Base: All SME Decision Makers whose business has been running for over a year	149	*22*	112	250	51
More than 20% increase	14%	*5%*	5%	9%	10%
10% to 20% increase	9%	*9%*	7%	6%	10%
5% to 10% increase	11%	-	13%	11%	8%
Less than 5% increase	7%	*14%*	8%	6%	6%
Remained roughly the same	29%	*23%*	28%	32%	24%
Less than 5% decrease	3%	*9%*	7%	3%	2%
5% to 10% decrease	4%	*14%*	5%	4%	6%
10% to 20% decrease	10%	*9%*	6%	3%	10%
More than 20% decrease	6%	*18%*	13%	12%	10%
Don't know	7%	-	8%	12%	16%
SAS_q1b. Employees					
Base: All SME Decision Makers whose business has been running for over a year	149	*22*	112	250	51
More than 20% increase	8%	-	4%	6%	6%
10% to 20% increase	6%	*5%*	2%	5%	10%
5% to 10% increase	5%	*9%*	4%	7%	2%
Less than 5% increase	5%	*5%*	6%	2%	8%
Remained roughly the same	56%	*55%*	54%	56%	49%
Less than 5% decrease	4%	*5%*	5%	1%	2%
5% to 10% decrease	2%	*5%*	5%	4%	-
10% to 20% decrease	3%	*14%*	1%	3%	8%
More than 20% decrease	4%	*5%*	8%	5%	4%
Don't know	5%	-	11%	11%	12%

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	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Less than a year	-	-	-	-	-	-	-	-
1 to 2 years	9%	11%	8%	12%	7%	*5%*	3%	5%
More than 2 up to 6 years	30%	21%	17%	19%	17%	*7%*	14%	*3%*
More than 6 up to 10 years	12%	16%	11%	5%	15%	*7%*	12%	15%
More than 10 years	48%	52%	64%	64%	62%	*82%*	71%	75%
Don't know	1%	-	1%	-	0%	-	-	2%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)								
Turnover								
Base: All SME Decision Makers whose business has been running for over a year	91	81	132	75	304	*44*	66	60
More than 20% increase	100%	-	-	-	-	-	-	-
10% to 20% increase	-	100%	-	-	-	-	-	-
5% to 10% increase	-	-	100%	-	-	-	-	-
Less than 5% increase	-	-	-	100%	-	-	-	-
Remained roughly the same	-	-	-	-	100%	-	-	-
Less than 5% decrease	-	-	-	-	-	*100%*	-	-
5% to 10% decrease	-	-	-	-	-	-	100%	-
10% to 20% decrease	-	-	-	-	-	-	-	100%
More than 20% decrease	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-
SAS_q1b. Employees								
Base: All SME Decision Makers whose business has been running for over a year	91	81	132	75	304	*44*	66	60
More than 20% increase	41%	15%	1%	1%	0%	*2%*	-	2%
10% to 20% increase	13%	23%	11%	-	0%	-	3%	2%
5% to 10% increase	11%	20%	15%	11%	1%	*2%*	2%	*2%*
Less than 5% increase	-	5%	19%	25%	3%	*2%*	3%	-
Remained roughly the same	30%	31%	46%	53%	82%	*39%*	53%	40%
Less than 5% decrease	1%	1%	2%	7%	5%	*25%*	8%	3%
5% to 10% decrease	1%	-	2%	1%	4%	*18%*	17%	12%
10% to 20% decrease	1%	-	-	-	2%	*5%*	9%	27%
More than 20% decrease	1%	1%	2%	1%	0%	*5%*	3%	12%
Don't know	1%	4%	2%	-	3%	*2%*	3%	2%

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			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
Less than a year	-	-	-	-	-	-	-	-	-	-	-	-
1 to 2 years	5%	9%	5%	8%	11%	17%	7%	*12%*	*2%*	-	*2%*	8%
More than 2 up to 6 years	14%	10%	35%	17%	7%	20%	15%	*16%*	*9%*	*9%*	*23%*	18%
More than 6 up to 10 years	11%	8%	18%	21%	3%	5%	14%	*7%*	*2%*	*11%*	*13%*	11%
More than 10 years	69%	56%	42%	50%	79%	58%	64%	*65%*	*87%*	*77%*	*62%*	44%
Don't know	1%	17%	-	4%	-	-	0%	-	-	*3%*	-	18%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)												
Turnover												
Base: All SME Decision Makers whose business has been running for over a year	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
More than 20% increase	-	-	65%	23%	16%	-	5%	*2%*	*2%*	*3%*	*2%*	1%
10% to 20% increase	-	-	21%	37%	26%	7%	5%	*2%*	-	-	*2%*	4%
5% to 10% increase	-	-	2%	27%	33%	42%	11%	*7%*	*4%*	-	*6%*	4%
Less than 5% increase	-	-	2%	-	13%	32%	7%	*12%*	*2%*	-	*2%*	-
Remained roughly the same	-	-	2%	2%	5%	15%	46%	*33%*	*24%*	*17%*	*2%*	13%
Less than 5% decrease	-	-	2%	-	2%	2%	3%	*26%*	*17%*	*6%*	*4%*	1%
5% to 10% decrease	-	-	-	4%	2%	3%	6%	*12%*	*24%*	*17%*	*4%*	3%
10% to 20% decrease	-	-	2%	2%	2%	-	4%	*5%*	*15%*	*46%*	*15%*	1%
More than 20% decrease	100%	-	2%	2%	-	-	8%	*2%*	*11%*	*11%*	*60%*	3%
Don't know	-	100%	4%	4%	2%	-	4%	-	-	-	*2%*	69%
SAS_q1b. Employees												
Base: All SME Decision Makers whose business has been running for over a year	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
More than 20% increase	1%	3%	100%	-	-	-	-	-	-	-	-	-
10% to 20% increase	1%	3%	-	100%	-	-	-	-	-	-	-	-
5% to 10% increase	-	1%	-	-	100%	-	-	-	-	-	-	-
Less than 5% increase	-	-	-	-	-	100%	-	-	-	-	-	-
Remained roughly the same	52%	27%	-	-	-	-	100%	-	-	-	-	-
Less than 5% decrease	1%	-	-	-	-	-	-	*100%*	-	-	-	-
5% to 10% decrease	6%	-	-	-	-	-	-	-	*100%*	-	-	-
10% to 20% decrease	5%	-	-	-	-	-	-	-	-	*100%*	-	-
More than 20% decrease	32%	1%	-	-	-	-	-	-	-	-	*100%*	-
Don't know	2%	65%	-	-	-	-	-	-	-	-	-	100%

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	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Less than a year	20%	3%	2%	2%	1%	-	2%	*8%*	-	5%
1 to 2 years	8%	9%	8%	10%	6%	-	6%	*4%*	*4%*	9%
More than 2 up to 6 years	31%	19%	13%	14%	15%	*15%*	17%	*8%*	*11%*	13%
More than 6 up to 10 years	13%	15%	12%	6%	14%	*8%*	9%	*4%*	*11%*	12%
More than 10 years	27%	53%	63%	68%	65%	*77%*	67%	*73%*	*71%*	48%
Don't know	-	-	1%	-	1%	-	-	*4%*	*4%*	14%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)										
Turnover										
Base: All SME Decision Makers whose business has been running for over a year	66	83	160	112	363	*39*	53	*24*	*28*	89
More than 20% increase	55%	28%	7%	5%	2%	*5%*	-	*4%*	-	4%
10% to 20% increase	24%	31%	13%	5%	2%	-	4%	-	-	2%
5% to 10% increase	3%	14%	43%	15%	7%	*3%*	8%	-	-	3%
Less than 5% increase	-	2%	11%	29%	5%	*3%*	2%	-	-	2%
Remained roughly the same	5%	12%	11%	27%	58%	*26%*	13%	*17%*	*18%*	9%
Less than 5% decrease	-	-	2%	9%	5%	*21%*	6%	-	-	1%
5% to 10% decrease	3%	4%	5%	3%	6%	*31%*	25%	*8%*	-	1%
10% to 20% decrease	3%	5%	3%	3%	6%	*3%*	25%	*33%*	*14%*	1%
More than 20% decrease	8%	1%	4%	1%	7%	*10%*	17%	*33%*	*64%*	10%
Don't know	-	2%	2%	3%	2%	-	2%	*4%*	*4%*	65%
SAS_q1b. Employees										
Base: All SME Decision Makers whose business has been running for over a year	66	83	160	112	363	*39*	53	*24*	*28*	89
More than 20% increase	38%	18%	3%	4%	1%	*3%*	-	-	-	3%
10% to 20% increase	11%	22%	11%	1%	1%	-	2%	-	-	2%
5% to 10% increase	9%	13%	15%	6%	2%	*3%*	2%	*4%*	-	3%
Less than 5% increase	-	7%	14%	19%	2%	-	4%	-	-	-
Remained roughly the same	36%	31%	46%	62%	72%	*56%*	36%	*58%*	*57%*	24%
Less than 5% decrease	-	2%	3%	2%	5%	*21%*	8%	*4%*	-	4%
5% to 10% decrease	-	1%	3%	4%	5%	*10%*	19%	*8%*	*4%*	-
10% to 20% decrease	3%	1%	2%	1%	5%	*3%*	8%	*13%*	*4%*	2%
More than 20% decrease	2%	2%	3%	1%	4%	*3%*	19%	*8%*	*29%*	4%
Don't know	2%	1%	2%	2%	2%	*3%*	4%	*4%*	*7%*	56%

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	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
Less than a year	*18%*	*8%*	1%	2%	2%	-	*4%*	*12%*	-	6%
1 to 2 years	*10%*	*13%*	10%	10%	6%	-	-	*6%*	-	7%
More than 2 up to 6 years	*38%*	*13%*	10%	10%	16%	*24%*	*8%*	*6%*	*27%*	16%
More than 6 up to 10 years	*5%*	*23%*	16%	3%	13%	*3%*	*8%*	*12%*	*9%*	11%
More than 10 years	*26%*	*44%*	62%	74%	62%	*73%*	*81%*	*59%*	*64%*	45%
Don't know	*3%*	-	-	1%	0%	-	-	*6%*	-	15%
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)										
Turnover										
Base: All SME Decision Makers whose business has been running for over a year	*32*	*44*	76	97	585	*33*	*25*	*15*	*22*	88
More than 20% increase	*75%*	*30%*	9%	6%	6%	*9%*	-	*7%*	*5%*	2%
10% to 20% increase	*16%*	*32%*	21%	8%	5%	-	*4%*	-	-	7%
5% to 10% increase	-	*11%*	38%	25%	11%	*3%*	*8%*	-	-	7%
Less than 5% increase	-	*5%*	5%	31%	6%	*3%*	-	-	-	2%
Remained roughly the same	-	*11%*	11%	19%	42%	*36%*	*24%*	-	*14%*	10%
Less than 5% decrease	-	-	1%	3%	5%	*24%*	*8%*	*7%*	-	1%
5% to 10% decrease	*3%*	*7%*	4%	3%	7%	*9%*	*24%*	*20%*	-	2%
10% to 20% decrease	-	*5%*	7%	2%	5%	*3%*	*20%*	*47%*	*27%*	-
More than 20% decrease	*3%*	-	1%	3%	9%	*9%*	*12%*	*13%*	*50%*	9%
Don't know	*3%*	-	3%	-	3%	*3%*	-	*7%*	*5%*	59%
SAS_q1b. Employees										
Base: All SME Decision Makers whose business has been running for over a year	*32*	*44*	76	97	585	*33*	*25*	*15*	*22*	88
More than 20% increase	*59%*	*20%*	8%	3%	3%	*6%*	-	-	*5%*	2%
10% to 20% increase	*6%*	*36%*	17%	7%	2%	*3%*	-	-	-	3%
5% to 10% increase	*9%*	*2%*	33%	7%	3%	-	*4%*	*7%*	-	5%
Less than 5% increase	-	*5%*	14%	28%	3%	-	*4%*	-	-	-
Remained roughly the same	*19%*	*27%*	17%	40%	75%	*30%*	*32%*	*27%*	*23%*	11%
Less than 5% decrease	-	-	4%	7%	4%	*27%*	*4%*	-	-	2%
5% to 10% decrease	-	-	4%	5%	3%	*21%*	*28%*	*27%*	*9%*	1%
10% to 20% decrease	*3%*	*7%*	1%	1%	3%	*6%*	*12%*	*20%*	*5%*	2%
More than 20% decrease	*3%*	*2%*	1%	1%	4%	*3%*	*16%*	*13%*	*50%*	3%
Don't know	-	-	-	-	1%	*3%*	-	*7%*	*9%*	69%

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	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_age. Approximately, how many years has your company/ the company that you work in been in operation for?											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Less than a year	4%	3%	3%	-	*2%*	*8%*	2%	2%	4%	4%	*5%*
1 to 2 years	6%	9%	16%	7%	*2%*	*8%*	2%	6%	14%	7%	*2%*
More than 2 up to 6 years	16%	11%	21%	21%	*19%*	*15%*	17%	13%	20%	16%	*16%*
More than 6 up to 10 years	13%	11%	9%	11%	*4%*	*15%*	9%	13%	9%	12%	*7%*
More than 10 years	60%	66%	49%	57%	*73%*	*54%*	56%	65%	52%	60%	*47%*
Don't know	1%	-	1%	4%	-	-	15%	1%	1%	1%	*23%*
SAS_q1a. Over the past 12 months... Approximately how much has your business increased or decreased for each of the following areas? (Please tick one option on each row)											
Turnover											
Base: All SME Decision Makers whose business has been running for over a year	609	175	65	56	*47*	*12*	53	362	119	495	*41*
More than 20% increase	7%	8%	25%	11%	*19%*	*17%*	4%	10%	8%	8%	*5%*
10% to 20% increase	6%	13%	11%	9%	*11%*	-	6%	11%	8%	6%	*5%*
5% to 10% increase	12%	14%	9%	27%	*13%*	*8%*	8%	14%	16%	13%	*5%*
Less than 5% increase	8%	6%	14%	11%	*2%*	*8%*	2%	11%	8%	5%	*7%*
Remained roughly the same	33%	29%	23%	25%	*17%*	*25%*	25%	24%	28%	36%	*22%*
Less than 5% decrease	5%	5%	3%	5%	*6%*	-	-	7%	5%	2%	*2%*
5% to 10% decrease	7%	8%	6%	5%	*6%*	*8%*	2%	7%	8%	6%	*2%*
10% to 20% decrease	6%	7%	2%	4%	*13%*	-	2%	6%	5%	7%	-
More than 20% decrease	10%	7%	5%	-	*11%*	*33%*	6%	7%	8%	10%	*5%*
Don't know	7%	2%	3%	4%	*2%*	-	47%	5%	6%	7%	*46%*
SAS_q1b. Employees											
Base: All SME Decision Makers whose business has been running for over a year	609	175	65	56	*47*	*12*	53	362	119	495	*41*
More than 20% increase	5%	5%	14%	7%	*6%*	*8%*	2%	9%	3%	4%	*5%*
10% to 20% increase	4%	7%	6%	9%	*4%*	-	9%	6%	9%	4%	*2%*
5% to 10% increase	4%	7%	11%	11%	*13%*	-	4%	9%	4%	4%	*7%*
Less than 5% increase	4%	9%	11%	13%	*9%*	*17%*	2%	7%	11%	5%	-
Remained roughly the same	60%	56%	34%	38%	*30%*	*50%*	36%	47%	47%	61%	*41%*
Less than 5% decrease	3%	3%	11%	7%	*11%*	*8%*	-	4%	8%	3%	*2%*
5% to 10% decrease	4%	5%	2%	11%	*6%*	-	4%	4%	5%	5%	*5%*
10% to 20% decrease	3%	2%	3%	2%	*11%*	*8%*	2%	4%	3%	4%	-
More than 20% decrease	5%	3%	8%	2%	*6%*	*8%*	-	5%	5%	4%	-
Don't know	7%	1%	2%	2%	*4%*	-	42%	6%	5%	6%	*37%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)																		
Turnover																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
More than 20% increase	8%	9%	6%	*10%*	10%	10%	8%	6%	6%	6%	8%	15%	5%	*3%*	7%	*39%*	8%	7%
10% to 20% increase	8%	9%	6%	*30%*	11%	11%	7%	7%	10%	6%	12%	9%	7%	*3%*	8%	*6%*	8%	10%
5% to 10% increase	16%	16%	15%	*30%*	15%	18%	14%	15%	18%	19%	12%	12%	16%	*20%*	13%	-	15%	20%
Less than 5% increase	11%	11%	10%	-	10%	10%	12%	11%	12%	17%	1%	10%	9%	*14%*	15%	*6%*	10%	14%
Remained roughly the same	35%	34%	37%	*30%*	33%	34%	35%	36%	31%	34%	35%	32%	41%	*20%*	35%	*22%*	36%	27%
Less than 5% decrease	4%	4%	4%	-	4%	2%	5%	4%	5%	1%	8%	3%	4%	*3%*	3%	-	3%	6%
5% to 10% decrease	5%	6%	3%	-	4%	3%	5%	7%	4%	4%	8%	4%	5%	*14%*	3%	*6%*	5%	7%
10% to 20% decrease	2%	2%	3%	-	2%	1%	2%	3%	2%	3%	5%	2%	2%	*3%*	2%	*6%*	3%	2%
More than 20% decrease	3%	2%	4%	-	1%	2%	3%	3%	3%	2%	4%	1%	3%	*3%*	5%	-	3%	-
Don't know	9%	8%	12%	-	10%	12%	9%	8%	9%	8%	9%	9%	8%	*17%*	8%	*17%*	9%	8%
SAS_q2b. Employees																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
More than 20% increase	4%	5%	2%	*20%*	4%	5%	4%	3%	3%	2%	1%	6%	3%	*3%*	5%	*22%*	4%	4%
10% to 20% increase	5%	5%	4%	*10%*	10%	4%	5%	3%	4%	5%	10%	8%	3%	-	2%	-	4%	8%
5% to 10% increase	7%	8%	6%	*10%*	13%	14%	5%	5%	8%	5%	3%	9%	8%	*6%*	10%	*11%*	6%	13%
Less than 5% increase	9%	11%	6%	*20%*	13%	13%	8%	8%	10%	14%	6%	7%	8%	*14%*	12%	*17%*	8%	16%
Remained roughly the same	57%	54%	63%	*40%*	38%	51%	57%	63%	59%	58%	58%	51%	61%	*57%*	50%	*33%*	61%	36%
Less than 5% decrease	3%	3%	3%	-	6%	2%	3%	3%	2%	3%	5%	3%	3%	-	3%	*6%*	2%	8%
5% to 10% decrease	2%	3%	2%	-	1%	1%	2%	4%	2%	1%	5%	2%	3%	*3%*	2%	-	2%	5%
10% to 20% decrease	2%	2%	2%	-	2%	1%	2%	2%	2%	1%	3%	1%	2%	*6%*	3%	-	1%	3%
More than 20% decrease	2%	2%	3%	-	-	1%	3%	2%	2%	2%	4%	1%	3%	-	3%	-	2%	1%
Don't know	9%	8%	11%	-	13%	11%	9%	8%	11%	8%	5%	10%	8%	*11%*	10%	*11%*	9%	7%
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
0% – my company does not export	60%	57%	69%	*40%*	48%	58%	56%	67%	58%	61%	68%	51%	65%	*66%*	65%	*33%*	64%	44%
24% or less	17%	18%	15%	*10%*	18%	16%	21%	15%	21%	18%	17%	17%	17%	*17%*	12%	*11%*	16%	21%
25% to 49%	6%	7%	4%	*10%*	16%	7%	5%	5%	9%	3%	5%	8%	5%	*9%*	7%	*11%*	6%	10%
50% to 74%	5%	7%	2%	*30%*	6%	6%	5%	5%	3%	8%	4%	7%	5%	*3%*	5%	-	5%	9%
75% to 99%	5%	5%	3%	*10%*	4%	3%	6%	5%	3%	5%	4%	6%	4%	-	3%	*17%*	4%	6%
100% - all of it	1%	1%	1%	-	-	1%	1%	2%	1%	-	-	3%	0%	-	2%	*22%*	1%	1%
Don't know	5%	5%	6%	-	8%	9%	5%	3%	6%	5%	3%	8%	3%	*6%*	7%	*6%*	4%	9%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
0% – my company does not export	59%	56%	69%	*40%*	48%	56%	56%	66%	59%	60%	67%	48%	65%	*69%*	62%	*28%*	63%	44%
24% or less	17%	19%	13%	*10%*	17%	18%	21%	15%	22%	15%	17%	18%	17%	*17%*	15%	*6%*	17%	20%
25% to 49%	6%	6%	4%	*10%*	12%	6%	5%	5%	7%	5%	5%	8%	3%	*6%*	7%	*11%*	5%	10%
50% to 74%	6%	7%	3%	*20%*	9%	6%	6%	5%	4%	8%	4%	8%	6%	*3%*	3%	*6%*	5%	8%
75% to 99%	4%	5%	3%	*10%*	6%	3%	5%	5%	4%	5%	4%	5%	4%	-	5%	*17%*	4%	6%
100% - all of it	1%	1%	1%	-	-	1%	1%	2%	1%	-	-	3%	0%	-	2%	*17%*	1%	1%
Don't know	6%	5%	8%	*10%*	8%	10%	6%	4%	4%	6%	4%	9%	4%	*6%*	7%	*17%*	5%	10%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)												
Turnover												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
More than 20% increase	7%	7%	3%	9%	*2%*	*5%*	18%	13%	*4%*	*3%*	-	*4%*
10% to 20% increase	5%	7%	3%	13%	*6%*	*9%*	7%	8%	*21%*	*5%*	*14%*	*2%*
5% to 10% increase	20%	14%	18%	19%	*16%*	*14%*	14%	14%	*13%*	*15%*	*7%*	*15%*
Less than 5% increase	11%	6%	13%	8%	*16%*	*14%*	10%	11%	*17%*	*18%*	*10%*	*20%*
Remained roughly the same	41%	33%	38%	33%	*35%*	*23%*	32%	30%	*25%*	*33%*	*48%*	*41%*
Less than 5% decrease	4%	4%	4%	3%	*4%*	*2%*	4%	3%	*4%*	-	*3%*	*7%*
5% to 10% decrease	3%	12%	2%	3%	*4%*	*9%*	4%	4%	-	*10%*	*7%*	*7%*
10% to 20% decrease	2%	2%	3%	2%	*2%*	*9%*	4%	1%	-	-	*3%*	-
More than 20% decrease	2%	4%	4%	2%	-	*5%*	3%	2%	*4%*	*3%*	-	*2%*
Don't know	6%	10%	13%	7%	*14%*	*9%*	4%	14%	*13%*	*13%*	*7%*	*2%*
SAS_q2b. Employees												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
More than 20% increase	3%	6%	2%	3%	-	*2%*	7%	5%	*8%*	*3%*	-	*4%*
10% to 20% increase	4%	3%	3%	3%	*4%*	-	7%	5%	*13%*	*3%*	*3%*	*2%*
5% to 10% increase	9%	9%	2%	6%	*6%*	*7%*	13%	4%	-	*3%*	*3%*	*4%*
Less than 5% increase	12%	8%	6%	15%	*2%*	*14%*	7%	5%	*17%*	*15%*	*17%*	*9%*
Remained roughly the same	59%	48%	66%	55%	*73%*	*56%*	53%	59%	*42%*	*49%*	*55%*	*70%*
Less than 5% decrease	6%	6%	4%	1%	*2%*	-	3%	2%	*4%*	-	-	*4%*
5% to 10% decrease	2%	7%	1%	2%	*2%*	-	1%	2%	-	*8%*	*10%*	-
10% to 20% decrease	1%	2%	-	3%	*2%*	*9%*	3%	1%	-	-	-	-
More than 20% decrease	2%	1%	4%	2%	-	*2%*	3%	1%	*4%*	*5%*	*3%*	*2%*
Don't know	4%	11%	13%	8%	*8%*	*9%*	4%	14%	*13%*	*15%*	*7%*	*4%*
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
0% – my company does not export	25%	88%	60%	71%	*82%*	*91%*	50%	52%	*58%*	*64%*	*76%*	*93%*
24% or less	34%	7%	22%	8%	*8%*	-	20%	24%	*17%*	*15%*	*14%*	-
25% to 49%	14%	1%	5%	6%	*6%*	-	8%	9%	*8%*	*3%*	*3%*	*2%*
50% to 74%	13%	1%	4%	6%	*2%*	*5%*	8%	4%	*4%*	*3%*	-	*2%*
75% to 99%	13%	1%	-	3%	-	-	7%	3%	-	*3%*	*3%*	-
100% - all of it	1%	-	-	2%	-	-	1%	1%	-	*5%*	*3%*	*2%*
Don't know	1%	2%	8%	3%	*2%*	*5%*	6%	8%	*13%*	*8%*	-	-
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
0% – my company does not export	23%	87%	61%	71%	*80%*	*91%*	48%	51%	*58%*	*62%*	*76%*	*93%*
24% or less	33%	8%	21%	9%	*8%*	-	24%	24%	*8%*	*18%*	*14%*	-
25% to 49%	13%	-	4%	5%	*6%*	-	7%	9%	*13%*	*5%*	-	-
50% to 74%	13%	2%	4%	5%	*2%*	*5%*	9%	5%	*4%*	-	*3%*	*2%*
75% to 99%	14%	1%	1%	3%	-	-	6%	2%	-	-	*3%*	*2%*
100% - all of it	1%	-	-	2%	-	-	1%	1%	-	*5%*	*3%*	*2%*
Don't know	4%	2%	9%	5%	*4%*	*5%*	5%	9%	*17%*	*10%*	-	-

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)														
Turnover														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
More than 20% increase	8%	9%	*21%*	8%	7%	12%	*8%*	5%	*47%*	9%	16%	9%	3%	-
10% to 20% increase	14%	13%	*21%*	6%	13%	11%	*3%*	5%	*8%*	11%	10%	10%	7%	-
5% to 10% increase	15%	19%	*4%*	14%	20%	23%	*15%*	8%	*11%*	18%	13%	16%	16%	*6%*
Less than 5% increase	7%	8%	-	8%	14%	16%	*10%*	11%	*6%*	15%	10%	6%	12%	-
Remained roughly the same	35%	33%	*29%*	40%	30%	26%	*20%*	36%	*6%*	30%	32%	40%	37%	*11%*
Less than 5% decrease	3%	3%	-	4%	4%	5%	-	2%	-	-	4%	2%	5%	-
5% to 10% decrease	6%	3%	*8%*	4%	8%	4%	*5%*	6%	*3%*	4%	5%	4%	6%	-
10% to 20% decrease	3%	2%	-	4%	1%	1%	-	3%	*6%*	1%	1%	1%	3%	*6%*
More than 20% decrease	2%	2%	-	4%	0%	-	*5%*	3%	-	1%	2%	2%	3%	*6%*
Don't know	8%	7%	*17%*	8%	3%	2%	*35%*	20%	*14%*	11%	7%	9%	7%	*72%*
SAS_q2b. Employees														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
More than 20% increase	2%	3%	*4%*	3%	3%	7%	*5%*	3%	*19%*	5%	9%	2%	2%	*6%*
10% to 20% increase	7%	3%	*13%*	3%	6%	11%	*3%*	1%	*11%*	8%	4%	9%	3%	-
5% to 10% increase	11%	6%	-	3%	14%	14%	*8%*	3%	*3%*	11%	5%	10%	8%	-
Less than 5% increase	10%	15%	*4%*	5%	19%	12%	*8%*	5%	*6%*	14%	6%	2%	11%	*6%*
Remained roughly the same	54%	55%	*58%*	68%	43%	42%	*45%*	64%	*36%*	51%	57%	64%	59%	*6%*
Less than 5% decrease	3%	1%	*4%*	3%	4%	7%	-	1%	-	-	5%	1%	4%	-
5% to 10% decrease	3%	2%	-	1%	4%	3%	*5%*	2%	*3%*	-	1%	2%	3%	-
10% to 20% decrease	1%	3%	*4%*	2%	2%	1%	-	1%	*6%*	1%	1%	2%	2%	*6%*
More than 20% decrease	1%	2%	-	3%	1%	1%	*5%*	1%	-	-	4%	2%	2%	-
Don't know	10%	8%	*13%*	9%	3%	3%	*23%*	20%	*17%*	9%	9%	8%	7%	*78%*
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
0% – my company does not export	54%	71%	*92%*	70%	49%	38%	*65%*	64%	*69%*	53%	61%	68%	60%	*39%*
24% or less	18%	8%	*8%*	15%	24%	21%	*10%*	12%	*17%*	23%	12%	15%	19%	-
25% to 49%	6%	6%	-	6%	9%	8%	*3%*	2%	*6%*	15%	8%	5%	5%	*6%*
50% to 74%	5%	6%	-	3%	8%	13%	*3%*	4%	-	5%	7%	5%	5%	*11%*
75% to 99%	7%	3%	-	3%	5%	12%	*3%*	5%	*3%*	1%	5%	2%	6%	-
100% - all of it	2%	2%	-	1%	1%	1%	-	4%	*3%*	1%	1%	2%	1%	-
Don't know	8%	3%	-	4%	3%	7%	*18%*	9%	*3%*	1%	5%	4%	5%	*44%*
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
0% – my company does not export	54%	71%	*92%*	69%	49%	36%	*65%*	64%	*69%*	51%	59%	68%	59%	*44%*
24% or less	18%	9%	*4%*	15%	26%	21%	*5%*	11%	*19%*	20%	15%	16%	18%	-
25% to 49%	5%	5%	-	5%	7%	5%	*8%*	4%	*3%*	11%	8%	2%	5%	*6%*
50% to 74%	6%	5%	*4%*	3%	8%	16%	-	4%	*3%*	12%	7%	6%	5%	*6%*
75% to 99%	7%	3%	-	2%	5%	13%	*3%*	4%	*3%*	1%	4%	2%	5%	*6%*
100% - all of it	2%	2%	-	1%	1%	1%	-	3%	*3%*	1%	1%	2%	1%	-
Don't know	8%	5%	-	4%	4%	8%	*20%*	10%	-	3%	6%	5%	6%	*39%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)							
Turnover							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
More than 20% increase	*3%*	*2%*	*36%*	10%	-	16%	7%
10% to 20% increase	*3%*	*4%*	*18%*	15%	*12%*	7%	5%
5% to 10% increase	*13%*	*7%*	*18%*	22%	*20%*	15%	20%
Less than 5% increase	*20%*	*26%*	-	10%	*16%*	9%	11%
Remained roughly the same	*33%*	*41%*	*18%*	28%	*36%*	32%	40%
Less than 5% decrease	-	*2%*	-	3%	*4%*	5%	4%
5% to 10% decrease	*10%*	*4%*	-	3%	-	5%	4%
10% to 20% decrease	*3%*	*2%*	-	-	-	3%	2%
More than 20% decrease	*7%*	-	-	1%	*4%*	3%	2%
Don't know	*7%*	*11%*	*9%*	7%	*8%*	4%	6%
SAS_q2b. Employees							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
More than 20% increase	-	*4%*	*27%*	6%	*4%*	6%	3%
10% to 20% increase	*7%*	*2%*	*27%*	4%	*4%*	7%	4%
5% to 10% increase	*3%*	*2%*	-	7%	*4%*	14%	8%
Less than 5% increase	*13%*	*4%*	*18%*	13%	*20%*	7%	14%
Remained roughly the same	*57%*	*72%*	*18%*	51%	*48%*	53%	56%
Less than 5% decrease	*3%*	*2%*	-	-	*4%*	4%	5%
5% to 10% decrease	-	-	-	4%	-	1%	3%
10% to 20% decrease	*10%*	*2%*	-	1%	-	3%	1%
More than 20% decrease	-	-	-	3%	*4%*	3%	2%
Don't know	*7%*	*11%*	*9%*	9%	*12%*	4%	5%
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
0% – my company does not export	*80%*	*85%*	*64%*	65%	*60%*	50%	26%
24% or less	*13%*	*4%*	*9%*	12%	*8%*	22%	34%
25% to 49%	*3%*	*4%*	*18%*	4%	*12%*	7%	14%
50% to 74%	-	*4%*	*9%*	9%	*4%*	7%	12%
75% to 99%	-	-	-	3%	-	6%	11%
100% - all of it	-	-	-	4%	-	1%	1%
Don't know	*3%*	*2%*	-	3%	*16%*	7%	2%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
0% – my company does not export	*73%*	*83%*	*64%*	65%	*64%*	50%	24%
24% or less	*13%*	*7%*	-	15%	*8%*	24%	34%
25% to 49%	*3%*	*7%*	*9%*	6%	*16%*	6%	11%
50% to 74%	-	*2%*	*27%*	4%	-	7%	14%
75% to 99%	-	-	-	4%	-	5%	11%
100% - all of it	-	-	-	3%	-	1%	1%
Don't know	*10%*	*2%*	-	3%	*12%*	7%	5%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)					
Turnover					
Base: All SME Decision Makers	156	*22*	118	257	54
More than 20% increase	7%	-	4%	7%	9%
10% to 20% increase	10%	*18%*	4%	10%	4%
5% to 10% increase	15%	-	19%	14%	15%
Less than 5% increase	10%	*14%*	14%	8%	4%
Remained roughly the same	33%	*55%*	36%	35%	26%
Less than 5% decrease	4%	*5%*	4%	2%	9%
5% to 10% decrease	6%	-	7%	5%	7%
10% to 20% decrease	6%	*5%*	1%	2%	4%
More than 20% decrease	1%	-	3%	4%	4%
Don't know	6%	*5%*	9%	13%	19%
SAS_q2b. Employees					
Base: All SME Decision Makers	156	*22*	118	257	54
More than 20% increase	3%	-	2%	3%	6%
10% to 20% increase	4%	*5%*	3%	4%	4%
5% to 10% increase	7%	*5%*	3%	7%	11%
Less than 5% increase	10%	*14%*	7%	7%	11%
Remained roughly the same	60%	*64%*	64%	58%	41%
Less than 5% decrease	3%	-	4%	2%	7%
5% to 10% decrease	1%	*9%*	3%	4%	-
10% to 20% decrease	4%	-	-	0%	-
More than 20% decrease	1%	-	3%	2%	6%
Don't know	8%	*5%*	11%	12%	15%
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)					
Base: All SME Decision Makers	156	*22*	118	257	54
0% – my company does not export	68%	*68%*	60%	72%	50%
24% or less	12%	*23%*	23%	11%	20%
25% to 49%	6%	-	5%	4%	4%
50% to 74%	5%	-	4%	2%	6%
75% to 99%	4%	*5%*	1%	4%	7%
100% - all of it	-	*5%*	1%	2%	4%
Don't know	4%	-	6%	6%	9%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)					
Base: All SME Decision Makers	156	*22*	118	257	54
0% – my company does not export	67%	*68%*	60%	72%	50%
24% or less	13%	*18%*	20%	10%	22%
25% to 49%	3%	*5%*	4%	4%	2%
50% to 74%	6%	-	6%	3%	6%
75% to 99%	5%	*5%*	1%	3%	7%
100% - all of it	-	*5%*	1%	2%	4%
Don't know	5%	-	8%	6%	9%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)								
Turnover								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
More than 20% increase	40%	20%	2%	-	1%	-	3%	3%
10% to 20% increase	25%	32%	9%	3%	3%	-	5%	7%
5% to 10% increase	12%	26%	52%	23%	6%	*7%*	12%	7%
Less than 5% increase	7%	7%	13%	44%	10%	*23%*	5%	5%
Remained roughly the same	9%	10%	18%	25%	69%	*43%*	33%	33%
Less than 5% decrease	2%	-	1%	1%	3%	*18%*	18%	2%
5% to 10% decrease	-	2%	3%	1%	2%	*7%*	20%	22%
10% to 20% decrease	1%	-	-	-	1%	-	3%	13%
More than 20% decrease	-	-	-	-	2%	-	-	7%
Don't know	4%	2%	2%	3%	3%	*2%*	2%	2%
SAS_q2b. Employees								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
More than 20% increase	26%	6%	-	-	-	-	2%	-
10% to 20% increase	14%	17%	4%	3%	2%	-	5%	3%
5% to 10% increase	8%	20%	22%	5%	3%	*2%*	5%	8%
Less than 5% increase	7%	10%	18%	40%	6%	*7%*	5%	3%
Remained roughly the same	37%	38%	49%	48%	80%	*64%*	64%	53%
Less than 5% decrease	3%	-	1%	1%	4%	*18%*	5%	2%
5% to 10% decrease	-	1%	2%	-	2%	*5%*	9%	8%
10% to 20% decrease	1%	-	-	-	-	*2%*	5%	12%
More than 20% decrease	1%	-	-	-	1%	-	-	10%
Don't know	2%	7%	5%	3%	3%	*2%*	3%	-
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
0% – my company does not export	46%	47%	57%	61%	66%	*64%*	61%	62%
24% or less	15%	28%	19%	15%	16%	*18%*	21%	22%
25% to 49%	18%	9%	5%	12%	5%	*5%*	6%	2%
50% to 74%	7%	6%	11%	8%	5%	*7%*	5%	3%
75% to 99%	10%	6%	5%	1%	3%	*7%*	5%	10%
100% - all of it	2%	-	1%	1%	1%	-	2%	-
Don't know	2%	4%	3%	1%	4%	-	2%	2%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
0% – my company does not export	46%	44%	53%	61%	66%	*61%*	61%	62%
24% or less	15%	27%	18%	13%	17%	*20%*	21%	25%
25% to 49%	12%	12%	4%	12%	4%	*2%*	3%	2%
50% to 74%	11%	7%	11%	5%	6%	*7%*	9%	2%
75% to 99%	9%	5%	7%	4%	2%	*9%*	3%	10%
100% - all of it	2%	-	1%	1%	1%	-	2%	-
Don't know	4%	4%	7%	3%	5%	-	2%	-

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)												
Turnover												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
More than 20% increase	6%	-	44%	13%	10%	-	4%	-	-	*6%*	*2%*	1%
10% to 20% increase	1%	3%	26%	35%	18%	10%	5%	*5%*	*2%*	*3%*	*4%*	1%
5% to 10% increase	8%	4%	7%	35%	39%	37%	13%	*9%*	*11%*	*9%*	*9%*	4%
Less than 5% increase	1%	4%	7%	2%	11%	35%	13%	*5%*	*9%*	*3%*	*2%*	3%
Remained roughly the same	29%	10%	9%	10%	11%	15%	48%	*42%*	*41%*	*49%*	*30%*	13%
Less than 5% decrease	5%	-	2%	-	2%	-	4%	*19%*	*9%*	*3%*	*2%*	1%
5% to 10% decrease	10%	1%	-	2%	2%	3%	3%	*9%*	*22%*	*11%*	*21%*	3%
10% to 20% decrease	9%	1%	-	-	2%	-	3%	*2%*	*4%*	*9%*	*4%*	1%
More than 20% decrease	21%	1%	-	-	-	-	3%	-	*2%*	*3%*	*17%*	3%
Don't know	10%	75%	5%	4%	5%	-	4%	*9%*	-	*6%*	*9%*	69%
SAS_q2b. Employees												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
More than 20% increase	1%	1%	33%	4%	5%	-	1%	-	-	*3%*	*2%*	-
10% to 20% increase	-	-	16%	31%	2%	3%	2%	-	-	*9%*	*2%*	-
5% to 10% increase	1%	3%	11%	25%	41%	18%	2%	*7%*	*7%*	*3%*	*2%*	-
Less than 5% increase	3%	-	5%	13%	11%	45%	7%	*16%*	*11%*	*3%*	*2%*	-
Remained roughly the same	63%	25%	26%	19%	31%	32%	80%	*49%*	*37%*	*51%*	*47%*	10%
Less than 5% decrease	3%	1%	4%	2%	-	-	2%	*21%*	*15%*	*6%*	*2%*	1%
5% to 10% decrease	3%	-	-	-	2%	2%	1%	*2%*	*15%*	*9%*	*9%*	-
10% to 20% decrease	2%	1%	-	-	2%	-	1%	-	*9%*	*9%*	*4%*	1%
More than 20% decrease	13%	1%	2%	-	-	-	1%	-	*4%*	*3%*	*23%*	3%
Don't know	9%	68%	4%	6%	7%	-	2%	*5%*	*2%*	*6%*	*6%*	85%
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
0% – my company does not export	68%	56%	54%	44%	44%	38%	67%	*47%*	*54%*	*60%*	*66%*	61%
24% or less	15%	5%	14%	25%	21%	27%	18%	*14%*	*20%*	*11%*	*13%*	3%
25% to 49%	3%	3%	16%	8%	11%	12%	4%	*16%*	*2%*	*6%*	*11%*	1%
50% to 74%	-	3%	7%	10%	10%	12%	4%	9%	*13%*	*3%*	*2%*	1%
75% to 99%	6%	1%	5%	4%	10%	7%	3%	*12%*	*7%*	*14%*	*6%*	3%
100% - all of it	5%	-	2%	-	-	3%	1%	*2%*	-	*3%*	*2%*	-
Don't know	3%	32%	2%	10%	3%	2%	3%	-	*4%*	*3%*	-	31%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
0% – my company does not export	66%	60%	53%	40%	44%	38%	66%	*47%*	*57%*	*57%*	*66%*	64%
24% or less	16%	4%	18%	25%	20%	28%	18%	*12%*	*20%*	*14%*	*15%*	1%
25% to 49%	3%	4%	14%	10%	11%	7%	5%	*5%*	-	*6%*	*9%*	1%
50% to 74%	-	1%	11%	10%	10%	10%	4%	*19%*	*15%*	*3%*	-	1%
75% to 99%	3%	3%	2%	6%	11%	10%	2%	*9%*	*7%*	*14%*	*4%*	3%
100% - all of it	3%	-	2%	-	-	3%	1%	*2%*	-	*3%*	*2%*	-
Don't know	8%	29%	2%	10%	3%	3%	5%	*7%*	*2%*	*3%*	*4%*	29%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)										
Turnover										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
More than 20% increase	100%	-	-	-	-	-	-	-	-	-
10% to 20% increase	-	100%	-	-	-	-	-	-	-	-
5% to 10% increase	-	-	100%	-	-	-	-	-	-	-
Less than 5% increase	-	-	-	100%	-	-	-	-	-	-
Remained roughly the same	-	-	-	-	100%	-	-	-	-	-
Less than 5% decrease	-	-	-	-	-	*100%*	-	-	-	-
5% to 10% decrease	-	-	-	-	-	-	100%	-	-	-
10% to 20% decrease	-	-	-	-	-	-	-	*100%*	-	-
More than 20% decrease	-	-	-	-	-	-	-	-	*100%*	-
Don't know	-	-	-	-	-	-	-	-	-	100%
SAS_q2b. Employees										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
More than 20% increase	37%	3%	1%	-	1%	-	-	-	-	1%
10% to 20% increase	20%	26%	2%	1%	1%	-	2%	-	-	-
5% to 10% increase	7%	26%	19%	6%	2%	-	4%	-	-	-
Less than 5% increase	4%	10%	20%	31%	5%	-	4%	*4%*	-	-
Remained roughly the same	27%	30%	55%	55%	85%	*62%*	41%	*35%*	*39%*	22%
Less than 5% decrease	-	-	1%	3%	3%	*31%*	9%	*8%*	-	-
5% to 10% decrease	-	-	-	2%	1%	*5%*	28%	*8%*	-	-
10% to 20% decrease	-	1%	-	-	-	-	7%	*38%*	*7%*	-
More than 20% decrease	-	1%	-	-	1%	-	4%	*8%*	*46%*	1%
Don't know	5%	2%	2%	3%	2%	*3%*	2%	-	*7%*	76%
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
0% – my company does not export	46%	50%	55%	62%	65%	*64%*	63%	*73%*	*79%*	56%
24% or less	18%	26%	26%	18%	15%	*18%*	13%	*8%*	*14%*	9%
25% to 49%	12%	7%	5%	6%	6%	*10%*	9%	-	-	5%
50% to 74%	8%	9%	6%	7%	5%	*5%*	4%	-	*4%*	1%
75% to 99%	10%	7%	5%	3%	4%	-	7%	*8%*	-	1%
100% - all of it	4%	1%	-	1%	1%	-	-	*4%*	-	2%
Don't know	2%	-	3%	4%	4%	*3%*	4%	*8%*	*4%*	26%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
0% – my company does not export	42%	49%	54%	61%	65%	*64%*	63%	*73%*	*75%*	57%
24% or less	22%	23%	26%	20%	14%	*21%*	15%	*12%*	*18%*	4%
25% to 49%	11%	9%	4%	4%	5%	*5%*	9%	-	-	5%
50% to 74%	13%	10%	6%	5%	6%	*8%*	4%	-	-	1%
75% to 99%	7%	6%	7%	4%	4%	-	6%	*8%*	-	1%
100% - all of it	2%	1%	-	1%	1%	-	-	*4%*	-	2%
Don't know	2%	1%	4%	4%	4%	*3%*	4%	*4%*	*7%*	29%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)										
Turnover										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
More than 20% increase	*79%*	*35%*	8%	3%	4%	-	-	-	-	4%
10% to 20% increase	*8%*	*46%*	29%	9%	4%	-	-	*6%*	*5%*	2%
5% to 10% increase	*3%*	*8%*	40%	32%	15%	*3%*	-	-	-	4%
Less than 5% increase	-	*2%*	9%	35%	11%	*9%*	*8%*	-	-	3%
Remained roughly the same	*8%*	*6%*	12%	17%	52%	*30%*	*19%*	-	*14%*	6%
Less than 5% decrease	-	-	-	-	4%	*36%*	*8%*	-	-	1%
5% to 10% decrease	-	*2%*	3%	2%	4%	*15%*	*58%*	*24%*	*9%*	1%
10% to 20% decrease	-	-	-	1%	2%	*6%*	*8%*	*59%*	*9%*	-
More than 20% decrease	-	-	-	-	2%	-	-	*12%*	*59%*	2%
Don't know	*3%*	-	-	-	4%	-	-	-	*5%*	76%
SAS_q2b. Employees										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
More than 20% increase	*100%*	-	-	-	-	-	-	-	-	-
10% to 20% increase	-	*100%*	-	-	-	-	-	-	-	-
5% to 10% increase	-	-	100%	-	-	-	-	-	-	-
Less than 5% increase	-	-	-	100%	-	-	-	-	-	-
Remained roughly the same	-	-	-	-	100%	-	-	-	-	-
Less than 5% decrease	-	-	-	-	-	*100%*	-	-	-	-
5% to 10% decrease	-	-	-	-	-	-	*100%*	-	-	-
10% to 20% decrease	-	-	-	-	-	-	-	*100%*	-	-
More than 20% decrease	-	-	-	-	-	-	-	-	*100%*	-
Don't know	-	-	-	-	-	-	-	-	-	100%
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
0% – my company does not export	*46%*	*35%*	42%	51%	66%	*61%*	*73%*	*76%*	*73%*	57%
24% or less	*18%*	*35%*	17%	19%	18%	*12%*	*15%*	*12%*	*14%*	5%
25% to 49%	*18%*	*8%*	13%	9%	5%	*6%*	*4%*	-	-	3%
50% to 74%	*8%*	*10%*	13%	8%	4%	*12%*	-	*6%*	*5%*	1%
75% to 99%	*8%*	*4%*	10%	9%	3%	*6%*	*4%*	-	*9%*	2%
100% - all of it	*3%*	*4%*	1%	2%	1%	-	-	-	-	2%
Don't know	-	*2%*	4%	2%	3%	*3%*	*4%*	*6%*	-	29%
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
0% – my company does not export	*38%*	*33%*	39%	51%	65%	*61%*	*77%*	*76%*	*73%*	60%
24% or less	*23%*	*31%*	18%	20%	18%	*15%*	*15%*	*12%*	*14%*	4%
25% to 49%	*18%*	*10%*	8%	8%	5%	-	*8%*	-	-	3%
50% to 74%	*15%*	*10%*	17%	7%	4%	*15%*	-	-	-	1%
75% to 99%	*3%*	*6%*	12%	9%	3%	*6%*	-	*6%*	*9%*	2%
100% - all of it	*3%*	*4%*	1%	2%	1%	-	-	-	-	2%
Don't know	-	*4%*	5%	3%	4%	*3%*	-	*6%*	*5%*	28%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q2a. And thinking about the next 12 months, approximately by how much do you expect your business to increase or decrease for each of the following areas compared to now? (Please tick one option on each row)											
Turnover											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
More than 20% increase	6%	8%	15%	13%	*17%*	*23%*	4%	9%	9%	7%	*5%*
10% to 20% increase	7%	12%	9%	14%	*13%*	*8%*	-	11%	10%	6%	*2%*
5% to 10% increase	14%	24%	12%	18%	*17%*	-	9%	21%	14%	12%	*9%*
Less than 5% increase	11%	11%	10%	14%	*6%*	*8%*	7%	12%	12%	10%	*5%*
Remained roughly the same	38%	29%	33%	30%	*33%*	*38%*	24%	28%	39%	40%	*23%*
Less than 5% decrease	4%	4%	6%	4%	-	-	2%	4%	5%	4%	-
5% to 10% decrease	5%	4%	7%	4%	*8%*	-	4%	6%	2%	5%	*5%*
10% to 20% decrease	3%	1%	-	-	*4%*	*8%*	4%	1%	2%	4%	-
More than 20% decrease	3%	2%	-	2%	-	-	2%	2%	2%	4%	*5%*
Don't know	8%	4%	7%	2%	*2%*	*15%*	44%	7%	5%	8%	*47%*
SAS_q2b. Employees											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
More than 20% increase	3%	4%	10%	5%	*6%*	*8%*	-	4%	2%	4%	*2%*
10% to 20% increase	3%	9%	6%	9%	*4%*	*15%*	2%	6%	5%	4%	*5%*
5% to 10% increase	5%	7%	15%	18%	*17%*	*8%*	6%	9%	8%	6%	*2%*
Less than 5% increase	8%	11%	13%	14%	*19%*	*15%*	4%	11%	16%	7%	*5%*
Remained roughly the same	62%	59%	46%	41%	*40%*	*38%*	33%	53%	53%	62%	*30%*
Less than 5% decrease	3%	2%	3%	7%	*4%*	-	2%	3%	6%	3%	-
5% to 10% decrease	3%	2%	1%	-	*2%*	-	2%	4%	-	2%	*5%*
10% to 20% decrease	2%	1%	-	2%	-	-	2%	2%	1%	2%	-
More than 20% decrease	3%	2%	-	2%	*4%*	-	-	1%	2%	3%	*2%*
Don't know	9%	3%	4%	2%	*4%*	*15%*	50%	8%	6%	7%	*49%*
SAS_q3. Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
0% – my company does not export	100%	-	-	-	-	-	-	57%	52%	66%	*40%*
24% or less	-	100%	-	-	-	-	-	23%	17%	14%	*7%*
25% to 49%	-	-	100%	-	-	-	-	6%	10%	6%	*7%*
50% to 74%	-	-	-	100%	-	-	-	5%	9%	5%	*2%*
75% to 99%	-	-	-	-	*100%*	-	-	5%	6%	4%	*2%*
100% - all of it	-	-	-	-	-	*100%*	-	0%	-	2%	-
Don't know	-	-	-	-	-	-	100%	4%	6%	3%	*42%*
SAS_q3a. Approximately what percentage, if any, of your business turnover will be generated by exports of your products or services in the next 12 months? (Please give your BEST estimate)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
0% – my company does not export	97%	1%	-	-	-	-	13%	56%	54%	65%	*40%*
24% or less	2%	90%	10%	4%	*4%*	-	-	22%	16%	15%	*7%*
25% to 49%	-	6%	67%	2%	*4%*	*8%*	-	7%	6%	4%	*7%*
50% to 74%	-	1%	18%	80%	*8%*	-	-	4%	14%	6%	*2%*
75% to 99%	-	-	-	13%	*83%*	-	-	5%	6%	4%	*2%*
100% - all of it	-	-	-	-	-	*92%*	-	0%	-	2%	-
Don't know	1%	3%	4%	2%	-	-	87%	6%	5%	4%	*42%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)																		
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	1040	740	300	*10*	100	186	286	458	185	154	78	196	319	*35*	59	*14*	848	192
No interest in increasing exports/ exporting	42%	40%	45%	*20%*	31%	41%	44%	44%	45%	40%	45%	35%	43%	*54%*	42%	*14%*	44%	31%
Exporting my company's product or service would not be cost effective	9%	9%	8%	*20%*	10%	12%	9%	7%	9%	14%	9%	9%	7%	*9%*	8%	-	7%	16%
There is no demand for my product/service in overseas markets	13%	12%	16%	*20%*	16%	12%	8%	16%	12%	12%	14%	12%	15%	*11%*	15%	-	13%	14%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	4%	4%	3%	*20%*	11%	3%	4%	2%	3%	2%	1%	7%	3%	*3%*	8%	-	3%	6%
My company lacks the financial resources	6%	6%	5%	*10%*	8%	7%	5%	5%	4%	8%	5%	8%	3%	*9%*	3%	*21%*	6%	3%
Export policies & regulations are too complex	3%	3%	2%	-	3%	4%	2%	3%	3%	2%	-	2%	4%	*3%*	3%	-	2%	4%
Other **(see SAS_q5other)**	16%	17%	12%	*10%*	10%	10%	17%	19%	16%	17%	18%	16%	16%	*3%*	7%	*43%*	15%	17%
Don't know	8%	8%	10%	-	11%	11%	10%	6%	6%	6%	8%	11%	8%	*9%*	12%	*21%*	8%	9%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)																		
Have a business plan for the next financial year																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Yes, we do	59%	62%	51%	*30%*	48%	62%	61%	60%	61%	58%	60%	65%	53%	*51%*	55%	*94%*	54%	81%
No, we did previously but do not currently	8%	8%	7%	*10%*	17%	5%	7%	7%	10%	10%	9%	7%	6%	*6%*	8%	-	8%	9%
No, we don't	28%	25%	35%	*60%*	28%	27%	26%	29%	25%	26%	24%	22%	36%	*34%*	32%	-	34%	4%
Don't know	5%	4%	7%	-	7%	6%	6%	4%	4%	5%	6%	6%	4%	*9%*	5%	*6%*	5%	6%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Yes, we do	35%	36%	33%	*40%*	33%	40%	36%	33%	39%	32%	47%	31%	33%	*43%*	40%	*33%*	32%	48%
No, we did previously but do not currently	12%	12%	11%	*10%*	26%	11%	10%	10%	14%	11%	10%	10%	14%	*9%*	5%	*17%*	12%	12%
No, we don't	49%	48%	51%	*50%*	35%	45%	49%	53%	42%	55%	38%	53%	51%	*40%*	52%	*44%*	52%	36%
Don't know	4%	3%	6%	-	6%	4%	5%	3%	5%	3%	4%	6%	3%	*9%*	3%	*6%*	4%	5%
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Yes, we do	30%	32%	23%	*40%*	32%	38%	27%	27%	30%	31%	26%	36%	26%	*26%*	25%	*44%*	22%	65%
No, we did previously but do not currently	6%	6%	4%	*10%*	17%	6%	5%	3%	7%	5%	4%	6%	5%	*6%*	7%	*6%*	5%	8%
No, we don't	62%	59%	69%	*50%*	47%	52%	65%	68%	60%	62%	67%	54%	68%	*60%*	65%	*44%*	71%	23%
Don't know	3%	2%	4%	-	4%	4%	4%	2%	4%	3%	4%	3%	1%	*9%*	3%	*6%*	3%	4%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Yes, we do	20%	22%	16%	*20%*	23%	29%	19%	17%	22%	18%	24%	24%	16%	*17%*	25%	*28%*	17%	37%
No, we did previously but do not currently	11%	13%	5%	*20%*	24%	14%	10%	7%	12%	16%	8%	11%	9%	*14%*	7%	*6%*	9%	19%
No, we don't	64%	61%	73%	*50%*	48%	52%	65%	72%	62%	61%	63%	58%	72%	*60%*	62%	*56%*	70%	37%
Don't know	5%	4%	6%	*10%*	5%	4%	7%	4%	4%	5%	5%	7%	3%	*9%*	7%	*11%*	4%	7%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)												
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	127	90	112	84	*49*	*43*	135	92	*24*	*37*	*28*	*45*
No interest in increasing exports/ exporting	20%	51%	50%	42%	*39%*	*63%*	43%	39%	*46%*	*38%*	*43%*	*53%*
Exporting my company's product or service would not be cost effective	17%	9%	10%	7%	*6%*	*2%*	7%	5%	*4%*	*11%*	*7%*	*2%*
There is no demand for my product/service in overseas markets	11%	11%	12%	24%	*20%*	*21%*	9%	10%	*8%*	*5%*	*36%*	*18%*
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	6%	1%	3%	-	-	-	7%	5%	*13%*	*5%*	*4%*	*4%*
My company lacks the financial resources	9%	4%	10%	2%	*6%*	*2%*	4%	10%	*8%*	*8%*	-	*2%*
Export policies & regulations are too complex	6%	3%	4%	2%	-	-	5%	-	-	*3%*	-	-
Other **(see SAS_q5other)**	21%	12%	6%	13%	*20%*	*9%*	19%	21%	*13%*	*19%*	*7%*	*16%*
Don't know	10%	8%	5%	10%	*8%*	*2%*	7%	10%	*8%*	*11%*	*4%*	*4%*
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)												
Have a business plan for the next financial year												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Yes, we do	65%	44%	44%	58%	*65%*	*72%*	65%	52%	*54%*	*74%*	*66%*	*76%*
No, we did previously but do not currently	13%	11%	6%	12%	*6%*	*5%*	8%	5%	*8%*	-	*3%*	*9%*
No, we don't	19%	39%	43%	26%	*24%*	*19%*	23%	33%	*25%*	*21%*	*28%*	*15%*
Don't know	3%	6%	7%	5%	*4%*	*5%*	4%	10%	*13%*	*5%*	*3%*	-
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Yes, we do	37%	30%	41%	22%	*55%*	*35%*	37%	32%	*42%*	*41%*	*41%*	*39%*
No, we did previously but do not currently	15%	8%	9%	14%	*8%*	*7%*	17%	11%	*13%*	*10%*	*14%*	*15%*
No, we don't	47%	57%	45%	62%	*35%*	*53%*	45%	51%	*38%*	*46%*	*41%*	*43%*
Don't know	2%	6%	5%	2%	*2%*	*5%*	1%	6%	*8%*	*3%*	*3%*	*2%*
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Yes, we do	41%	21%	19%	21%	*29%*	*26%*	38%	38%	*33%*	*31%*	*24%*	*17%*
No, we did previously but do not currently	8%	4%	6%	7%	*6%*	*2%*	7%	4%	*4%*	*3%*	*3%*	*2%*
No, we don't	49%	71%	71%	70%	*63%*	*70%*	53%	53%	*54%*	*64%*	*69%*	*80%*
Don't know	2%	3%	4%	2%	*2%*	*2%*	2%	5%	*8%*	*3%*	*3%*	-
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Yes, we do	22%	23%	13%	20%	*24%*	*26%*	24%	20%	*13%*	*26%*	*21%*	*20%*
No, we did previously but do not currently	16%	8%	11%	14%	*12%*	*5%*	14%	4%	*17%*	*13%*	*7%*	*13%*
No, we don't	59%	64%	70%	63%	*61%*	*65%*	58%	70%	*63%*	*59%*	*69%*	*65%*
Don't know	4%	4%	7%	3%	*2%*	*5%*	4%	5%	*8%*	*3%*	*3%*	*2%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)														
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	174	84	*24*	445	276	113	*40*	142	*35*	73	163	122	629	*18*
No interest in increasing exports/ exporting	41%	42%	*54%*	47%	32%	35%	*50%*	46%	*46%*	32%	38%	47%	43%	*28%*
Exporting my company's product or service would not be cost effective	11%	7%	*8%*	8%	13%	10%	*5%*	5%	*14%*	16%	6%	8%	9%	*6%*
There is no demand for my product/service in overseas markets	11%	24%	*17%*	16%	13%	9%	*8%*	11%	9%	18%	15%	14%	13%	*6%*
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	2%	-	-	4%	5%	5%	*3%*	1%	*6%*	4%	5%	3%	4%	-
My company lacks the financial resources	3%	2%	*4%*	6%	6%	4%	*5%*	5%	9%	15%	10%	6%	3%	-
Export policies & regulations are too complex	1%	2%	-	2%	4%	2%	*8%*	2%	-	-	2%	2%	4%	-
Other **(see SAS_q5other)**	18%	13%	*13%*	12%	21%	24%	*5%*	16%	*6%*	7%	13%	12%	19%	*11%*
Don't know	12%	10%	*4%*	6%	7%	12%	*18%*	13%	*11%*	8%	11%	8%	6%	*50%*
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)														
Have a business plan for the next financial year														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Yes, we do	58%	58%	*54%*	43%	76%	83%	*63%*	55%	69%	45%	52%	56%	64%	*6%*
No, we did previously but do not currently	6%	12%	*8%*	10%	5%	10%	*3%*	7%	*6%*	18%	12%	8%	6%	*6%*
No, we don't	32%	26%	*38%*	44%	14%	4%	*5%*	31%	*17%*	35%	34%	33%	25%	*33%*
Don't know	5%	5%	-	3%	5%	3%	*30%*	7%	*8%*	3%	3%	2%	5%	*56%*
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Yes, we do	31%	22%	*25%*	28%	46%	46%	*38%*	30%	*25%*	30%	30%	39%	38%	*11%*
No, we did previously but do not currently	10%	14%	*13%*	13%	10%	9%	*8%*	16%	*14%*	23%	15%	9%	10%	*6%*
No, we don't	53%	62%	*63%*	57%	41%	39%	*33%*	48%	*56%*	46%	51%	50%	49%	*28%*
Don't know	7%	2%	-	2%	4%	5%	*23%*	6%	*6%*	1%	4%	2%	3%	*56%*
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Yes, we do	30%	21%	*13%*	13%	45%	64%	*33%*	24%	*19%*	24%	25%	22%	34%	*6%*
No, we did previously but do not currently	6%	7%	*4%*	4%	6%	10%	*5%*	7%	*6%*	18%	8%	4%	4%	-
No, we don't	61%	70%	*83%*	81%	46%	23%	*48%*	65%	*75%*	57%	65%	73%	59%	*39%*
Don't know	3%	2%	-	2%	2%	4%	*15%*	4%	-	1%	2%	1%	2%	*56%*
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Yes, we do	17%	20%	*33%*	11%	30%	32%	*30%*	14%	*36%*	20%	20%	19%	20%	*6%*
No, we did previously but do not currently	9%	14%	*4%*	8%	15%	15%	*8%*	11%	*8%*	22%	14%	10%	9%	*6%*
No, we don't	67%	63%	*63%*	78%	50%	44%	*40%*	70%	*50%*	57%	62%	70%	66%	*33%*
Don't know	7%	3%	-	2%	5%	9%	*23%*	5%	*6%*	1%	4%	1%	5%	*56%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)							
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	30	46	11	65	25	134	130
No interest in increasing exports/ exporting	43%	46%	36%	40%	48%	46%	18%
Exporting my company's product or service would not be cost effective	10%	13%	9%	8%	4%	7%	17%
There is no demand for my product/service in overseas markets	27%	17%	18%	23%	16%	7%	10%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	3%	-	9%	5%	4%	6%	6%
My company lacks the financial resources	7%	2%	9%	-	8%	3%	8%
Export policies & regulations are too complex	-	-	-	3%	-	4%	8%
Other **(see SAS_q5other)**	3%	11%	18%	14%	8%	19%	24%
Don't know	7%	11%	-	8%	12%	8%	8%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)							
Have a business plan for the next financial year							
Base: All SME Decision Makers	30	46	11	68	25	135	131
Yes, we do	47%	52%	45%	63%	40%	64%	68%
No, we did previously but do not currently	7%	15%	9%	13%	12%	8%	11%
No, we don't	43%	28%	45%	19%	32%	24%	18%
Don't know	3%	4%	-	4%	16%	4%	3%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)							
Base: All SME Decision Makers	30	46	11	68	25	135	131
Yes, we do	30%	43%	36%	24%	32%	36%	40%
No, we did previously but do not currently	17%	9%	9%	13%	12%	18%	11%
No, we don't	50%	46%	55%	60%	44%	44%	47%
Don't know	3%	2%	-	3%	12%	1%	2%
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee							
Base: All SME Decision Makers	30	46	11	68	25	135	131
Yes, we do	23%	20%	27%	25%	16%	37%	44%
No, we did previously but do not currently	-	2%	9%	9%	8%	7%	6%
No, we don't	77%	78%	64%	63%	64%	53%	49%
Don't know	-	-	-	3%	12%	2%	2%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)							
Base: All SME Decision Makers	30	46	11	68	25	135	131
Yes, we do	20%	9%	27%	25%	8%	22%	25%
No, we did previously but do not currently	10%	17%	18%	18%	12%	15%	14%
No, we don't	70%	70%	55%	53%	68%	59%	56%
Don't know	-	4%	-	4%	12%	4%	5%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)					
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	156	*21*	117	253	52
No interest in increasing exports/ exporting	47%	*43%*	50%	44%	38%
Exporting my company's product or service would not be cost effective	8%	*10%*	9%	4%	15%
There is no demand for my product/service in overseas markets	13%	*24%*	12%	15%	4%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	2%	*5%*	2%	4%	-
My company lacks the financial resources	6%	-	9%	5%	10%
Export policies & regulations are too complex	1%	-	3%	0%	6%
Other **(see SAS_q5other)**	15%	*14%*	9%	17%	15%
Don't know	6%	*5%*	6%	10%	12%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)					
Have a business plan for the next financial year					
Base: All SME Decision Makers	156	*22*	118	257	54
Yes, we do	62%	*59%*	49%	58%	59%
No, we did previously but do not currently	5%	*5%*	4%	6%	7%
No, we don't	31%	*27%*	39%	30%	26%
Don't know	2%	*9%*	8%	6%	7%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)					
Base: All SME Decision Makers	156	*22*	118	257	54
Yes, we do	28%	*41%*	42%	36%	33%
No, we did previously but do not currently	12%	*5%*	7%	12%	7%
No, we don't	58%	*50%*	43%	46%	52%
Don't know	2%	*5%*	8%	6%	7%
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee					
Base: All SME Decision Makers	156	*22*	118	257	54
Yes, we do	24%	*14%*	25%	28%	39%
No, we did previously but do not currently	5%	*9%*	7%	5%	2%
No, we don't	71%	*73%*	64%	63%	52%
Don't know	1%	*5%*	4%	4%	7%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)					
Base: All SME Decision Makers	156	*22*	118	257	54
Yes, we do	20%	*18%*	15%	22%	15%
No, we did previously but do not currently	6%	*14%*	9%	9%	6%
No, we don't	72%	*64%*	67%	63%	74%
Don't know	2%	*5%*	8%	6%	6%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)								
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	89	81	131	74	301	*44*	65	60
No interest in increasing exports/ exporting	29%	43%	38%	31%	49%	*36%*	38%	50%
Exporting my company's product or service would not be cost effective	4%	14%	8%	18%	8%	*16%*	5%	7%
There is no demand for my product/service in overseas markets	10%	10%	14%	22%	13%	*16%*	17%	17%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	3%	4%	5%	5%	4%	*2%*	3%	3%
My company lacks the financial resources	9%	9%	2%	4%	4%	*5%*	12%	5%
Export policies & regulations are too complex	3%	2%	5%	3%	2%	*2%*	2%	3%
Other **(see SAS_q5other)**	28%	12%	20%	16%	15%	*18%*	22%	10%
Don't know	12%	6%	8%	1%	6%	*5%*	2%	5%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)								
Have a business plan for the next financial year								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Yes, we do	80%	72%	67%	64%	55%	*57%*	62%	60%
No, we did previously but do not currently	2%	5%	8%	15%	8%	*14%*	11%	7%
No, we don't	16%	22%	23%	17%	34%	*23%*	24%	30%
Don't know	1%	1%	1%	4%	3%	*7%*	3%	3%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Yes, we do	41%	47%	37%	51%	28%	*61%*	36%	33%
No, we did previously but do not currently	11%	11%	14%	12%	11%	*14%*	15%	10%
No, we don't	46%	40%	47%	33%	58%	*23%*	47%	57%
Don't know	2%	2%	2%	4%	3%	*2%*	2%	-
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Yes, we do	44%	38%	40%	37%	23%	*45%*	27%	27%
No, we did previously but do not currently	3%	9%	7%	7%	5%	*9%*	8%	7%
No, we don't	52%	52%	52%	55%	69%	*43%*	64%	65%
Don't know	1%	1%	1%	1%	2%	*2%*	2%	2%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Yes, we do	31%	23%	21%	28%	14%	*27%*	24%	23%
No, we did previously but do not currently	5%	17%	12%	21%	12%	*16%*	11%	8%
No, we don't	60%	56%	63%	45%	72%	*55%*	64%	67%
Don't know	3%	4%	4%	5%	3%	*2%*	2%	2%

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)												
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	83	77	56	52	61	58	538	*42*	*46*	*34*	*46*	72
No interest in increasing exports/ exporting	42%	39%	32%	35%	31%	29%	47%	*31%*	*41%*	*41%*	*43%*	40%
Exporting my company's product or service would not be cost effective	10%	3%	4%	21%	15%	21%	7%	*10%*	*9%*	*3%*	*11%*	-
There is no demand for my product/service in overseas markets	13%	8%	14%	6%	16%	17%	14%	*14%*	*11%*	*15%*	*13%*	8%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	2%	3%	4%	4%	5%	9%	3%	*7%*	*2%*	-	*4%*	1%
My company lacks the financial resources	7%	4%	9%	4%	8%	5%	4%	*12%*	*7%*	*9%*	*11%*	4%
Export policies & regulations are too complex	4%	3%	4%	4%	2%	3%	3%	*7%*	-	*3%*	*4%*	1%
Other **(see SAS_q5other)**	13%	8%	23%	21%	18%	9%	16%	*12%*	*22%*	*21%*	*11%*	10%
Don't know	8%	34%	11%	6%	5%	7%	6%	*7%*	*9%*	*9%*	*2%*	35%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)												
Have a business plan for the next financial year												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
Yes, we do	39%	31%	82%	79%	75%	78%	53%	*65%*	*63%*	*74%*	*43%*	32%
No, we did previously but do not currently	13%	1%	-	8%	8%	10%	7%	*12%*	*15%*	*6%*	*17%*	4%
No, we don't	43%	39%	14%	12%	15%	12%	36%	*14%*	*15%*	*11%*	*36%*	43%
Don't know	6%	29%	4%	2%	2%	-	3%	*9%*	*7%*	*9%*	*4%*	21%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
Yes, we do	29%	23%	54%	42%	52%	40%	31%	*37%*	*33%*	*40%*	*40%*	28%
No, we did previously but do not currently	11%	9%	7%	21%	8%	22%	10%	*21%*	*13%*	*9%*	*13%*	8%
No, we don't	57%	43%	35%	35%	34%	38%	56%	*40%*	*50%*	*51%*	*47%*	43%
Don't know	2%	25%	4%	2%	5%	-	3%	*2%*	*4%*	-	-	21%
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
Yes, we do	16%	17%	47%	60%	44%	55%	22%	*40%*	*28%*	*43%*	*13%*	18%
No, we did previously but do not currently	3%	3%	5%	6%	13%	12%	3%	*7%*	*13%*	*6%*	*9%*	3%
No, we don't	78%	61%	44%	33%	41%	33%	72%	*51%*	*54%*	*51%*	*77%*	61%
Don't know	2%	19%	4%	2%	2%	-	2%	*2%*	*4%*	-	*2%*	18%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
Yes, we do	11%	13%	40%	40%	25%	40%	13%	*26%*	*28%*	*23%*	*11%*	13%
No, we did previously but do not currently	3%	5%	4%	15%	23%	22%	9%	*23%*	*9%*	*14%*	*9%*	7%
No, we don't	80%	58%	51%	38%	48%	37%	75%	*49%*	*54%*	*63%*	*79%*	63%
Don't know	5%	23%	5%	6%	5%	2%	4%	*2%*	*9%*	-	*2%*	18%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)										
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	80	85	164	113	360	*39*	54	*25*	*28*	92
No interest in increasing exports/ exporting	25%	34%	40%	43%	48%	*44%*	33%	*48%*	*39%*	42%
Exporting my company's product or service would not be cost effective	6%	11%	10%	13%	8%	*8%*	11%	*8%*	*11%*	3%
There is no demand for my product/service in overseas markets	13%	12%	13%	12%	15%	*13%*	20%	*20%*	*7%*	7%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	5%	6%	3%	4%	3%	*5%*	6%	-	-	3%
My company lacks the financial resources	13%	7%	4%	4%	5%	*8%*	4%	*12%*	*4%*	5%
Export policies & regulations are too complex	1%	2%	5%	3%	2%	*3%*	2%	*4%*	*4%*	3%
Other **(see SAS_q5other)**	23%	21%	18%	16%	13%	*21%*	20%	*4%*	*25%*	7%
Don't know	15%	7%	7%	4%	5%	-	4%	*4%*	*11%*	29%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)										
Have a business plan for the next financial year										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Yes, we do	82%	77%	73%	66%	51%	*62%*	63%	*35%*	*32%*	33%
No, we did previously but do not currently	6%	5%	4%	11%	9%	*18%*	11%	*8%*	*7%*	5%
No, we don't	10%	17%	22%	21%	36%	*15%*	19%	*58%*	*50%*	38%
Don't know	2%	1%	1%	3%	4%	*5%*	7%	-	*11%*	23%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Yes, we do	40%	47%	48%	39%	28%	*38%*	39%	*15%*	*21%*	27%
No, we did previously but do not currently	13%	15%	10%	13%	13%	*15%*	6%	*12%*	*7%*	6%
No, we don't	45%	37%	39%	46%	56%	*46%*	52%	*73%*	*64%*	46%
Don't know	2%	1%	2%	2%	3%	-	4%	-	*7%*	21%
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Yes, we do	49%	37%	38%	39%	22%	*23%*	28%	*12%*	*7%*	23%
No, we did previously but do not currently	1%	8%	5%	6%	7%	*3%*	9%	*4%*	-	5%
No, we don't	48%	53%	57%	54%	69%	*74%*	61%	*85%*	*82%*	56%
Don't know	1%	1%	-	1%	3%	-	2%	-	*11%*	15%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Yes, we do	36%	29%	26%	25%	14%	*13%*	22%	*8%*	*7%*	15%
No, we did previously but do not currently	6%	14%	10%	21%	10%	*18%*	6%	*12%*	-	7%
No, we don't	55%	53%	60%	51%	72%	*67%*	65%	*81%*	*86%*	61%
Don't know	2%	3%	4%	3%	4%	*3%*	7%	-	*7%*	17%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)										
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	38	46	76	97	593	33	26	17	22	92
No interest in increasing exports/ exporting	29%	30%	28%	30%	46%	42%	38%	53%	45%	45%
Exporting my company's product or service would not be cost effective	3%	20%	16%	13%	8%	15%	8%	6%	9%	1%
There is no demand for my product/service in overseas markets	16%	7%	13%	16%	14%	9%	23%	12%	5%	8%
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	8%	11%	3%	6%	3%	6%	4%	-	-	2%
My company lacks the financial resources	11%	9%	7%	6%	5%	-	4%	12%	9%	5%
Export policies & regulations are too complex	3%	-	3%	4%	3%	3%	-	-	9%	3%
Other **(see SAS_q5other)**	18%	17%	24%	16%	16%	15%	19%	12%	18%	5%
Don't know	13%	7%	8%	7%	5%	9%	4%	6%	5%	30%
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)										
Have a business plan for the next financial year										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
Yes, we do	79%	85%	82%	72%	55%	67%	73%	35%	41%	35%
No, we did previously but do not currently	-	4%	5%	12%	8%	15%	8%	12%	14%	4%
No, we don't	13%	8%	10%	15%	34%	12%	8%	53%	36%	38%
Don't know	8%	2%	3%	1%	3%	6%	12%	-	9%	22%
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
Yes, we do	41%	46%	44%	40%	33%	30%	54%	35%	14%	30%
No, we did previously but do not currently	8%	13%	13%	20%	11%	24%	-	6%	9%	9%
No, we don't	49%	38%	42%	37%	54%	45%	38%	59%	73%	39%
Don't know	3%	4%	1%	2%	2%	-	8%	-	5%	22%
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
Yes, we do	44%	50%	53%	48%	22%	45%	42%	24%	-	23%
No, we did previously but do not currently	3%	4%	12%	6%	5%	6%	-	18%	5%	4%
No, we don't	51%	42%	34%	45%	72%	48%	54%	59%	86%	57%
Don't know	3%	4%	1%	-	2%	-	4%	-	9%	15%
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
Yes, we do	31%	48%	36%	23%	16%	12%	35%	18%	9%	14%
No, we did previously but do not currently	5%	15%	18%	24%	9%	15%	4%	12%	5%	7%
No, we don't	56%	33%	42%	48%	73%	70%	50%	71%	82%	59%
Don't know	8%	4%	4%	4%	3%	3%	12%	-	5%	20%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q5. Which, if any, of the following would you say is preventing your business from increasing its current level of exports? (Please tick all that apply)											
Base: All SME Decision Makers whose business turnover is not 100% generated by exports abroad	634	181	67	56	*48*	-	54	370	124	503	*43*
No interest in increasing exports/ exporting	59%	20%	9%	2%	*17%*	-	19%	36%	39%	47%	*35%*
Exporting my company's product or service would not be cost effective	6%	19%	15%	11%	-	-	2%	11%	8%	8%	*9%*
There is no demand for my product/service in overseas markets	16%	11%	16%	7%	*4%*	-	6%	13%	17%	14%	*2%*
My company doesn't know how to access customers overseas/lacks adequate knowledge of foreign markets	2%	8%	7%	9%	*4%*	-	2%	4%	6%	3%	*2%*
My company lacks the financial resources	2%	9%	10%	16%	*15%*	-	7%	6%	9%	5%	*2%*
Export policies & regulations are too complex	1%	7%	7%	2%	*4%*	-	4%	3%	2%	3%	*2%*
Other **(see SAS_q5other)**	11%	20%	27%	34%	*33%*	-	11%	19%	10%	16%	*2%*
Don't know	3%	6%	7%	20%	*23%*	-	50%	8%	9%	5%	*44%*
SAS_q6_1. For each of the following please indicate whether your business does or does not do each of these (Please tick one option on each row)											
Have a business plan for the next financial year											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Yes, we do	56%	69%	60%	59%	*71%*	*77%*	43%	75%	56%	52%	*14%*
No, we did previously but do not currently	6%	6%	16%	21%	*10%*	-	7%	6%	25%	6%	*2%*
No, we don't	34%	21%	19%	18%	*17%*	*23%*	19%	17%	18%	40%	*12%*
Don't know	4%	4%	4%	2%	*2%*	-	31%	3%	1%	2%	*72%*
SAS_q6_2. Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Yes, we do	34%	46%	31%	34%	*35%*	*8%*	30%	100%	-	-	-
No, we did previously but do not currently	10%	12%	19%	20%	*15%*	-	13%	-	100%	-	-
No, we don't	53%	40%	45%	45%	*48%*	*92%*	24%	-	-	100%	-
Don't know	3%	2%	4%	2%	*2%*	-	33%	-	-	-	*100%*
SAS_q6_3. Have an in-house marketing department or dedicated full-time marketing employee											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Yes, we do	21%	39%	45%	48%	*52%*	*23%*	37%	50%	27%	17%	*12%*
No, we did previously but do not currently	4%	6%	13%	13%	*8%*	-	6%	3%	27%	3%	*2%*
No, we don't	73%	54%	39%	38%	*40%*	*77%*	31%	47%	46%	80%	*19%*
Don't know	2%	1%	3%	2%	-	-	26%	-	1%	0%	*67%*
SAS_q6_4. Consult with external marketing advisers, or agencies (e.g. an advertising agency, a communications agency, a PR agency, an independent advertising or marketing consultant etc.)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Yes, we do	18%	29%	21%	21%	*27%*	*15%*	17%	39%	17%	9%	*2%*
No, we did previously but do not currently	7%	13%	27%	30%	*6%*	*8%*	15%	12%	38%	4%	*2%*
No, we don't	72%	56%	48%	45%	*63%*	*77%*	33%	46%	44%	86%	*14%*
Don't know	3%	2%	4%	4%	*4%*	-	35%	3%	1%	1%	*81%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q6_5. Plan to launch a new product or service within the next 12 months																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Yes, we do	35%	39%	27%	*30%*	36%	43%	36%	32%	35%	36%	42%	35%	33%	*26%*	32%	*67%*	31%	53%
No, we did previously but do not currently	8%	9%	6%	*10%*	14%	11%	8%	7%	11%	6%	6%	10%	7%	*9%*	8%	*6%*	8%	12%
No, we don't	50%	48%	57%	*60%*	44%	43%	47%	56%	48%	50%	47%	47%	55%	*54%*	53%	*17%*	56%	26%
Don't know	6%	5%	10%	-	6%	4%	8%	6%	6%	7%	4%	8%	4%	*11%*	7%	*11%*	6%	8%
SAS_q6_6. Conduct market research																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Yes, we do	28%	30%	25%	*40%*	29%	29%	27%	28%	28%	27%	24%	35%	25%	*23%*	27%	*50%*	23%	51%
No, we did previously but do not currently	12%	14%	9%	*10%*	23%	14%	10%	11%	13%	12%	17%	14%	11%	*11%*	10%	*11%*	12%	15%
No, we don't	55%	53%	60%	*40%*	42%	53%	58%	57%	53%	57%	54%	46%	62%	*57%*	57%	*22%*	61%	28%
Don't know	5%	4%	7%	*10%*	6%	4%	6%	4%	5%	5%	5%	5%	3%	*9%*	7%	*17%*	4%	7%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)																		
Increasing skills of the existing workforce																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	13%	11%	16%	-	5%	8%	11%	17%	11%	14%	10%	11%	15%	*11%*	12%	-	15%	3%
2	1%	1%	2%	-	1%	2%	1%	2%	-	1%	1%	2%	2%	-	2%	-	2%	-
3	3%	4%	2%	*10%*	3%	2%	3%	4%	2%	5%	4%	4%	4%	*3%*	-	-	4%	2%
4	4%	4%	4%	-	2%	5%	4%	5%	5%	3%	5%	3%	5%	*3%*	8%	*6%*	5%	3%
5	11%	11%	12%	*20%*	11%	9%	13%	11%	10%	8%	14%	11%	12%	*17%*	12%	*11%*	11%	10%
6	11%	11%	13%	*10%*	15%	13%	12%	9%	11%	12%	13%	13%	8%	*11%*	12%	*17%*	10%	14%
7	16%	17%	14%	*30%*	20%	18%	19%	13%	18%	16%	13%	22%	16%	*6%*	10%	*11%*	16%	18%
8	14%	15%	11%	*10%*	12%	14%	13%	14%	15%	11%	14%	9%	17%	*14%*	18%	*11%*	13%	17%
9	8%	9%	6%	-	17%	6%	6%	9%	8%	14%	8%	8%	7%	*14%*	7%	*6%*	7%	13%
10 - Very important	14%	14%	15%	*20%*	11%	19%	12%	15%	17%	15%	13%	13%	13%	*14%*	13%	*39%*	13%	19%
Don't know	3%	3%	5%	-	3%	5%	4%	2%	4%	2%	5%	3%	3%	*6%*	7%	-	4%	2%
SAS_q7_2. Identifying new domestic customers																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	6%	5%	6%	-	5%	3%	3%	8%	4%	6%	5%	5%	6%	*9%*	-	*22%*	7%	1%
2	2%	2%	1%	-	1%	1%	1%	3%	2%	2%	-	1%	2%	-	2%	*6%*	2%	2%
3	1%	1%	1%	*10%*	-	-	2%	2%	1%	3%	1%	1%	1%	*3%*	2%	*6%*	2%	1%
4	2%	2%	1%	-	4%	1%	2%	1%	1%	4%	3%	1%	2%	-	-	-	2%	2%
5	7%	7%	8%	*10%*	5%	6%	7%	9%	6%	7%	9%	7%	8%	*9%*	8%	-	7%	7%
6	6%	6%	5%	*10%*	9%	7%	5%	4%	7%	3%	8%	4%	6%	*3%*	8%	*6%*	5%	8%
7	13%	12%	16%	*10%*	14%	15%	13%	12%	9%	10%	10%	15%	14%	*14%*	18%	-	12%	16%
8	17%	18%	14%	*10%*	13%	18%	19%	16%	16%	11%	17%	19%	20%	*11%*	20%	*6%*	17%	17%
9	12%	13%	10%	*10%*	18%	13%	11%	11%	12%	11%	9%	12%	12%	*9%*	12%	*17%*	12%	11%
10 - Very important	33%	32%	35%	*40%*	27%	30%	34%	34%	38%	42%	33%	31%	27%	*37%*	25%	*39%*	33%	34%
Don't know	3%	3%	4%	-	4%	6%	4%	1%	4%	1%	5%	3%	3%	*6%*	5%	-	3%	3%
SAS_q7_3. Maintaining existing customers																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	3%	2%	4%	*10%*	3%	2%	1%	4%	1%	5%	1%	1%	4%	*6%*	-	-	3%	1%
2	0%	0%	0%	-	1%	1%	0%	0%	-	1%	-	1%	1%	-	-	-	0%	-
3	0%	1%	0%	-	2%	-	1%	-	1%	-	-	1%	1%	-	-	-	0%	1%
4	1%	1%	-	*20%*	1%	1%	-	1%	1%	1%	-	1%	1%	-	-	-	1%	-
5	4%	4%	3%	*10%*	5%	3%	4%	4%	5%	3%	1%	2%	5%	*6%*	7%	*6%*	4%	4%
6	3%	3%	2%	-	9%	4%	3%	2%	3%	4%	6%	3%	3%	-	2%	-	3%	3%
7	8%	8%	7%	*30%*	7%	9%	7%	7%	8%	5%	8%	12%	5%	*14%*	8%	*6%*	7%	12%
8	12%	13%	11%	-	9%	13%	14%	12%	13%	8%	5%	12%	15%	*14%*	20%	*6%*	13%	10%
9	13%	12%	15%	-	22%	16%	11%	10%	12%	12%	12%	13%	14%	*3%*	13%	*11%*	12%	15%
10 - Very important	54%	53%	55%	*30%*	37%	48%	55%	59%	53%	59%	62%	52%	51%	*51%*	47%	*72%*	54%	52%
Don't know	2%	3%	2%	-	4%	5%	3%	1%	3%	1%	5%	2%	2%	*6%*	3%	-	2%	3%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q6_5. Plan to launch a new product or service within the next 12 months												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Yes, we do	48%	23%	30%	24%	*29%*	*21%*	47%	40%	*29%*	*44%*	*31%*	*13%*
No, we did previously but do not currently	9%	9%	5%	6%	*14%*	*14%*	14%	2%	*4%*	*3%*	*3%*	*11%*
No, we don't	37%	61%	56%	65%	*53%*	*58%*	34%	51%	*58%*	*49%*	*59%*	*72%*
Don't know	5%	7%	8%	5%	*4%*	*7%*	4%	8%	*8%*	*5%*	*7%*	*4%*
SAS_q6_6. Conduct market research												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Yes, we do	34%	20%	19%	21%	*39%*	*23%*	33%	32%	*29%*	*44%*	*28%*	*22%*
No, we did previously but do not currently	16%	11%	8%	19%	*12%*	*14%*	13%	11%	*13%*	*8%*	*17%*	*13%*
No, we don't	46%	63%	67%	57%	*45%*	*58%*	52%	52%	*50%*	*46%*	*52%*	*63%*
Don't know	4%	6%	6%	3%	*4%*	*5%*	2%	5%	*8%*	*3%*	*3%*	*2%*
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)												
Increasing skills of the existing workforce												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	5%	14%	21%	12%	*14%*	*16%*	9%	10%	*8%*	*13%*	*10%*	*17%*
2	2%	-	3%	1%	-	-	-	3%	-	-	*10%*	*2%*
3	2%	2%	7%	2%	*4%*	*7%*	1%	1%	-	*3%*	-	*4%*
4	6%	6%	4%	3%	*6%*	-	4%	4%	*8%*	*8%*	-	*7%*
5	13%	3%	12%	7%	*14%*	*12%*	7%	16%	*13%*	*13%*	*17%*	*17%*
6	19%	16%	8%	17%	*12%*	*9%*	11%	6%	*4%*	*5%*	*3%*	*9%*
7	18%	14%	14%	17%	*10%*	*2%*	24%	22%	*4%*	*10%*	*17%*	*17%*
8	13%	12%	12%	14%	*6%*	*23%*	16%	15%	*21%*	*15%*	*14%*	*9%*
9	13%	9%	4%	13%	*8%*	*12%*	7%	4%	*13%*	*15%*	*14%*	*7%*
10 - Very important	10%	19%	12%	10%	*18%*	*12%*	19%	12%	*21%*	*13%*	*14%*	*11%*
Don't know	1%	4%	4%	2%	*6%*	*7%*	1%	6%	*8%*	*5%*	-	-
SAS_q7_2. Identifying new domestic customers												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	4%	7%	9%	6%	*4%*	*2%*	4%	1%	*4%*	*10%*	*7%*	*13%*
2	2%	2%	1%	1%	-	*2%*	1%	-	-	*3%*	-	-
3	2%	-	-	3%	-	-	3%	-	*4%*	-	-	*2%*
4	2%	3%	-	3%	*2%*	-	1%	1%	-	*5%*	-	*2%*
5	4%	2%	5%	8%	*4%*	*12%*	8%	10%	*8%*	*8%*	*7%*	*7%*
6	9%	7%	4%	9%	*4%*	-	6%	3%	*8%*	*5%*	-	*2%*
7	16%	8%	13%	17%	*16%*	*5%*	18%	9%	*13%*	*10%*	*14%*	*22%*
8	17%	11%	20%	15%	*27%*	*19%*	17%	23%	*4%*	*21%*	*7%*	*11%*
9	10%	13%	11%	10%	*6%*	*12%*	12%	11%	*17%*	*13%*	*24%*	*9%*
10 - Very important	32%	43%	34%	22%	*35%*	*42%*	28%	38%	*33%*	*21%*	*41%*	*33%*
Don't know	2%	3%	3%	3%	*2%*	*7%*	1%	5%	*8%*	*5%*	-	-
SAS_q7_3. Maintaining existing customers												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	1%	3%	5%	1%	*2%*	-	4%	2%	-	*5%*	*3%*	*4%*
2	-	1%	1%	1%	-	-	-	-	-	*3%*	-	-
3	-	1%	-	1%	-	-	-	-	-	-	-	*2%*
4	-	1%	3%	1%	*2%*	-	1%	-	-	-	-	-
5	3%	7%	4%	5%	*6%*	-	7%	2%	*4%*	*8%*	*3%*	*2%*
6	4%	8%	2%	6%	*2%*	*5%*	1%	1%	-	-	*3%*	*2%*
7	7%	3%	10%	7%	*4%*	*12%*	9%	3%	*8%*	*8%*	*14%*	*11%*
8	16%	10%	12%	16%	*14%*	*5%*	18%	12%	*21%*	*10%*	*3%*	*11%*
9	16%	11%	19%	7%	*18%*	*9%*	15%	11%	*4%*	*8%*	*3%*	*15%*
10 - Very important	52%	52%	42%	53%	*51%*	*63%*	44%	65%	*54%*	*56%*	*69%*	*52%*
Don't know	1%	2%	3%	1%	-	*7%*	1%	4%	*8%*	*3%*	-	-

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q6_5. Plan to launch a new product or service within the next 12 months														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Yes, we do	39%	24%	*29%*	26%	44%	64%	*38%*	25%	*44%*	34%	36%	31%	36%	-
No, we did previously but do not currently	9%	6%	*8%*	5%	14%	6%	*3%*	10%	-	20%	10%	10%	7%	-
No, we don't	45%	65%	*63%*	64%	37%	25%	*38%*	55%	*53%*	41%	48%	53%	51%	*44%*
Don't know	7%	5%	-	5%	5%	5%	*23%*	10%	*3%*	5%	7%	5%	5%	*56%*
SAS_q6_6. Conduct market research														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Yes, we do	28%	21%	*25%*	20%	35%	46%	*30%*	26%	*42%*	31%	30%	25%	28%	*6%*
No, we did previously but do not currently	10%	19%	*8%*	8%	18%	18%	*3%*	14%	*3%*	24%	14%	13%	11%	*6%*
No, we don't	55%	57%	*67%*	69%	43%	27%	*50%*	57%	*53%*	43%	53%	60%	57%	*28%*
Don't know	7%	3%	-	3%	4%	9%	*18%*	4%	*3%*	1%	3%	2%	5%	*61%*
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)														
Increasing skills of the existing workforce														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	14%	12%	*21%*	21%	4%	3%	*10%*	11%	*11%*	11%	13%	15%	12%	*11%*
2	1%	1%	-	2%	-	-	-	3%	-	3%	1%	2%	1%	-
3	6%	2%	*4%*	4%	3%	1%	-	6%	*6%*	3%	2%	2%	4%	*6%*
4	2%	3%	-	6%	3%	4%	*8%*	3%	-	-	6%	6%	4%	-
5	12%	7%	*13%*	10%	13%	6%	*5%*	15%	*17%*	12%	10%	12%	11%	-
6	9%	17%	*17%*	7%	12%	18%	*15%*	14%	*11%*	14%	11%	11%	11%	*11%*
7	16%	17%	*13%*	16%	20%	21%	*8%*	11%	*19%*	16%	15%	15%	17%	-
8	14%	14%	*8%*	12%	15%	15%	*13%*	16%	*11%*	19%	15%	14%	13%	*6%*
9	6%	13%	*8%*	6%	12%	10%	*10%*	7%	*11%*	8%	8%	6%	9%	*6%*
10 - Very important	17%	10%	*17%*	13%	16%	21%	*18%*	11%	*11%*	12%	15%	15%	15%	*6%*
Don't know	4%	2%	-	3%	2%	2%	*15%*	5%	*3%*	3%	4%	1%	2%	*56%*
SAS_q7_2. Identifying new domestic customers														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	6%	6%	*17%*	8%	2%	2%	*8%*	5%	*8%*	5%	6%	4%	5%	*11%*
2	3%	1%	-	2%	2%	1%	*3%*	1%	*3%*	1%	-	2%	2%	-
3	2%	3%	-	1%	1%	1%	-	3%	-	-	1%	2%	1%	*6%*
4	1%	3%	-	2%	1%	3%	*3%*	1%	*3%*	3%	1%	2%	1%	-
5	11%	8%	*8%*	8%	5%	11%	*3%*	8%	*8%*	8%	7%	5%	8%	-
6	5%	9%	*8%*	4%	5%	8%	*5%*	9%	*6%*	9%	4%	8%	5%	*6%*
7	7%	17%	*8%*	14%	11%	16%	*8%*	12%	*6%*	15%	12%	10%	14%	*6%*
8	17%	15%	*17%*	16%	20%	15%	*13%*	16%	*14%*	19%	18%	18%	17%	-
9	12%	10%	*21%*	11%	13%	10%	*15%*	11%	*22%*	14%	12%	15%	10%	*6%*
10 - Very important	32%	22%	*21%*	32%	36%	32%	*33%*	30%	*25%*	23%	36%	34%	34%	*22%*
Don't know	4%	3%	-	3%	2%	3%	*13%*	5%	*6%*	3%	3%	1%	2%	*44%*
SAS_q7_3. Maintaining existing customers														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	3%	1%	*13%*	4%	1%	1%	*5%*	3%	*6%*	5%	2%	4%	2%	*11%*
2	-	1%	-	1%	-	-	-	-	-	1%	1%	1%	0%	-
3	1%	1%	-	0%	0%	2%	-	-	-	1%	2%	1%	-	-
4	1%	1%	*4%*	1%	-	-	-	1%	-	1%	2%	1%	0%	*6%*
5	2%	5%	-	6%	3%	1%	*3%*	5%	*14%*	9%	4%	2%	3%	-
6	3%	6%	*8%*	2%	2%	5%	-	6%	*6%*	4%	5%	4%	2%	*11%*
7	8%	7%	*4%*	6%	9%	13%	*5%*	6%	*6%*	11%	8%	6%	8%	-
8	7%	16%	*8%*	12%	12%	17%	*10%*	11%	*3%*	16%	12%	15%	12%	-
9	11%	7%	*21%*	12%	14%	11%	*15%*	9%	*14%*	11%	10%	16%	13%	-
10 - Very important	60%	53%	*42%*	54%	57%	47%	*53%*	54%	*47%*	36%	53%	51%	57%	*33%*
Don't know	4%	1%	-	2%	1%	3%	*10%*	3%	*6%*	3%	1%	1%	2%	*39%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q6_5. Plan to launch a new product or service within the next 12 months							
Base: All SME Decision Makers	30	46	11	68	25	135	131
Yes, we do	20%	15%	36%	31%	28%	43%	52%
No, we did previously but do not currently	13%	15%	9%	7%	8%	16%	9%
No, we don't	60%	63%	55%	59%	52%	37%	33%
Don't know	7%	7%	-	3%	12%	4%	6%
SAS_q6_6. Conduct market research							
Base: All SME Decision Makers	30	46	11	68	25	135	131
Yes, we do	27%	22%	45%	28%	20%	29%	33%
No, we did previously but do not currently	13%	15%	18%	13%	8%	14%	15%
No, we don't	60%	59%	36%	54%	60%	55%	48%
Don't know	-	4%	-	4%	12%	2%	5%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)							
Increasing skills of the existing workforce							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	20%	17%	-	7%	12%	10%	5%
2	-	-	-	1%	-	-	2%
3	3%	2%	-	4%	-	1%	2%
4	-	13%	-	6%	8%	4%	8%
5	17%	17%	27%	6%	8%	10%	12%
6	13%	4%	9%	13%	8%	11%	18%
7	7%	15%	9%	21%	8%	19%	21%
8	7%	2%	18%	15%	16%	16%	11%
9	17%	9%	9%	10%	4%	7%	11%
10 - Very important	17%	13%	18%	13%	24%	20%	9%
Don't know	-	7%	9%	3%	12%	1%	1%
SAS_q7_2. Identifying new domestic customers							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	-	9%	-	6%	4%	4%	3%
2	-	-	-	1%	-	1%	2%
3	-	-	-	6%	8%	1%	2%
4	3%	4%	9%	3%	4%	2%	1%
5	7%	7%	18%	9%	12%	10%	4%
6	10%	4%	27%	9%	-	5%	8%
7	17%	17%	9%	18%	16%	19%	16%
8	23%	17%	-	16%	4%	17%	16%
9	3%	13%	9%	7%	12%	13%	14%
10 - Very important	37%	26%	18%	21%	28%	27%	33%
Don't know	-	2%	9%	4%	12%	1%	2%
SAS_q7_3. Maintaining existing customers							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	-	2%	-	-	-	4%	-
2	3%	-	-	1%	-	-	-
3	-	2%	9%	-	-	1%	-
4	-	4%	-	3%	-	1%	-
5	3%	4%	9%	7%	8%	7%	3%
6	-	2%	-	9%	-	1%	2%
7	7%	9%	27%	4%	-	10%	8%
8	10%	9%	-	13%	16%	17%	19%
9	13%	13%	18%	7%	8%	14%	17%
10 - Very important	63%	54%	36%	53%	60%	44%	50%
Don't know	-	-	-	1%	8%	1%	1%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q6_5. Plan to launch a new product or service within the next 12 months					
Base: All SME Decision Makers	156	*22*	118	257	54
Yes, we do	30%	*32%*	36%	32%	41%
No, we did previously but do not currently	8%	*9%*	3%	8%	-
No, we don't	56%	*55%*	54%	54%	52%
Don't know	6%	*5%*	7%	7%	7%
SAS_q6_6. Conduct market research					
Base: All SME Decision Makers	156	*22*	118	257	54
Yes, we do	24%	*23%*	23%	30%	39%
No, we did previously but do not currently	13%	*14%*	6%	13%	7%
No, we don't	59%	*59%*	64%	53%	44%
Don't know	3%	*5%*	7%	5%	9%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)					
Increasing skills of the existing workforce					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	13%	*14%*	19%	14%	11%
2	-	*5%*	3%	2%	-
3	4%	*5%*	5%	4%	6%
4	4%	-	3%	3%	-
5	10%	*18%*	14%	9%	13%
6	12%	-	8%	11%	7%
7	15%	*27%*	14%	15%	11%
8	14%	*18%*	12%	15%	19%
9	8%	*9%*	3%	7%	15%
10 - Very important	15%	*5%*	15%	14%	15%
Don't know	3%	-	3%	5%	4%
SAS_q7_2. Identifying new domestic customers					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	6%	*9%*	7%	6%	7%
2	4%	*5%*	1%	1%	2%
3	1%	-	1%	0%	-
4	2%	-	-	1%	-
5	10%	*14%*	8%	5%	6%
6	4%	-	4%	4%	9%
7	8%	*5%*	11%	10%	7%
8	19%	*9%*	19%	16%	22%
9	10%	*14%*	13%	13%	9%
10 - Very important	33%	*45%*	34%	39%	33%
Don't know	3%	-	3%	5%	4%
SAS_q7_3. Maintaining existing customers					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	3%	-	5%	4%	2%
2	-	-	-	1%	-
3	-	*5%*	-	-	2%
4	1%	-	1%	-	-
5	2%	*9%*	4%	3%	4%
6	5%	-	2%	3%	4%
7	10%	*9%*	8%	5%	7%
8	10%	*5%*	11%	9%	15%
9	10%	*5%*	16%	11%	15%
10 - Very important	57%	*68%*	50%	59%	48%
Don't know	3%	-	3%	4%	4%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q6_5. Plan to launch a new product or service within the next 12 months								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Yes, we do	56%	49%	46%	41%	27%	*34%*	29%	27%
No, we did previously but do not currently	8%	12%	9%	16%	9%	*11%*	9%	10%
No, we don't	32%	36%	40%	39%	60%	*52%*	55%	62%
Don't know	4%	2%	5%	4%	4%	*2%*	8%	2%
SAS_q6_6. Conduct market research								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Yes, we do	46%	36%	33%	31%	23%	*18%*	26%	22%
No, we did previously but do not currently	10%	12%	15%	19%	11%	*23%*	20%	12%
No, we don't	38%	48%	50%	49%	63%	*55%*	53%	63%
Don't know	5%	4%	2%	1%	3%	*5%*	2%	3%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)								
Increasing skills of the existing workforce								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	5%	9%	6%	3%	17%	*9%*	6%	12%
2	-	1%	1%	-	1%	-	-	2%
3	1%	6%	2%	-	5%	*7%*	-	5%
4	3%	2%	2%	5%	6%	*5%*	6%	3%
5	8%	6%	17%	9%	12%	*5%*	17%	15%
6	9%	11%	14%	15%	10%	*16%*	15%	10%
7	25%	11%	18%	21%	16%	*20%*	21%	17%
8	12%	16%	11%	19%	15%	*16%*	9%	17%
9	13%	10%	11%	11%	4%	*11%*	12%	8%
10 - Very important	21%	26%	17%	16%	13%	*11%*	12%	12%
Don't know	2%	1%	-	1%	1%	-	2%	-
SAS_q7_2. Identifying new domestic customers								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	4%	-	3%	1%	10%	-	2%	3%
2	-	1%	2%	-	1%	*5%*	-	2%
3	1%	-	2%	-	2%	-	-	2%
4	3%	2%	2%	4%	1%	*5%*	-	2%
5	7%	6%	9%	5%	9%	*2%*	5%	15%
6	4%	7%	7%	3%	8%	*2%*	3%	3%
7	9%	7%	12%	20%	16%	*20%*	15%	5%
8	18%	16%	18%	23%	16%	*18%*	24%	8%
9	13%	22%	11%	15%	9%	*5%*	14%	13%
10 - Very important	38%	37%	34%	29%	27%	*43%*	36%	47%
Don't know	2%	-	-	-	1%	-	2%	-
SAS_q7_3. Maintaining existing customers								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	1%	-	1%	1%	4%	-	-	3%
2	1%	-	-	-	1%	-	-	-
3	2%	1%	-	-	1%	-	-	-
4	-	-	1%	3%	1%	*5%*	-	-
5	4%	-	6%	4%	4%	-	3%	7%
6	-	5%	2%	4%	6%	-	-	2%
7	9%	10%	10%	13%	6%	*5%*	6%	5%
8	13%	6%	17%	15%	13%	*18%*	12%	12%
9	13%	9%	9%	17%	15%	*23%*	15%	5%
10 - Very important	54%	69%	54%	43%	50%	*50%*	62%	67%
Don't know	2%	-	-	-	0%	-	2%	-

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q6_5. Plan to launch a new product or service within the next 12 months												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
Yes, we do	28%	19%	61%	60%	48%	47%	31%	33%	24%	37%	30%	18%
No, we did previously but do not currently	2%	3%	7%	12%	21%	20%	7%	16%	7%	6%	6%	3%
No, we don't	62%	49%	25%	25%	28%	30%	58%	49%	61%	54%	57%	56%
Don't know	8%	29%	7%	4%	3%	3%	5%	2%	9%	3%	6%	24%
SAS_q6_6. Conduct market research												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
Yes, we do	28%	14%	42%	37%	31%	52%	24%	33%	24%	34%	23%	17%
No, we did previously but do not currently	8%	8%	7%	23%	16%	27%	10%	16%	15%	17%	15%	10%
No, we don't	60%	53%	42%	29%	51%	22%	64%	49%	52%	49%	57%	56%
Don't know	5%	25%	9%	12%	2%	-	3%	2%	9%	-	4%	18%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)												
Increasing skills of the existing workforce												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
1 - Not at all important	25%	22%	4%	4%	-	-	16%	5%	-	14%	13%	32%
2	9%	-	-	-	-	-	2%	-	4%	-	4%	-
3	3%	-	2%	6%	3%	2%	4%	-	2%	3%	4%	-
4	5%	4%	5%	-	-	2%	6%	5%	-	3%	11%	3%
5	11%	4%	9%	8%	7%	15%	13%	2%	11%	6%	13%	4%
6	9%	5%	11%	6%	26%	18%	8%	23%	20%	11%	15%	4%
7	9%	5%	16%	23%	13%	17%	16%	35%	15%	20%	13%	7%
8	9%	14%	16%	13%	16%	17%	14%	12%	22%	17%	2%	13%
9	7%	8%	12%	19%	11%	18%	6%	7%	11%	11%	9%	3%
10 - Very important	7%	9%	25%	21%	23%	12%	14%	12%	11%	14%	11%	6%
Don't know	5%	29%	2%	-	-	-	1%	-	4%	-	6%	29%
SAS_q7_2. Identifying new domestic customers												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
1 - Not at all important	10%	6%	2%	4%	2%	-	7%	7%	-	6%	4%	10%
2	2%	4%	-	2%	3%	-	1%	2%	2%	-	-	3%
3	2%	-	-	2%	3%	2%	2%	-	-	-	2%	-
4	-	1%	-	6%	5%	2%	1%	5%	-	-	-	-
5	6%	1%	7%	6%	3%	5%	8%	2%	11%	11%	11%	6%
6	5%	4%	4%	4%	7%	12%	6%	9%	7%	-	4%	1%
7	10%	9%	5%	8%	11%	22%	14%	16%	13%	9%	17%	10%
8	17%	13%	21%	12%	15%	20%	19%	14%	24%	11%	4%	14%
9	9%	8%	18%	25%	16%	8%	9%	16%	15%	11%	11%	10%
10 - Very important	36%	25%	42%	33%	34%	30%	33%	28%	24%	51%	45%	21%
Don't know	2%	29%	2%	-	-	-	1%	-	4%	-	2%	26%
SAS_q7_3. Maintaining existing customers												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
1 - Not at all important	5%	8%	2%	-	-	-	3%	-	-	-	2%	8%
2	1%	-	-	2%	-	-	1%	-	-	-	-	-
3	-	-	2%	2%	2%	-	-	2%	-	-	-	1%
4	-	1%	-	2%	-	2%	1%	2%	-	-	2%	1%
5	6%	1%	-	2%	7%	8%	4%	-	2%	3%	6%	3%
6	-	3%	2%	2%	2%	5%	4%	-	-	3%	2%	3%
7	9%	4%	9%	8%	8%	12%	8%	12%	7%	6%	6%	1%
8	10%	6%	9%	13%	11%	20%	12%	26%	20%	11%	9%	6%
9	5%	13%	11%	13%	13%	10%	14%	19%	13%	9%	6%	8%
10 - Very important	63%	39%	65%	56%	57%	43%	53%	40%	57%	69%	66%	46%
Don't know	1%	25%	2%	-	-	-	1%	-	2%	-	-	22%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q6_5. Plan to launch a new product or service within the next 12 months										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Yes, we do	66%	49%	48%	46%	23%	*26%*	37%	*15%*	*14%*	23%
No, we did previously but do not currently	4%	10%	10%	11%	10%	*13%*	9%	*4%*	-	2%
No, we don't	27%	37%	40%	38%	63%	*56%*	48%	*77%*	*75%*	49%
Don't know	4%	3%	2%	5%	4%	*5%*	6%	*4%*	*11%*	26%
SAS_q6_6. Conduct market research										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Yes, we do	59%	41%	37%	32%	17%	*28%*	26%	*12%*	*25%*	20%
No, we did previously but do not currently	5%	20%	8%	15%	15%	*18%*	17%	*8%*	*7%*	6%
No, we don't	34%	36%	52%	51%	65%	*54%*	52%	*81%*	*54%*	56%
Don't know	2%	3%	3%	3%	4%	-	6%	-	*14%*	17%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)										
Increasing skills of the existing workforce										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	5%	3%	8%	11%	16%	*5%*	4%	*23%*	*50%*	19%
2	1%	-	1%	1%	1%	-	2%	*4%*	*14%*	1%
3	1%	8%	2%	2%	4%	*8%*	4%	*4%*	*7%*	-
4	1%	-	2%	6%	6%	*3%*	4%	*8%*	*4%*	4%
5	8%	9%	14%	13%	11%	*18%*	15%	*8%*	-	9%
6	14%	8%	13%	9%	13%	*8%*	13%	*15%*	*4%*	3%
7	22%	16%	16%	14%	20%	*21%*	9%	*12%*	*4%*	9%
8	14%	16%	16%	16%	12%	*15%*	24%	*12%*	-	10%
9	7%	14%	10%	14%	4%	*3%*	15%	*8%*	*7%*	10%
10 - Very important	25%	23%	16%	13%	12%	*21%*	9%	*8%*	*4%*	12%
Don't know	-	1%	-	2%	2%	-	2%	-	*7%*	24%
SAS_q7_2. Identifying new domestic customers										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	4%	2%	2%	3%	9%	*5%*	-	*4%*	*14%*	6%
2	-	5%	1%	2%	1%	-	2%	*12%*	-	1%
3	2%	1%	1%	2%	2%	-	-	*4%*	-	-
4	1%	3%	1%	2%	2%	*5%*	-	-	-	-
5	7%	2%	10%	5%	9%	*3%*	13%	*12%*	*4%*	2%
6	5%	3%	5%	6%	7%	-	4%	*4%*	*4%*	4%
7	8%	8%	9%	18%	16%	*23%*	7%	*4%*	*7%*	9%
8	13%	15%	18%	19%	16%	*18%*	20%	*19%*	*21%*	14%
9	19%	17%	12%	11%	9%	*13%*	15%	*4%*	*7%*	13%
10 - Very important	39%	41%	40%	32%	27%	*33%*	37%	*38%*	*39%*	27%
Don't know	1%	1%	-	1%	1%	-	2%	-	*4%*	24%
SAS_q7_3. Maintaining existing customers										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	2%	3%	-	1%	4%	-	2%	*4%*	*11%*	5%
2	-	1%	-	-	1%	-	2%	-	-	-
3	1%	1%	1%	-	1%	-	-	-	-	-
4	-	-	1%	2%	1%	*3%*	-	*4%*	-	-
5	6%	2%	4%	5%	3%	*8%*	7%	*4%*	*7%*	1%
6	1%	2%	3%	2%	4%	-	-	-	*7%*	4%
7	12%	8%	7%	9%	8%	*13%*	4%	*8%*	-	4%
8	12%	7%	18%	14%	13%	*3%*	11%	*15%*	*11%*	7%
9	11%	14%	9%	18%	15%	*18%*	7%	*4%*	-	13%
10 - Very important	53%	59%	57%	49%	51%	*56%*	65%	*62%*	*64%*	45%
Don't know	1%	1%	-	1%	1%	-	2%	-	-	20%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q6_5. Plan to launch a new product or service within the next 12 months										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
Yes, we do	67%	63%	56%	46%	30%	18%	46%	12%	14%	23%
No, we did previously but do not currently	5%	6%	13%	17%	8%	15%	4%	12%	-	2%
No, we don't	18%	29%	30%	33%	58%	61%	42%	76%	77%	50%
Don't know	10%	2%	1%	3%	4%	6%	8%	-	9%	24%
SAS_q6_6. Conduct market research										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
Yes, we do	62%	54%	47%	35%	22%	27%	35%	24%	18%	18%
No, we did previously but do not currently	5%	17%	17%	17%	12%	18%	8%	18%	9%	7%
No, we don't	28%	21%	32%	44%	64%	55%	50%	59%	64%	55%
Don't know	5%	8%	4%	3%	3%	-	8%	-	9%	19%
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)										
Increasing skills of the existing workforce										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	8%	-	-	3%	15%	3%	4%	24%	41%	20%
2	-	-	-	-	2%	-	-	-	9%	2%
3	-	4%	6%	1%	4%	3%	-	-	14%	-
4	-	-	3%	5%	6%	-	-	6%	-	1%
5	8%	6%	12%	13%	12%	15%	15%	6%	5%	6%
6	8%	6%	18%	15%	10%	21%	19%	6%	5%	6%
7	26%	23%	13%	15%	17%	15%	15%	6%	9%	11%
8	10%	10%	14%	18%	13%	24%	19%	24%	5%	10%
9	8%	21%	12%	16%	5%	9%	12%	24%	-	9%
10 - Very important	31%	27%	22%	13%	13%	9%	12%	6%	9%	9%
Don't know	3%	2%	-	-	1%	-	4%	-	5%	27%
SAS_q7_2. Identifying new domestic customers										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	8%	2%	-	1%	7%	3%	-	6%	14%	6%
2	-	2%	4%	2%	2%	-	-	6%	-	-
3	3%	-	3%	1%	2%	-	-	-	5%	-
4	3%	4%	1%	2%	2%	6%	-	-	-	-
5	10%	6%	8%	6%	8%	-	12%	12%	5%	4%
6	5%	6%	6%	5%	6%	-	4%	-	5%	3%
7	5%	8%	12%	21%	13%	18%	8%	6%	5%	10%
8	10%	13%	17%	18%	17%	21%	23%	24%	9%	16%
9	10%	17%	13%	12%	11%	18%	12%	6%	14%	13%
10 - Very important	44%	40%	36%	31%	32%	33%	38%	41%	41%	24%
Don't know	3%	2%	-	-	1%	-	4%	-	5%	23%
SAS_q7_3. Maintaining existing customers										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	-	-	-	-	3%	-	4%	6%	14%	4%
2	3%	-	-	-	1%	-	-	-	-	-
3	3%	-	1%	1%	0%	-	-	-	-	1%
4	-	-	-	2%	1%	3%	-	6%	-	1%
5	3%	6%	4%	4%	4%	-	12%	6%	5%	3%
6	3%	4%	-	2%	4%	3%	-	-	5%	4%
7	13%	10%	5%	14%	7%	15%	-	6%	-	4%
8	8%	8%	10%	15%	14%	9%	8%	18%	9%	6%
9	3%	19%	21%	11%	13%	24%	8%	-	-	11%
10 - Very important	64%	50%	58%	51%	54%	45%	65%	59%	68%	46%
Don't know	3%	2%	-	-	1%	-	4%	-	-	19%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q6_5. Plan to launch a new product or service within the next 12 months											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Yes, we do	26%	50%	58%	45%	*65%*	*46%*	31%	50%	38%	26%	*14%*
No, we did previously but do not currently	7%	9%	15%	16%	*8%*	*8%*	7%	11%	25%	4%	-
No, we don't	62%	39%	21%	38%	*25%*	*46%*	24%	37%	35%	67%	*7%*
Don't know	5%	2%	6%	2%	*2%*	-	37%	2%	2%	4%	*79%*
SAS_q6_6. Conduct market research											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Yes, we do	24%	36%	36%	34%	*42%*	*31%*	15%	44%	30%	18%	*7%*
No, we did previously but do not currently	9%	14%	24%	30%	*17%*	*8%*	11%	13%	38%	7%	-
No, we don't	64%	47%	36%	32%	*35%*	*62%*	39%	40%	31%	75%	*14%*
Don't know	3%	3%	4%	4%	*6%*	-	35%	3%	1%	1%	*79%*
SAS_q7_1. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important, if at all, are each of the following in terms of achieving growth for your business over the next 12 months? (Please tick one option on each row)											
Increasing skills of the existing workforce											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	17%	6%	6%	4%	*6%*	-	7%	6%	8%	19%	*5%*
2	2%	2%	-	-	*2%*	-	2%	1%	2%	2%	-
3	3%	3%	3%	7%	*2%*	-	-	4%	1%	4%	-
4	5%	2%	9%	2%	*4%*	-	4%	5%	6%	4%	*2%*
5	9%	14%	19%	13%	*10%*	*15%*	9%	11%	15%	10%	*7%*
6	10%	13%	12%	21%	*19%*	*8%*	4%	13%	14%	9%	*9%*
7	15%	18%	16%	20%	*29%*	*46%*	9%	15%	20%	17%	*5%*
8	15%	15%	7%	11%	*8%*	-	13%	16%	13%	13%	*5%*
9	8%	10%	12%	11%	*6%*	*15%*	6%	9%	14%	7%	*7%*
10 - Very important	14%	17%	13%	13%	*10%*	*15%*	17%	18%	7%	13%	*16%*
Don't know	3%	-	1%	-	*2%*	-	30%	2%	1%	2%	*44%*
SAS_q7_2. Identifying new domestic customers											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	6%	2%	4%	4%	*6%*	*46%*	-	2%	2%	9%	*2%*
2	1%	1%	-	2%	*6%*	*8%*	-	1%	-	3%	-
3	1%	1%	1%	4%	*4%*	*23%*	-	1%	1%	2%	-
4	2%	2%	3%	-	*4%*	-	-	1%	2%	2%	-
5	6%	7%	10%	13%	*10%*	-	7%	5%	6%	9%	*7%*
6	5%	6%	4%	11%	*17%*	-	-	4%	10%	6%	*2%*
7	12%	12%	13%	21%	*13%*	*23%*	9%	10%	15%	14%	*9%*
8	19%	18%	16%	13%	*8%*	-	6%	19%	19%	16%	*7%*
9	11%	13%	16%	16%	*8%*	-	9%	13%	17%	10%	*9%*
10 - Very important	34%	38%	28%	18%	*19%*	-	39%	44%	27%	27%	*21%*
Don't know	2%	1%	1%	-	*4%*	-	30%	1%	1%	2%	*42%*
SAS_q7_3. Maintaining existing customers											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	4%	2%	-	-	-	-	-	2%	2%	4%	-
2	0%	-	1%	-	-	-	-	-	2%	0%	-
3	0%	1%	-	-	*2%*	-	-	1%	1%	0%	-
4	1%	-	-	4%	-	-	2%	-	2%	1%	-
5	3%	6%	9%	5%	*2%*	*8%*	2%	3%	7%	4%	*5%*
6	3%	4%	3%	9%	-	-	-	2%	7%	3%	*7%*
7	6%	7%	10%	13%	*17%*	*15%*	4%	7%	13%	7%	*7%*
8	11%	17%	12%	21%	*10%*	-	7%	14%	9%	12%	*9%*
9	11%	16%	21%	11%	*8%*	*8%*	13%	15%	13%	12%	*2%*
10 - Very important	58%	48%	42%	38%	*58%*	*69%*	46%	56%	44%	56%	*35%*
Don't know	2%	-	1%	-	*2%*	-	26%	1%	2%	1%	*35%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q7_4. Identifying new international customers																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	41%	39%	46%	*10%*	24%	34%	33%	53%	45%	50%	44%	21%	48%	*49%*	40%	*6%*	45%	24%
2	4%	4%	5%	-	3%	4%	6%	4%	4%	3%	9%	3%	5%	*3%*	5%	*6%*	4%	4%
3	3%	3%	4%	*10%*	3%	5%	5%	2%	3%	4%	4%	5%	2%	*3%*	3%	-	3%	4%
4	3%	3%	3%	*10%*	2%	5%	2%	2%	4%	3%	5%	3%	2%	-	2%	-	3%	2%
5	7%	7%	5%	*10%*	8%	6%	9%	6%	6%	4%	8%	7%	7%	*9%*	12%	-	6%	9%
6	6%	5%	6%	*30%*	12%	6%	6%	3%	5%	6%	3%	5%	6%	*6%*	8%	-	5%	8%
7	7%	8%	6%	*10%*	10%	6%	7%	7%	4%	8%	8%	11%	5%	*11%*	12%	*17%*	7%	7%
8	7%	8%	6%	-	9%	7%	10%	6%	6%	6%	3%	14%	8%	*3%*	2%	-	7%	10%
9	4%	4%	4%	-	11%	6%	3%	3%	6%	3%	4%	5%	4%	-	5%	*6%*	4%	7%
10 - Very important	12%	13%	11%	*20%*	13%	14%	14%	11%	11%	11%	6%	20%	9%	*9%*	7%	*67%*	11%	19%
Don't know	5%	5%	5%	-	5%	7%	6%	3%	6%	2%	8%	4%	4%	*9%*	5%	-	4%	6%
SAS_q7_5. Maintaining existing international customers																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	42%	39%	47%	*30%*	23%	33%	35%	53%	44%	50%	47%	21%	49%	*46%*	43%	-	45%	25%
2	2%	1%	3%	-	1%	3%	2%	1%	1%	3%	-	1%	3%	*3%*	2%	-	2%	2%
3	2%	2%	3%	-	3%	2%	2%	2%	2%	1%	1%	3%	2%	*3%*	2%	-	2%	3%
4	2%	2%	1%	-	3%	3%	2%	1%	3%	1%	1%	1%	3%	-	-	*6%*	2%	3%
5	6%	6%	5%	*20%*	5%	5%	9%	4%	6%	5%	6%	7%	4%	*9%*	8%	-	6%	6%
6	5%	5%	5%	*10%*	11%	6%	5%	3%	5%	5%	3%	4%	5%	*6%*	7%	-	5%	6%
7	6%	6%	5%	*10%*	9%	6%	7%	5%	6%	5%	8%	8%	3%	*9%*	8%	*6%*	5%	9%
8	7%	8%	5%	*20%*	7%	9%	7%	6%	7%	6%	4%	11%	7%	-	3%	-	6%	10%
9	5%	5%	5%	-	14%	6%	5%	3%	6%	3%	4%	9%	4%	*3%*	5%	*11%*	4%	9%
10 - Very important	19%	20%	15%	*10%*	16%	18%	21%	18%	15%	16%	17%	28%	15%	*11%*	13%	*78%*	17%	23%
Don't know	6%	6%	7%	-	8%	9%	7%	5%	6%	6%	9%	7%	5%	*11%*	8%	-	7%	5%
SAS_q7_6. Reducing costs by increasing productivity																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	13%	12%	15%	-	5%	7%	11%	18%	11%	14%	10%	11%	17%	*9%*	8%	-	16%	1%
2	3%	3%	2%	-	3%	2%	1%	4%	1%	4%	1%	3%	3%	*3%*	3%	*6%*	3%	1%
3	3%	3%	3%	-	1%	5%	3%	3%	2%	2%	4%	4%	4%	-	7%	-	4%	2%
4	3%	3%	4%	-	3%	4%	3%	3%	5%	1%	3%	3%	3%	*6%*	-	-	3%	2%
5	11%	11%	11%	*20%*	9%	11%	12%	11%	10%	8%	8%	12%	15%	*11%*	10%	*11%*	13%	6%
6	12%	13%	11%	-	17%	15%	12%	11%	13%	10%	15%	13%	12%	*11%*	12%	*11%*	12%	15%
7	13%	13%	13%	*10%*	20%	13%	13%	11%	12%	13%	22%	13%	11%	*14%*	15%	*6%*	13%	14%
8	15%	15%	15%	*40%*	8%	21%	17%	13%	17%	16%	14%	17%	13%	*11%*	15%	*6%*	13%	22%
9	7%	8%	5%	*10%*	10%	5%	7%	8%	6%	10%	6%	7%	6%	*9%*	5%	*11%*	6%	13%
10 - Very important	16%	16%	16%	*20%*	19%	12%	15%	17%	18%	19%	10%	12%	13%	*20%*	18%	*39%*	14%	21%
Don't know	4%	3%	6%	-	5%	5%	5%	3%	5%	2%	6%	3%	3%	*6%*	7%	*11%*	4%	3%
SAS_q7_7. Developing and launching new products/ services																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	18%	15%	24%	-	12%	12%	13%	24%	17%	18%	15%	15%	21%	*17%*	15%	*17%*	21%	3%
2	4%	4%	6%	*10%*	3%	5%	4%	5%	5%	3%	5%	4%	6%	*3%*	2%	-	5%	3%
3	5%	6%	2%	*10%*	5%	3%	4%	5%	4%	5%	5%	6%	4%	*9%*	2%	-	5%	4%
4	4%	4%	3%	-	4%	3%	6%	3%	4%	3%	3%	1%	4%	*3%*	12%	*6%*	4%	2%
5	11%	11%	11%	*30%*	13%	11%	11%	11%	9%	12%	9%	12%	11%	*9%*	20%	*17%*	11%	12%
6	11%	11%	12%	*20%*	12%	14%	12%	9%	12%	14%	9%	8%	13%	*9%*	12%	*6%*	11%	11%
7	12%	12%	12%	-	14%	13%	15%	10%	13%	8%	17%	16%	12%	*6%*	8%	-	10%	19%
8	11%	12%	9%	-	12%	11%	15%	9%	15%	12%	9%	11%	9%	*20%*	10%	*17%*	11%	13%
9	6%	6%	4%	*10%*	7%	7%	5%	5%	4%	5%	5%	6%	6%	-	7%	*11%*	5%	9%
10 - Very important	14%	14%	14%	*20%*	14%	14%	11%	15%	12%	19%	17%	15%	11%	*17%*	7%	*28%*	13%	20%
Don't know	4%	3%	5%	-	4%	5%	5%	3%	4%	1%	6%	4%	3%	*9%*	7%	-	4%	3%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q7_4. Identifying new international customers												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	23%	57%	48%	55%	*39%*	*53%*	30%	26%	*63%*	*36%*	*48%*	*72%*
2	2%	9%	7%	2%	*2%*	*5%*	4%	4%	*4%*	-	-	*2%*
3	4%	-	4%	2%	*8%*	*9%*	2%	9%	-	-	*7%*	*2%*
4	2%	2%	4%	1%	*6%*	*2%*	3%	4%	*4%*	-	-	-
5	9%	2%	6%	6%	*6%*	*2%*	12%	8%	-	*13%*	*7%*	*2%*
6	5%	6%	4%	8%	-	*5%*	7%	6%	*8%*	*8%*	*3%*	-
7	16%	6%	4%	7%	*8%*	*5%*	5%	10%	*4%*	*5%*	*10%*	*2%*
8	15%	2%	3%	3%	*8%*	*2%*	12%	6%	*4%*	*8%*	*7%*	*4%*
9	8%	3%	4%	5%	*4%*	-	4%	4%	-	*10%*	*3%*	*2%*
10 - Very important	14%	10%	10%	8%	*14%*	*5%*	16%	18%	*4%*	*18%*	*10%*	*7%*
Don't know	3%	3%	6%	2%	*4%*	*12%*	4%	4%	*8%*	*3%*	*3%*	*7%*
SAS_q7_5. Maintaining existing international customers												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	20%	58%	49%	49%	*45%*	*58%*	31%	31%	*63%*	*33%*	*52%*	*63%*
2	1%	6%	4%	1%	-	-	1%	2%	-	-	-	-
3	2%	-	2%	1%	*2%*	*2%*	3%	4%	-	-	-	*2%*
4	2%	1%	4%	1%	*2%*	*5%*	1%	-	*4%*	-	-	-
5	4%	2%	8%	5%	*4%*	*7%*	6%	9%	*4%*	*8%*	*14%*	*2%*
6	6%	6%	3%	9%	*2%*	-	7%	3%	-	*5%*	-	*2%*
7	10%	3%	5%	2%	*12%*	*5%*	10%	8%	-	*5%*	*7%*	-
8	11%	2%	7%	7%	*6%*	*2%*	9%	5%	*8%*	*10%*	*7%*	*2%*
9	11%	6%	3%	5%	*4%*	*2%*	5%	3%	-	*5%*	-	*4%*
10 - Very important	28%	9%	11%	14%	*16%*	*5%*	23%	25%	*8%*	*28%*	*17%*	*11%*
Don't know	4%	8%	4%	6%	*6%*	*14%*	4%	10%	*13%*	*5%*	*3%*	*13%*
SAS_q7_6. Reducing costs by increasing productivity												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	7%	9%	13%	10%	*16%*	*19%*	12%	14%	*13%*	*13%*	*14%*	*17%*
2	1%	2%	4%	2%	-	*2%*	3%	5%	-	-	-	*7%*
3	3%	2%	3%	3%	*2%*	-	4%	4%	-	-	-	*9%*
4	4%	2%	3%	2%	*4%*	-	1%	5%	*8%*	*5%*	-	-
5	9%	6%	11%	13%	*12%*	*5%*	13%	14%	*17%*	*13%*	*7%*	*11%*
6	13%	14%	10%	15%	*12%*	*12%*	17%	9%	*13%*	*8%*	*14%*	*9%*
7	14%	16%	14%	9%	*16%*	*12%*	15%	10%	*17%*	*8%*	*21%*	*13%*
8	20%	21%	17%	15%	*16%*	*14%*	13%	15%	*17%*	*13%*	*10%*	*9%*
9	8%	7%	8%	9%	*8%*	*7%*	6%	3%	*4%*	*15%*	*7%*	*9%*
10 - Very important	21%	18%	14%	16%	*10%*	*21%*	15%	15%	*4%*	*18%*	*28%*	*15%*
Don't know	1%	3%	4%	3%	*2%*	*9%*	1%	5%	*8%*	*8%*	-	*2%*
SAS_q7_7. Developing and launching new products/ services												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	9%	22%	18%	17%	*14%*	*35%*	9%	10%	*25%*	*28%*	*28%*	*35%*
2	2%	6%	3%	8%	*6%*	*5%*	2%	9%	*4%*	*3%*	*3%*	*7%*
3	4%	7%	4%	10%	*4%*	-	3%	5%	*8%*	-	*7%*	*9%*
4	4%	2%	4%	8%	*4%*	*5%*	4%	4%	-	*3%*	-	*2%*
5	13%	16%	15%	9%	*4%*	*16%*	6%	14%	*4%*	*8%*	*17%*	*15%*
6	16%	9%	14%	13%	*22%*	*12%*	16%	4%	*8%*	*5%*	*7%*	*4%*
7	18%	9%	12%	7%	*14%*	*7%*	12%	6%	*4%*	*13%*	*14%*	*13%*
8	12%	6%	13%	10%	*4%*	*14%*	15%	15%	*25%*	*13%*	*7%*	*4%*
9	7%	8%	5%	3%	*6%*	-	8%	2%	-	*13%*	*7%*	*2%*
10 - Very important	16%	13%	10%	8%	*16%*	-	23%	23%	*13%*	*13%*	*10%*	*2%*
Don't know	1%	3%	3%	5%	*4%*	*7%*	2%	8%	*8%*	*3%*	-	*7%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q7_4. Identifying new international customers														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	40%	55%	*54%*	52%	32%	23%	*40%*	39%	*36%*	27%	41%	48%	43%	*22%*
2	6%	2%	-	4%	5%	4%	*8%*	4%	*3%*	3%	2%	5%	5%	-
3	1%	2%	*4%*	3%	5%	3%	*5%*	1%	*3%*	1%	3%	6%	3%	*6%*
4	4%	1%	-	4%	3%	1%	-	3%	-	4%	3%	2%	3%	-
5	6%	6%	*8%*	6%	8%	7%	*5%*	6%	*8%*	15%	2%	7%	7%	-
6	7%	8%	*4%*	4%	4%	11%	*3%*	11%	*6%*	11%	8%	6%	4%	*11%*
7	7%	7%	*8%*	6%	10%	7%	*8%*	6%	*8%*	5%	8%	6%	8%	*6%*
8	9%	3%	-	5%	11%	12%	*5%*	6%	*3%*	9%	9%	7%	7%	-
9	3%	5%	*4%*	4%	6%	5%	*3%*	2%	*11%*	8%	5%	1%	4%	-
10 - Very important	13%	8%	*17%*	8%	13%	25%	*15%*	13%	*17%*	14%	15%	10%	12%	*11%*
Don't know	5%	2%	-	4%	4%	4%	*10%*	9%	*6%*	3%	4%	2%	4%	*44%*
SAS_q7_5. Maintaining existing international customers														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	40%	49%	*46%*	53%	32%	23%	*28%*	41%	*33%*	31%	41%	51%	42%	*28%*
2	2%	1%	-	2%	2%	1%	*5%*	2%	*3%*	3%	1%	-	2%	-
3	2%	1%	-	2%	3%	1%	*5%*	2%	*3%*	1%	2%	2%	2%	-
4	2%	1%	*4%*	2%	1%	3%	-	1%	*6%*	3%	1%	2%	2%	-
5	5%	5%	*4%*	6%	6%	3%	*8%*	5%	*6%*	9%	4%	6%	6%	-
6	6%	9%	*13%*	3%	4%	6%	*10%*	8%	*3%*	12%	7%	6%	3%	*11%*
7	3%	2%	*13%*	5%	8%	8%	*3%*	4%	*11%*	9%	7%	3%	6%	-
8	7%	7%	-	6%	9%	12%	*3%*	4%	*8%*	9%	5%	6%	7%	-
9	6%	5%	*4%*	2%	8%	12%	*3%*	4%	-	5%	8%	5%	5%	-
10 - Very important	23%	14%	*8%*	13%	25%	28%	*20%*	18%	*17%*	12%	16%	18%	20%	*11%*
Don't know	6%	6%	*8%*	6%	4%	4%	*18%*	10%	*11%*	4%	7%	2%	6%	*50%*
SAS_q7_6. Reducing costs by increasing productivity														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	18%	10%	*17%*	21%	5%	2%	*10%*	14%	*6%*	4%	16%	17%	12%	*22%*
2	3%	2%	-	4%	1%	1%	*3%*	4%	-	3%	3%	5%	2%	-
3	5%	3%	*8%*	3%	4%	4%	*5%*	1%	*6%*	4%	2%	6%	3%	-
4	5%	2%	*4%*	3%	3%	4%	-	2%	*6%*	-	4%	4%	3%	-
5	15%	13%	*13%*	13%	9%	7%	*13%*	14%	*14%*	18%	11%	11%	11%	*6%*
6	11%	15%	*21%*	11%	13%	15%	*8%*	12%	*19%*	14%	13%	13%	11%	*11%*
7	10%	9%	*8%*	12%	16%	16%	*8%*	9%	*11%*	15%	15%	10%	13%	-
8	11%	15%	*8%*	13%	23%	16%	*23%*	7%	*19%*	12%	15%	13%	16%	-
9	6%	9%	-	6%	7%	13%	-	10%	*8%*	11%	6%	6%	7%	-
10 - Very important	12%	16%	*21%*	11%	19%	21%	*15%*	18%	*8%*	16%	13%	13%	17%	*6%*
Don't know	6%	3%	-	3%	2%	2%	*18%*	8%	*3%*	4%	2%	2%	3%	*56%*
SAS_q7_7. Developing and launching new products/ services														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	20%	17%	*21%*	26%	10%	4%	*18%*	20%	*6%*	9%	18%	23%	18%	*22%*
2	5%	8%	*4%*	6%	4%	-	*3%*	5%	-	7%	1%	7%	5%	-
3	3%	10%	-	5%	5%	3%	-	6%	*3%*	4%	6%	2%	5%	*6%*
4	5%	8%	*8%*	4%	4%	2%	-	4%	-	9%	2%	5%	4%	-
5	10%	9%	*13%*	13%	11%	11%	*8%*	10%	*25%*	8%	12%	11%	11%	*6%*
6	8%	13%	*8%*	10%	11%	16%	*13%*	14%	*17%*	19%	12%	7%	11%	*6%*
7	16%	7%	*25%*	8%	15%	18%	*8%*	11%	*14%*	8%	15%	13%	12%	*6%*
8	10%	10%	-	8%	16%	10%	*18%*	12%	*14%*	14%	12%	8%	11%	-
9	5%	3%	-	4%	7%	9%	*13%*	3%	*3%*	4%	5%	6%	6%	-
10 - Very important	14%	8%	*21%*	12%	15%	26%	*8%*	9%	*14%*	15%	15%	16%	14%	-
Don't know	5%	5%	-	3%	2%	3%	*15%*	7%	*6%*	3%	2%	2%	3%	*56%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q7_4. Identifying new international customers							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	57%	43%	55%	51%	68%	33%	22%
2	-	2%	-	-	-	5%	5%
3	7%	9%	-	4%	-	2%	5%
4	3%	2%	9%	3%	-	4%	2%
5	10%	4%	-	4%	8%	13%	8%
6	3%	7%	18%	7%	-	6%	3%
7	-	4%	-	7%	4%	5%	16%
8	3%	4%	-	3%	4%	9%	13%
9	7%	4%	-	6%	-	4%	8%
10 - Very important	10%	9%	9%	10%	8%	15%	16%
Don't know	-	11%	9%	3%	8%	4%	2%
SAS_q7_5. Maintaining existing international customers							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	63%	48%	45%	46%	60%	33%	21%
2	-	-	-	1%	4%	1%	2%
3	-	2%	-	-	-	4%	3%
4	-	4%	18%	1%	4%	1%	2%
5	7%	7%	-	6%	4%	6%	4%
6	7%	2%	-	7%	-	7%	5%
7	-	9%	9%	3%	-	8%	12%
8	7%	7%	9%	7%	4%	7%	12%
9	3%	-	-	1%	4%	6%	11%
10 - Very important	13%	11%	9%	19%	8%	22%	26%
Don't know	-	11%	9%	7%	12%	4%	3%
SAS_q7_6. Reducing costs by increasing productivity							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	3%	13%	-	12%	16%	12%	6%
2	7%	2%	-	4%	-	2%	2%
3	-	4%	-	3%	-	4%	4%
4	-	2%	-	3%	4%	1%	5%
5	20%	15%	9%	10%	20%	16%	8%
6	7%	17%	27%	15%	12%	17%	13%
7	7%	13%	18%	10%	8%	14%	15%
8	23%	13%	9%	13%	16%	11%	20%
9	7%	11%	9%	10%	8%	5%	8%
10 - Very important	27%	4%	18%	15%	8%	16%	21%
Don't know	-	4%	9%	4%	8%	1%	1%
SAS_q7_7. Developing and launching new products/ services							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	17%	24%	9%	13%	28%	10%	8%
2	7%	4%	-	7%	4%	3%	2%
3	10%	4%	18%	13%	4%	4%	5%
4	3%	7%	9%	7%	-	4%	4%
5	17%	11%	9%	4%	12%	8%	11%
6	10%	13%	27%	21%	8%	15%	14%
7	3%	11%	-	7%	8%	13%	18%
8	10%	9%	9%	10%	16%	12%	15%
9	-	2%	-	4%	-	9%	6%
10 - Very important	23%	9%	9%	7%	12%	21%	18%
Don't know	-	7%	9%	4%	8%	2%	1%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q7_4. Identifying new international customers					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	43%	*41%*	45%	46%	37%
2	3%	-	5%	6%	7%
3	3%	*5%*	3%	4%	-
4	3%	*5%*	3%	2%	4%
5	6%	*9%*	6%	5%	6%
6	10%	-	3%	5%	4%
7	6%	*9%*	8%	7%	6%
8	9%	*9%*	6%	6%	7%
9	2%	*9%*	6%	2%	7%
10 - Very important	11%	*9%*	10%	12%	19%
Don't know	4%	*5%*	5%	6%	4%
SAS_q7_5. Maintaining existing international customers					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	44%	*36%*	45%	48%	37%
2	1%	-	4%	2%	2%
3	3%	-	1%	1%	2%
4	1%	-	3%	1%	2%
5	4%	*18%*	9%	5%	2%
6	8%	-	3%	3%	4%
7	5%	*5%*	6%	5%	-
8	5%	*9%*	7%	5%	7%
9	6%	-	6%	4%	7%
10 - Very important	17%	*27%*	11%	18%	30%
Don't know	6%	*5%*	5%	9%	7%
SAS_q7_6. Reducing costs by increasing productivity					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	15%	*5%*	14%	18%	9%
2	3%	-	3%	3%	-
3	3%	-	4%	4%	-
4	4%	-	3%	4%	2%
5	8%	*18%*	9%	11%	11%
6	13%	*9%*	5%	10%	15%
7	11%	*18%*	14%	14%	7%
8	17%	*14%*	19%	11%	20%
9	5%	*9%*	10%	5%	11%
10 - Very important	16%	*27%*	16%	13%	17%
Don't know	3%	-	3%	7%	7%
SAS_q7_7. Developing and launching new products/ services					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	22%	*32%*	21%	22%	15%
2	4%	*5%*	3%	7%	2%
3	2%	*5%*	3%	4%	4%
4	3%	*5%*	3%	4%	6%
5	15%	*9%*	14%	11%	13%
6	11%	*5%*	14%	7%	6%
7	12%	*9%*	10%	13%	15%
8	11%	*9%*	11%	10%	11%
9	4%	*9%*	6%	6%	6%
10 - Very important	12%	*14%*	14%	11%	19%
Don't know	4%	-	3%	6%	6%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q7_4. Identifying new international customers								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	30%	38%	36%	36%	47%	*36%*	42%	48%
2	3%	2%	6%	1%	5%	*7%*	5%	7%
3	5%	1%	5%	5%	3%	*7%*	2%	2%
4	2%	1%	5%	5%	4%	*2%*	3%	-
5	3%	9%	6%	9%	7%	*7%*	5%	10%
6	5%	7%	5%	8%	6%	*5%*	2%	8%
7	8%	7%	5%	11%	6%	*14%*	12%	7%
8	14%	9%	8%	4%	8%	*9%*	9%	5%
9	4%	9%	5%	5%	3%	*5%*	6%	-
10 - Very important	22%	14%	17%	11%	10%	*7%*	9%	12%
Don't know	2%	2%	2%	4%	1%	*2%*	6%	2%
SAS_q7_5. Maintaining existing international customers								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	30%	35%	39%	37%	47%	*43%*	42%	52%
2	-	1%	2%	1%	3%	-	-	3%
3	1%	1%	2%	-	3%	*2%*	5%	-
4	-	1%	-	5%	2%	*5%*	3%	2%
5	5%	10%	4%	8%	7%	*2%*	5%	3%
6	7%	5%	5%	7%	4%	*9%*	2%	8%
7	7%	4%	6%	12%	6%	*9%*	9%	2%
8	9%	6%	8%	5%	6%	*11%*	8%	10%
9	9%	9%	7%	7%	4%	*9%*	5%	-
10 - Very important	30%	26%	21%	15%	16%	*7%*	17%	18%
Don't know	3%	2%	6%	3%	3%	*2%*	6%	2%
SAS_q7_6. Reducing costs by increasing productivity								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	5%	6%	7%	-	22%	*7%*	6%	13%
2	4%	4%	3%	-	3%	*5%*	-	-
3	7%	5%	5%	3%	2%	*2%*	5%	3%
4	5%	6%	1%	4%	3%	*5%*	5%	-
5	8%	14%	14%	7%	12%	*7%*	18%	13%
6	14%	15%	11%	19%	14%	*11%*	8%	10%
7	11%	10%	21%	23%	10%	*14%*	20%	10%
8	12%	15%	20%	17%	13%	*16%*	18%	17%
9	11%	7%	6%	9%	6%	*2%*	6%	13%
10 - Very important	20%	17%	13%	13%	14%	*32%*	14%	20%
Don't know	2%	1%	-	5%	1%	-	2%	-
SAS_q7_7. Developing and launching new products/ services								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all important	10%	14%	11%	4%	25%	*9%*	11%	25%
2	2%	5%	6%	5%	4%	*5%*	6%	5%
3	5%	6%	5%	4%	6%	*5%*	8%	5%
4	-	4%	5%	7%	4%	*5%*	6%	10%
5	13%	10%	8%	15%	12%	*14%*	9%	12%
6	12%	11%	11%	11%	13%	*16%*	15%	7%
7	10%	10%	16%	17%	12%	*9%*	15%	10%
8	11%	10%	11%	13%	9%	*18%*	12%	10%
9	9%	9%	8%	5%	4%	*7%*	6%	3%
10 - Very important	25%	21%	18%	16%	11%	*14%*	9%	13%
Don't know	2%	1%	-	3%	2%	-	3%	-

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q7_4. Identifying new international customers												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	55%	32%	35%	27%	25%	25%	48%	*30%*	*41%*	*37%*	*45%*	40%
2	3%	3%	-	4%	8%	2%	5%	*2%*	*4%*	*9%*	*4%*	3%
3	3%	-	4%	10%	2%	-	4%	*2%*	*4%*	-	*4%*	1%
4	1%	1%	2%	2%	3%	7%	3%	-	*4%*	-	*2%*	1%
5	8%	4%	7%	4%	13%	8%	7%	*7%*	*4%*	*6%*	*4%*	3%
6	-	8%	12%	6%	3%	12%	5%	*7%*	*2%*	*3%*	*2%*	7%
7	9%	4%	7%	4%	11%	8%	6%	*12%*	*13%*	*11%*	*19%*	-
8	5%	4%	9%	8%	11%	12%	6%	*12%*	*13%*	*9%*	*2%*	6%
9	2%	5%	5%	12%	8%	10%	3%	*7%*	*2%*	*6%*	-	1%
10 - Very important	11%	6%	16%	25%	11%	17%	10%	*19%*	*7%*	*17%*	*11%*	10%
Don't know	1%	32%	4%	-	3%	-	3%	*2%*	*4%*	*3%*	*6%*	28%
SAS_q7_5. Maintaining existing international customers												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	51%	32%	30%	29%	33%	27%	48%	*33%*	*43%*	*31%*	*45%*	42%
2	2%	1%	-	2%	2%	-	3%	-	-	-	*2%*	-
3	2%	-	2%	6%	2%	-	1%	*5%*	-	*6%*	*6%*	-
4	-	-	-	2%	-	5%	1%	*2%*	*2%*	*6%*	-	-
5	3%	5%	5%	6%	11%	7%	6%	*2%*	*4%*	*3%*	*2%*	4%
6	-	6%	9%	6%	3%	8%	4%	*5%*	*2%*	*6%*	*6%*	4%
7	2%	1%	5%	4%	8%	8%	6%	*9%*	*7%*	*3%*	*4%*	1%
8	6%	4%	7%	6%	7%	12%	6%	*9%*	*17%*	*6%*	*6%*	6%
9	5%	3%	7%	15%	5%	7%	5%	*7%*	*4%*	*6%*	*4%*	1%
10 - Very important	22%	13%	30%	25%	28%	27%	16%	*26%*	*11%*	*29%*	*17%*	10%
Don't know	7%	34%	5%	-	2%	-	5%	*2%*	*9%*	*6%*	*6%*	32%
SAS_q7_6. Reducing costs by increasing productivity												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	24%	17%	4%	2%	2%	-	19%	*5%*	*4%*	*9%*	*6%*	25%
2	6%	3%	4%	4%	2%	-	3%	-	-	*3%*	-	4%
3	2%	1%	11%	4%	5%	2%	3%	*2%*	*4%*	*3%*	-	-
4	3%	-	4%	6%	3%	5%	3%	-	*2%*	-	*6%*	-
5	7%	10%	11%	8%	11%	15%	12%	*2%*	*15%*	*11%*	*13%*	11%
6	7%	4%	18%	12%	20%	8%	11%	*19%*	*17%*	*9%*	*13%*	7%
7	10%	6%	11%	12%	18%	25%	13%	*16%*	*13%*	*9%*	*9%*	6%
8	14%	9%	7%	21%	15%	22%	15%	*16%*	*15%*	*20%*	*21%*	6%
9	6%	5%	11%	15%	10%	3%	5%	*14%*	*9%*	*14%*	*4%*	7%
10 - Very important	16%	13%	19%	17%	15%	18%	15%	*23%*	*15%*	*23%*	*23%*	7%
Don't know	5%	31%	4%	-	-	2%	2%	*2%*	*4%*	-	*4%*	28%
SAS_q7_7. Developing and launching new products/ services												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	30%	25%	7%	12%	3%	-	24%	*5%*	*13%*	*14%*	*23%*	29%
2	6%	4%	4%	4%	5%	3%	5%	*2%*	*4%*	*9%*	*11%*	3%
3	1%	-	5%	8%	3%	2%	4%	*5%*	*15%*	*11%*	*2%*	-
4	-	4%	2%	-	7%	2%	5%	*5%*	*4%*	*6%*	*4%*	3%
5	9%	6%	16%	10%	10%	8%	12%	*12%*	*13%*	*3%*	*11%*	7%
6	11%	4%	9%	13%	11%	20%	11%	*14%*	*13%*	*6%*	*9%*	6%
7	10%	8%	9%	17%	15%	23%	12%	*14%*	*9%*	*6%*	*11%*	6%
8	16%	8%	12%	12%	15%	15%	10%	*16%*	*11%*	*14%*	*17%*	7%
9	6%	3%	16%	6%	10%	13%	4%	*5%*	*4%*	*9%*	*4%*	3%
10 - Very important	7%	9%	19%	19%	21%	12%	13%	*21%*	*9%*	*23%*	*6%*	8%
Don't know	3%	30%	2%	-	-	2%	2%	*2%*	*4%*	-	*2%*	29%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q7_4. Identifying new international customers										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	18%	33%	40%	43%	48%	*51%*	41%	*50%*	*75%*	27%
2	5%	-	6%	2%	5%	*5%*	2%	*8%*	*7%*	4%
3	4%	2%	5%	4%	3%	*5%*	2%	*4%*	-	2%
4	-	5%	2%	4%	3%	*3%*	6%	-	-	1%
5	6%	12%	4%	6%	8%	*5%*	9%	*15%*	-	4%
6	7%	12%	5%	5%	5%	*3%*	2%	*8%*	*4%*	5%
7	10%	6%	9%	6%	7%	*8%*	11%	*12%*	*4%*	4%
8	11%	5%	9%	8%	8%	*3%*	9%	-	*4%*	5%
9	8%	6%	5%	10%	2%	*3%*	-	-	*4%*	4%
10 - Very important	29%	17%	13%	11%	8%	*13%*	13%	*4%*	*4%*	14%
Don't know	2%	3%	1%	2%	2%	*3%*	6%	-	-	29%
SAS_q7_5. Maintaining existing international customers										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	22%	31%	42%	39%	46%	*56%*	44%	*62%*	*71%*	30%
2	2%	-	2%	2%	2%	-	2%	-	*4%*	1%
3	-	2%	2%	2%	2%	*5%*	4%	-	-	2%
4	1%	1%	1%	2%	3%	-	-	-	-	1%
5	6%	10%	3%	7%	6%	*5%*	2%	*4%*	-	6%
6	6%	6%	5%	5%	4%	*3%*	6%	-	*4%*	5%
7	10%	5%	5%	8%	7%	*5%*	6%	*8%*	*4%*	-
8	7%	7%	10%	5%	7%	-	15%	*4%*	*4%*	5%
9	8%	6%	8%	6%	4%	*5%*	2%	-	*4%*	2%
10 - Very important	33%	28%	18%	18%	15%	*18%*	17%	*19%*	*4%*	19%
Don't know	5%	3%	3%	6%	4%	*3%*	4%	*4%*	*7%*	28%
SAS_q7_6. Reducing costs by increasing productivity										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	5%	5%	10%	7%	18%	*13%*	7%	*19%*	*32%*	14%
2	4%	1%	1%	2%	3%	*3%*	2%	*4%*	*11%*	3%
3	7%	7%	5%	3%	1%	*10%*	2%	-	*4%*	1%
4	6%	1%	3%	3%	3%	*3%*	7%	*4%*	-	2%
5	11%	8%	10%	13%	12%	*15%*	9%	*23%*	*4%*	12%
6	17%	17%	11%	15%	14%	*8%*	6%	*12%*	*7%*	4%
7	14%	16%	16%	18%	11%	*13%*	15%	*8%*	-	7%
8	11%	13%	23%	12%	15%	*8%*	15%	*19%*	*11%*	12%
9	2%	13%	7%	9%	7%	*8%*	9%	-	*7%*	6%
10 - Very important	23%	16%	12%	16%	14%	*21%*	24%	*8%*	*18%*	15%
Don't know	-	2%	1%	4%	2%	-	4%	*4%*	*7%*	23%
SAS_q7_7. Developing and launching new products/ services										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	4%	8%	13%	15%	23%	*15%*	15%	*42%*	*39%*	20%
2	-	5%	5%	2%	6%	*3%*	4%	-	*11%*	3%
3	5%	8%	4%	5%	5%	*13%*	4%	*8%*	-	-
4	-	3%	2%	4%	7%	-	4%	*4%*	-	4%
5	14%	8%	8%	8%	13%	*18%*	11%	*8%*	*18%*	10%
6	11%	13%	13%	14%	12%	*13%*	13%	*8%*	*7%*	4%
7	7%	15%	12%	12%	13%	*15%*	17%	*15%*	*4%*	9%
8	12%	9%	16%	20%	8%	*5%*	11%	*4%*	*11%*	9%
9	13%	7%	7%	6%	4%	*5%*	6%	*4%*	-	3%
10 - Very important	33%	22%	20%	12%	8%	*13%*	13%	*8%*	*4%*	13%
Don't know	1%	1%	1%	2%	2%	-	4%	-	*7%*	26%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q7_4. Identifying new international customers										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all important	*15%*	*19%*	18%	33%	49%	*36%*	*54%*	*53%*	*73%*	32%
2	*3%*	*4%*	-	7%	4%	*6%*	*8%*	-	*9%*	5%
3	*5%*	*2%*	3%	4%	3%	*9%*	*4%*	*6%*	-	3%
4	-	*4%*	5%	3%	3%	*3%*	*4%*	-	-	-
5	*3%*	*10%*	10%	2%	8%	-	*8%*	*12%*	-	5%
6	*18%*	*6%*	6%	6%	5%	*3%*	-	*6%*	-	5%
7	*13%*	*4%*	6%	9%	7%	*12%*	-	*12%*	*9%*	4%
8	*5%*	*6%*	16%	9%	6%	*15%*	*8%*	*6%*	*5%*	5%
9	*5%*	*8%*	13%	11%	2%	*6%*	-	-	-	4%
10 - Very important	*31%*	*29%*	18%	15%	10%	*9%*	*8%*	*6%*	*5%*	9%
Don't know	*3%*	*6%*	4%	-	2%	-	*8%*	-	-	27%
SAS_q7_5. Maintaining existing international customers										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all important	*23%*	*19%*	16%	31%	48%	*45%*	*65%*	*59%*	*55%*	35%
2	-	-	-	3%	2%	-	-	-	*5%*	1%
3	-	*2%*	3%	3%	2%	*6%*	-	-	-	2%
4	-	*4%*	1%	2%	2%	-	-	-	*5%*	1%
5	*5%*	*15%*	13%	3%	5%	-	-	-	-	6%
6	*5%*	*4%*	4%	6%	5%	*6%*	*4%*	-	-	4%
7	*10%*	*4%*	1%	7%	7%	*9%*	*4%*	*12%*	*5%*	2%
8	*8%*	*6%*	10%	12%	6%	*3%*	*8%*	*12%*	*9%*	6%
9	*5%*	*10%*	14%	6%	4%	*12%*	-	*6%*	*5%*	2%
10 - Very important	*41%*	*29%*	32%	24%	16%	*18%*	*8%*	*12%*	*9%*	12%
Don't know	*3%*	*6%*	5%	2%	4%	-	*12%*	-	*9%*	28%
SAS_q7_6. Reducing costs by increasing productivity										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all important	*5%*	*4%*	4%	3%	17%	*6%*	*8%*	*12%*	*27%*	15%
2	*5%*	-	1%	-	3%	-	-	-	-	5%
3	*5%*	*4%*	6%	3%	3%	*6%*	*4%*	-	-	-
4	*8%*	*4%*	3%	6%	3%	-	-	*6%*	-	1%
5	*13%*	*4%*	12%	10%	12%	*9%*	*12%*	*18%*	*9%*	12%
6	*13%*	*17%*	17%	10%	13%	*3%*	*8%*	*12%*	*5%*	10%
7	*10%*	*17%*	13%	19%	13%	*21%*	*8%*	*6%*	*5%*	6%
8	*3%*	*13%*	23%	20%	14%	*18%*	*27%*	*24%*	*18%*	10%
9	*3%*	*17%*	8%	13%	5%	*15%*	*8%*	-	*14%*	7%
10 - Very important	*33%*	*19%*	13%	14%	15%	*18%*	*23%*	*24%*	*18%*	10%
Don't know	*3%*	*2%*	-	1%	2%	*3%*	*4%*	-	*5%*	24%
SAS_q7_7. Developing and launching new products/ services										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all important	*3%*	*6%*	4%	4%	23%	*9%*	*12%*	*29%*	*36%*	20%
2	-	*6%*	4%	7%	5%	*3%*	*4%*	-	*5%*	3%
3	*8%*	*6%*	3%	5%	5%	*12%*	*4%*	*6%*	*5%*	-
4	-	-	4%	6%	4%	*3%*	*4%*	-	*9%*	3%
5	*13%*	*6%*	12%	10%	12%	*6%*	*15%*	*18%*	*14%*	11%
6	*15%*	*8%*	13%	11%	12%	*18%*	*15%*	*12%*	*5%*	6%
7	*10%*	*13%*	12%	17%	12%	*18%*	-	*18%*	*5%*	9%
8	*8%*	*13%*	14%	18%	10%	*12%*	*15%*	*12%*	*14%*	9%
9	*5%*	*8%*	12%	5%	5%	*9%*	*12%*	-	*5%*	2%
10 - Very important	*36%*	*31%*	21%	15%	11%	*9%*	*15%*	*6%*	-	12%
Don't know	*3%*	*2%*	3%	1%	2%	-	*4%*	-	*5%*	26%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q7_4. Identifying new international customers											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	63%	13%	6%	2%	-	-	13%	37%	30%	49%	*16%*
2	5%	5%	-	2%	*2%*	-	2%	6%	5%	4%	-
3	3%	7%	1%	2%	-	-	-	4%	4%	3%	*2%*
4	2%	7%	1%	2%	-	-	2%	2%	2%	4%	-
5	4%	13%	7%	9%	*8%*	-	11%	8%	10%	6%	*7%*
6	4%	11%	6%	9%	*6%*	-	2%	4%	10%	6%	*2%*
7	4%	9%	21%	14%	*17%*	*31%*	2%	7%	8%	7%	*9%*
8	3%	11%	18%	23%	*17%*	*8%*	9%	7%	10%	7%	*7%*
9	1%	8%	15%	9%	*8%*	*15%*	4%	5%	8%	3%	*2%*
10 - Very important	5%	17%	22%	29%	*40%*	*46%*	24%	16%	10%	10%	*12%*
Don't know	4%	1%	1%	-	*2%*	-	31%	3%	3%	3%	*42%*
SAS_q7_5. Maintaining existing international customers											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	65%	10%	1%	-	-	-	11%	39%	31%	47%	*19%*
2	2%	2%	-	2%	-	-	-	2%	2%	2%	-
3	2%	4%	-	-	*2%*	-	2%	2%	4%	2%	-
4	2%	2%	3%	2%	-	-	-	2%	2%	2%	*2%*
5	4%	9%	10%	4%	-	*8%*	7%	6%	6%	5%	*5%*
6	3%	10%	4%	9%	-	-	4%	4%	10%	4%	*5%*
7	3%	13%	12%	11%	*13%*	-	-	6%	11%	4%	*7%*
8	3%	13%	12%	18%	*15%*	-	11%	8%	6%	7%	*2%*
9	2%	6%	18%	14%	*17%*	*8%*	6%	6%	6%	4%	*9%*
10 - Very important	6%	30%	37%	41%	*52%*	*85%*	28%	20%	16%	19%	*9%*
Don't know	7%	1%	1%	-	*2%*	-	31%	5%	5%	5%	*42%*
SAS_q7_6. Reducing costs by increasing productivity											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	17%	7%	4%	5%	*4%*	*23%*	6%	8%	6%	19%	*5%*
2	3%	2%	4%	5%	*2%*	*8%*	2%	2%	3%	3%	*2%*
3	3%	3%	1%	5%	*8%*	-	2%	4%	2%	3%	-
4	3%	3%	6%	4%	*4%*	*8%*	2%	4%	3%	3%	-
5	10%	12%	18%	21%	*10%*	*15%*	9%	11%	13%	12%	*7%*
6	12%	12%	18%	14%	*8%*	*8%*	6%	12%	16%	12%	*9%*
7	12%	17%	12%	13%	*23%*	-	6%	13%	19%	11%	*9%*
8	15%	18%	12%	13%	*13%*	*15%*	11%	17%	13%	15%	*2%*
9	7%	4%	7%	11%	*10%*	-	11%	8%	7%	6%	*9%*
10 - Very important	15%	22%	15%	9%	*15%*	*15%*	15%	19%	14%	14%	*14%*
Don't know	3%	-	1%	-	*2%*	*8%*	31%	2%	2%	2%	*42%*
SAS_q7_7. Developing and launching new products/ services											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	24%	11%	1%	5%	*2%*	*23%*	7%	11%	10%	26%	*7%*
2	6%	2%	1%	7%	*4%*	*15%*	-	4%	5%	5%	-
3	6%	3%	6%	2%	*2%*	*8%*	-	3%	3%	6%	-
4	4%	4%	7%	-	-	*8%*	2%	3%	3%	5%	-
5	12%	11%	13%	7%	*15%*	*8%*	6%	10%	12%	12%	*14%*
6	12%	12%	12%	21%	*4%*	*8%*	6%	10%	14%	12%	*5%*
7	10%	14%	12%	16%	*29%*	-	9%	13%	17%	10%	*12%*
8	10%	12%	18%	16%	*13%*	*15%*	11%	16%	12%	9%	*2%*
9	4%	11%	7%	4%	*8%*	-	9%	9%	5%	4%	*5%*
10 - Very important	10%	21%	19%	21%	*21%*	*15%*	20%	19%	16%	10%	*12%*
Don't know	3%	1%	1%	-	*2%*	-	30%	2%	2%	2%	*44%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q7_8. Employing more staff																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	31%	28%	39%	*30%*	20%	21%	28%	40%	28%	34%	31%	24%	38%	*40%*	23%	*11%*	36%	11%
2	8%	9%	7%	-	3%	5%	10%	10%	6%	10%	8%	9%	9%	*6%*	7%	*6%*	9%	5%
3	6%	6%	7%	*20%*	3%	4%	8%	6%	6%	6%	8%	3%	8%	*6%*	2%	*6%*	6%	6%
4	8%	8%	7%	-	5%	10%	9%	6%	7%	6%	4%	8%	9%	*6%*	10%	*11%*	7%	9%
5	15%	16%	12%	*20%*	17%	18%	14%	14%	22%	12%	17%	16%	10%	*20%*	17%	*22%*	13%	22%
6	8%	9%	8%	*10%*	9%	10%	8%	8%	7%	9%	10%	9%	8%	*6%*	7%	*17%*	8%	11%
7	7%	7%	8%	-	12%	11%	8%	4%	6%	5%	5%	11%	6%	*3%*	13%	*6%*	6%	12%
8	6%	7%	4%	-	15%	6%	7%	4%	6%	8%	9%	6%	4%	*6%*	10%	*6%*	5%	10%
9	2%	2%	2%	-	6%	4%	1%	1%	2%	3%	1%	3%	1%	-	3%	-	2%	3%
10 - Very important	4%	4%	4%	*20%*	6%	5%	3%	3%	4%	4%	3%	6%	3%	*3%*	3%	*17%*	3%	6%
Don't know	4%	4%	4%	-	4%	6%	5%	3%	6%	2%	5%	5%	3%	*6%*	5%	-	4%	4%
SAS_q7_9. Conducting market research																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	26%	25%	31%	*10%*	19%	19%	23%	33%	23%	26%	22%	23%	32%	*29%*	27%	*22%*	30%	9%
2	7%	7%	6%	-	5%	5%	8%	8%	5%	7%	8%	8%	8%	*6%*	7%	-	8%	4%
3	8%	8%	8%	*10%*	3%	10%	9%	8%	6%	6%	12%	9%	8%	*9%*	7%	-	8%	7%
4	6%	6%	6%	-	7%	9%	6%	6%	5%	6%	6%	4%	8%	*11%*	8%	-	6%	7%
5	11%	12%	10%	*20%*	7%	18%	12%	9%	15%	10%	9%	12%	11%	*9%*	7%	*28%*	10%	17%
6	11%	11%	9%	*30%*	17%	8%	14%	8%	10%	10%	14%	10%	12%	*6%*	15%	*6%*	10%	15%
7	11%	11%	10%	*10%*	16%	11%	8%	11%	11%	12%	9%	11%	10%	*6%*	12%	*11%*	9%	17%
8	7%	8%	6%	-	11%	7%	9%	6%	11%	7%	9%	10%	3%	*11%*	5%	*6%*	7%	10%
9	3%	3%	3%	*10%*	6%	3%	1%	4%	5%	3%	-	2%	3%	-	2%	*11%*	3%	3%
10 - Very important	4%	4%	4%	*10%*	4%	4%	3%	5%	4%	6%	3%	5%	2%	*9%*	3%	*17%*	4%	7%
Don't know	5%	4%	6%	-	5%	6%	7%	3%	5%	5%	9%	4%	3%	*6%*	8%	-	5%	5%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all important	22%	22%	23%	*10%*	14%	12%	19%	30%	19%	20%	17%	20%	27%	*20%*	22%	*33%*	25%	6%
2	7%	6%	8%	-	2%	6%	8%	7%	6%	7%	10%	7%	6%	*6%*	3%	-	7%	4%
3	8%	9%	6%	-	9%	7%	10%	7%	9%	9%	6%	6%	9%	*3%*	13%	-	8%	9%
4	7%	7%	5%	-	8%	6%	6%	7%	5%	6%	5%	7%	8%	*6%*	7%	-	7%	5%
5	11%	10%	13%	*20%*	10%	12%	13%	9%	10%	12%	13%	7%	13%	*14%*	10%	*17%*	11%	12%
6	10%	10%	10%	*10%*	11%	11%	9%	9%	9%	10%	10%	12%	9%	*11%*	7%	*6%*	9%	11%
7	11%	12%	10%	*20%*	11%	19%	9%	9%	12%	10%	12%	15%	9%	*9%*	13%	*6%*	10%	17%
8	9%	9%	8%	-	9%	7%	11%	9%	11%	11%	10%	6%	8%	*9%*	8%	*17%*	8%	15%
9	4%	4%	4%	*20%*	5%	6%	4%	2%	5%	3%	3%	5%	3%	*3%*	-	*11%*	3%	5%
10 - Very important	8%	8%	9%	*20%*	17%	9%	6%	8%	8%	10%	8%	10%	5%	*14%*	10%	*11%*	7%	12%
Don't know	4%	4%	5%	-	4%	6%	6%	3%	6%	3%	6%	4%	3%	*6%*	7%	-	4%	5%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	35	60	*18*	860	193
1 - Not at all important	35%	34%	39%	*20%*	17%	24%	30%	47%	31%	38%	28%	30%	42%	*37%*	30%	*39%*	40%	16%
2	8%	8%	8%	-	7%	7%	8%	9%	5%	8%	12%	7%	10%	*6%*	8%	*6%*	8%	9%
3	8%	7%	9%	*20%*	7%	7%	9%	7%	6%	3%	13%	10%	8%	*3%*	12%	-	8%	8%
4	4%	4%	4%	-	6%	6%	5%	3%	6%	1%	5%	4%	5%	*9%*	3%	-	4%	5%
5	11%	11%	10%	*20%*	12%	12%	12%	9%	15%	11%	14%	9%	11%	*6%*	5%	*11%*	10%	13%
6	7%	7%	6%	*10%*	14%	9%	9%	3%	6%	9%	6%	6%	6%	*9%*	10%	*6%*	7%	7%
7	6%	6%	6%	-	6%	12%	7%	4%	7%	7%	3%	9%	4%	*6%*	8%	*11%*	5%	12%
8	6%	7%	4%	*20%*	11%	6%	5%	5%	5%	7%	8%	7%	4%	*6%*	7%	*6%*	5%	8%
9	3%	4%	2%	-	6%	2%	2%	3%	5%	3%	-	4%	2%	*6%*	2%	-	2%	7%
10 - Very important	6%	6%	7%	*10%*	8%	4%	7%	6%	6%	8%	5%	7%	5%	*9%*	7%	*17%*	6%	8%
Don't know	5%	5%	6%	-	6%	10%	6%	3%	6%	3%	6%	6%	5%	*6%*	8%	*6%*	5%	6%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q7_8. Employing more staff												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	18%	30%	44%	24%	*41%*	*33%*	26%	35%	*29%*	*33%*	*34%*	*48%*
2	11%	7%	8%	7%	*6%*	*5%*	8%	8%	*4%*	*8%*	*7%*	*15%*
3	9%	4%	6%	6%	*8%*	*2%*	7%	8%	*8%*	*3%*	*7%*	*4%*
4	10%	4%	13%	10%	*6%*	*2%*	2%	11%	*8%*	*5%*	-	*7%*
5	16%	18%	11%	26%	*12%*	*19%*	14%	11%	*17%*	*18%*	*14%*	*13%*
6	9%	11%	5%	12%	*4%*	*12%*	10%	5%	*17%*	*8%*	*7%*	-
7	12%	6%	4%	7%	*10%*	*9%*	7%	8%	-	-	*7%*	*4%*
8	9%	4%	3%	1%	*4%*	*5%*	12%	4%	-	*15%*	*14%*	*7%*
9	2%	2%	1%	3%	-	*2%*	4%	1%	-	*3%*	*3%*	-
10 - Very important	3%	7%	2%	1%	*4%*	-	6%	2%	*8%*	*5%*	*3%*	*2%*
Don't know	1%	7%	4%	2%	*4%*	*12%*	3%	8%	*8%*	*3%*	*3%*	-
SAS_q7_9. Conducting market research												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	21%	34%	27%	29%	*18%*	*37%*	20%	17%	*25%*	*31%*	*34%*	*39%*
2	6%	4%	11%	8%	*6%*	*7%*	7%	11%	*4%*	*3%*	-	*9%*
3	6%	6%	5%	10%	*4%*	*5%*	15%	11%	*4%*	*3%*	*7%*	*2%*
4	9%	1%	5%	5%	*14%*	*7%*	6%	12%	*8%*	*3%*	-	*4%*
5	14%	16%	14%	10%	*8%*	*14%*	9%	9%	*4%*	*8%*	*24%*	*11%*
6	13%	8%	9%	15%	*14%*	*7%*	12%	5%	*8%*	*13%*	*10%*	*7%*
7	13%	4%	9%	6%	*16%*	*2%*	15%	12%	*17%*	*15%*	*10%*	*9%*
8	9%	10%	5%	8%	*4%*	*12%*	7%	10%	*8%*	*10%*	*7%*	*9%*
9	5%	4%	3%	3%	*2%*	*2%*	1%	1%	*4%*	*8%*	*3%*	*7%*
10 - Very important	2%	4%	7%	1%	*8%*	-	4%	6%	*4%*	*5%*	*3%*	*2%*
Don't know	2%	8%	4%	3%	*4%*	*7%*	3%	6%	*13%*	*3%*	-	*2%*
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	21%	26%	21%	33%	*12%*	*28%*	20%	9%	*17%*	*26%*	*21%*	*28%*
2	8%	3%	8%	6%	*4%*	*7%*	5%	6%	*13%*	*8%*	*7%*	*9%*
3	11%	6%	7%	5%	*10%*	*2%*	11%	6%	*4%*	*8%*	*17%*	*9%*
4	7%	9%	7%	8%	-	*2%*	7%	12%	*4%*	-	*3%*	*2%*
5	9%	14%	13%	10%	*12%*	*7%*	10%	13%	*13%*	*3%*	*17%*	*11%*
6	14%	8%	7%	8%	*10%*	*14%*	9%	13%	*4%*	*13%*	*7%*	*9%*
7	13%	8%	12%	10%	*14%*	*14%*	9%	11%	*13%*	*18%*	*14%*	*13%*
8	6%	8%	11%	9%	*18%*	*14%*	9%	6%	*13%*	*13%*	*7%*	*11%*
9	2%	6%	2%	2%	*8%*	-	6%	6%	*4%*	-	*3%*	*4%*
10 - Very important	8%	8%	8%	5%	*10%*	*5%*	12%	11%	*8%*	*10%*	*3%*	*4%*
Don't know	2%	6%	4%	3%	-	*7%*	3%	6%	*8%*	*3%*	-	-
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all important	30%	26%	39%	42%	*31%*	*30%*	39%	37%	*29%*	*38%*	*38%*	*43%*
2	13%	8%	8%	9%	*4%*	*2%*	9%	6%	*8%*	-	-	*11%*
3	5%	6%	5%	10%	*4%*	*9%*	9%	10%	*8%*	*8%*	*10%*	*2%*
4	4%	2%	5%	2%	*10%*	*9%*	5%	4%	*4%*	-	-	-
5	16%	12%	11%	6%	*6%*	*12%*	9%	13%	*8%*	*18%*	*14%*	*11%*
6	5%	9%	4%	8%	*12%*	*14%*	7%	5%	*8%*	*3%*	*14%*	*2%*
7	8%	8%	9%	6%	*6%*	*7%*	3%	3%	*8%*	*10%*	*14%*	-
8	9%	8%	3%	7%	*10%*	*5%*	5%	2%	*8%*	*5%*	*3%*	*13%*
9	2%	6%	4%	5%	*2%*	-	1%	4%	*4%*	*8%*	-	*9%*
10 - Very important	5%	10%	7%	1%	*10%*	-	9%	5%	*4%*	*5%*	*3%*	*7%*
Don't know	3%	7%	4%	3%	*4%*	*12%*	3%	10%	*8%*	*5%*	*3%*	*2%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q7_8. Employing more staff														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	31%	24%	*58%*	47%	10%	11%	*18%*	38%	*25%*	24%	40%	35%	30%	*11%*
2	9%	7%	-	8%	10%	4%	*8%*	9%	*8%*	7%	5%	9%	9%	*6%*
3	5%	6%	-	7%	4%	8%	*5%*	7%	-	3%	5%	6%	7%	*11%*
4	8%	10%	*4%*	6%	9%	13%	*3%*	7%	*8%*	5%	5%	5%	9%	-
5	13%	26%	*25%*	9%	22%	22%	*13%*	13%	*22%*	15%	13%	10%	17%	-
6	9%	12%	*4%*	4%	14%	11%	*10%*	7%	*14%*	12%	4%	11%	8%	*11%*
7	8%	7%	-	4%	11%	9%	*10%*	9%	*6%*	12%	9%	7%	6%	-
8	5%	1%	*4%*	5%	10%	8%	*13%*	1%	*8%*	8%	7%	7%	6%	-
9	1%	3%	-	2%	1%	4%	*3%*	-	*3%*	5%	3%	2%	1%	-
10 - Very important	6%	1%	*4%*	3%	4%	9%	*5%*	2%	*3%*	5%	5%	6%	3%	-
Don't know	6%	2%	-	4%	3%	2%	*15%*	8%	*3%*	3%	2%	2%	4%	*61%*
SAS_q7_9. Conducting market research														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	29%	29%	*21%*	34%	17%	11%	*33%*	31%	*14%*	14%	24%	31%	29%	*17%*
2	6%	8%	*8%*	10%	6%	5%	-	5%	*6%*	5%	4%	10%	8%	-
3	9%	10%	*8%*	8%	8%	9%	*5%*	6%	*6%*	5%	10%	6%	8%	-
4	6%	5%	-	7%	6%	7%	*5%*	5%	-	8%	7%	8%	6%	-
5	10%	10%	*4%*	8%	17%	13%	*10%*	12%	*11%*	9%	9%	11%	13%	-
6	13%	15%	*17%*	9%	13%	12%	*3%*	13%	*17%*	15%	12%	11%	9%	*22%*
7	11%	6%	*13%*	7%	14%	16%	*10%*	11%	*19%*	14%	15%	8%	9%	-
8	3%	8%	*4%*	6%	10%	10%	*10%*	6%	*8%*	8%	8%	6%	7%	*6%*
9	2%	3%	*8%*	3%	3%	6%	*3%*	1%	*6%*	9%	2%	1%	3%	-
10 - Very important	5%	1%	*13%*	4%	3%	6%	*8%*	4%	*11%*	8%	4%	6%	3%	-
Don't know	7%	3%	*4%*	4%	3%	5%	*15%*	7%	*3%*	4%	4%	2%	4%	*56%*
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	24%	33%	*17%*	31%	14%	9%	*23%*	21%	*11%*	11%	22%	27%	23%	*22%*
2	7%	6%	*8%*	8%	5%	4%	-	7%	*6%*	5%	6%	7%	7%	-
3	8%	5%	*8%*	8%	8%	10%	*8%*	7%	*8%*	4%	9%	8%	8%	*6%*
4	7%	8%	*4%*	7%	6%	6%	*8%*	7%	*8%*	12%	7%	7%	6%	-
5	10%	10%	*17%*	10%	10%	11%	*10%*	14%	*22%*	11%	7%	12%	11%	-
6	8%	8%	*13%*	8%	11%	10%	*5%*	13%	*6%*	14%	8%	6%	10%	*11%*
7	9%	10%	*4%*	7%	15%	24%	*10%*	9%	*8%*	7%	12%	11%	12%	-
8	7%	9%	*13%*	6%	15%	7%	*5%*	7%	*17%*	16%	10%	9%	8%	-
9	3%	2%	*8%*	4%	4%	2%	*3%*	3%	*3%*	7%	7%	3%	3%	*11%*
10 - Very important	8%	5%	*8%*	8%	8%	12%	*18%*	5%	*8%*	11%	10%	6%	8%	-
Don't know	7%	3%	-	4%	3%	5%	*13%*	7%	*3%*	3%	2%	3%	4%	*50%*
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all important	35%	42%	*46%*	48%	19%	21%	*15%*	43%	*25%*	22%	35%	44%	37%	*11%*
2	10%	9%	-	8%	11%	7%	*8%*	6%	*8%*	9%	2%	6%	10%	*6%*
3	9%	10%	*8%*	8%	8%	11%	*8%*	3%	*6%*	1%	10%	6%	8%	-
4	6%	2%	-	5%	6%	4%	*3%*	2%	*3%*	7%	7%	3%	4%	-
5	10%	6%	*13%*	8%	14%	12%	*15%*	11%	*19%*	14%	11%	10%	11%	-
6	7%	8%	*13%*	5%	8%	9%	*5%*	9%	*11%*	15%	4%	4%	7%	*11%*
7	6%	6%	*4%*	2%	11%	11%	*3%*	6%	*3%*	5%	9%	6%	6%	-
8	4%	7%	*4%*	4%	8%	5%	*10%*	5%	*8%*	9%	7%	7%	5%	*6%*
9	1%	5%	*4%*	2%	4%	4%	*3%*	3%	*6%*	4%	2%	5%	3%	-
10 - Very important	7%	1%	*4%*	6%	7%	10%	*10%*	3%	*6%*	9%	10%	6%	5%	*6%*
Don't know	7%	3%	*4%*	4%	4%	6%	*23%*	7%	*6%*	4%	3%	2%	5%	*61%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q7_8. Employing more staff							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	30%	46%	-	22%	28%	28%	17%
2	10%	11%	-	6%	4%	7%	13%
3	13%	2%	-	7%	4%	9%	8%
4	7%	7%	27%	10%	8%	2%	9%
5	13%	11%	9%	22%	20%	14%	18%
6	10%	2%	18%	12%	12%	9%	10%
7	3%	2%	-	9%	4%	7%	12%
8	3%	9%	18%	1%	4%	11%	9%
9	3%	-	-	4%	-	4%	2%
10 - Very important	7%	4%	18%	3%	8%	5%	2%
Don't know	-	7%	9%	3%	8%	3%	1%
SAS_q7_9. Conducting market research							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	30%	24%	18%	25%	28%	21%	20%
2	7%	7%	-	9%	4%	9%	7%
3	10%	2%	9%	10%	8%	15%	8%
4	-	13%	-	9%	16%	6%	9%
5	7%	7%	9%	12%	8%	9%	15%
6	10%	13%	9%	10%	4%	12%	11%
7	10%	15%	18%	7%	16%	13%	12%
8	10%	7%	9%	9%	-	7%	10%
9	-	-	18%	3%	-	1%	4%
10 - Very important	17%	7%	-	1%	4%	4%	2%
Don't know	-	7%	9%	4%	12%	3%	2%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	17%	17%	18%	26%	20%	22%	18%
2	-	2%	-	6%	16%	4%	8%
3	13%	9%	18%	3%	-	13%	11%
4	10%	4%	9%	10%	8%	8%	7%
5	10%	13%	-	9%	16%	10%	9%
6	13%	17%	-	12%	4%	8%	15%
7	-	9%	27%	12%	12%	8%	13%
8	10%	11%	18%	10%	4%	8%	8%
9	13%	4%	-	3%	4%	5%	2%
10 - Very important	13%	11%	-	6%	8%	10%	7%
Don't know	-	2%	9%	3%	8%	3%	2%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all important	33%	35%	9%	41%	28%	41%	29%
2	7%	2%	9%	12%	4%	10%	13%
3	13%	-	9%	6%	4%	11%	6%
4	-	11%	-	3%	4%	4%	3%
5	3%	9%	18%	7%	16%	7%	15%
6	7%	11%	-	6%	8%	6%	5%
7	7%	7%	18%	6%	16%	2%	9%
8	7%	7%	9%	9%	4%	6%	9%
9	7%	7%	9%	3%	4%	1%	2%
10 - Very important	17%	9%	9%	3%	4%	8%	5%
Don't know	-	4%	9%	4%	8%	3%	3%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q7_8. Employing more staff					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	33%	*27%*	42%	36%	33%
2	5%	*14%*	8%	7%	13%
3	7%	*5%*	8%	3%	7%
4	6%	-	11%	7%	9%
5	18%	*23%*	11%	14%	6%
6	7%	*9%*	4%	9%	9%
7	7%	-	6%	7%	6%
8	5%	*14%*	2%	5%	4%
9	1%	*5%*	2%	1%	6%
10 - Very important	5%	*5%*	3%	3%	4%
Don't know	5%	-	3%	7%	4%
SAS_q7_9. Conducting market research					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	29%	*41%*	28%	31%	19%
2	6%	*5%*	9%	7%	-
3	8%	*9%*	4%	5%	9%
4	6%	-	4%	5%	6%
5	12%	*23%*	14%	9%	19%
6	13%	*9%*	9%	11%	11%
7	8%	-	12%	11%	6%
8	6%	*5%*	4%	9%	7%
9	3%	*9%*	4%	2%	7%
10 - Very important	3%	-	7%	5%	6%
Don't know	4%	-	4%	6%	11%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	24%	*23%*	24%	23%	15%
2	8%	*9%*	10%	5%	7%
3	3%	*23%*	7%	9%	4%
4	6%	*9%*	6%	4%	9%
5	12%	*14%*	12%	9%	20%
6	11%	*5%*	6%	9%	7%
7	13%	-	13%	13%	4%
8	11%	*5%*	8%	9%	11%
9	1%	*9%*	3%	4%	6%
10 - Very important	6%	*5%*	9%	9%	7%
Don't know	4%	-	3%	6%	9%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all important	37%	*36%*	33%	36%	35%
2	8%	-	8%	7%	6%
3	8%	*14%*	8%	8%	2%
4	4%	-	7%	4%	6%
5	13%	*18%*	11%	12%	6%
6	12%	*18%*	4%	4%	15%
7	5%	*9%*	7%	5%	9%
8	4%	-	4%	7%	2%
9	1%	-	6%	4%	4%
10 - Very important	3%	*5%*	7%	7%	7%
Don't know	6%	-	4%	8%	9%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q7_8. Employing more staff								
Base: All SME Decision Makers	91	81	132	75	304	44	66	60
1 - Not at all important	18%	15%	22%	12%	40%	25%	30%	35%
2	4%	10%	6%	9%	9%	5%	14%	10%
3	4%	1%	10%	5%	7%	11%	8%	10%
4	10%	6%	9%	12%	9%	5%	9%	3%
5	13%	14%	17%	19%	15%	30%	15%	17%
6	5%	12%	12%	16%	7%	7%	9%	8%
7	12%	14%	8%	9%	5%	7%	9%	3%
8	9%	10%	8%	11%	5%	7%	2%	8%
9	7%	6%	2%	1%	1%	-	2%	2%
10 - Very important	14%	10%	4%	3%	2%	-	2%	2%
Don't know	3%	2%	2%	3%	1%	5%	2%	2%
SAS_q7_9. Conducting market research								
Base: All SME Decision Makers	91	81	132	75	304	44	66	60
1 - Not at all important	11%	17%	20%	12%	35%	23%	23%	33%
2	4%	9%	11%	4%	7%	11%	8%	5%
3	13%	10%	9%	12%	7%	5%	5%	10%
4	9%	5%	3%	7%	6%	14%	20%	7%
5	18%	10%	14%	13%	11%	9%	11%	10%
6	9%	17%	11%	17%	9%	9%	6%	10%
7	12%	7%	15%	16%	11%	7%	9%	5%
8	10%	10%	7%	7%	7%	16%	11%	5%
9	5%	7%	2%	4%	1%	2%	2%	3%
10 - Very important	5%	4%	5%	5%	4%	2%	5%	5%
Don't know	3%	4%	2%	3%	1%	2%	3%	7%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns								
Base: All SME Decision Makers	91	81	132	75	304	44	66	60
1 - Not at all important	12%	14%	18%	9%	29%	11%	15%	25%
2	11%	7%	8%	4%	6%	5%	3%	13%
3	9%	10%	11%	9%	8%	11%	14%	-
4	2%	7%	4%	9%	7%	7%	8%	15%
5	15%	11%	11%	9%	13%	16%	6%	5%
6	12%	10%	8%	15%	11%	9%	9%	5%
7	10%	12%	17%	19%	10%	11%	14%	10%
8	10%	10%	9%	13%	5%	11%	11%	10%
9	7%	6%	3%	4%	3%	5%	8%	2%
10 - Very important	10%	10%	8%	5%	7%	14%	12%	10%
Don't know	2%	2%	3%	3%	1%	-	2%	5%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)								
Base: All SME Decision Makers	91	81	132	75	304	44	66	60
1 - Not at all important	35%	31%	33%	17%	42%	39%	33%	28%
2	3%	9%	10%	12%	8%	14%	6%	8%
3	12%	5%	8%	11%	7%	14%	11%	10%
4	8%	9%	3%	3%	4%	5%	8%	3%
5	9%	11%	11%	11%	13%	5%	12%	13%
6	5%	5%	7%	12%	8%	5%	8%	10%
7	8%	7%	5%	20%	4%	7%	5%	5%
8	2%	9%	11%	4%	5%	7%	9%	5%
9	4%	4%	5%	3%	2%	-	2%	7%
10 - Very important	9%	6%	6%	5%	6%	2%	5%	7%
Don't know	4%	5%	2%	3%	2%	5%	3%	3%

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q7_8. Employing more staff												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	59%	36%	12%	6%	-	5%	43%	*14%*	*15%*	*20%*	*36%*	49%
2	8%	6%	2%	2%	7%	7%	10%	*12%*	*7%*	*9%*	*13%*	1%
3	7%	1%	2%	6%	2%	3%	7%	*5%*	*20%*	*11%*	*9%*	1%
4	2%	4%	12%	8%	11%	7%	7%	*5%*	*9%*	*6%*	*6%*	4%
5	7%	8%	4%	17%	25%	23%	13%	*30%*	*17%*	*23%*	*21%*	3%
6	3%	4%	7%	15%	18%	20%	6%	*9%*	*15%*	*9%*	*4%*	3%
7	3%	5%	18%	13%	15%	12%	5%	*14%*	*7%*	*6%*	*2%*	3%
8	3%	1%	9%	13%	11%	15%	4%	*9%*	*4%*	*9%*	*4%*	-
9	2%	-	11%	8%	3%	-	1%	*2%*	-	*3%*	-	-
10 - Very important	2%	1%	21%	10%	7%	7%	2%	-	*2%*	*6%*	-	1%
Don't know	2%	32%	4%	2%	2%	2%	2%	-	*4%*	-	*4%*	35%
SAS_q7_9. Conducting market research												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	40%	34%	16%	13%	13%	5%	34%	*16%*	*20%*	*23%*	*36%*	29%
2	7%	3%	4%	8%	11%	5%	7%	*7%*	*11%*	*6%*	*9%*	6%
3	6%	3%	11%	12%	10%	2%	9%	*7%*	*15%*	*9%*	*2%*	1%
4	3%	1%	9%	15%	7%	8%	6%	*9%*	*11%*	*6%*	*2%*	1%
5	7%	9%	19%	12%	16%	8%	10%	*14%*	*11%*	*20%*	*11%*	10%
6	10%	10%	14%	10%	16%	18%	10%	*7%*	*7%*	*6%*	*11%*	8%
7	9%	3%	11%	6%	11%	22%	9%	*19%*	*7%*	*9%*	*13%*	7%
8	3%	3%	2%	12%	5%	17%	6%	*16%*	*11%*	*9%*	*6%*	4%
9	5%	3%	7%	6%	2%	8%	2%	-	-	*9%*	*4%*	3%
10 - Very important	3%	3%	7%	-	8%	5%	4%	*5%*	*2%*	*3%*	-	3%
Don't know	6%	30%	2%	8%	-	2%	3%	-	*7%*	*3%*	*6%*	28%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	38%	27%	12%	13%	7%	3%	28%	*14%*	*15%*	*17%*	*26%*	31%
2	6%	3%	9%	6%	3%	8%	8%	-	*4%*	*3%*	*9%*	1%
3	3%	5%	14%	10%	13%	3%	8%	*9%*	*13%*	*11%*	*2%*	1%
4	6%	3%	7%	10%	5%	8%	5%	*14%*	*17%*	*6%*	*6%*	3%
5	8%	4%	9%	12%	13%	13%	12%	*5%*	*11%*	*9%*	*4%*	6%
6	7%	8%	4%	13%	11%	17%	10%	*14%*	*7%*	*6%*	*9%*	7%
7	7%	5%	14%	2%	15%	22%	10%	*12%*	*11%*	*23%*	*13%*	6%
8	13%	8%	11%	6%	16%	10%	7%	*12%*	*9%*	*11%*	*15%*	8%
9	2%	3%	5%	12%	-	5%	3%	*7%*	*4%*	*3%*	*4%*	3%
10 - Very important	7%	5%	14%	13%	15%	7%	7%	*12%*	*7%*	*9%*	*4%*	7%
Don't know	3%	30%	2%	4%	2%	3%	2%	*2%*	*2%*	*3%*	*9%*	28%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all important	48%	29%	33%	21%	21%	17%	43%	*23%*	*24%*	*20%*	*47%*	36%
2	8%	6%	2%	12%	13%	10%	9%	-	*9%*	*6%*	*6%*	1%
3	3%	4%	12%	8%	7%	2%	7%	*16%*	*15%*	*11%*	*6%*	1%
4	3%	3%	11%	10%	8%	2%	5%	-	-	-	*2%*	1%
5	7%	6%	7%	6%	13%	20%	10%	*14%*	*13%*	*20%*	*6%*	10%
6	3%	3%	2%	4%	11%	13%	7%	*9%*	*4%*	*9%*	*4%*	4%
7	5%	4%	11%	10%	3%	17%	5%	*14%*	*7%*	*6%*	*4%*	3%
8	5%	3%	-	12%	7%	12%	5%	*5%*	*13%*	*11%*	*4%*	3%
9	3%	3%	5%	8%	3%	3%	2%	*2%*	*4%*	*9%*	*2%*	4%
10 - Very important	8%	6%	11%	8%	11%	3%	5%	*12%*	*4%*	*9%*	*11%*	4%
Don't know	6%	34%	7%	4%	2%	2%	3%	*5%*	*7%*	-	*6%*	32%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q7_8. Employing more staff										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	13%	17%	26%	22%	38%	*33%*	28%	*58%*	*68%*	38%
2	2%	8%	8%	11%	10%	*5%*	17%	*8%*	*11%*	2%
3	-	2%	5%	6%	7%	*23%*	13%	*4%*	*11%*	4%
4	6%	6%	8%	8%	9%	*13%*	7%	-	*4%*	3%
5	10%	16%	20%	21%	15%	*13%*	15%	*8%*	-	11%
6	16%	10%	11%	10%	7%	-	9%	*15%*	-	3%
7	14%	12%	5%	8%	7%	*8%*	6%	*4%*	-	5%
8	12%	13%	9%	8%	4%	*3%*	-	*4%*	*4%*	1%
9	8%	5%	4%	1%	0%	-	2%	-	-	1%
10 - Very important	18%	9%	4%	3%	2%	*3%*	-	-	-	1%
Don't know	-	1%	1%	4%	2%	-	4%	-	*4%*	30%
SAS_q7_9. Conducting market research										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	10%	16%	21%	20%	32%	*23%*	31%	*46%*	*50%*	30%
2	2%	8%	10%	8%	7%	*3%*	7%	*4%*	*18%*	2%
3	12%	12%	4%	6%	10%	*13%*	9%	*4%*	-	3%
4	5%	9%	8%	7%	8%	*3%*	6%	*4%*	-	1%
5	16%	15%	10%	9%	13%	*13%*	9%	*12%*	-	9%
6	10%	8%	15%	13%	9%	*15%*	13%	*12%*	*7%*	10%
7	19%	10%	12%	16%	8%	*13%*	9%	*8%*	*7%*	5%
8	11%	10%	9%	10%	6%	*13%*	4%	*4%*	-	4%
9	6%	5%	2%	4%	2%	*5%*	4%	*8%*	-	3%
10 - Very important	10%	3%	7%	5%	2%	-	2%	-	*4%*	6%
Don't know	-	2%	4%	2%	2%	-	6%	-	*14%*	27%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	10%	13%	18%	8%	29%	*18%*	19%	*46%*	*64%*	22%
2	6%	9%	7%	7%	8%	*5%*	7%	*4%*	*7%*	-
3	12%	10%	8%	11%	8%	*5%*	11%	*4%*	-	1%
4	5%	5%	4%	10%	7%	*10%*	9%	*12%*	-	5%
5	11%	14%	10%	11%	12%	*10%*	7%	*4%*	*4%*	12%
6	8%	6%	9%	11%	12%	*13%*	7%	*8%*	*4%*	7%
7	17%	12%	15%	14%	9%	*10%*	17%	*4%*	-	5%
8	10%	9%	13%	15%	5%	*13%*	13%	*12%*	*7%*	6%
9	6%	8%	2%	3%	4%	*5%*	2%	-	-	3%
10 - Very important	16%	12%	12%	7%	5%	*10%*	4%	*8%*	*4%*	10%
Don't know	-	2%	2%	3%	1%	-	4%	-	*11%*	28%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all important	29%	22%	36%	28%	42%	*31%*	28%	*46%*	*64%*	31%
2	4%	9%	9%	12%	9%	*3%*	6%	*4%*	*7%*	5%
3	7%	13%	9%	7%	7%	*18%*	9%	*8%*	-	2%
4	6%	12%	2%	5%	3%	*5%*	7%	*4%*	-	2%
5	13%	12%	9%	18%	11%	*10%*	13%	*8%*	-	6%
6	5%	5%	7%	8%	8%	*5%*	13%	*12%*	-	2%
7	8%	6%	7%	8%	6%	*5%*	4%	*4%*	*4%*	4%
8	6%	8%	9%	5%	5%	*5%*	9%	*8%*	-	3%
9	5%	3%	4%	2%	2%	*5%*	4%	-	*4%*	3%
10 - Very important	14%	7%	5%	4%	4%	*10%*	4%	*8%*	*11%*	10%
Don't know	2%	3%	2%	4%	2%	*3%*	4%	-	*11%*	31%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q7_8. Employing more staff										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	3%	-	3%	3%	42%	27%	27%	24%	73%	37%
2	-	-	4%	5%	11%	12%	15%	6%	14%	4%
3	3%	-	6%	3%	7%	12%	15%	24%	-	2%
4	5%	8%	8%	10%	8%	24%	-	-	5%	3%
5	10%	10%	18%	29%	15%	3%	15%	18%	5%	9%
6	8%	10%	18%	16%	7%	6%	8%	18%	-	3%
7	15%	19%	17%	11%	5%	3%	12%	-	-	5%
8	13%	23%	10%	14%	3%	3%	4%	12%	5%	2%
9	5%	10%	6%	3%	1%	3%	-	-	-	1%
10 - Very important	36%	17%	8%	5%	1%	3%	-	-	-	1%
Don't know	3%	2%	1%	-	2%	3%	4%	-	-	32%
SAS_q7_9. Conducting market research										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	13%	6%	12%	13%	33%	15%	35%	18%	50%	27%
2	3%	6%	10%	6%	8%	6%	8%	6%	5%	5%
3	3%	15%	10%	11%	7%	15%	8%	18%	9%	4%
4	10%	6%	6%	6%	8%	3%	-	-	5%	1%
5	18%	15%	10%	12%	11%	12%	8%	18%	-	10%
6	8%	10%	19%	12%	9%	21%	8%	12%	14%	11%
7	13%	10%	9%	22%	10%	9%	8%	18%	9%	6%
8	8%	17%	10%	6%	7%	15%	12%	6%	-	4%
9	8%	4%	6%	7%	2%	3%	8%	-	-	3%
10 - Very important	15%	6%	4%	2%	5%	-	4%	6%	-	2%
Don't know	3%	4%	1%	2%	3%	-	4%	-	9%	27%
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	13%	6%	10%	12%	26%	18%	12%	35%	45%	20%
2	5%	6%	9%	7%	7%	3%	4%	6%	14%	2%
3	15%	15%	8%	8%	8%	9%	8%	6%	5%	2%
4	3%	4%	6%	6%	7%	9%	8%	12%	9%	6%
5	13%	6%	19%	7%	12%	3%	4%	6%	5%	12%
6	3%	10%	5%	13%	11%	12%	15%	-	5%	5%
7	10%	10%	13%	20%	11%	6%	15%	12%	-	6%
8	3%	13%	12%	10%	8%	21%	19%	18%	5%	9%
9	8%	13%	4%	5%	3%	9%	4%	-	-	2%
10 - Very important	26%	15%	12%	9%	7%	9%	8%	6%	5%	6%
Don't know	3%	2%	1%	2%	2%	-	4%	-	9%	29%
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
1 - Not at all important	31%	19%	16%	20%	43%	18%	38%	29%	59%	30%
2	3%	6%	10%	11%	9%	6%	12%	-	5%	5%
3	5%	6%	8%	9%	8%	15%	8%	18%	-	3%
4	10%	4%	10%	5%	4%	9%	-	6%	-	2%
5	10%	8%	17%	16%	11%	6%	8%	12%	-	7%
6	5%	8%	13%	8%	7%	6%	4%	6%	9%	4%
7	8%	10%	4%	12%	5%	9%	4%	12%	-	5%
8	3%	13%	9%	8%	5%	9%	12%	12%	5%	2%
9	3%	10%	3%	4%	3%	3%	-	-	-	4%
10 - Very important	18%	10%	8%	6%	4%	12%	12%	6%	14%	6%
Don't know	5%	4%	3%	-	3%	6%	4%	-	9%	30%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q7_8. Employing more staff											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	40%	21%	16%	14%	*21%*	*23%*	15%	22%	20%	42%	*14%*
2	9%	11%	3%	4%	*10%*	*8%*	7%	9%	8%	8%	*5%*
3	6%	8%	3%	7%	*8%*	-	2%	8%	6%	5%	*5%*
4	7%	7%	12%	14%	*2%*	*8%*	7%	8%	12%	6%	*7%*
5	13%	18%	24%	11%	*15%*	*31%*	13%	18%	22%	12%	*7%*
6	7%	12%	7%	14%	*15%*	*15%*	6%	8%	7%	9%	*5%*
7	5%	9%	10%	11%	*10%*	*15%*	13%	8%	10%	6%	*5%*
8	5%	8%	9%	13%	*6%*	-	4%	9%	9%	4%	*2%*
9	1%	1%	6%	4%	*6%*	-	2%	3%	2%	2%	*2%*
10 - Very important	3%	4%	7%	9%	*4%*	-	2%	6%	2%	3%	*7%*
Don't know	4%	1%	1%	-	*2%*	-	30%	3%	2%	3%	*42%*
SAS_q7_9. Conducting market research											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	34%	19%	10%	16%	*13%*	*15%*	11%	15%	16%	38%	*16%*
2	9%	6%	4%	5%	*6%*	-	2%	7%	4%	9%	-
3	7%	9%	7%	11%	*15%*	*8%*	9%	7%	10%	9%	*2%*
4	6%	8%	9%	7%	*4%*	*15%*	4%	6%	6%	7%	*2%*
5	9%	15%	10%	20%	*10%*	*15%*	13%	13%	10%	11%	*9%*
6	10%	13%	16%	20%	*8%*	*15%*	4%	14%	15%	8%	*2%*
7	9%	9%	19%	7%	*29%*	*23%*	11%	13%	19%	7%	*12%*
8	7%	11%	9%	9%	*4%*	-	2%	10%	11%	4%	*5%*
9	3%	3%	7%	5%	*2%*	-	4%	4%	6%	2%	-
10 - Very important	4%	6%	4%	-	*4%*	*8%*	6%	8%	2%	2%	*5%*
Don't know	4%	2%	1%	-	*4%*	-	35%	3%	2%	3%	*47%*
SAS_q7_10. Conducting advertising & marketing programmes/ campaigns											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	27%	13%	16%	14%	*17%*	*38%*	7%	4%	11%	39%	*9%*
2	7%	8%	1%	5%	*8%*	*23%*	2%	4%	6%	9%	*2%*
3	8%	7%	7%	13%	*15%*	*8%*	4%	5%	6%	11%	*9%*
4	6%	9%	6%	4%	*6%*	*8%*	4%	6%	9%	7%	*5%*
5	11%	11%	12%	13%	*10%*	*15%*	9%	10%	13%	11%	*12%*
6	8%	14%	15%	16%	*8%*	*8%*	-	11%	12%	9%	*2%*
7	10%	10%	15%	16%	*15%*	-	13%	19%	17%	5%	*7%*
8	9%	11%	10%	4%	*10%*	-	13%	16%	12%	4%	*2%*
9	3%	6%	7%	7%	-	-	2%	7%	6%	1%	-
10 - Very important	8%	10%	7%	7%	*8%*	-	11%	17%	6%	3%	*7%*
Don't know	3%	2%	1%	2%	*2%*	-	35%	3%	1%	3%	*44%*
SAS_q7_11. Securing additional business finance/ funding (e.g. via a bank)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all important	42%	31%	21%	25%	*21%*	*46%*	9%	29%	23%	45%	*9%*
2	7%	10%	6%	11%	*17%*	-	4%	8%	7%	9%	-
3	7%	9%	7%	5%	*10%*	*8%*	7%	10%	8%	6%	*5%*
4	4%	3%	13%	7%	*6%*	-	2%	3%	6%	5%	*2%*
5	9%	15%	15%	13%	*13%*	*15%*	11%	12%	14%	9%	*16%*
6	7%	8%	4%	7%	*8%*	-	4%	8%	8%	6%	-
7	6%	6%	10%	7%	*4%*	*23%*	7%	7%	8%	4%	*14%*
8	5%	7%	6%	11%	*8%*	-	7%	5%	14%	5%	-
9	3%	3%	6%	5%	*2%*	-	4%	5%	4%	2%	-
10 - Very important	6%	7%	7%	7%	*8%*	*8%*	7%	8%	6%	5%	*7%*
Don't know	5%	2%	3%	2%	*2%*	-	37%	5%	2%	3%	*47%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)																		
My business understands its target audience																		
Base: All SME Decision Makers who do not use advertising	639	453	186	6	61	105	170	297	104	101	38	127	207	17	34	11	547	92
Strongly agree	40%	39%	43%	33%	31%	29%	39%	46%	38%	39%	37%	43%	42%	24%	44%	36%	40%	40%
Agree	52%	52%	52%	50%	52%	61%	54%	48%	52%	54%	58%	50%	49%	76%	50%	64%	52%	57%
Disagree	4%	4%	3%	17%	11%	4%	4%	1%	5%	5%	-	2%	4%	-	3%	-	4%	3%
Strongly disagree	1%	1%	1%	-	2%	-	-	1%	-	1%	5%	-	0%	-	-	-	1%	-
Don't know	3%	4%	2%	-	3%	7%	2%	3%	6%	1%	-	4%	4%	-	3%	-	4%	-
SAS_q9c. My company does not believe advertising would be beneficial																		
Base: All SME Decision Makers who do not use advertising	639	453	186	6	61	105	170	297	104	101	38	127	207	17	34	11	547	92
Strongly agree	29%	28%	30%	17%	26%	17%	31%	32%	24%	28%	18%	30%	30%	29%	38%	36%	30%	20%
Agree	37%	39%	33%	33%	36%	46%	39%	34%	40%	38%	47%	37%	33%	35%	47%	18%	35%	50%
Disagree	23%	22%	26%	33%	21%	24%	22%	24%	22%	27%	26%	23%	23%	35%	9%	27%	23%	23%
Strongly disagree	5%	5%	5%	17%	8%	4%	4%	5%	5%	2%	5%	5%	6%	-	6%	18%	5%	4%
Don't know	6%	6%	6%	-	8%	10%	4%	5%	9%	6%	3%	6%	7%	-	-	-	6%	3%
SAS_q9d. I will advertise my products/services in the next 12 months																		
Base: All SME Decision Makers who do not use advertising	639	453	186	6	61	105	170	297	104	101	38	127	207	17	34	11	547	92
Strongly agree	5%	4%	7%	-	10%	3%	3%	5%	6%	2%	11%	6%	2%	6%	6%	18%	5%	4%
Agree	24%	26%	19%	17%	38%	25%	22%	22%	31%	27%	26%	24%	20%	24%	18%	18%	22%	34%
Disagree	33%	35%	30%	67%	23%	36%	37%	32%	28%	36%	39%	34%	34%	35%	32%	18%	32%	41%
Strongly disagree	27%	26%	28%	17%	21%	20%	28%	30%	23%	24%	16%	26%	30%	35%	35%	36%	29%	14%
Don't know	11%	9%	17%	-	8%	16%	10%	11%	13%	12%	8%	9%	14%	-	9%	9%	12%	7%
SAS_q9e. Advertising is too expensive for my company																		
Base: All SME Decision Makers who do not use advertising	639	453	186	6	61	105	170	297	104	101	38	127	207	17	34	11	547	92
Strongly agree	25%	22%	32%	33%	26%	14%	25%	28%	26%	30%	24%	18%	27%	35%	18%	27%	28%	7%
Agree	42%	43%	40%	17%	38%	48%	41%	41%	44%	42%	47%	42%	38%	47%	53%	36%	41%	45%
Disagree	22%	24%	17%	17%	26%	25%	21%	20%	21%	22%	18%	25%	19%	18%	29%	27%	19%	39%
Strongly disagree	4%	4%	5%	33%	3%	3%	4%	4%	1%	2%	5%	6%	6%	-	-	-	4%	7%
Don't know	8%	8%	6%	-	7%	10%	8%	7%	8%	5%	5%	9%	11%	-	-	9%	8%	3%
SAS_q9f. My company does not have the time or resources to advertise																		
Base: All SME Decision Makers who do not use advertising	639	453	186	6	61	105	170	297	104	101	38	127	207	17	34	11	547	92
Strongly agree	16%	15%	18%	17%	21%	9%	18%	17%	12%	17%	16%	14%	19%	18%	18%	9%	18%	8%
Agree	33%	32%	36%	33%	26%	43%	33%	31%	39%	34%	32%	35%	30%	24%	29%	27%	34%	27%
Disagree	37%	40%	31%	33%	41%	31%	38%	38%	33%	40%	42%	37%	35%	47%	44%	45%	34%	58%
Strongly disagree	7%	6%	10%	-	5%	7%	6%	8%	9%	5%	5%	7%	8%	6%	3%	9%	8%	4%
Don't know	6%	7%	5%	17%	7%	10%	5%	6%	8%	5%	5%	6%	7%	6%	6%	9%	7%	3%
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services																		
Base: All SME Decision Makers who do not use advertising	639	453	186	6	61	105	170	297	104	101	38	127	207	17	34	11	547	92
Strongly agree	14%	13%	17%	17%	13%	10%	16%	14%	14%	15%	13%	13%	14%	6%	15%	-	14%	12%
Agree	38%	38%	39%	33%	41%	44%	37%	36%	44%	32%	42%	35%	38%	41%	41%	36%	39%	35%
Disagree	21%	21%	19%	17%	30%	24%	18%	19%	14%	32%	21%	20%	17%	29%	24%	27%	20%	27%
Strongly disagree	8%	8%	8%	17%	5%	3%	8%	9%	3%	4%	5%	8%	11%	12%	9%	18%	7%	10%
Don't know	20%	21%	17%	17%	11%	20%	21%	21%	24%	18%	18%	23%	20%	12%	12%	18%	21%	16%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)												
My business understands its target audience												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	44%	38%	30%	46%	*33%*	*27%*	33%	37%	*25%*	*50%*	*38%*	*37%*
Agree	49%	55%	48%	52%	*57%*	*65%*	60%	56%	*67%*	*36%*	*63%*	*59%*
Disagree	4%	5%	10%	-	*10%*	*4%*	4%	-	-	*5%*	-	-
Strongly disagree	-	-	2%	-	-	-	1%	4%	-	-	-	-
Don't know	3%	2%	10%	2%	-	*4%*	2%	4%	*8%*	*9%*	-	*4%*
SAS_q9c. My company does not believe advertising would be beneficial												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	42%	21%	23%	32%	*10%*	*42%*	26%	18%	*25%*	*32%*	*38%*	*37%*
Agree	37%	36%	35%	38%	*33%*	*15%*	49%	28%	*50%*	*27%*	*56%*	*22%*
Disagree	16%	28%	28%	17%	*38%*	*38%*	20%	40%	*17%*	*18%*	*6%*	*19%*
Strongly disagree	1%	5%	-	9%	*10%*	-	2%	9%	*8%*	9%	-	*15%*
Don't know	4%	10%	13%	3%	*10%*	*4%*	2%	5%	-	*14%*	-	*7%*
SAS_q9d. I will advertise my products/services in the next 12 months												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	5%	2%	7%	5%	*5%*	*4%*	2%	9%	-	*14%*	-	*4%*
Agree	20%	16%	28%	18%	*48%*	*27%*	31%	25%	*33%*	*23%*	*19%*	*33%*
Disagree	43%	38%	27%	32%	*33%*	*27%*	39%	35%	*42%*	*27%*	*44%*	*26%*
Strongly disagree	24%	28%	23%	38%	*14%*	*35%*	21%	14%	*17%*	*32%*	*38%*	*26%*
Don't know	8%	17%	15%	6%	-	*8%*	7%	18%	*8%*	*5%*	-	*11%*
SAS_q9e. Advertising is too expensive for my company												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	29%	26%	37%	26%	*24%*	*19%*	24%	14%	*8%*	*32%*	*38%*	*15%*
Agree	38%	53%	32%	40%	*67%*	*42%*	41%	40%	*58%*	*41%*	*38%*	*30%*
Disagree	28%	14%	17%	26%	*10%*	*27%*	22%	23%	*8%*	*14%*	*25%*	*33%*
Strongly disagree	-	3%	5%	3%	-	*4%*	5%	11%	*17%*	-	-	*7%*
Don't know	5%	3%	10%	5%	-	*8%*	8%	12%	*8%*	*14%*	-	*15%*
SAS_q9f. My company does not have the time or resources to advertise												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	18%	19%	28%	12%	*5%*	*8%*	19%	5%	*8%*	*32%*	*25%*	*11%*
Agree	39%	34%	27%	35%	*52%*	*27%*	36%	32%	*58%*	*36%*	*31%*	*19%*
Disagree	33%	40%	27%	37%	*38%*	*50%*	35%	47%	*17%*	*14%*	*44%*	*48%*
Strongly disagree	6%	3%	10%	11%	*5%*	*12%*	2%	9%	*17%*	9%	-	*11%*
Don't know	4%	3%	8%	5%	-	*4%*	7%	7%	-	9%	-	*11%*
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	13%	16%	17%	6%	*14%*	*15%*	15%	14%	*33%*	*23%*	*13%*	*7%*
Agree	37%	24%	35%	38%	*48%*	*27%*	44%	42%	*25%*	*36%*	*38%*	*33%*
Disagree	27%	17%	13%	26%	*29%*	*31%*	20%	21%	*17%*	*18%*	*38%*	*19%*
Strongly disagree	6%	9%	13%	11%	*5%*	*19%*	5%	5%	-	-	-	*7%*
Don't know	18%	34%	22%	18%	*5%*	*8%*	16%	18%	*25%*	*23%*	*13%*	*33%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)														
My business understands its target audience														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	52%	46%	*44%*	41%	36%	42%	*38%*	41%	*36%*	25%	47%	40%	41%	*33%*
Agree	41%	52%	*44%*	51%	58%	58%	*56%*	47%	*48%*	51%	47%	52%	54%	*50%*
Disagree	4%	-	*6%*	4%	4%	-	-	4%	*12%*	14%	3%	4%	2%	-
Strongly disagree	-	-	-	0%	1%	-	*6%*	1%	-	-	-	-	1%	-
Don't know	3%	2%	*6%*	4%	2%	-	-	6%	*4%*	10%	4%	4%	2%	*17%*
SAS_q9c. My company does not believe advertising would be beneficial														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	29%	32%	*17%*	32%	20%	27%	*38%*	30%	*16%*	14%	28%	30%	31%	*33%*
Agree	41%	38%	*22%*	34%	51%	40%	*31%*	29%	*24%*	41%	39%	23%	40%	*17%*
Disagree	20%	17%	*39%*	22%	19%	24%	*25%*	30%	*48%*	29%	24%	34%	19%	-
Strongly disagree	5%	9%	*11%*	4%	6%	4%	*6%*	4%	-	8%	3%	5%	5%	*17%*
Don't know	5%	3%	*11%*	6%	4%	5%	-	7%	*12%*	8%	7%	7%	4%	*33%*
SAS_q9d. I will advertise my products/services in the next 12 months														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	5%	5%	*11%*	5%	3%	4%	*6%*	4%	*4%*	4%	5%	3%	5%	*17%*
Agree	19%	18%	*28%*	25%	23%	27%	*6%*	22%	*36%*	49%	24%	18%	21%	-
Disagree	25%	32%	*17%*	28%	49%	42%	*44%*	23%	*28%*	20%	29%	41%	35%	*17%*
Strongly disagree	33%	38%	*22%*	32%	19%	22%	*25%*	27%	*12%*	14%	30%	32%	27%	*33%*
Don't know	18%	6%	*22%*	10%	7%	5%	*19%*	23%	*20%*	14%	12%	7%	11%	*33%*
SAS_q9e. Advertising is too expensive for my company														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	23%	26%	*44%*	32%	15%	5%	*25%*	22%	*20%*	25%	20%	34%	25%	*33%*
Agree	43%	40%	*28%*	41%	46%	44%	*44%*	38%	*48%*	45%	48%	34%	41%	*17%*
Disagree	21%	26%	*22%*	16%	29%	44%	*19%*	18%	*20%*	20%	14%	21%	25%	*17%*
Strongly disagree	4%	3%	-	4%	4%	4%	-	9%	-	2%	6%	4%	4%	*17%*
Don't know	9%	5%	*6%*	7%	6%	4%	*13%*	13%	*12%*	8%	13%	7%	6%	*17%*
SAS_q9f. My company does not have the time or resources to advertise														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	14%	12%	*28%*	20%	9%	7%	*25%*	15%	*16%*	14%	14%	19%	16%	*33%*
Agree	27%	35%	*22%*	38%	32%	22%	*31%*	29%	*36%*	43%	42%	26%	31%	*17%*
Disagree	41%	37%	*44%*	28%	46%	64%	*31%*	38%	*40%*	29%	29%	41%	40%	*33%*
Strongly disagree	6%	11%	-	8%	6%	5%	-	10%	-	6%	6%	11%	7%	-
Don't know	11%	5%	*6%*	6%	7%	2%	*13%*	9%	*8%*	8%	8%	3%	6%	*17%*
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	13%	6%	*6%*	18%	8%	7%	*13%*	15%	*8%*	12%	14%	15%	14%	*33%*
Agree	45%	38%	*50%*	39%	35%	38%	*63%*	34%	*40%*	41%	40%	37%	37%	*17%*
Disagree	14%	26%	*11%*	20%	25%	25%	*6%*	18%	*12%*	24%	19%	21%	21%	*17%*
Strongly disagree	7%	11%	-	7%	6%	15%	-	10%	*4%*	6%	7%	8%	8%	-
Don't know	21%	18%	*33%*	17%	26%	15%	*19%*	23%	*36%*	18%	19%	19%	19%	*33%*

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	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)							
My business understands its target audience							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	50%	32%	29%	42%	14%	32%	43%
Agree	50%	64%	71%	52%	64%	60%	52%
Disagree	-	4%	-	4%	14%	5%	3%
Strongly disagree	-	-	-	-	-	1%	-
Don't know	-	-	-	2%	7%	2%	3%
SAS_q9c. My company does not believe advertising would be beneficial							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	15%	12%	29%	28%	14%	26%	36%
Agree	40%	40%	57%	44%	64%	52%	36%
Disagree	45%	32%	14%	14%	14%	17%	21%
Strongly disagree	-	8%	-	12%	7%	2%	1%
Don't know	-	8%	-	2%	-	2%	5%
SAS_q9d. I will advertise my products/services in the next 12 months							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	5%	8%	-	2%	-	2%	4%
Agree	30%	52%	14%	28%	36%	25%	18%
Disagree	20%	32%	57%	34%	43%	43%	44%
Strongly disagree	25%	8%	14%	34%	14%	23%	25%
Don't know	20%	-	14%	2%	7%	7%	9%
SAS_q9e. Advertising is too expensive for my company							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	25%	24%	43%	18%	7%	23%	27%
Agree	55%	52%	43%	38%	57%	44%	35%
Disagree	15%	16%	14%	32%	14%	19%	31%
Strongly disagree	-	8%	-	4%	14%	6%	1%
Don't know	5%	-	-	8%	7%	8%	5%
SAS_q9f. My company does not have the time or resources to advertise							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	-	12%	14%	6%	-	18%	16%
Agree	55%	36%	71%	36%	64%	36%	38%
Disagree	25%	44%	14%	44%	21%	37%	34%
Strongly disagree	20%	4%	-	6%	14%	5%	8%
Don't know	-	4%	-	8%	-	5%	5%
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	5%	8%	57%	4%	14%	14%	8%
Agree	40%	48%	-	46%	21%	40%	36%
Disagree	30%	20%	14%	26%	29%	24%	27%
Strongly disagree	10%	8%	-	10%	7%	7%	8%
Don't know	15%	16%	29%	14%	29%	14%	21%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)					
My business understands its target audience					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	43%	*42%*	39%	42%	*47%*
Agree	49%	*58%*	47%	50%	*47%*
Disagree	3%	-	8%	3%	-
Strongly disagree	-	-	-	2%	-
Don't know	5%	-	5%	3%	*6%*
SAS_q9c. My company does not believe advertising would be beneficial					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	35%	*42%*	22%	30%	*28%*
Agree	31%	*50%*	39%	24%	*44%*
Disagree	24%	*8%*	32%	29%	*9%*
Strongly disagree	5%	-	-	9%	-
Don't know	5%	-	7%	9%	*19%*
SAS_q9d. I will advertise my products/services in the next 12 months					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	4%	-	2%	8%	*13%*
Agree	26%	-	24%	20%	*19%*
Disagree	25%	*25%*	36%	28%	*38%*
Strongly disagree	33%	*67%*	25%	29%	*13%*
Don't know	13%	*8%*	14%	15%	*19%*
SAS_q9e. Advertising is too expensive for my company					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	25%	*33%*	36%	24%	*22%*
Agree	39%	*50%*	37%	40%	*56%*
Disagree	25%	*8%*	17%	19%	*13%*
Strongly disagree	4%	*8%*	2%	5%	-
Don't know	7%	-	8%	11%	*9%*
SAS_q9f. My company does not have the time or resources to advertise					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	20%	*33%*	25%	15%	*19%*
Agree	25%	33%	31%	29%	*25%*
Disagree	40%	*25%*	29%	42%	*41%*
Strongly disagree	7%	*8%*	8%	7%	-
Don't know	7%	-	7%	7%	*16%*
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	22%	*8%*	17%	12%	*19%*
Agree	34%	*33%*	37%	40%	*41%*
Disagree	14%	*33%*	19%	17%	*19%*
Strongly disagree	10%	*8%*	5%	7%	-
Don't know	21%	*17%*	22%	23%	*22%*

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)								
My business understands its target audience								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	50%	*54%*	37%	*24%*	41%	*25%*	*41%*	*35%*
Agree	48%	*46%*	59%	*71%*	50%	*69%*	*49%*	*60%*
Disagree	2%	-	1%	*6%*	4%	*6%*	*5%*	*3%*
Strongly disagree	-	-	1%	-	0%	-	-	-
Don't know	-	-	1%	-	4%	-	*5%*	*3%*
SAS_q9c. My company does not believe advertising would be beneficial								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	23%	*24%*	26%	*21%*	33%	*19%*	*29%*	*33%*
Agree	48%	*44%*	38%	*50%*	35%	*44%*	*39%*	*48%*
Disagree	23%	*24%*	22%	*15%*	22%	*38%*	*24%*	*13%*
Strongly disagree	4%	*7%*	7%	*9%*	4%	-	*7%*	-
Don't know	2%	-	6%	*6%*	5%	-	-	*8%*
SAS_q9d. I will advertise my products/services in the next 12 months								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	2%	-	6%	-	5%	*6%*	*5%*	*5%*
Agree	23%	*32%*	23%	*29%*	23%	*38%*	*24%*	*23%*
Disagree	42%	*37%*	33%	*50%*	28%	*31%*	*44%*	*43%*
Strongly disagree	21%	*24%*	27%	*18%*	35%	*19%*	*20%*	*23%*
Don't know	12%	*7%*	10%	*3%*	10%	*6%*	*7%*	*8%*
SAS_q9e. Advertising is too expensive for my company								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	27%	*15%*	21%	*15%*	22%	*38%*	*29%*	*33%*
Agree	35%	*56%*	37%	*47%*	44%	*25%*	*41%*	*38%*
Disagree	35%	*20%*	30%	*32%*	19%	*31%*	*22%*	*25%*
Strongly disagree	4%	*7%*	4%	-	5%	*6%*	*2%*	-
Don't know	-	*2%*	9%	*6%*	10%	-	*5%*	*5%*
SAS_q9f. My company does not have the time or resources to advertise								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	15%	*5%*	16%	*15%*	14%	*31%*	*12%*	*13%*
Agree	33%	*41%*	23%	*24%*	32%	*19%*	*44%*	*40%*
Disagree	38%	*29%*	52%	*47%*	38%	*44%*	*39%*	*38%*
Strongly disagree	13%	*17%*	4%	*12%*	9%	*6%*	*5%*	*3%*
Don't know	-	*7%*	5%	*3%*	7%	-	-	*8%*
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	21%	*15%*	10%	*3%*	13%	*25%*	*15%*	*10%*
Agree	31%	*39%*	36%	*32%*	42%	*38%*	*51%*	*40%*
Disagree	31%	*20%*	22%	*32%*	20%	*25%*	*12%*	*15%*
Strongly disagree	10%	*12%*	7%	*6%*	7%	-	*7%*	*15%*
Don't know	8%	*15%*	25%	*26%*	19%	*13%*	*15%*	*20%*

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			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)												
My business understands its target audience												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	45%	35%	46%	45%	31%	39%	39%	31%	31%	52%	54%	49%
Agree	48%	43%	54%	48%	65%	50%	54%	65%	55%	43%	39%	32%
Disagree	2%	5%	-	3%	4%	11%	2%	4%	3%	5%	7%	5%
Strongly disagree	2%	3%	-	-	-	-	1%	-	3%	-	-	-
Don't know	3%	15%	-	3%	-	-	4%	-	7%	-	-	14%
SAS_q9c. My company does not believe advertising would be beneficial												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	37%	25%	17%	17%	15%	25%	31%	31%	24%	33%	43%	30%
Agree	23%	30%	54%	41%	69%	47%	34%	38%	45%	38%	32%	24%
Disagree	25%	23%	21%	24%	8%	19%	23%	27%	21%	29%	18%	22%
Strongly disagree	8%	-	8%	14%	8%	6%	5%	-	-	-	4%	3%
Don't know	7%	23%	-	3%	-	3%	6%	4%	10%	-	4%	22%
SAS_q9d. I will advertise my products/services in the next 12 months												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	7%	10%	4%	3%	-	6%	4%	4%	3%	-	11%	11%
Agree	20%	13%	25%	34%	35%	31%	22%	23%	21%	19%	29%	16%
Disagree	27%	28%	50%	34%	42%	36%	32%	46%	48%	38%	25%	14%
Strongly disagree	35%	13%	17%	17%	23%	25%	30%	15%	14%	38%	32%	27%
Don't know	12%	38%	4%	10%	-	3%	11%	12%	14%	5%	4%	32%
SAS_q9e. Advertising is too expensive for my company												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	42%	23%	17%	14%	12%	8%	29%	15%	17%	19%	50%	24%
Agree	38%	45%	33%	34%	65%	42%	41%	38%	28%	57%	39%	46%
Disagree	8%	8%	42%	38%	19%	44%	18%	31%	34%	14%	7%	5%
Strongly disagree	7%	3%	4%	10%	4%	-	4%	4%	7%	5%	4%	3%
Don't know	5%	23%	4%	3%	-	6%	7%	12%	14%	5%	-	22%
SAS_q9f. My company does not have the time or resources to advertise												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	27%	25%	13%	7%	15%	3%	17%	12%	14%	14%	25%	27%
Agree	40%	38%	29%	17%	38%	25%	34%	35%	31%	38%	50%	30%
Disagree	25%	13%	38%	62%	38%	58%	36%	35%	45%	38%	21%	11%
Strongly disagree	3%	-	13%	10%	8%	8%	8%	4%	3%	5%	4%	5%
Don't know	5%	25%	8%	3%	-	6%	5%	15%	7%	5%	-	27%
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	22%	15%	21%	17%	4%	14%	12%	19%	3%	24%	32%	16%
Agree	27%	38%	21%	38%	50%	36%	41%	23%	38%	38%	32%	32%
Disagree	25%	10%	42%	24%	31%	33%	17%	38%	24%	24%	21%	11%
Strongly disagree	8%	3%	4%	7%	15%	-	9%	4%	10%	5%	-	5%
Don't know	18%	35%	13%	14%	-	17%	21%	15%	24%	10%	14%	35%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)										
My business understands its target audience										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	44%	56%	42%	27%	39%	42%	42%	41%	30%	45%
Agree	54%	38%	57%	66%	54%	58%	52%	27%	65%	35%
Disagree	-	2%	-	6%	4%	-	6%	14%	-	6%
Strongly disagree	-	2%	1%	-	-	-	-	5%	5%	-
Don't know	2%	2%	-	1%	4%	-	-	14%	-	14%
SAS_q9c. My company does not believe advertising would be beneficial										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	19%	33%	37%	15%	28%	42%	29%	45%	35%	27%
Agree	29%	42%	31%	42%	40%	42%	42%	14%	45%	33%
Disagree	40%	18%	26%	33%	20%	17%	26%	27%	15%	16%
Strongly disagree	10%	2%	2%	7%	6%	-	3%	5%	-	-
Don't know	2%	4%	4%	3%	6%	-	-	9%	5%	24%
SAS_q9d. I will advertise my products/services in the next 12 months										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	4%	9%	4%	1%	5%	-	6%	9%	5%	6%
Agree	40%	13%	26%	34%	21%	33%	26%	27%	10%	14%
Disagree	33%	42%	33%	37%	33%	46%	35%	9%	30%	24%
Strongly disagree	13%	31%	28%	18%	31%	21%	19%	45%	45%	16%
Don't know	10%	4%	9%	9%	10%	-	13%	9%	10%	39%
SAS_q9e. Advertising is too expensive for my company										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	23%	18%	17%	18%	25%	38%	35%	27%	60%	29%
Agree	33%	42%	42%	42%	47%	33%	39%	27%	35%	39%
Disagree	33%	27%	27%	33%	17%	25%	16%	27%	5%	12%
Strongly disagree	4%	7%	4%	6%	4%	4%	6%	5%	-	2%
Don't know	6%	7%	10%	1%	8%	-	3%	14%	-	18%
SAS_q9f. My company does not have the time or resources to advertise										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	10%	13%	15%	6%	17%	21%	19%	27%	35%	20%
Agree	35%	29%	28%	37%	34%	33%	29%	14%	40%	43%
Disagree	44%	38%	48%	37%	38%	38%	48%	27%	20%	10%
Strongly disagree	6%	13%	4%	18%	5%	8%	3%	14%	5%	4%
Don't know	4%	7%	5%	1%	6%	-	-	18%	-	22%
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	13%	24%	17%	3%	13%	13%	6%	18%	30%	16%
Agree	35%	27%	33%	46%	44%	46%	29%	18%	25%	35%
Disagree	19%	16%	23%	25%	18%	17%	39%	23%	25%	16%
Strongly disagree	10%	11%	11%	3%	6%	8%	6%	18%	5%	4%
Don't know	23%	22%	15%	22%	19%	17%	19%	23%	15%	29%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)										
My business understands its target audience										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	41%	42%	45%	30%	40%	43%	60%	36%	44%	42%
Agree	55%	54%	52%	63%	53%	43%	30%	45%	44%	40%
Disagree	5%	4%	-	7%	3%	4%	10%	9%	6%	7%
Strongly disagree	-	-	-	-	1%	4%	-	-	6%	-
Don't know	-	-	2%	-	4%	4%	-	9%	-	11%
SAS_q9c. My company does not believe advertising would be beneficial										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	18%	21%	21%	23%	30%	35%	40%	27%	44%	24%
Agree	41%	42%	62%	44%	34%	35%	40%	27%	33%	33%
Disagree	36%	29%	5%	21%	26%	22%	20%	36%	11%	16%
Strongly disagree	-	8%	7%	12%	4%	-	-	9%	6%	2%
Don't know	5%	-	5%	-	5%	9%	-	-	6%	24%
SAS_q9d. I will advertise my products/services in the next 12 months										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	-	-	5%	4%	5%	4%	-	9%	11%	4%
Agree	32%	42%	21%	33%	22%	30%	20%	27%	28%	16%
Disagree	41%	29%	38%	40%	33%	43%	30%	18%	39%	20%
Strongly disagree	14%	21%	24%	19%	30%	13%	40%	36%	17%	24%
Don't know	14%	8%	12%	4%	10%	9%	10%	9%	6%	36%
SAS_q9e. Advertising is too expensive for my company										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	18%	13%	7%	23%	27%	30%	30%	27%	44%	22%
Agree	36%	42%	50%	32%	43%	35%	50%	27%	44%	42%
Disagree	36%	25%	29%	39%	19%	26%	10%	36%	11%	9%
Strongly disagree	9%	17%	2%	4%	3%	4%	10%	-	-	4%
Don't know	-	4%	12%	4%	7%	4%	-	9%	-	22%
SAS_q9f. My company does not have the time or resources to advertise										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	18%	4%	7%	12%	16%	22%	30%	27%	39%	18%
Agree	27%	25%	29%	33%	34%	22%	50%	18%	44%	36%
Disagree	41%	46%	50%	44%	38%	39%	10%	45%	17%	16%
Strongly disagree	5%	21%	5%	9%	7%	13%	10%	-	-	4%
Don't know	9%	4%	10%	2%	5%	4%	-	9%	-	27%
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	9%	17%	14%	5%	13%	30%	10%	27%	28%	13%
Agree	36%	33%	45%	28%	41%	26%	60%	9%	22%	36%
Disagree	23%	25%	19%	35%	19%	26%	-	27%	33%	13%
Strongly disagree	9%	8%	5%	9%	8%	9%	10%	9%	-	2%
Don't know	23%	17%	17%	23%	19%	9%	20%	27%	17%	36%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q9b. To what extent do you agree or disagree with the following statements? (Please tick one option on each row)											
My business understands its target audience											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	39%	41%	*42%*	*31%*	*60%*	*67%*	*30%*	-	31%	42%	-
Agree	54%	53%	*49%*	*53%*	*40%*	*33%*	*55%*	-	60%	50%	-
Disagree	3%	3%	*9%*	*11%*	-	-	*5%*	-	6%	3%	-
Strongly disagree	1%	1%	-	*3%*	-	-	-	-	1%	1%	-
Don't know	4%	1%	-	*3%*	-	-	*10%*	-	3%	4%	-
SAS_q9c. My company does not believe advertising would be beneficial											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	30%	21%	*28%*	*28%*	*40%*	*33%*	*15%*	-	15%	32%	-
Agree	31%	50%	*51%*	*44%*	*47%*	*42%*	*40%*	-	37%	37%	-
Disagree	27%	19%	*16%*	*19%*	*7%*	*8%*	*15%*	-	33%	21%	-
Strongly disagree	5%	4%	*2%*	*3%*	*7%*	*17%*	*10%*	-	10%	4%	-
Don't know	6%	5%	*2%*	*6%*	-	-	*20%*	-	5%	6%	-
SAS_q9d. I will advertise my products/services in the next 12 months											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	5%	2%	*5%*	-	*7%*	*8%*	*10%*	-	8%	4%	-
Agree	23%	29%	*35%*	*19%*	*23%*	*8%*	*25%*	-	47%	18%	-
Disagree	29%	38%	*42%*	*53%*	*40%*	*42%*	*20%*	-	26%	35%	-
Strongly disagree	30%	22%	*19%*	*17%*	*20%*	*42%*	*15%*	-	9%	31%	-
Don't know	13%	9%	-	*11%*	*10%*	-	*30%*	-	10%	11%	-
SAS_q9e. Advertising is too expensive for my company											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	27%	22%	*21%*	*22%*	*27%*	*17%*	*10%*	-	17%	27%	-
Agree	42%	46%	*44%*	*31%*	*47%*	*17%*	*45%*	-	47%	41%	-
Disagree	20%	19%	*30%*	*33%*	*20%*	*42%*	*10%*	-	26%	21%	-
Strongly disagree	4%	7%	-	*8%*	-	*8%*	-	-	5%	4%	-
Don't know	7%	5%	*5%*	*6%*	*7%*	*17%*	*35%*	-	6%	8%	-
SAS_q9f. My company does not have the time or resources to advertise											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	19%	12%	*16%*	*6%*	*17%*	-	*10%*	-	10%	18%	-
Agree	31%	41%	*37%*	*33%*	*33%*	*17%*	*35%*	-	34%	33%	-
Disagree	38%	33%	*35%*	*42%*	*40%*	*67%*	*25%*	-	45%	35%	-
Strongly disagree	7%	12%	*5%*	*6%*	*3%*	*8%*	-	-	7%	7%	-
Don't know	5%	2%	*7%*	*14%*	*7%*	*8%*	*30%*	-	4%	7%	-
SAS_q9g. My company believes it gets more value from using free advertising/ marketing services											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	13%	18%	*19%*	*8%*	*13%*	-	*10%*	-	15%	14%	-
Agree	39%	43%	*37%*	*25%*	*30%*	*42%*	*40%*	-	48%	36%	-
Disagree	20%	18%	*23%*	*33%*	*17%*	*33%*	*15%*	-	19%	21%	-
Strongly disagree	8%	6%	-	*8%*	*17%*	*8%*	-	-	5%	8%	-
Don't know	20%	15%	*21%*	*25%*	*23%*	*17%*	*35%*	-	13%	22%	-

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q9h. Paid-for advertising is financially risky																		
Base: All SME Decision Makers who do not use advertising	639	453	186	*6*	61	105	170	297	104	101	*38*	127	207	*17*	*34*	*11*	547	92
Strongly agree	21%	22%	17%	*33%*	23%	10%	19%	25%	19%	22%	*26%*	15%	22%	*24%*	*29%*	*27%*	22%	14%
Agree	46%	45%	47%	*50%*	34%	53%	48%	43%	58%	41%	*50%*	46%	43%	*47%*	*38%*	*36%*	45%	49%
Disagree	19%	18%	22%	-	30%	20%	20%	17%	10%	22%	*11%*	24%	19%	*24%*	*29%*	*18%*	18%	24%
Strongly disagree	3%	3%	5%	*17%*	5%	3%	2%	4%	1%	3%	*5%*	6%	4%	-	-	*9%*	4%	2%
Don't know	11%	12%	9%	-	8%	14%	11%	11%	13%	13%	*8%*	9%	13%	*6%*	*3%*	*9%*	11%	11%
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services… Which forms of advertising has your business ever used? (Please tick all that apply)																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Television	5%	6%	3%	-	9%	8%	3%	4%	7%	*4%*	*5%*	11%	1%	-	-	*17%*	4%	8%
Radio (national and local)	9%	10%	7%	-	-	11%	11%	8%	5%	*6%*	*14%*	15%	5%	*20%*	*13%*	*17%*	7%	14%
Cinema	2%	2%	2%	-	*6%*	3%	1%	1%	1%	-	*5%*	3%	1%	-	-	*17%*	2%	2%
National newspapers	9%	9%	11%	-	*21%*	5%	11%	8%	4%	*6%*	*14%*	19%	6%	*20%*	*13%*	-	6%	18%
Local newspapers	32%	29%	39%	*25%*	*30%*	24%	32%	35%	30%	*31%*	*46%*	26%	22%	*80%*	*42%*	*33%*	32%	30%
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	11%	10%	12%	-	9%	12%	10%	10%	11%	*8%*	*22%*	15%	6%	*13%*	*4%*	*17%*	9%	14%
Direct mail/ door drops/ leaflets	38%	36%	41%	*25%*	*39%*	41%	29%	42%	48%	*37%*	*35%*	35%	33%	*40%*	*42%*	*17%*	37%	41%
Magazines	36%	38%	33%	*25%*	*42%*	39%	34%	36%	29%	*43%*	*38%*	35%	42%	*13%*	*38%*	*33%*	31%	53%
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	57%	57%	56%	*75%*	*45%*	53%	58%	59%	48%	*65%*	*57%*	52%	64%	*60%*	*46%*	*50%*	57%	54%
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	27%	26%	30%	-	*24%*	27%	27%	30%	26%	*31%*	*43%*	16%	28%	*40%*	*21%*	*33%*	24%	38%
Other **(See SAS_q10other)**	12%	14%	7%	-	*6%*	7%	10%	18%	15%	*16%*	*3%*	16%	11%	-	*13%*	*17%*	13%	11%
Don't know	2%	3%	-	-	-	5%	3%	1%	1%	-	*3%*	3%	3%	-	*4%*	*17%*	2%	3%
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months… To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)																		
My company's advertising strategy has increased sales																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	9%	9%	8%	*50%*	*9%*	8%	6%	10%	10%	*8%*	*5%*	6%	11%	*13%*	*8%*	-	9%	9%
Agree	53%	52%	58%	-	*58%*	63%	52%	50%	45%	*61%*	*59%*	66%	50%	*47%*	*50%*	*17%*	53%	54%
Disagree	15%	15%	15%	*25%*	*15%*	9%	13%	18%	19%	*12%*	*14%*	10%	15%	*27%*	*13%*	*17%*	14%	16%
Strongly disagree	4%	4%	3%	-	*3%*	3%	2%	6%	3%	-	*8%*	8%	3%	*7%*	*4%*	-	4%	3%
Don't know	19%	20%	16%	*25%*	*15%*	17%	27%	15%	23%	*18%*	*14%*	10%	21%	*7%*	*25%*	*67%*	19%	17%
SAS_q11_2. My company's advertising strategy has increased profits																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	9%	8%	11%	*50%*	*18%*	11%	5%	7%	12%	*2%*	*8%*	5%	11%	*13%*	*8%*	-	9%	8%
Agree	50%	50%	51%	-	*45%*	59%	46%	51%	40%	*61%*	*41%*	68%	48%	*40%*	*50%*	*17%*	49%	53%
Disagree	18%	19%	15%	*25%*	*18%*	8%	21%	21%	21%	*20%*	*30%*	11%	16%	*27%*	*13%*	*17%*	19%	15%
Strongly disagree	5%	5%	4%	-	*3%*	3%	3%	7%	4%	-	*8%*	6%	5%	*7%*	*4%*	-	4%	7%
Don't know	19%	18%	19%	*25%*	*15%*	20%	26%	14%	23%	*16%*	*14%*	10%	20%	*13%*	*25%*	*67%*	19%	17%
SAS_q11_3. My company's advertising strategy represented value-for-money																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	10%	10%	12%	*25%*	*21%*	9%	5%	12%	14%	*6%*	*11%*	10%	8%	*13%*	*21%*	-	12%	5%
Agree	54%	54%	55%	*50%*	*52%*	60%	53%	52%	45%	*57%*	*54%*	55%	62%	*53%*	*42%*	*33%*	53%	55%
Disagree	15%	15%	14%	*25%*	*12%*	8%	17%	18%	19%	*16%*	*19%*	11%	11%	*20%*	*17%*	*17%*	15%	14%
Strongly disagree	5%	5%	5%	-	*9%*	4%	4%	6%	4%	*4%*	*8%*	11%	4%	-	-	-	5%	7%
Don't know	16%	16%	14%	-	*6%*	19%	21%	13%	18%	*16%*	*8%*	13%	15%	*13%*	*21%*	*50%*	15%	18%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q9h. Paid-for advertising is financially risky												
Base: All SME Decision Makers who do not use advertising	79	58	60	65	*21*	*26*	85	57	*12*	*22*	*16*	*27*
Strongly agree	27%	24%	30%	23%	*19%*	*23%*	21%	11%	*8%*	*18%*	*19%*	*19%*
Agree	44%	48%	42%	42%	*62%*	*42%*	46%	40%	*67%*	*50%*	*50%*	*26%*
Disagree	20%	22%	10%	18%	*14%*	*23%*	19%	26%	*8%*	*14%*	*25%*	*30%*
Strongly disagree	1%	-	7%	6%	-	-	2%	9%	-	-	-	*7%*
Don't know	8%	5%	12%	11%	*5%*	*12%*	12%	14%	*17%*	*18%*	*6%*	*19%*
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)												
Base: All SME Decision Makers who DO use advertising	*47*	*27*	*46*	*19*	*27*	*15*	50	*30*	*10*	*16*	*12*	*18*
Television	*2%*	*7%*	*7%*	-	*15%*	-	6%	*7%*	-	-	-	*6%*
Radio (national and local)	*4%*	*4%*	*15%*	*11%*	*30%*	*20%*	4%	*7%*	*10%*	-	*8%*	*22%*
Cinema	-	*7%*	*7%*	-	*4%*	-	-	-	-	-	-	*6%*
National newspapers	*9%*	*7%*	*9%*	*5%*	*22%*	*7%*	4%	*10%*	-	*19%*	-	*17%*
Local newspapers	*17%*	*52%*	*43%*	*42%*	*56%*	*67%*	6%	*20%*	*20%*	*38%*	*50%*	*33%*
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	*4%*	*15%*	*11%*	*5%*	*26%*	*40%*	2%	*13%*	-	*6%*	*17%*	*17%*
Direct mail/ door drops/ leaflets	*26%*	*52%*	*35%*	*53%*	*37%*	*60%*	28%	*27%*	*60%*	*38%*	*33%*	*50%*
Magazines	*47%*	*30%*	*33%*	*26%*	*33%*	*13%*	30%	*47%*	*50%*	*25%*	*33%*	*28%*
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	*57%*	*41%*	*46%*	*47%*	*70%*	*33%*	62%	*83%*	*50%*	*63%*	*25%*	*39%*
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	*28%*	*7%*	*26%*	*47%*	*30%*	*47%*	32%	*23%*	*30%*	*13%*	*17%*	*6%*
Other **(See SAS_q10other)**	*21%*	*7%*	*7%*	*11%*	*7%*	*13%*	18%	*13%*	-	*6%*	-	*17%*
Don't know	*2%*	-	-	*5%*	-	-	4%	-	-	*6%*	*17%*	-
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)												
My company's advertising strategy has increased sales												
Base: All SME Decision Makers who DO use advertising	*47*	*27*	*46*	*19*	*27*	*15*	50	*30*	*10*	*16*	*12*	*18*
Strongly agree	*13%*	*11%*	*4%*	*5%*	*4%*	*13%*	8%	*13%*	*10%*	-	*25%*	*11%*
Agree	*51%*	*52%*	*48%*	*53%*	*89%*	*67%*	52%	*50%*	*50%*	*50%*	*50%*	*44%*
Disagree	*15%*	*7%*	*20%*	*26%*	*4%*	-	8%	*20%*	*40%*	*19%*	*17%*	*28%*
Strongly disagree	*2%*	*4%*	*7%*	*11%*	*4%*	-	-	-	-	*6%*	*8%*	*6%*
Don't know	*19%*	*26%*	*22%*	*5%*	-	*20%*	32%	*17%*	-	*25%*	-	*11%*
SAS_q11_2. My company's advertising strategy has increased profits												
Base: All SME Decision Makers who DO use advertising	*47*	*27*	*46*	*19*	*27*	*15*	50	*30*	*10*	*16*	*12*	*18*
Strongly agree	*11%*	*11%*	*4%*	*5%*	*7%*	*20%*	6%	*10%*	*20%*	-	*17%*	*6%*
Agree	*45%*	*56%*	*46%*	*42%*	*74%*	*60%*	46%	*47%*	*40%*	*56%*	*58%*	*44%*
Disagree	*17%*	*7%*	*15%*	*37%*	*15%*	-	22%	*17%*	*30%*	*25%*	*17%*	*28%*
Strongly disagree	*4%*	*4%*	*11%*	*5%*	*4%*	-	-	*7%*	*10%*	-	*8%*	*6%*
Don't know	*23%*	*22%*	*24%*	*11%*	-	*20%*	26%	*20%*	-	*19%*	-	*17%*
SAS_q11_3. My company's advertising strategy represented value-for-money												
Base: All SME Decision Makers who DO use advertising	*47*	*27*	*46*	*19*	*27*	*15*	50	*30*	*10*	*16*	*12*	*18*
Strongly agree	*11%*	*15%*	*7%*	*16%*	*19%*	*13%*	4%	*10%*	-	*6%*	*25%*	*11%*
Agree	*53%*	*52%*	*57%*	*47%*	*67%*	*47%*	52%	*60%*	*50%*	*50%*	*58%*	*67%*
Disagree	*11%*	*11%*	*13%*	*26%*	*4%*	*20%*	18%	*13%*	*30%*	*13%*	*8%*	*11%*
Strongly disagree	*4%*	*7%*	*7%*	-	*4%*	*7%*	2%	*3%*	*20%*	*13%*	*8%*	-
Don't know	*21%*	*15%*	*17%*	*11%*	*7%*	*13%*	24%	*13%*	-	*19%*	-	*11%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q9h. Paid-for advertising is financially risky														
Base: All SME Decision Makers who do not use advertising	111	65	*18*	314	142	55	*16*	94	*25*	51	109	73	375	*6*
Strongly agree	16%	23%	*17%*	26%	14%	15%	*6%*	19%	*4%*	25%	20%	22%	21%	*33%*
Agree	50%	42%	*50%*	45%	49%	45%	*56%*	40%	*52%*	43%	47%	40%	46%	*33%*
Disagree	18%	18%	*22%*	16%	23%	29%	*19%*	19%	*28%*	22%	11%	23%	20%	-
Strongly disagree	4%	6%	-	4%	3%	2%	-	4%	-	2%	6%	4%	3%	*17%*
Don't know	12%	11%	*11%*	9%	11%	9%	*19%*	17%	*16%*	8%	17%	11%	9%	*17%*
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Television	4%	-	*17%*	2%	3%	15%	*13%*	*2%*	*11%*	*18%*	*2%*	*4%*	4%	-
Radio (national and local)	-	*11%*	*33%*	6%	11%	15%	*7%*	*2%*	*22%*	*9%*	*8%*	*6%*	9%	-
Cinema	-	-	-	2%	2%	6%	-	-	-	*9%*	*2%*	-	2%	-
National newspapers	11%	*5%*	-	7%	10%	15%	*20%*	*4%*	-	*14%*	*14%*	*2%*	10%	-
Local newspapers	24%	*42%*	*50%*	34%	30%	25%	*33%*	*33%*	*33%*	*41%*	*35%*	*29%*	30%	*50%*
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	6%	*5%*	*17%*	10%	11%	9%	*33%*	*4%*	*11%*	*14%*	*12%*	*8%*	10%	*50%*
Direct mail/ door drops/ leaflets	41%	*53%*	*67%*	36%	42%	36%	*33%*	*31%*	*67%*	*41%*	*41%*	*31%*	37%	*50%*
Magazines	50%	*26%*	*50%*	30%	39%	57%	*20%*	*27%*	*22%*	*36%*	*27%*	*23%*	41%	*50%*
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	69%	*47%*	*83%*	58%	54%	62%	*60%*	*51%*	*56%*	*32%*	*69%*	*65%*	55%	*50%*
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	37%	*47%*	-	24%	29%	42%	*27%*	*20%*	*11%*	*23%*	*14%*	*23%*	32%	*50%*
Other **(See SAS_q10other)**	15%	*11%*	*17%*	10%	13%	17%	-	*18%*	-	*14%*	*4%*	*19%*	13%	-
Don't know	4%	*5%*	-	2%	3%	2%	*7%*	*2%*	-	-	*2%*	-	3%	-
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)														
My company's advertising strategy has increased sales														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	7%	*5%*	*50%*	9%	9%	8%	-	*7%*	*22%*	*18%*	*4%*	*6%*	9%	-
Agree	48%	*53%*	*17%*	49%	63%	53%	*40%*	*49%*	*33%*	*59%*	*57%*	*67%*	50%	*100%*
Disagree	13%	*26%*	*17%*	21%	8%	17%	*13%*	*16%*	*33%*	*14%*	*12%*	*17%*	15%	-
Strongly disagree	7%	*11%*	-	5%	2%	4%	*7%*	*7%*	-	-	*8%*	-	5%	-
Don't know	24%	*5%*	*17%*	17%	17%	19%	*40%*	*22%*	*11%*	*9%*	*18%*	*10%*	22%	-
SAS_q11_2. My company's advertising strategy has increased profits														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	9%	*5%*	*33%*	9%	9%	8%	*7%*	*7%*	*33%*	*18%*	*8%*	*8%*	7%	-
Agree	48%	*42%*	*33%*	48%	53%	51%	*40%*	*51%*	*22%*	*50%*	*55%*	*60%*	47%	*100%*
Disagree	19%	*37%*	*17%*	21%	18%	13%	*13%*	*20%*	*22%*	*23%*	*12%*	*15%*	20%	-
Strongly disagree	4%	*5%*	-	6%	3%	8%	-	*2%*	*11%*	-	*4%*	*4%*	5%	-
Don't know	20%	*11%*	*17%*	16%	17%	21%	*40%*	*20%*	*11%*	*9%*	*20%*	*13%*	21%	-
SAS_q11_3. My company's advertising strategy represented value-for-money														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	9%	*16%*	*17%*	14%	10%	6%	-	*7%*	*11%*	*27%*	*10%*	*13%*	8%	-
Agree	46%	*47%*	*67%*	55%	56%	45%	*40%*	*58%*	*67%*	*50%*	*55%*	*48%*	54%	*100%*
Disagree	22%	*26%*	*17%*	18%	11%	17%	*7%*	*20%*	*22%*	*14%*	*12%*	*17%*	15%	-
Strongly disagree	6%	-	-	5%	3%	9%	*13%*	*4%*	-	*5%*	*8%*	*8%*	4%	-
Don't know	17%	*11%*	-	8%	20%	23%	*40%*	*11%*	-	*5%*	*14%*	*15%*	18%	-

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q9h. Paid-for advertising is financially risky							
Base: All SME Decision Makers who do not use advertising	20	25	7	50	14	84	77
Strongly agree	20%	8%	29%	20%	7%	20%	23%
Agree	35%	52%	43%	44%	64%	44%	43%
Disagree	30%	24%	29%	16%	7%	20%	22%
Strongly disagree	5%	4%	-	4%	7%	5%	3%
Don't know	10%	12%	-	16%	14%	11%	9%
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Television	-	5%	-	-	13%	6%	6%
Radio (national and local)	-	15%	-	13%	13%	4%	4%
Cinema	-	-	-	-	-	-	-
National newspapers	22%	10%	-	6%	-	4%	10%
Local newspapers	33%	55%	50%	44%	25%	6%	19%
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	11%	25%	-	-	-	2%	8%
Direct mail/ door drops/ leaflets	56%	20%	75%	56%	38%	31%	31%
Magazines	44%	30%	50%	38%	50%	31%	46%
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	67%	60%	50%	50%	50%	65%	54%
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	22%	15%	25%	38%	13%	35%	27%
Other **(See SAS_q10other)**	11%	5%	25%	6%	-	18%	23%
Don't know	-	-	-	6%	-	4%	2%
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)							
My company's advertising strategy has increased sales							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	11%	-	-	13%	-	8%	10%
Agree	33%	80%	75%	56%	63%	55%	52%
Disagree	11%	10%	25%	31%	38%	6%	13%
Strongly disagree	11%	5%	-	-	-	-	2%
Don't know	33%	5%	-	-	-	31%	23%
SAS_q11_2. My company's advertising strategy has increased profits							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	22%	5%	25%	13%	-	6%	8%
Agree	33%	50%	75%	44%	38%	49%	46%
Disagree	11%	20%	-	38%	50%	20%	15%
Strongly disagree	22%	10%	-	-	13%	-	4%
Don't know	11%	15%	-	6%	-	24%	27%
SAS_q11_3. My company's advertising strategy represented value-for-money							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	11%	10%	25%	25%	13%	4%	8%
Agree	44%	75%	50%	50%	38%	55%	56%
Disagree	33%	-	25%	13%	38%	16%	10%
Strongly disagree	-	5%	-	6%	13%	2%	4%
Don't know	11%	10%	-	6%	-	22%	23%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q9h. Paid-for advertising is financially risky					
Base: All SME Decision Makers who do not use advertising	110	*12*	59	149	*32*
Strongly agree	25%	*17%*	24%	17%	*28%*
Agree	46%	*67%*	49%	42%	*53%*
Disagree	18%	*8%*	12%	23%	*9%*
Strongly disagree	1%	*8%*	3%	5%	-
Don't know	9%	-	12%	13%	*9%*
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Television	-	-	6%	8%	-
Radio (national and local)	*7%*	*11%*	16%	12%	-
Cinema	-	-	8%	3%	-
National newspapers	*9%*	*11%*	14%	12%	-
Local newspapers	*33%*	*56%*	36%	40%	*28%*
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	*14%*	*11%*	8%	15%	*17%*
Direct mail/ door drops/ leaflets	*42%*	*33%*	36%	45%	*22%*
Magazines	*28%*	*44%*	34%	37%	*39%*
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	*53%*	*11%*	46%	68%	*44%*
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	*40%*	*11%*	20%	25%	*39%*
Other **(See SAS_q10other)**	*14%*	-	4%	13%	*6%*
Don't know	-	*11%*	2%	2%	*6%*
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)					
My company's advertising strategy has increased sales					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	*2%*	*11%*	12%	11%	*17%*
Agree	*58%*	*44%*	44%	52%	*50%*
Disagree	*16%*	*33%*	18%	13%	*11%*
Strongly disagree	*5%*	*11%*	6%	6%	-
Don't know	*19%*	-	20%	18%	*22%*
SAS_q11_2. My company's advertising strategy has increased profits					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	*7%*	*11%*	10%	9%	*11%*
Agree	*51%*	*44%*	46%	59%	*39%*
Disagree	*19%*	*33%*	14%	13%	*28%*
Strongly disagree	*2%*	*11%*	8%	4%	-
Don't know	*21%*	-	22%	15%	*22%*
SAS_q11_3. My company's advertising strategy represented value-for-money					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	*7%*	*22%*	14%	10%	*11%*
Agree	*53%*	*44%*	54%	53%	*50%*
Disagree	*21%*	*22%*	12%	14%	*22%*
Strongly disagree	*7%*	*11%*	6%	6%	-
Don't know	*12%*	-	14%	17%	*17%*

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q9h. Paid-for advertising is financially risky								
Base: All SME Decision Makers who do not use advertising	52	*41*	81	*34*	209	*16*	*41*	*40*
Strongly agree	29%	*22%*	15%	*21%*	22%	*19%*	*17%*	*23%*
Agree	38%	*46%*	44%	*50%*	47%	*50%*	*49%*	*50%*
Disagree	25%	*20%*	25%	*18%*	16%	*25%*	*22%*	*18%*
Strongly disagree	6%	*2%*	2%	-	5%	-	*2%*	-
Don't know	2%	*10%*	14%	*12%*	11%	*6%*	*10%*	*10%*
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)								
Base: All SME Decision Makers who DO use advertising	*37*	*38*	*49*	*38*	86	*27*	*24*	*20*
Television	*8%*	*8%*	*6%*	*3%*	5%	*4%*	*4%*	-
Radio (national and local)	*5%*	-	*16%*	*8%*	12%	*19%*	*8%*	*5%*
Cinema	*3%*	*3%*	-	*5%*	1%	-	*8%*	-
National newspapers	*3%*	*11%*	*6%*	*18%*	10%	*15%*	*17%*	*5%*
Local newspapers	*22%*	*24%*	*27%*	*42%*	36%	*41%*	*29%*	*35%*
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	*11%*	*3%*	*6%*	*16%*	9%	*15%*	*13%*	*10%*
Direct mail/ door drops/ leaflets	*27%*	*42%*	*33%*	*37%*	34%	*41%*	*50%*	*50%*
Magazines	*38%*	*37%*	*43%*	*50%*	30%	*37%*	*54%*	*35%*
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	*65%*	*61%*	*61%*	*37%*	59%	*52%*	*42%*	*80%*
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	*43%*	*34%*	*20%*	*24%*	29%	*30%*	*29%*	*35%*
Other **(See SAS_q10other)**	*14%*	*13%*	*14%*	*5%*	16%	*7%*	*17%*	*10%*
Don't know	*5%*	*3%*	*2%*	-	1%	-	-	-
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)								
My company's advertising strategy has increased sales								
Base: All SME Decision Makers who DO use advertising	*37*	*38*	*49*	*38*	86	*27*	*24*	*20*
Strongly agree	*14%*	*11%*	*10%*	-	8%	*4%*	*17%*	*15%*
Agree	*49%*	*63%*	*53%*	*71%*	55%	*56%*	*50%*	*40%*
Disagree	*5%*	*11%*	*12%*	*21%*	17%	*15%*	*21%*	*10%*
Strongly disagree	*5%*	-	*2%*	-	5%	*7%*	*4%*	-
Don't know	*27%*	*16%*	*22%*	*8%*	15%	*19%*	*8%*	*35%*
SAS_q11_2. My company's advertising strategy has increased profits								
Base: All SME Decision Makers who DO use advertising	*37*	*38*	*49*	*38*	86	*27*	*24*	*20*
Strongly agree	*11%*	*11%*	*14%*	*3%*	6%	*7%*	*8%*	*10%*
Agree	*51%*	*61%*	*49%*	*71%*	52%	*37%*	*50%*	*35%*
Disagree	*3%*	*16%*	*14%*	*18%*	27%	*22%*	*25%*	*20%*
Strongly disagree	*5%*	*3%*	*2%*	-	3%	*11%*	*8%*	-
Don't know	*30%*	*11%*	*20%*	*8%*	12%	*22%*	*8%*	*35%*
SAS_q11_3. My company's advertising strategy represented value-for-money								
Base: All SME Decision Makers who DO use advertising	*37*	*38*	*49*	*38*	86	*27*	*24*	*20*
Strongly agree	*8%*	*13%*	*14%*	*11%*	8%	*7%*	*13%*	*15%*
Agree	*46%*	*55%*	*57%*	*66%*	59%	*44%*	*71%*	*30%*
Disagree	*5%*	*18%*	*4%*	*13%*	17%	*22%*	*8%*	*25%*
Strongly disagree	*11%*	*3%*	*8%*	*3%*	6%	*4%*	*4%*	*5%*
Don't know	*30%*	*11%*	*16%*	*8%*	9%	*22%*	*4%*	*25%*

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q9h. Paid-for advertising is financially risky												
Base: All SME Decision Makers who do not use advertising	60	40	24	29	26	36	358	26	29	21	28	37
Strongly agree	28%	20%	33%	17%	15%	8%	23%	15%	10%	10%	43%	22%
Agree	42%	38%	29%	38%	54%	64%	46%	38%	31%	62%	43%	35%
Disagree	18%	10%	25%	24%	23%	19%	17%	31%	41%	14%	7%	11%
Strongly disagree	7%	3%	4%	7%	4%	-	4%	-	7%	5%	-	5%
Don't know	5%	30%	8%	14%	4%	8%	10%	15%	10%	10%	7%	27%
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Television	4%	-	16%	9%	6%	4%	2%	6%	-	14%	-	-
Radio (national and local)	-	-	6%	-	3%	13%	12%	19%	13%	-	-	-
Cinema	-	-	3%	5%	3%	4%	1%	6%	-	-	-	-
National newspapers	4%	6%	3%	9%	13%	8%	11%	25%	7%	-	5%	5%
Local newspapers	20%	39%	26%	14%	19%	38%	36%	44%	20%	14%	32%	45%
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	16%	17%	13%	9%	6%	8%	11%	6%	13%	21%	11%	10%
Direct mail/ door drops/ leaflets	44%	28%	23%	36%	38%	46%	36%	56%	47%	29%	47%	35%
Magazines	16%	28%	39%	41%	47%	38%	37%	38%	40%	43%	11%	30%
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	64%	39%	65%	50%	63%	46%	57%	50%	53%	64%	58%	50%
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	20%	6%	35%	36%	28%	21%	26%	44%	33%	50%	16%	10%
Other **(See SAS_q10other)**	8%	17%	10%	9%	19%	13%	15%	6%	13%	-	11%	5%
Don't know	8%	11%	3%	5%	6%	-	1%	-	-	-	11%	10%
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)												
My company's advertising strategy has increased sales												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	8%	-	19%	18%	6%	4%	8%	13%	7%	7%	-	-
Agree	28%	61%	42%	50%	44%	67%	56%	63%	67%	57%	47%	50%
Disagree	20%	6%	10%	9%	16%	13%	14%	19%	20%	7%	26%	15%
Strongly disagree	20%	-	10%	-	-	-	6%	-	-	-	11%	-
Don't know	24%	33%	19%	23%	34%	17%	16%	6%	7%	29%	16%	35%
SAS_q11_2. My company's advertising strategy has increased profits												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	8%	-	19%	14%	6%	8%	7%	13%	-	7%	5%	-
Agree	28%	50%	48%	50%	41%	67%	52%	63%	47%	43%	37%	50%
Disagree	20%	6%	6%	9%	25%	17%	18%	13%	40%	14%	26%	25%
Strongly disagree	16%	-	6%	5%	-	-	6%	-	7%	-	11%	-
Don't know	28%	44%	19%	23%	28%	8%	17%	13%	7%	36%	21%	25%
SAS_q11_3. My company's advertising strategy represented value-for-money												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	12%	-	13%	14%	6%	17%	11%	6%	7%	7%	11%	-
Agree	24%	61%	42%	45%	47%	63%	57%	56%	67%	57%	26%	65%
Disagree	36%	6%	13%	5%	19%	4%	16%	6%	20%	-	42%	15%
Strongly disagree	4%	-	13%	5%	6%	8%	4%	6%	-	7%	5%	-
Don't know	24%	33%	19%	32%	22%	8%	12%	25%	7%	29%	16%	20%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q9h. Paid-for advertising is financially risky										
Base: All SME Decision Makers who do not use advertising	48	45	81	67	252	24	31	22	20	49
Strongly agree	19%	24%	20%	4%	21%	25%	19%	36%	45%	27%
Agree	44%	47%	41%	52%	49%	58%	52%	32%	30%	31%
Disagree	21%	18%	25%	28%	16%	17%	26%	14%	15%	16%
Strongly disagree	8%	2%	2%	4%	4%	-	-	5%	5%	-
Don't know	8%	9%	12%	10%	11%	-	3%	14%	5%	27%
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Television	6%	10%	4%	4%	3%	-	5%	25%	-	8%
Radio (national and local)	3%	8%	10%	9%	10%	13%	10%	25%	-	8%
Cinema	-	-	3%	2%	2%	-	10%	-	-	-
National newspapers	6%	10%	3%	18%	7%	33%	14%	-	-	16%
Local newspapers	15%	28%	25%	36%	34%	60%	38%	-	17%	48%
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	6%	5%	6%	16%	13%	-	19%	-	17%	20%
Direct mail/ door drops/ leaflets	30%	48%	30%	33%	34%	67%	67%	25%	67%	32%
Magazines	27%	38%	38%	47%	36%	40%	43%	25%	17%	24%
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	64%	73%	56%	51%	53%	40%	62%	50%	83%	48%
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	24%	40%	28%	29%	26%	33%	10%	50%	33%	20%
Other **(See SAS_q10other)**	18%	15%	15%	9%	11%	13%	5%	25%	-	12%
Don't know	3%	3%	3%	-	2%	-	5%	-	-	8%
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)										
My company's advertising strategy has increased sales										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	15%	18%	10%	2%	6%	7%	10%	-	33%	4%
Agree	45%	53%	53%	58%	60%	40%	43%	50%	-	60%
Disagree	6%	8%	16%	22%	15%	33%	24%	-	17%	4%
Strongly disagree	9%	3%	1%	-	5%	-	5%	25%	33%	4%
Don't know	24%	20%	19%	18%	15%	20%	19%	25%	17%	28%
SAS_q11_2. My company's advertising strategy has increased profits										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	21%	13%	11%	2%	5%	-	14%	-	17%	4%
Agree	39%	50%	47%	58%	58%	40%	33%	50%	-	56%
Disagree	3%	18%	16%	24%	20%	33%	33%	25%	17%	4%
Strongly disagree	6%	5%	4%	2%	4%	-	5%	-	50%	4%
Don't know	30%	15%	22%	13%	13%	27%	14%	25%	17%	32%
SAS_q11_3. My company's advertising strategy represented value-for-money										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	15%	8%	13%	4%	11%	7%	14%	25%	17%	4%
Agree	45%	50%	51%	60%	61%	60%	43%	25%	17%	60%
Disagree	6%	20%	14%	16%	15%	27%	24%	25%	33%	4%
Strongly disagree	9%	8%	4%	4%	3%	-	14%	-	17%	4%
Don't know	24%	15%	19%	16%	11%	7%	5%	25%	17%	28%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q9h. Paid-for advertising is financially risky										
Base: All SME Decision Makers who do not use advertising	22	24	42	57	387	23	10	11	18	45
Strongly agree	27%	8%	17%	19%	20%	26%	20%	27%	56%	22%
Agree	45%	42%	50%	49%	47%	39%	70%	27%	22%	36%
Disagree	23%	25%	21%	25%	18%	22%	10%	27%	17%	13%
Strongly disagree	-	8%	2%	2%	4%	9%	-	-	-	-
Don't know	5%	17%	10%	5%	11%	4%	-	18%	6%	29%
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services... Which forms of advertising has your business ever used? (Please tick all that apply)										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Television	6%	5%	15%	5%	2%	10%	7%	17%	-	11%
Radio (national and local)	6%	-	9%	8%	11%	20%	14%	17%	-	-
Cinema	-	-	6%	-	2%	10%	-	-	-	-
National newspapers	6%	9%	3%	8%	11%	30%	21%	-	-	4%
Local newspapers	19%	18%	18%	30%	36%	30%	43%	17%	33%	36%
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	6%	5%	9%	13%	12%	10%	14%	17%	-	7%
Direct mail/ door drops/ leaflets	31%	41%	18%	40%	40%	50%	57%	67%	33%	25%
Magazines	38%	41%	47%	50%	32%	50%	36%	17%	-	32%
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	56%	68%	50%	48%	57%	60%	64%	83%	100%	50%
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	31%	41%	29%	28%	28%	40%	21%	17%	33%	11%
Other **(See SAS_q10other)**	13%	5%	21%	10%	14%	10%	-	17%	-	7%
Don't know	6%	-	9%	-	1%	-	7%	-	-	7%
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months... To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)										
My company's advertising strategy has increased sales										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	31%	9%	9%	5%	8%	10%	14%	-	67%	4%
Agree	31%	59%	47%	63%	57%	30%	43%	50%	-	50%
Disagree	-	9%	12%	8%	16%	50%	29%	17%	33%	14%
Strongly disagree	13%	5%	-	3%	4%	-	7%	17%	-	4%
Don't know	25%	18%	32%	23%	16%	10%	7%	17%	-	29%
SAS_q11_2. My company's advertising strategy has increased profits										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	31%	18%	6%	8%	7%	10%	7%	-	33%	4%
Agree	31%	50%	44%	70%	51%	30%	50%	33%	-	50%
Disagree	-	5%	24%	3%	21%	50%	29%	33%	33%	14%
Strongly disagree	13%	9%	3%	3%	4%	-	7%	17%	33%	4%
Don't know	25%	18%	24%	18%	18%	10%	7%	17%	-	29%
SAS_q11_3. My company's advertising strategy represented value-for-money										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	19%	14%	9%	8%	11%	-	14%	-	33%	4%
Agree	44%	45%	47%	65%	56%	60%	50%	33%	-	57%
Disagree	-	14%	12%	10%	16%	30%	14%	50%	33%	14%
Strongly disagree	19%	9%	6%	3%	3%	-	21%	-	33%	4%
Don't know	19%	18%	26%	15%	14%	10%	-	17%	-	21%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q9h. Paid-for advertising is financially risky											
Base: All SME Decision Makers who do not use advertising	404	94	*43*	*36*	*30*	*12*	*20*	-	124	515	-
Strongly agree	21%	20%	*28%*	*17%*	*23%*	*17%*	*5%*	-	16%	22%	-
Agree	46%	47%	*40%*	*50%*	*53%*	*33%*	*35%*	-	48%	45%	-
Disagree	19%	20%	*23%*	*14%*	*13%*	*33%*	*20%*	-	24%	18%	-
Strongly disagree	3%	6%	*2%*	*3%*	-	*8%*	*5%*	-	3%	4%	-
Don't know	11%	6%	*7%*	*17%*	*10%*	*8%*	*35%*	-	9%	11%	-
SAS_q10. You previously stated your business does use paid-for advertising and/ or marketing services… Which forms of advertising has your business ever used? (Please tick all that apply)											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Television	4%	5%	*10%*	*11%*	*6%*	-	-	5%	-	-	-
Radio (national and local)	12%	6%	-	*11%*	-	-	-	9%	-	-	-
Cinema	1%	2%	-	*11%*	-	-	-	2%	-	-	-
National newspapers	8%	12%	*24%*	*11%*	*12%*	-	-	9%	-	-	-
Local newspapers	45%	11%	*24%*	*16%*	*6%*	-	*19%*	32%	-	-	-
Outdoor (e.g. posters or billboards at bus shelters, train stations etc.)	13%	5%	*10%*	*16%*	*6%*	-	*6%*	11%	-	-	-
Direct mail/ door drops/ leaflets	39%	36%	*43%*	*47%*	*24%*	-	*25%*	38%	-	-	-
Magazines	33%	39%	*33%*	*63%*	*35%*	-	*44%*	36%	-	-	-
Online excluding your own website (e.g. banner displays, pre-roll video, search advertising such as AdWords etc.)	54%	65%	*43%*	*53%*	*88%*	-	*44%*	57%	-	-	-
Sponsorship (e.g. of a local or national event, sportsperson/ celebrity etc.)	26%	32%	*19%*	*37%*	*24%*	-	*25%*	27%	-	-	-
Other **(See SAS_q10other)**	10%	14%	*14%*	*16%*	*24%*	*100%*	*6%*	12%	-	-	-
Don't know	2%	-	*10%*	*5%*	-	-	*13%*	2%	-	-	-
SAS_q11_1. Thinking about your company's advertising strategy over the past 12 months… To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)											
My company's advertising strategy has increased sales											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	8%	13%	*14%*	*5%*	*6%*	-	-	9%	-	-	-
Agree	57%	50%	*48%*	*68%*	*35%*	-	*31%*	53%	-	-	-
Disagree	16%	14%	*10%*	*16%*	*12%*	-	*13%*	15%	-	-	-
Strongly disagree	4%	2%	-	-	*12%*	*100%*	*6%*	4%	-	-	-
Don't know	15%	20%	*29%*	*11%*	*35%*	-	*50%*	19%	-	-	-
SAS_q11_2. My company's advertising strategy has increased profits											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	8%	12%	*10%*	*11%*	*12%*	-	-	9%	-	-	-
Agree	55%	43%	*38%*	*58%*	*35%*	*100%*	*31%*	50%	-	-	-
Disagree	19%	18%	*19%*	*21%*	*12%*	-	*13%*	18%	-	-	-
Strongly disagree	4%	5%	*5%*	-	*12%*	-	*6%*	5%	-	-	-
Don't know	14%	23%	*29%*	*11%*	*29%*	-	*50%*	19%	-	-	-
SAS_q11_3. My company's advertising strategy represented value-for-money											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	9%	11%	*19%*	*16%*	*6%*	-	*6%*	10%	-	-	-
Agree	62%	46%	*38%*	*58%*	*41%*	-	*25%*	54%	-	-	-
Disagree	16%	15%	*10%*	*5%*	*18%*	-	*13%*	15%	-	-	-
Strongly disagree	3%	7%	*5%*	*11%*	*12%*	*100%*	*6%*	5%	-	-	-
Don't know	10%	20%	*29%*	*11%*	*24%*	-	*50%*	16%	-	-	-

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	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q11_4. We monitor the return on investment we make through advertising																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	13%	13%	15%	*50%*	*15%*	16%	11%	12%	16%	*16%*	*5%*	6%	13%	*27%*	*25%*	-	13%	16%
Agree	54%	54%	57%	-	*67%*	64%	48%	53%	49%	*53%*	*70%*	60%	52%	*60%*	*46%*	*33%*	56%	51%
Disagree	17%	15%	20%	*50%*	*9%*	5%	21%	20%	18%	*14%*	*3%*	24%	19%	*13%*	*13%*	*17%*	18%	13%
Strongly disagree	6%	7%	3%	-	*3%*	4%	8%	7%	5%	*8%*	*14%*	5%	7%	-	-	-	6%	5%
Don't know	9%	11%	5%	-	*6%*	11%	12%	7%	11%	*8%*	*8%*	5%	9%	-	*17%*	*50%*	8%	14%
SAS_q11_5. My company's advertising strategy was easy to devise																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	8%	8%	10%	*50%*	*9%*	8%	7%	8%	10%	*12%*	*3%*	6%	8%	*13%*	*13%*	-	10%	4%
Agree	59%	57%	64%	*50%*	*70%*	55%	57%	60%	52%	*63%*	*54%*	66%	62%	*60%*	*50%*	*33%*	62%	49%
Disagree	18%	19%	15%	-	*6%*	19%	20%	20%	21%	*10%*	*22%*	19%	19%	*7%*	*25%*	*17%*	16%	26%
Strongly disagree	4%	4%	3%	-	*3%*	4%	3%	5%	3%	*6%*	*8%*	3%	2%	*20%*	-	-	3%	7%
Don't know	11%	11%	8%	-	*12%*	15%	13%	6%	15%	*8%*	*14%*	5%	10%	-	*13%*	*50%*	9%	14%
SAS_q11_6. My company's advertising strategy helped me to better understand my business																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	5%	5%	4%	*50%*	*6%*	5%	2%	5%	11%	*6%*	*3%*	2%	3%	*7%*	-	-	4%	5%
Agree	34%	31%	40%	*25%*	*39%*	41%	37%	27%	23%	*39%*	*30%*	40%	36%	*40%*	*38%*	-	32%	39%
Disagree	36%	37%	34%	-	*36%*	29%	38%	39%	40%	*31%*	*38%*	32%	37%	*47%*	*33%*	*33%*	37%	33%
Strongly disagree	12%	14%	8%	-	*12%*	4%	10%	18%	10%	*10%*	*16%*	15%	14%	-	*13%*	-	13%	11%
Don't know	13%	14%	13%	*25%*	*6%*	20%	13%	12%	16%	*14%*	*14%*	11%	10%	*7%*	*17%*	*67%*	14%	12%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success																		
Base: All SME Decision Makers who DO use advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
Strongly agree	8%	7%	10%	*25%*	*18%*	8%	5%	8%	11%	*4%*	*3%*	6%	10%	*20%*	*8%*	-	9%	7%
Agree	56%	56%	55%	*25%*	*42%*	61%	53%	58%	44%	*67%*	*59%*	65%	55%	*53%*	*54%*	-	56%	55%
Disagree	17%	18%	12%	*25%*	*21%*	9%	20%	17%	19%	*16%*	*22%*	10%	19%	-	*17%*	*33%*	17%	16%
Strongly disagree	5%	5%	4%	-	*9%*	5%	2%	6%	5%	*2%*	*8%*	8%	3%	*13%*	-	-	5%	5%
Don't know	15%	13%	19%	*25%*	*9%*	16%	20%	12%	21%	*10%*	*8%*	11%	13%	*13%*	*21%*	*67%*	14%	16%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?																		
Base: All SME Decision Makers who use paid for advertising	371	272	99	*4*	*33*	75	105	154	73	*49*	*37*	62	105	*15*	*24*	*6*	279	92
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	22%	20%	28%	-	*24%*	19%	22%	24%	25%	*20%*	*24%*	23%	21%	*27%*	*21%*	-	23%	21%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	20%	20%	22%	*25%*	*18%*	19%	25%	19%	18%	*24%*	*8%*	16%	25%	*13%*	*42%*	-	21%	18%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	12%	11%	14%	-	*6%*	16%	10%	14%	10%	*6%*	*22%*	16%	9%	*27%*	*13%*	*17%*	11%	14%
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	12%	13%	9%	-	*21%*	11%	11%	11%	11%	*8%*	*8%*	16%	11%	*20%*	*13%*	*17%*	13%	8%
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	16%	18%	10%	*75%*	*12%*	17%	12%	16%	19%	*22%*	*19%*	16%	14%	*7%*	-	-	13%	23%
None of these	18%	18%	16%	-	*18%*	19%	20%	16%	18%	*18%*	*19%*	13%	20%	*7%*	*13%*	*67%*	18%	16%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q11_4. We monitor the return on investment we make through advertising												
Base: All SME Decision Makers who DO use advertising	47	27	46	19	27	15	50	30	10	16	12	18
Strongly agree	13%	22%	7%	16%	11%	27%	16%	17%	30%	6%	33%	6%
Agree	49%	52%	52%	68%	78%	73%	38%	57%	40%	56%	33%	67%
Disagree	17%	11%	17%	16%	11%	-	18%	27%	10%	13%	25%	17%
Strongly disagree	11%	4%	15%	-	-	-	8%	-	10%	6%	8%	6%
Don't know	11%	11%	9%	-	-	-	20%	-	10%	19%	-	6%
SAS_q11_5. My company's advertising strategy was easy to devise												
Base: All SME Decision Makers who DO use advertising	47	27	46	19	27	15	50	30	10	16	12	18
Strongly agree	6%	15%	7%	5%	4%	13%	4%	10%	10%	-	42%	11%
Agree	60%	63%	67%	79%	63%	40%	44%	60%	70%	63%	42%	61%
Disagree	19%	7%	15%	11%	22%	20%	24%	30%	10%	13%	8%	22%
Strongly disagree	4%	-	2%	-	11%	7%	4%	-	-	6%	8%	-
Don't know	11%	15%	9%	5%	-	20%	24%	-	10%	19%	-	6%
SAS_q11_6. My company's advertising strategy helped me to better understand my business												
Base: All SME Decision Makers who DO use advertising	47	27	46	19	27	15	50	30	10	16	12	18
Strongly agree	2%	15%	-	-	11%	7%	8%	3%	10%	-	8%	-
Agree	34%	19%	30%	42%	48%	47%	26%	40%	30%	50%	50%	28%
Disagree	38%	30%	28%	42%	33%	27%	48%	40%	40%	19%	33%	39%
Strongly disagree	6%	19%	24%	11%	4%	7%	6%	10%	20%	6%	8%	22%
Don't know	19%	19%	17%	5%	4%	13%	12%	7%	-	25%	-	11%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success												
Base: All SME Decision Makers who DO use advertising	47	27	46	19	27	15	50	30	10	16	12	18
Strongly agree	13%	15%	4%	5%	7%	13%	6%	7%	10%	6%	17%	6%
Agree	49%	44%	48%	53%	85%	67%	52%	63%	60%	56%	58%	72%
Disagree	13%	11%	20%	26%	-	-	28%	17%	20%	19%	17%	11%
Strongly disagree	4%	11%	4%	11%	4%	-	-	3%	10%	-	8%	6%
Don't know	21%	19%	24%	5%	4%	20%	14%	10%	-	19%	-	6%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?												
Base: All SME Decision Makers who use paid for advertising	47	27	46	19	27	15	50	30	10	16	12	18
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	26%	26%	24%	11%	22%	40%	14%	10%	60%	19%	25%	33%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	19%	11%	30%	21%	11%	-	30%	27%	10%	6%	17%	39%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	4%	11%	7%	26%	30%	13%	8%	17%	-	6%	17%	6%
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	15%	11%	22%	16%	15%	7%	6%	13%	10%	13%	-	-
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	13%	15%	7%	-	15%	20%	24%	17%	10%	25%	25%	17%
None of these	23%	26%	11%	26%	7%	20%	18%	17%	10%	31%	17%	6%

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q11_4. We monitor the return on investment we make through advertising														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	6%	*16%*	*17%*	13%	13%	15%	*7%*	*16%*	*22%*	*32%*	*14%*	*15%*	11%	-
Agree	57%	*68%*	*50%*	56%	55%	43%	*60%*	*60%*	*44%*	*55%*	*65%*	*50%*	53%	*100%*
Disagree	20%	*16%*	*33%*	22%	12%	19%	*7%*	*16%*	*22%*	*14%*	*12%*	*21%*	17%	-
Strongly disagree	4%	-	-	7%	6%	8%	*7%*	*2%*	-	-	*4%*	*6%*	7%	-
Don't know	13%	-	-	2%	13%	15%	*20%*	*7%*	*11%*	-	*4%*	*8%*	11%	-
SAS_q11_5. My company's advertising strategy was easy to devise														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	7%	*5%*	*33%*	10%	9%	2%	-	*7%*	*22%*	*23%*	*6%*	*10%*	7%	-
Agree	57%	*79%*	*50%*	66%	54%	55%	*33%*	*67%*	*56%*	*45%*	*67%*	*63%*	57%	*100%*
Disagree	19%	*11%*	*17%*	15%	18%	28%	*13%*	*18%*	*11%*	*32%*	*14%*	*17%*	19%	-
Strongly disagree	7%	-	-	2%	5%	2%	*20%*	*4%*	-	-	*8%*	*2%*	4%	-
Don't know	9%	*5%*	-	6%	14%	13%	*33%*	*4%*	*11%*	-	*4%*	*8%*	13%	-
SAS_q11_6. My company's advertising strategy helped me to better understand my business														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	2%	-	*17%*	7%	4%	4%	-	-	*11%*	*18%*	*4%*	*4%*	3%	-
Agree	28%	*42%*	*33%*	32%	32%	47%	*20%*	*31%*	*33%*	*32%*	*37%*	*35%*	33%	-
Disagree	37%	*42%*	*17%*	37%	40%	26%	*33%*	*38%*	*22%*	*36%*	*37%*	*35%*	37%	*50%*
Strongly disagree	15%	*11%*	*17%*	16%	8%	9%	-	*20%*	*22%*	*9%*	*12%*	*13%*	12%	-
Don't know	19%	*5%*	*17%*	8%	16%	13%	*47%*	*11%*	*11%*	*5%*	*10%*	*13%*	15%	*50%*
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success														
Base: All SME Decision Makers who DO use advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
Strongly agree	6%	*5%*	*17%*	7%	9%	8%	-	*9%*	*11%*	*23%*	*8%*	*8%*	7%	-
Agree	48%	*53%*	*67%*	55%	60%	53%	*33%*	*53%*	*44%*	*45%*	*59%*	*58%*	55%	*100%*
Disagree	20%	*26%*	*17%*	20%	12%	17%	*13%*	*22%*	*33%*	*14%*	*16%*	*19%*	16%	-
Strongly disagree	7%	*11%*	-	7%	2%	6%	*13%*	*2%*	*11%*	*5%*	*6%*	*4%*	5%	-
Don't know	19%	*5%*	-	10%	17%	17%	*40%*	*13%*	-	*14%*	*10%*	*10%*	17%	-
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?														
Base: All SME Decision Makers who use paid for advertising	54	*19*	*6*	125	127	53	*15*	*45*	*9*	*22*	*49*	*48*	241	*2*
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	19%	*11%*	-	28%	17%	23%	*20%*	*24%*	*11%*	*14%*	*12%*	*23%*	25%	*50%*
My company regularly pays for adverts on one platform, but we do not have a structured campaign	17%	*21%*	-	26%	21%	17%	*13%*	*13%*	*11%*	*18%*	*16%*	*27%*	21%	-
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	17%	*26%*	*33%*	7%	14%	13%	*20%*	*13%*	*11%*	*14%*	*20%*	*10%*	11%	-
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	11%	*16%*	*17%*	13%	12%	9%	*7%*	*13%*	*22%*	*18%*	*14%*	*17%*	10%	-
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	19%	-	*50%*	11%	18%	21%	*13%*	*11%*	*22%*	*23%*	*18%*	*8%*	16%	-
None of these	19%	*26%*	-	15%	18%	17%	*27%*	*24%*	*22%*	*14%*	*18%*	*15%*	18%	*50%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q11_4. We monitor the return on investment we make through advertising							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	22%	10%	25%	25%	25%	16%	15%
Agree	44%	60%	50%	69%	63%	39%	44%
Disagree	22%	25%	-	6%	-	16%	15%
Strongly disagree	11%	-	-	-	13%	10%	10%
Don't know	-	5%	25%	-	-	18%	15%
SAS_q11_5. My company's advertising strategy was easy to devise							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	22%	10%	-	13%	-	2%	4%
Agree	56%	70%	50%	75%	75%	47%	54%
Disagree	22%	10%	25%	13%	25%	24%	23%
Strongly disagree	-	5%	-	-	-	4%	4%
Don't know	-	5%	25%	-	-	22%	15%
SAS_q11_6. My company's advertising strategy helped me to better understand my business							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	11%	5%	-	6%	-	6%	2%
Agree	11%	45%	50%	44%	38%	31%	29%
Disagree	56%	25%	25%	38%	50%	47%	40%
Strongly disagree	11%	10%	25%	6%	13%	6%	6%
Don't know	11%	15%	-	6%	-	10%	23%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success							
Base: All SME Decision Makers who DO use advertising	9	20	4	16	8	49	52
Strongly agree	11%	-	-	13%	13%	6%	10%
Agree	33%	80%	75%	56%	63%	55%	48%
Disagree	22%	-	-	25%	25%	27%	13%
Strongly disagree	11%	5%	25%	6%	-	-	4%
Don't know	22%	15%	-	-	-	12%	25%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?							
Base: All SME Decision Makers who use paid for advertising	9	20	4	16	8	49	52
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	22%	25%	50%	13%	63%	10%	25%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	33%	40%	-	19%	-	31%	23%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	-	5%	25%	25%	-	8%	4%
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	22%	10%	-	13%	25%	8%	13%
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	11%	10%	25%	13%	-	24%	12%
None of these	11%	10%	-	19%	13%	18%	23%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q11_4. We monitor the return on investment we make through advertising					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	*5%*	*33%*	14%	10%	*11%*
Agree	*72%*	*22%*	56%	59%	*56%*
Disagree	*21%*	*33%*	16%	18%	*6%*
Strongly disagree	-	*11%*	10%	3%	*11%*
Don't know	*2%*	-	4%	10%	*17%*
SAS_q11_5. My company's advertising strategy was easy to devise					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	*5%*	*44%*	14%	8%	*11%*
Agree	*67%*	*33%*	62%	60%	*50%*
Disagree	*19%*	*11%*	16%	15%	*22%*
Strongly disagree	*2%*	*11%*	2%	8%	-
Don't know	*7%*	-	6%	10%	*17%*
SAS_q11_6. My company's advertising strategy helped me to better understand my business					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	-	-	6%	8%	-
Agree	*47%*	*33%*	36%	31%	*17%*
Disagree	*28%*	*56%*	30%	31%	*44%*
Strongly disagree	*14%*	*11%*	18%	16%	*11%*
Don't know	*12%*	-	10%	14%	*28%*
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success					
Base: All SME Decision Makers who DO use advertising	*43*	*9*	50	93	*18*
Strongly agree	*7%*	*11%*	10%	9%	*6%*
Agree	*56%*	*44%*	48%	60%	*56%*
Disagree	*16%*	*33%*	18%	12%	*22%*
Strongly disagree	*7%*	*11%*	4%	6%	-
Don't know	*14%*	-	20%	13%	*17%*
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?					
Base: All SME Decision Makers who use paid for advertising	*43*	*9*	50	93	*18*
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	*26%*	*44%*	26%	17%	*22%*
My company regularly pays for adverts on one platform, but we do not have a structured campaign	*16%*	*22%*	26%	12%	*11%*
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	*21%*	*11%*	8%	17%	*17%*
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	*9%*	-	16%	13%	*6%*
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	*7%*	*11%*	12%	24%	*11%*
None of these	*21%*	*11%*	12%	17%	*33%*

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q11_4. We monitor the return on investment we make through advertising								
Base: All SME Decision Makers who DO use advertising	37	38	49	38	86	27	24	20
Strongly agree	16%	13%	16%	5%	13%	22%	13%	20%
Agree	49%	55%	49%	68%	58%	37%	63%	40%
Disagree	14%	11%	20%	18%	16%	22%	13%	15%
Strongly disagree	3%	8%	8%	3%	6%	11%	13%	5%
Don't know	19%	13%	6%	5%	7%	7%	-	20%
SAS_q11_5. My company's advertising strategy was easy to devise								
Base: All SME Decision Makers who DO use advertising	37	38	49	38	86	27	24	20
Strongly agree	5%	11%	12%	5%	8%	7%	4%	10%
Agree	51%	61%	69%	71%	63%	41%	54%	25%
Disagree	16%	18%	10%	18%	21%	26%	29%	25%
Strongly disagree	5%	3%	2%	3%	2%	7%	4%	10%
Don't know	22%	8%	6%	3%	6%	19%	8%	30%
SAS_q11_6. My company's advertising strategy helped me to better understand my business								
Base: All SME Decision Makers who DO use advertising	37	38	49	38	86	27	24	20
Strongly agree	11%	8%	6%	-	2%	4%	4%	10%
Agree	43%	37%	35%	47%	34%	22%	33%	20%
Disagree	11%	34%	41%	37%	41%	44%	42%	40%
Strongly disagree	14%	8%	4%	8%	12%	19%	21%	10%
Don't know	22%	13%	14%	8%	12%	11%	-	20%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success								
Base: All SME Decision Makers who DO use advertising	37	38	49	38	86	27	24	20
Strongly agree	11%	16%	10%	3%	9%	4%	-	10%
Agree	59%	53%	55%	76%	58%	48%	71%	35%
Disagree	5%	18%	10%	8%	16%	22%	25%	35%
Strongly disagree	5%	-	4%	5%	3%	4%	4%	5%
Don't know	19%	13%	20%	8%	13%	22%	-	15%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?								
Base: All SME Decision Makers who use paid for advertising	37	38	49	38	86	27	24	20
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	11%	21%	20%	32%	28%	15%	17%	30%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	14%	18%	24%	24%	16%	19%	29%	20%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	16%	11%	12%	16%	12%	22%	13%	-
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	14%	11%	10%	18%	14%	4%	8%	5%
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	19%	26%	14%	5%	15%	15%	13%	40%
None of these	27%	13%	18%	5%	15%	26%	21%	5%

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			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q11_4. We monitor the return on investment we make through advertising												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	12%	-	23%	9%	6%	13%	11%	44%	27%	14%	11%	-
Agree	48%	78%	48%	45%	50%	67%	57%	38%	40%	57%	42%	85%
Disagree	24%	11%	13%	14%	16%	4%	19%	19%	27%	7%	32%	5%
Strongly disagree	8%	-	3%	9%	9%	4%	8%	-	-	7%	5%	-
Don't know	8%	11%	13%	23%	19%	13%	5%	-	7%	14%	11%	10%
SAS_q11_5. My company's advertising strategy was easy to devise												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	12%	-	10%	9%	9%	4%	8%	6%	7%	7%	16%	-
Agree	60%	67%	45%	50%	66%	71%	66%	31%	40%	29%	58%	65%
Disagree	12%	11%	19%	14%	19%	8%	14%	56%	40%	36%	16%	15%
Strongly disagree	8%	6%	10%	5%	-	4%	4%	6%	-	7%	-	5%
Don't know	8%	17%	16%	23%	6%	13%	8%	-	13%	21%	11%	15%
SAS_q11_6. My company's advertising strategy helped me to better understand my business												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	-	-	13%	14%	3%	4%	3%	6%	7%	-	-	-
Agree	20%	28%	42%	27%	38%	46%	30%	38%	40%	29%	32%	40%
Disagree	48%	22%	13%	32%	44%	29%	40%	38%	40%	50%	37%	30%
Strongly disagree	20%	17%	13%	5%	3%	-	16%	6%	13%	7%	21%	10%
Don't know	12%	33%	19%	23%	13%	21%	11%	13%	-	14%	11%	20%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success												
Base: All SME Decision Makers who DO use advertising	25	18	31	22	32	24	169	16	15	14	19	20
Strongly agree	8%	-	16%	14%	9%	8%	7%	6%	7%	7%	11%	-
Agree	28%	56%	55%	50%	47%	71%	57%	63%	67%	50%	32%	60%
Disagree	28%	11%	3%	14%	25%	4%	16%	13%	27%	21%	32%	20%
Strongly disagree	20%	-	10%	-	-	4%	5%	6%	-	-	16%	-
Don't know	16%	33%	16%	23%	19%	13%	15%	13%	-	21%	11%	20%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?												
Base: All SME Decision Makers who use paid for advertising	25	18	31	22	32	24	169	16	15	14	19	20
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	16%	28%	16%	18%	28%	21%	23%	31%	13%	21%	21%	25%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	28%	28%	13%	18%	16%	8%	28%	6%	13%	21%	26%	10%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	8%	6%	16%	9%	13%	17%	12%	19%	13%	14%	5%	-
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	20%	-	16%	14%	6%	8%	12%	25%	-	14%	11%	5%
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	4%	6%	19%	23%	22%	21%	11%	19%	40%	7%	5%	20%
None of these	24%	33%	19%	18%	16%	25%	14%	-	20%	21%	32%	40%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q11_4. We monitor the return on investment we make through advertising										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	24%	13%	14%	18%	11%	13%	10%	-	33%	4%
Agree	42%	53%	54%	47%	55%	60%	67%	75%	17%	76%
Disagree	12%	15%	15%	18%	22%	13%	14%	-	33%	8%
Strongly disagree	9%	10%	4%	7%	6%	7%	5%	-	17%	4%
Don't know	12%	10%	13%	11%	6%	7%	5%	25%	-	8%
SAS_q11_5. My company's advertising strategy was easy to devise										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	12%	15%	8%	9%	6%	7%	5%	25%	17%	4%
Agree	45%	50%	62%	56%	65%	47%	62%	50%	83%	60%
Disagree	18%	20%	14%	22%	18%	47%	14%	-	-	16%
Strongly disagree	9%	8%	1%	2%	3%	-	10%	-	-	8%
Don't know	15%	8%	15%	11%	8%	-	10%	25%	-	12%
SAS_q11_6. My company's advertising strategy helped me to better understand my business										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	15%	5%	6%	-	2%	7%	10%	-	-	-
Agree	27%	33%	33%	42%	35%	33%	24%	25%	17%	40%
Disagree	18%	35%	39%	33%	40%	53%	43%	50%	33%	24%
Strongly disagree	18%	15%	8%	9%	12%	7%	14%	25%	50%	12%
Don't know	21%	13%	14%	16%	12%	-	10%	-	-	24%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success										
Base: All SME Decision Makers who DO use advertising	33	40	79	45	103	15	21	4	6	25
Strongly agree	18%	10%	10%	-	6%	-	14%	-	33%	4%
Agree	48%	55%	52%	64%	63%	60%	38%	50%	-	56%
Disagree	15%	18%	16%	13%	16%	33%	29%	50%	-	8%
Strongly disagree	9%	3%	3%	2%	4%	-	14%	-	50%	4%
Don't know	9%	15%	19%	20%	12%	7%	5%	-	17%	28%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?										
Base: All SME Decision Makers who use paid for advertising	33	40	79	45	103	15	21	4	6	25
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	9%	23%	22%	16%	28%	7%	24%	25%	17%	36%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	15%	13%	22%	20%	26%	47%	-	25%	33%	12%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	15%	10%	13%	18%	8%	27%	5%	25%	-	16%
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	15%	13%	11%	13%	12%	13%	14%	-	17%	4%
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	21%	23%	15%	20%	15%	-	19%	25%	-	4%
None of these	24%	20%	18%	13%	12%	7%	38%	-	33%	28%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q11_4. We monitor the return on investment we make through advertising										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	38%	5%	15%	13%	12%	20%	29%	17%	33%	4%
Agree	38%	45%	44%	55%	57%	40%	50%	50%	33%	79%
Disagree	6%	18%	15%	15%	20%	20%	14%	17%	33%	4%
Strongly disagree	6%	14%	9%	5%	5%	20%	7%	-	-	4%
Don't know	13%	18%	18%	13%	7%	-	-	17%	-	11%
SAS_q11_5. My company's advertising strategy was easy to devise										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	25%	9%	12%	3%	9%	-	7%	-	33%	4%
Agree	31%	50%	53%	55%	64%	60%	50%	50%	67%	64%
Disagree	19%	14%	15%	25%	17%	30%	29%	33%	-	14%
Strongly disagree	13%	9%	3%	8%	2%	-	14%	-	-	4%
Don't know	13%	18%	18%	10%	9%	10%	-	17%	-	14%
SAS_q11_6. My company's advertising strategy helped me to better understand my business										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	25%	5%	9%	-	4%	-	14%	-	-	-
Agree	19%	50%	29%	38%	33%	20%	36%	33%	-	39%
Disagree	13%	23%	35%	33%	40%	60%	29%	67%	33%	29%
Strongly disagree	19%	14%	9%	10%	12%	10%	14%	-	67%	14%
Don't know	25%	9%	18%	20%	12%	10%	7%	-	-	18%
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success										
Base: All SME Decision Makers who DO use advertising	16	22	34	40	198	10	14	6	3	28
Strongly agree	31%	14%	12%	3%	6%	-	14%	-	67%	4%
Agree	31%	45%	50%	70%	60%	50%	36%	50%	-	50%
Disagree	19%	23%	12%	8%	16%	40%	29%	33%	-	21%
Strongly disagree	6%	9%	3%	3%	4%	-	14%	17%	33%	4%
Don't know	13%	9%	24%	18%	14%	10%	7%	-	-	21%
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?										
Base: All SME Decision Makers who use paid for advertising	16	22	34	40	198	10	14	6	3	28
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	13%	18%	18%	28%	23%	10%	21%	33%	-	29%
My company regularly pays for adverts on one platform, but we do not have a structured campaign	6%	18%	15%	10%	26%	40%	-	17%	67%	11%
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	6%	18%	12%	10%	14%	-	14%	-	-	11%
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	25%	14%	12%	10%	11%	20%	7%	17%	-	11%
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	19%	18%	29%	20%	11%	10%	43%	17%	-	11%
None of these	31%	14%	15%	23%	15%	20%	14%	17%	33%	29%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q11_4. We monitor the return on investment we make through advertising											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	13%	17%	*5%*	*26%*	*18%*	-	-	13%	-	-	-
Agree	62%	44%	*48%*	*47%*	*29%*	*100%*	*56%*	54%	-	-	-
Disagree	17%	18%	*24%*	*11%*	*18%*	-	*6%*	17%	-	-	-
Strongly disagree	4%	11%	-	*16%*	*12%*	-	*6%*	6%	-	-	-
Don't know	5%	11%	*24%*	-	*24%*	-	*31%*	9%	-	-	-
SAS_q11_5. My company's advertising strategy was easy to devise											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	8%	13%	*5%*	-	*6%*	-	-	8%	-	-	-
Agree	64%	56%	*33%*	*63%*	*47%*	-	*50%*	59%	-	-	-
Disagree	18%	17%	*29%*	*32%*	*18%*	-	*6%*	18%	-	-	-
Strongly disagree	2%	5%	*10%*	-	*12%*	*100%*	*6%*	4%	-	-	-
Don't know	8%	10%	*24%*	*5%*	*18%*	-	*38%*	11%	-	-	-
SAS_q11_6. My company's advertising strategy helped me to better understand my business											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	5%	5%	*10%*	-	*6%*	-	-	5%	-	-	-
Agree	35%	31%	*29%*	*37%*	*35%*	-	*38%*	34%	-	-	-
Disagree	39%	37%	*29%*	*32%*	*24%*	-	*31%*	36%	-	-	-
Strongly disagree	11%	12%	*10%*	*21%*	*12%*	*100%*	*13%*	12%	-	-	-
Don't know	11%	15%	*24%*	*11%*	*24%*	-	*19%*	13%	-	-	-
SAS_q11_7. Overall, I consider my business advertising strategy to have been a success											
Base: All SME Decision Makers who DO use advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
Strongly agree	6%	13%	*14%*	*5%*	*6%*	-	*6%*	8%	-	-	-
Agree	64%	42%	*48%*	*63%*	*47%*	*100%*	*25%*	56%	-	-	-
Disagree	15%	21%	*10%*	*16%*	*18%*	-	*25%*	17%	-	-	-
Strongly disagree	4%	4%	*10%*	*5%*	*12%*	-	*6%*	5%	-	-	-
Don't know	11%	20%	*19%*	*11%*	*18%*	-	*38%*	15%	-	-	-
SAS_q12aa. Which one, if any, of the following statements BEST describes your company's advertising activities?											
Base: All SME Decision Makers who use paid for advertising	213	84	*21*	*19*	*17*	*1*	*16*	371	-	-	-
My company occasionally pays for adverts on one platform (e.g. a newspaper advert, a radio advert etc.)	26%	14%	*14%*	*32%*	*12%*	-	*19%*	22%	-	-	-
My company regularly pays for adverts on one platform, but we do not have a structured campaign	18%	31%	*19%*	*5%*	*12%*	-	*25%*	20%	-	-	-
My company occasionally pays for adverts on multiple platforms (e.g. a newspaper advert and a radio advert etc.)	15%	11%	*10%*	*11%*	-	-	*6%*	12%	-	-	-
My company regularly pays for adverts on multiple platforms, but we do not have a structured campaign	11%	8%	*33%*	*11%*	*24%*	-	*6%*	12%	-	-	-
My company is continuously paying for adverts on multiple platforms which form part of a structured campaign	14%	18%	*5%*	*26%*	*35%*	-	*6%*	16%	-	-	-
None of these	16%	18%	*19%*	*16%*	*18%*	*100%*	*38%*	18%	-	-	-

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)																		
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	591	445	146	*7*	57	119	161	247	106	93	*44*	119	165	*18*	*32*	*14*	455	136
Company website/ social media page (e.g. facebook, twitter etc.)	56%	57%	53%	*29%*	37%	55%	65%	56%	55%	61%	*61%*	56%	52%	*67%*	*50%*	*64%*	56%	57%
Television adverts	3%	3%	1%	*14%*	9%	2%	2%	1%	2%	1%	*2%*	7%	1%	-	-	*7%*	2%	5%
Local radio adverts	5%	5%	5%	*14%*	14%	8%	4%	3%	6%	6%	*2%*	7%	3%	*17%*	*3%*	*14%*	5%	7%
National radio adverts	3%	3%	3%	-	14%	4%	3%	0%	5%	4%	*2%*	5%	1%	*6%*	-	-	2%	9%
Local newspaper/magazine adverts	16%	15%	19%	*43%*	21%	16%	14%	15%	20%	10%	*18%*	12%	19%	*33%*	*6%*	*14%*	15%	17%
National newspaper/magazine adverts	8%	8%	7%	*14%*	16%	6%	6%	8%	8%	8%	9%	11%	6%	*17%*	*3%*	-	5%	15%
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	30%	29%	35%	*29%*	32%	34%	33%	27%	27%	30%	*32%*	29%	33%	*44%*	*28%*	*14%*	30%	32%
Direct mail/ door drops/ leaflets	20%	19%	25%	*29%*	12%	18%	21%	22%	25%	19%	*18%*	19%	18%	*39%*	*19%*	*7%*	19%	25%
Cinema adverts	1%	1%	1%	-	4%	2%	1%	-	1%	-	*2%*	1%	1%	*6%*	-	-	0%	3%
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	4%	3%	8%	-	5%	8%	4%	3%	6%	2%	9%	3%	4%	*11%*	*3%*	*14%*	3%	8%
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	54%	53%	57%	*29%*	44%	46%	58%	57%	54%	51%	*61%*	52%	56%	*61%*	*47%*	*50%*	56%	48%
Other **(See SAS_q10other)**	14%	16%	10%	-	7%	11%	14%	18%	10%	15%	*14%*	18%	16%	*11%*	*6%*	-	14%	15%
Don't know	4%	4%	4%	-	7%	5%	3%	4%	5%	6%	*2%*	3%	2%	-	*16%*	-	3%	7%
Not applicable - we are not aiming to increase sales through any marketing channels	10%	10%	13%	-	7%	9%	9%	13%	8%	8%	9%	11%	12%	*6%*	*13%*	*29%*	11%	9%
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)																		
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	35	60	*18*	860	193
I've never heard of this scheme	64%	62%	68%	*60%*	57%	64%	64%	65%	58%	62%	64%	62%	70%	*51%*	62%	*78%*	67%	52%
I've heard of this scheme but don't know much about it	26%	27%	23%	*30%*	23%	28%	27%	25%	31%	26%	27%	25%	22%	*37%*	28%	*22%*	24%	35%
I understand what this scheme can do for me	9%	9%	7%	*10%*	16%	6%	8%	9%	8%	10%	6%	11%	8%	*9%*	10%	-	8%	12%
I have used or intend to use this scheme in the next 12 months	2%	2%	2%	-	4%	2%	1%	1%	3%	3%	3%	1%	1%	*3%*	-	-	2%	2%
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	62%	61%	67%	*60%*	56%	64%	66%	61%	58%	63%	59%	58%	70%	*57%*	62%	*61%*	64%	55%
I've heard of this scheme but don't know much about it	27%	28%	25%	*40%*	21%	28%	25%	29%	28%	25%	29%	33%	22%	*31%*	32%	*39%*	26%	31%
I understand what this scheme can do for me	9%	10%	7%	-	21%	7%	8%	9%	13%	10%	8%	8%	8%	*11%*	7%	-	8%	13%
I have used or intend to use this scheme in the next 12 months	1%	1%	1%	-	2%	1%	1%	1%	1%	2%	4%	1%	-	-	-	-	1%	1%
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	71%	70%	74%	*70%*	59%	72%	75%	71%	68%	68%	71%	70%	77%	*63%*	72%	*72%*	74%	60%
I've heard of this scheme but don't know much about it	21%	22%	19%	*20%*	24%	22%	16%	23%	25%	23%	22%	22%	16%	*29%*	20%	*22%*	19%	29%
I understand what this scheme can do for me	7%	7%	6%	*10%*	14%	5%	8%	6%	5%	8%	5%	7%	8%	*6%*	8%	*6%*	6%	10%
I have used or intend to use this scheme in the next 12 months	1%	1%	2%	-	3%	1%	1%	1%	1%	1%	3%	1%	0%	*3%*	-	-	1%	2%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)												
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	87	*36*	54	*48*	*28*	*21*	91	53	*13*	*20*	*13*	*22*
Company website/ social media page (e.g. facebook, twitter etc.)	59%	*50%*	54%	*40%*	*68%*	*67%*	57%	62%	*69%*	*65%*	*31%*	*50%*
Television adverts	2%	*3%*	4%	*2%*	*11%*	-	-	4%	*8%*	*5%*	-	*5%*
Local radio adverts	2%	*14%*	7%	*8%*	*25%*	*5%*	2%	4%	-	-	*8%*	*9%*
National radio adverts	3%	*6%*	2%	*2%*	*11%*	-	-	2%	*8%*	*15%*	*8%*	*9%*
Local newspaper/magazine adverts	8%	*22%*	26%	*13%*	*46%*	*38%*	3%	6%	*8%*	*30%*	*23%*	*41%*
National newspaper/magazine adverts	9%	*6%*	9%	*6%*	*14%*	*5%*	5%	11%	-	*15%*	-	*5%*
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	26%	*17%*	30%	*17%*	*39%*	*19%*	34%	55%	*62%*	*50%*	*23%*	*23%*
Direct mail/ door drops/ leaflets	17%	*17%*	22%	*13%*	*18%*	*19%*	13%	30%	*31%*	*35%*	*8%*	*36%*
Cinema adverts	1%	-	-	-	*7%*	-	1%	2%	-	-	-	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	2%	*17%*	6%	*4%*	*14%*	*10%*	-	2%	-	*10%*	-	*9%*
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	45%	*61%*	56%	*48%*	*64%*	*67%*	55%	68%	*62%*	*65%*	*38%*	*50%*
Other **(See SAS_q10other)**	21%	*11%*	4%	*13%*	*7%*	*14%*	18%	19%	*8%*	*10%*	*15%*	*5%*
Don't know	7%	*6%*	6%	-	*4%*	*5%*	3%	-	-	-	-	-
Not applicable - we are not aiming to increase sales through any marketing channels	9%	*3%*	9%	*25%*	-	*10%*	11%	4%	*8%*	*5%*	*8%*	*18%*
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)												
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	54%	70%	69%	53%	*67%*	*56%*	67%	67%	*63%*	*67%*	*66%*	*74%*
I've heard of this scheme but don't know much about it	31%	24%	28%	30%	*18%*	*33%*	23%	28%	*25%*	*21%*	*24%*	*20%*
I understand what this scheme can do for me	11%	6%	4%	16%	*10%*	*12%*	6%	4%	*8%*	*13%*	*10%*	*7%*
I have used or intend to use this scheme in the next 12 months	4%	-	-	-	*4%*	-	4%	1%	*4%*	-	-	-
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	53%	61%	70%	57%	*61%*	*47%*	64%	68%	*67%*	*69%*	*52%*	*78%*
I've heard of this scheme but don't know much about it	31%	30%	23%	28%	*31%*	*40%*	25%	27%	*21%*	*15%*	*45%*	*17%*
I understand what this scheme can do for me	12%	9%	7%	15%	*8%*	*14%*	11%	5%	*13%*	*13%*	-	*4%*
I have used or intend to use this scheme in the next 12 months	4%	-	-	-	-	-	1%	-	-	*3%*	*3%*	-
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	69%	71%	76%	63%	*65%*	*58%*	74%	74%	*79%*	*69%*	*69%*	*80%*
I've heard of this scheme but don't know much about it	22%	23%	20%	27%	*24%*	*30%*	17%	20%	*13%*	*18%*	*28%*	*15%*
I understand what this scheme can do for me	8%	6%	4%	10%	*10%*	*12%*	5%	5%	*8%*	*13%*	-	*4%*
I have used or intend to use this scheme in the next 12 months	2%	-	-	-	-	-	4%	-	-	-	*3%*	-

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)														
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	105	*48*	*14*	214	186	94	*22*	61	*29*	*46*	101	65	349	*1*
Company website/ social media page (e.g. facebook, twitter etc.)	56%	*40%*	*79%*	50%	63%	49%	*64%*	59%	*48%*	*41%*	53%	54%	60%	-
Television adverts	1%	*2%*	-	1%	1%	9%	*9%*	-	*3%*	*2%*	3%	3%	2%	-
Local radio adverts	2%	*8%*	*14%*	6%	5%	5%	*5%*	3%	*7%*	*17%*	7%	5%	3%	-
National radio adverts	1%	*2%*	*14%*	4%	2%	3%	*5%*	-	*10%*	*13%*	5%	2%	1%	-
Local newspaper/magazine adverts	11%	*13%*	*21%*	15%	16%	15%	*27%*	13%	*7%*	*20%*	17%	12%	16%	*100%*
National newspaper/magazine adverts	8%	*6%*	-	4%	10%	13%	*14%*	5%	*7%*	*4%*	8%	-	10%	-
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	25%	*17%*	*43%*	30%	29%	28%	*41%*	33%	*34%*	*37%*	32%	34%	28%	-
Direct mail/ door drops/ leaflets	23%	*13%*	*7%*	19%	23%	18%	*18%*	23%	*17%*	*20%*	18%	18%	22%	-
Cinema adverts	-	-	-	1%	1%	1%	-	-	*3%*	*4%*	-	-	1%	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	2%	*4%*	*7%*	2%	6%	4%	*9%*	5%	*7%*	*4%*	5%	2%	5%	-
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	47%	*48%*	*57%*	56%	56%	37%	*50%*	64%	*41%*	*48%*	54%	62%	54%	-
Other **(See SAS_q10other)**	16%	*13%*	*14%*	14%	14%	18%	*5%*	13%	*10%*	*9%*	13%	14%	16%	-
Don't know	8%	-	*7%*	1%	4%	10%	*9%*	5%	*10%*	*7%*	2%	2%	4%	-
Not applicable - we are not aiming to increase sales through any marketing channels	14%	*25%*	-	13%	6%	15%	*9%*	11%	*10%*	*7%*	13%	12%	10%	-
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)														
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	63%	53%	*75%*	69%	58%	53%	*73%*	64%	*67%*	50%	66%	69%	64%	*67%*
I've heard of this scheme but don't know much about it	25%	30%	*13%*	22%	30%	33%	*23%*	28%	*22%*	35%	25%	23%	26%	*17%*
I understand what this scheme can do for me	10%	16%	*13%*	8%	9%	14%	*3%*	7%	*8%*	15%	8%	6%	8%	*11%*
I have used or intend to use this scheme in the next 12 months	2%	-	-	1%	3%	-	*3%*	1%	*3%*	-	1%	2%	2%	*6%*
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	64%	57%	*75%*	67%	55%	54%	*73%*	64%	*69%*	46%	65%	68%	62%	*72%*
I've heard of this scheme but don't know much about it	26%	28%	*17%*	23%	30%	36%	*23%*	30%	*19%*	39%	25%	26%	27%	*11%*
I understand what this scheme can do for me	8%	15%	*8%*	9%	14%	11%	3%	5%	*11%*	15%	10%	6%	9%	*11%*
I have used or intend to use this scheme in the next 12 months	1%	-	-	1%	1%	-	*3%*	1%	-	-	-	1%	1%	*6%*
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	73%	63%	*83%*	73%	69%	68%	*70%*	71%	*67%*	51%	68%	80%	73%	*67%*
I've heard of this scheme but don't know much about it	19%	27%	*4%*	18%	23%	25%	*28%*	22%	*17%*	32%	23%	14%	21%	*22%*
I understand what this scheme can do for me	7%	10%	*13%*	7%	7%	7%	-	6%	*17%*	15%	7%	6%	6%	*6%*
I have used or intend to use this scheme in the next 12 months	1%	-	-	1%	1%	1%	*3%*	1%	-	1%	2%	1%	1%	*6%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)							
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	*14*	*22*	*8*	*44*	*13*	84	92
Company website/ social media page (e.g. facebook, twitter etc.)	*43%*	*55%*	*25%*	*36%*	*46%*	60%	62%
Television adverts	*7%*	-	*13%*	-	-	-	3%
Local radio adverts	*7%*	*5%*	*13%*	*9%*	*8%*	2%	2%
National radio adverts	*14%*	*9%*	*25%*	*5%*	*8%*	-	2%
Local newspaper/magazine adverts	*7%*	*41%*	*38%*	*14%*	-	4%	10%
National newspaper/magazine adverts	*14%*	-	*13%*	*9%*	-	7%	11%
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	*29%*	*27%*	*25%*	*20%*	*46%*	38%	28%
Direct mail/ door drops/ leaflets	*36%*	*32%*	*13%*	*11%*	*23%*	12%	23%
Cinema adverts	-	*5%*	-	-	-	-	1%
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	-	*14%*	-	-	-	1%	3%
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	*64%*	*45%*	*50%*	*43%*	*69%*	58%	48%
Other **(See SAS_q10other)**	*7%*	-	-	*14%*	-	19%	20%
Don't know	-	-	-	-	-	4%	5%
Not applicable - we are not aiming to increase sales through any marketing channels	*7%*	*14%*	*13%*	*20%*	*15%*	10%	11%
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)							
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*63%*	*74%*	*45%*	54%	*68%*	70%	54%
I've heard of this scheme but don't know much about it	*23%*	*20%*	*27%*	34%	*20%*	22%	30%
I understand what this scheme can do for me	*13%*	*4%*	*18%*	12%	*12%*	4%	12%
I have used or intend to use this scheme in the next 12 months	-	*2%*	*9%*	-	-	4%	4%
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*63%*	*65%*	*27%*	57%	*76%*	67%	54%
I've heard of this scheme but don't know much about it	*23%*	*28%*	*45%*	32%	*20%*	23%	29%
I understand what this scheme can do for me	*13%*	*7%*	*27%*	10%	*4%*	10%	13%
I have used or intend to use this scheme in the next 12 months	-	-	-	-	-	1%	4%
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*73%*	*76%*	*64%*	59%	*72%*	76%	68%
I've heard of this scheme but don't know much about it	*17%*	*13%*	*27%*	32%	*16%*	17%	21%
I understand what this scheme can do for me	*10%*	*11%*	*9%*	9%	*12%*	4%	9%
I have used or intend to use this scheme in the next 12 months	-	-	-	-	-	3%	2%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)					
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	78	*10*	64	134	*28*
Company website/ social media page (e.g. facebook, twitter etc.)	67%	*10%*	52%	63%	*43%*
Television adverts	-	-	3%	6%	-
Local radio adverts	3%	*10%*	5%	8%	*11%*
National radio adverts	-	-	-	5%	*4%*
Local newspaper/magazine adverts	17%	*10%*	22%	23%	*11%*
National newspaper/magazine adverts	5%	-	6%	10%	*7%*
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	19%	-	28%	43%	*18%*
Direct mail/ door drops/ leaflets	26%	*10%*	19%	23%	*14%*
Cinema adverts	1%	-	-	1%	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	8%	-	3%	6%	*11%*
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	60%	*40%*	45%	61%	*43%*
Other **(See SAS_q10other)**	14%	*10%*	5%	16%	*21%*
Don't know	4%	-	6%	3%	*18%*
Not applicable - we are not aiming to increase sales through any marketing channels	10%	*30%*	11%	5%	*11%*
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)					
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	57%	*73%*	66%	69%	65%
I've heard of this scheme but don't know much about it	28%	*23%*	30%	23%	28%
I understand what this scheme can do for me	13%	*5%*	4%	7%	7%
I have used or intend to use this scheme in the next 12 months	1%	-	-	1%	-
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	55%	*59%*	69%	67%	65%
I've heard of this scheme but don't know much about it	32%	*36%*	24%	25%	28%
I understand what this scheme can do for me	13%	-	7%	7%	7%
I have used or intend to use this scheme in the next 12 months	-	*5%*	-	1%	-
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	67%	*73%*	77%	72%	72%
I've heard of this scheme but don't know much about it	21%	*23%*	19%	21%	24%
I understand what this scheme can do for me	10%	-	3%	6%	4%
I have used or intend to use this scheme in the next 12 months	1%	*5%*	-	0%	-

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)								
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	83	73	110	58	117	*22*	*25*	*22*
Company website/ social media page (e.g. facebook, twitter etc.)	58%	56%	54%	55%	55%	*55%*	*76%*	*64%*
Television adverts	2%	3%	3%	2%	3%	-	-	-
Local radio adverts	6%	4%	5%	9%	6%	*9%*	*4%*	*5%*
National radio adverts	4%	3%	3%	3%	4%	-	-	-
Local newspaper/magazine adverts	11%	18%	23%	26%	15%	*18%*	*8%*	*5%*
National newspaper/magazine adverts	4%	8%	10%	7%	10%	*9%*	*12%*	*5%*
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	33%	33%	28%	26%	27%	*32%*	*28%*	*45%*
Direct mail/ door drops/ leaflets	11%	18%	15%	26%	22%	*50%*	*40%*	*23%*
Cinema adverts	1%	-	-	-	2%	*5%*	-	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	5%	-	4%	7%	5%	*5%*	*8%*	-
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	53%	63%	51%	50%	53%	*45%*	*76%*	*55%*
Other **(See SAS_q10other)**	16%	12%	19%	9%	11%	*18%*	*24%*	*18%*
Don't know	4%	3%	3%	2%	4%	*9%*	-	*9%*
Not applicable - we are not aiming to increase sales through any marketing channels	14%	4%	10%	16%	16%	*5%*	-	-
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)								
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	52%	56%	63%	55%	67%	*73%*	70%	52%
I've heard of this scheme but don't know much about it	38%	28%	24%	35%	23%	*27%*	21%	32%
I understand what this scheme can do for me	10%	15%	12%	9%	7%	-	6%	13%
I have used or intend to use this scheme in the next 12 months	-	1%	1%	1%	3%	-	3%	3%
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	53%	56%	67%	55%	63%	*66%*	64%	55%
I've heard of this scheme but don't know much about it	38%	31%	22%	36%	28%	*27%*	21%	28%
I understand what this scheme can do for me	8%	14%	11%	8%	8%	*7%*	14%	15%
I have used or intend to use this scheme in the next 12 months	1%	-	-	1%	1%	-	2%	2%
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	70%	64%	75%	59%	72%	*77%*	80%	68%
I've heard of this scheme but don't know much about it	20%	22%	15%	32%	23%	*20%*	14%	22%
I understand what this scheme can do for me	9%	12%	10%	9%	4%	*2%*	5%	10%
I have used or intend to use this scheme in the next 12 months	1%	1%	-	-	1%	-	2%	-

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)												
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	32	20	53	47	54	55	270	17	16	14	19	17
Company website/ social media page (e.g. facebook, twitter etc.)	53%	55%	64%	53%	57%	47%	56%	65%	44%	57%	63%	71%
Television adverts	3%	5%	6%	4%	4%	2%	1%	-	-	7%	-	6%
Local radio adverts	-	-	8%	4%	7%	9%	5%	6%	-	-	-	6%
National radio adverts	-	5%	4%	9%	2%	7%	1%	-	-	-	-	6%
Local newspaper/magazine adverts	-	25%	19%	13%	20%	20%	16%	24%	-	7%	5%	18%
National newspaper/magazine adverts	3%	5%	6%	15%	11%	4%	6%	24%	6%	14%	5%	12%
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	50%	5%	36%	28%	30%	29%	27%	47%	25%	43%	47%	35%
Direct mail/ door drops/ leaflets	25%	10%	15%	17%	24%	16%	21%	24%	19%	29%	37%	18%
Cinema adverts	-	-	2%	-	-	-	1%	6%	-	-	-	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	3%	10%	2%	11%	-	5%	4%	6%	-	14%	5%	-
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	50%	60%	53%	55%	46%	42%	58%	41%	44%	71%	63%	71%
Other **(See SAS_q10other)**	13%	10%	9%	21%	15%	11%	13%	24%	25%	7%	21%	18%
Don't know	-	15%	6%	2%	4%	5%	3%	-	6%	7%	-	6%
Not applicable - we are not aiming to increase sales through any marketing channels	13%	-	8%	13%	9%	9%	12%	18%	13%	-	5%	6%
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)												
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
I've never heard of this scheme	71%	73%	65%	52%	61%	38%	69%	53%	61%	46%	66%	71%
I've heard of this scheme but don't know much about it	24%	18%	26%	31%	28%	38%	24%	33%	26%	43%	26%	18%
I understand what this scheme can do for me	5%	8%	7%	15%	11%	22%	6%	9%	11%	11%	9%	10%
I have used or intend to use this scheme in the next 12 months	-	1%	2%	2%	-	2%	2%	5%	2%	-	-	1%
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
I've never heard of this scheme	70%	70%	63%	56%	59%	45%	66%	51%	52%	49%	64%	71%
I've heard of this scheme but don't know much about it	22%	21%	30%	33%	31%	38%	26%	30%	26%	23%	26%	19%
I understand what this scheme can do for me	7%	6%	7%	10%	10%	15%	6%	16%	22%	26%	11%	7%
I have used or intend to use this scheme in the next 12 months	1%	3%	-	2%	-	2%	1%	2%	-	3%	-	3%
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme												
Base: All SME Decision Makers	87	77	57	52	61	60	544	43	46	35	47	72
I've never heard of this scheme	77%	71%	72%	60%	66%	50%	77%	60%	61%	66%	79%	72%
I've heard of this scheme but don't know much about it	20%	21%	14%	31%	21%	38%	18%	28%	33%	23%	11%	19%
I understand what this scheme can do for me	2%	5%	12%	10%	11%	12%	4%	9%	4%	9%	11%	6%
I have used or intend to use this scheme in the next 12 months	1%	3%	2%	-	2%	-	1%	2%	2%	3%	-	3%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)										
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	83	86	164	114	84	*10*	*20*	*4*	*4*	*22*
Company website/ social media page (e.g. facebook, twitter etc.)	59%	56%	51%	54%	58%	*80%*	*85%*	*50%*	*50%*	*55%*
Television adverts	4%	2%	1%	3%	2%	-	-	-	-	*14%*
Local radio adverts	6%	5%	6%	4%	5%	-	*5%*	-	-	*14%*
National radio adverts	5%	3%	2%	3%	1%	-	-	-	-	*18%*
Local newspaper/magazine adverts	7%	16%	17%	23%	14%	*30%*	*5%*	-	-	*14%*
National newspaper/magazine adverts	10%	3%	8%	7%	7%	*30%*	*5%*	-	*25%*	*14%*
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	35%	31%	34%	22%	29%	*60%*	*30%*	*25%*	*25%*	*27%*
Direct mail/ door drops/ leaflets	12%	22%	18%	22%	24%	*60%*	*20%*	-	*25%*	*23%*
Cinema adverts	2%	-	-	-	2%	-	-	-	-	*5%*
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	5%	1%	4%	5%	5%	-	*5%*	*25%*	-	*14%*
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	58%	58%	54%	46%	55%	*70%*	*55%*	*50%*	*50%*	*45%*
Other **(See SAS_q10other)**	18%	23%	14%	8%	10%	*10%*	*25%*	*25%*	-	*9%*
Don't know	4%	3%	4%	5%	4%	-	*5%*	-	-	*9%*
Not applicable - we are not aiming to increase sales through any marketing channels	10%	12%	11%	11%	11%	-	-	*25%*	*25%*	*9%*
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)										
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	52%	56%	58%	63%	70%	*64%*	57%	*58%*	*86%*	69%
I've heard of this scheme but don't know much about it	33%	34%	24%	29%	24%	*28%*	33%	*23%*	*11%*	21%
I understand what this scheme can do for me	13%	6%	15%	7%	5%	*8%*	9%	*19%*	*4%*	9%
I have used or intend to use this scheme in the next 12 months	2%	5%	2%	1%	1%	-	-	-	-	1%
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	57%	57%	56%	65%	67%	*69%*	56%	*62%*	*79%*	62%
I've heard of this scheme but don't know much about it	33%	35%	29%	23%	26%	*23%*	28%	*19%*	*18%*	30%
I understand what this scheme can do for me	11%	6%	15%	11%	7%	*8%*	17%	*19%*	*4%*	6%
I have used or intend to use this scheme in the next 12 months	-	2%	1%	1%	1%	-	-	-	-	2%
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	70%	71%	69%	70%	76%	*72%*	57%	*62%*	*86%*	68%
I've heard of this scheme but don't know much about it	16%	26%	18%	23%	19%	*23%*	30%	*27%*	*11%*	24%
I understand what this scheme can do for me	12%	3%	13%	6%	4%	*3%*	13%	*12%*	*4%*	5%
I have used or intend to use this scheme in the next 12 months	2%	-	-	1%	1%	*3%*	-	-	-	2%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)										
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	37	44	69	87	298	8	13	3	4	28
Company website/ social media page (e.g. facebook, twitter etc.)	57%	61%	48%	52%	56%	100%	77%	100%	75%	46%
Television adverts	3%	7%	3%	1%	1%	-	8%	-	-	11%
Local radio adverts	8%	5%	6%	7%	5%	-	8%	-	-	7%
National radio adverts	8%	11%	1%	5%	1%	-	-	-	-	7%
Local newspaper/magazine adverts	11%	16%	13%	20%	16%	13%	31%	-	-	11%
National newspaper/magazine adverts	11%	9%	7%	13%	5%	13%	23%	-	-	7%
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	32%	27%	30%	29%	30%	38%	46%	33%	50%	32%
Direct mail/ door drops/ leaflets	19%	16%	7%	23%	22%	50%	23%	67%	-	18%
Cinema adverts	5%	-	-	-	1%	-	-	-	-	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	3%	2%	4%	6%	4%	-	23%	-	-	-
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	54%	61%	42%	49%	57%	75%	46%	67%	50%	46%
Other **(See SAS_q10other)**	11%	16%	25%	11%	12%	13%	8%	33%	25%	18%
Don't know	3%	2%	7%	5%	3%	-	-	-	-	14%
Not applicable - we are not aiming to increase sales through any marketing channels	8%	7%	10%	14%	11%	-	8%	-	25%	11%
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)										
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	59%	46%	49%	52%	68%	70%	58%	59%	86%	70%
I've heard of this scheme but don't know much about it	31%	27%	34%	32%	25%	24%	38%	18%	9%	20%
I understand what this scheme can do for me	10%	21%	10%	16%	6%	6%	4%	24%	5%	9%
I have used or intend to use this scheme in the next 12 months	-	6%	6%	-	1%	-	-	-	-	1%
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	56%	54%	49%	57%	65%	64%	58%	65%	77%	67%
I've heard of this scheme but don't know much about it	33%	31%	34%	29%	27%	18%	35%	12%	18%	24%
I understand what this scheme can do for me	8%	15%	14%	14%	8%	18%	8%	24%	5%	6%
I have used or intend to use this scheme in the next 12 months	3%	-	3%	-	1%	-	-	-	-	2%
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	62%	69%	66%	60%	74%	79%	69%	65%	82%	72%
I've heard of this scheme but don't know much about it	21%	19%	26%	29%	19%	18%	23%	18%	14%	21%
I understand what this scheme can do for me	13%	13%	6%	11%	6%	-	8%	18%	5%	4%
I have used or intend to use this scheme in the next 12 months	5%	-	1%	-	1%	3%	-	-	-	2%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q13. Which, if any, of the following marketing channels do you think your business will use over the next 12 months in an aim to increase sales? (Please read the list carefully and tick all that apply)											
Base: All SME Decision Makers whose business is planning to launch a new product OR increase revenue	307	130	*48*	*42*	*36*	*8*	*20*	263	73	243	*12*
Company website/ social media page (e.g. facebook, twitter etc.)	56%	65%	*48%*	*45%*	*56%*	*38%*	*50%*	65%	53%	49%	*17%*
Television adverts	2%	2%	*6%*	*7%*	*3%*	-	-	4%	4%	0%	-
Local radio adverts	6%	5%	*13%*	*2%*	-	-	-	10%	5%	0%	*8%*
National radio adverts	2%	4%	*13%*	*7%*	-	-	-	4%	7%	1%	*8%*
Local newspaper/magazine adverts	22%	11%	*10%*	*10%*	-	-	*5%*	25%	21%	5%	*8%*
National newspaper/magazine adverts	7%	8%	*10%*	*14%*	*8%*	-	*5%*	13%	7%	2%	-
Online adverts excluding through your own website (e.g. banner adverts, pre-roll video, search advertising such as AdWords etc.)	27%	42%	*29%*	*21%*	*39%*	-	*20%*	48%	25%	14%	*8%*
Direct mail/ door drops/ leaflets	21%	24%	*17%*	*21%*	*17%*	*13%*	*5%*	29%	27%	9%	-
Cinema adverts	0%	2%	*4%*	-	-	-	-	2%	1%	-	-
Outdoor adverts (e.g. posters & billboards at train stations and bus shelters etc.)	6%	3%	*4%*	*2%*	*3%*	-	*5%*	7%	5%	2%	-
Word of mouth (e.g. product reviews by customers on independent websites or satisfied customers telling family and friends)	57%	55%	*33%*	*50%*	*53%*	*50%*	*50%*	57%	45%	55%	*17%*
Other **(See SAS_q10other)**	10%	18%	*15%*	*17%*	*28%*	*13%*	*15%*	13%	14%	16%	-
Don't know	3%	4%	-	*7%*	*8%*	-	*25%*	3%	4%	3%	*50%*
Not applicable - we are not aiming to increase sales through any marketing channels	13%	5%	*4%*	*10%*	*11%*	*50%*	*5%*	2%	7%	20%	*17%*
SAS_q16_1. There are a number of schemes running in the UK to help businesses grow. Please tick the option that BEST applies to you/ your business for each of the schemes listed (Please tick one option on each row)											
Department for Business, Innovations and Skills (BIS) 'Growth Accelerator' scheme											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	70%	60%	45%	43%	*48%*	*77%*	63%	61%	50%	69%	*72%*
I've heard of this scheme but don't know much about it	23%	29%	34%	32%	*40%*	*15%*	22%	28%	36%	23%	*16%*
I understand what this scheme can do for me	5%	10%	18%	23%	*13%*	*8%*	11%	8%	13%	8%	*9%*
I have used or intend to use this scheme in the next 12 months	1%	2%	3%	2%	-	-	4%	3%	1%	1%	*2%*
SAS_q16_2. Department for Business, Innovations and Skills (BIS) 'Local Business Accelerator' scheme											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	67%	61%	46%	41%	*48%*	*85%*	69%	58%	53%	67%	*72%*
I've heard of this scheme but don't know much about it	25%	29%	33%	39%	*38%*	*15%*	19%	30%	34%	24%	*16%*
I understand what this scheme can do for me	7%	9%	21%	18%	*13%*	-	11%	11%	12%	7%	*9%*
I have used or intend to use this scheme in the next 12 months	1%	1%	-	2%	*2%*	-	2%	1%	1%	1%	*2%*
SAS_q16_3. Department for Business, Skills and Innovation 'Growth Vouchers' scheme											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	75%	71%	57%	55%	*63%*	*85%*	70%	70%	58%	75%	*74%*
I've heard of this scheme but don't know much about it	19%	21%	27%	29%	*27%*	*15%*	22%	21%	34%	18%	*19%*
I understand what this scheme can do for me	5%	8%	13%	14%	*10%*	-	4%	9%	6%	6%	*2%*
I have used or intend to use this scheme in the next 12 months	1%	1%	3%	2%	-	-	4%	1%	2%	1%	*5%*

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	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q16_4. Department for UK Trade and Investment (UKTI)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	33%	30%	39%	*50%*	40%	35%	30%	31%	33%	32%	35%	30%	35%	*23%*	38%	*22%*	35%	22%
I've heard of this scheme but don't know much about it	47%	47%	46%	*20%*	40%	52%	49%	45%	46%	43%	45%	48%	49%	*49%*	43%	*56%*	46%	51%
I understand what this scheme can do for me	16%	19%	11%	*10%*	14%	11%	17%	19%	18%	21%	14%	18%	13%	*17%*	17%	*17%*	15%	23%
I have used or intend to use this scheme in the next 12 months	4%	4%	4%	*20%*	6%	2%	3%	5%	3%	5%	6%	5%	3%	*11%*	2%	*6%*	4%	4%
SAS_q16_5. UK Export Finance																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	60%	55%	72%	*80%*	58%	68%	61%	55%	60%	60%	67%	51%	63%	*54%*	67%	*39%*	62%	49%
I've heard of this scheme but don't know much about it	29%	32%	19%	*10%*	23%	26%	27%	32%	27%	26%	21%	36%	26%	*34%*	30%	*39%*	27%	34%
I understand what this scheme can do for me	11%	12%	8%	*10%*	16%	6%	10%	12%	10%	13%	10%	12%	10%	*9%*	3%	*22%*	9%	16%
I have used or intend to use this scheme in the next 12 months	1%	1%	1%	-	3%	-	1%	1%	3%	1%	3%	1%	0%	*3%*	-	-	1%	1%
SAS_q16_6. "Business Is Great" campaign																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	80%	78%	84%	*60%*	66%	79%	85%	80%	79%	79%	83%	77%	83%	*71%*	78%	*78%*	81%	72%
I've heard of this scheme but don't know much about it	15%	16%	12%	*20%*	20%	18%	11%	15%	17%	15%	10%	16%	12%	*29%*	18%	*22%*	13%	21%
I understand what this scheme can do for me	5%	5%	3%	*10%*	12%	3%	3%	5%	4%	6%	4%	6%	5%	-	3%	-	4%	7%
I have used or intend to use this scheme in the next 12 months	1%	1%	1%	*10%*	2%	1%	1%	0%	1%	1%	3%	1%	1%	-	-	-	1%	1%
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	30%	32%	26%	*20%*	30%	27%	33%	30%	28%	29%	35%	28%	33%	*14%*	35%	*44%*	30%	31%
I've heard of this scheme but don't know much about it	40%	39%	42%	*50%*	34%	49%	37%	38%	39%	32%	37%	44%	41%	*49%*	40%	*39%*	40%	38%
I understand what this scheme can do for me	21%	23%	18%	*30%*	27%	19%	21%	21%	25%	25%	21%	20%	19%	*26%*	18%	*17%*	21%	24%
I have used or intend to use this scheme in the next 12 months	9%	7%	14%	-	9%	5%	9%	10%	8%	14%	8%	8%	8%	*11%*	7%	-	9%	7%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	51%	49%	57%	*50%*	55%	58%	57%	44%	48%	52%	54%	53%	51%	*46%*	53%	*50%*	51%	51%
I've heard of this scheme but don't know much about it	35%	37%	29%	*30%*	28%	31%	32%	40%	38%	32%	35%	34%	35%	*31%*	37%	*39%*	35%	36%
I understand what this scheme can do for me	13%	13%	12%	*20%*	11%	10%	10%	15%	13%	14%	9%	11%	13%	*20%*	10%	*11%*	13%	12%
I have used or intend to use this scheme in the next 12 months	1%	1%	2%	-	6%	1%	1%	1%	1%	2%	3%	1%	1%	*3%*	-	-	1%	1%
SAS_q16_9. The Marketing Donut website																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	84%	83%	87%	*50%*	64%	84%	87%	88%	81%	81%	88%	86%	86%	*86%*	82%	*78%*	85%	79%
I've heard of this scheme but don't know much about it	11%	12%	10%	*20%*	18%	14%	9%	9%	12%	14%	6%	9%	10%	*14%*	15%	*22%*	10%	14%
I understand what this scheme can do for me	4%	5%	2%	*30%*	11%	2%	3%	3%	5%	5%	4%	3%	4%	-	3%	-	4%	5%
I have used or intend to use this scheme in the next 12 months	1%	1%	1%	-	7%	-	0%	0%	2%	-	1%	1%	1%	-	-	-	1%	2%
SAS_q16_10. British Chambers of Commerce																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	15%	14%	18%	*40%*	26%	15%	15%	13%	12%	17%	18%	18%	14%	*14%*	13%	*17%*	16%	10%
I've heard of this scheme but don't know much about it	54%	54%	53%	*50%*	51%	60%	55%	52%	55%	42%	56%	56%	57%	*51%*	58%	*56%*	55%	51%
I understand what this scheme can do for me	26%	27%	23%	-	20%	21%	26%	30%	26%	34%	22%	21%	27%	*26%*	25%	*28%*	25%	32%
I have used or intend to use this scheme in the next 12 months	5%	4%	6%	*10%*	3%	4%	5%	5%	6%	8%	4%	5%	2%	*9%*	3%	-	4%	7%
SAS_q16_11. Federation of Small Businesses																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
I've never heard of this scheme	20%	19%	21%	*50%*	30%	26%	20%	14%	13%	19%	19%	29%	20%	*6%*	13%	*28%*	19%	22%
I've heard of this scheme but don't know much about it	49%	50%	47%	*20%*	47%	54%	53%	47%	57%	40%	51%	51%	49%	*40%*	47%	*50%*	50%	49%
I understand what this scheme can do for me	24%	25%	22%	*20%*	16%	16%	21%	30%	25%	29%	23%	17%	22%	*46%*	32%	*22%*	23%	26%
I have used or intend to use this scheme in the next 12 months	7%	6%	10%	*10%*	7%	4%	6%	9%	4%	12%	6%	2%	9%	*9%*	8%	-	8%	4%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q16_4. Department for UK Trade and Investment (UKTI)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	23%	39%	40%	35%	*29%*	*21%*	34%	31%	*42%*	*38%*	*28%*	*43%*
I've heard of this scheme but don't know much about it	45%	49%	46%	40%	*47%*	*49%*	47%	59%	*38%*	*33%*	*52%*	*48%*
I understand what this scheme can do for me	22%	10%	13%	24%	*20%*	*30%*	12%	8%	*21%*	*23%*	*14%*	*9%*
I have used or intend to use this scheme in the next 12 months	9%	2%	2%	1%	*4%*	-	8%	2%	-	5%	7%	-
SAS_q16_5. UK Export Finance												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	44%	68%	68%	50%	*63%*	*60%*	61%	61%	*75%*	*62%*	*52%*	*74%*
I've heard of this scheme but don't know much about it	33%	26%	25%	30%	*22%*	*33%*	26%	35%	*13%*	*26%*	*38%*	*17%*
I understand what this scheme can do for me	19%	7%	7%	20%	*14%*	*7%*	12%	3%	*8%*	*13%*	*7%*	*9%*
I have used or intend to use this scheme in the next 12 months	5%	-	-	-	-	-	1%	-	*4%*	-	*3%*	-
SAS_q16_6. "Business Is Great" campaign												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	80%	81%	84%	78%	*71%*	*77%*	82%	81%	*83%*	*77%*	*69%*	*83%*
I've heard of this scheme but don't know much about it	13%	11%	13%	15%	*12%*	*19%*	12%	17%	*17%*	*15%*	*28%*	*13%*
I understand what this scheme can do for me	5%	8%	3%	6%	*14%*	*5%*	5%	1%	-	*8%*	-	*4%*
I have used or intend to use this scheme in the next 12 months	1%	-	-	1%	*2%*	-	1%	1%	-	-	*3%*	-
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	34%	37%	37%	29%	*31%*	*26%*	27%	28%	*33%*	*36%*	*28%*	*33%*
I've heard of this scheme but don't know much about it	36%	36%	38%	36%	*41%*	*26%*	40%	51%	*42%*	*38%*	*45%*	*41%*
I understand what this scheme can do for me	17%	21%	19%	27%	*16%*	*44%*	23%	15%	*25%*	*21%*	*17%*	*20%*
I have used or intend to use this scheme in the next 12 months	13%	7%	7%	8%	*12%*	*5%*	9%	6%	-	*5%*	*10%*	*7%*
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	46%	51%	54%	45%	*51%*	*40%*	57%	60%	*50%*	*51%*	*38%*	*59%*
I've heard of this scheme but don't know much about it	40%	41%	35%	28%	*31%*	*47%*	31%	34%	*38%*	*28%*	*48%*	*28%*
I understand what this scheme can do for me	11%	8%	10%	26%	*18%*	*14%*	12%	5%	*13%*	*18%*	*10%*	*11%*
I have used or intend to use this scheme in the next 12 months	3%	-	1%	1%	-	-	1%	-	-	3%	*3%*	*2%*
SAS_q16_9. The Marketing Donut website												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	78%	82%	88%	83%	*82%*	*79%*	84%	87%	*83%*	*87%*	*79%*	*89%*
I've heard of this scheme but don't know much about it	16%	10%	9%	13%	*10%*	*16%*	10%	13%	*4%*	*8%*	*17%*	*11%*
I understand what this scheme can do for me	5%	8%	4%	5%	*8%*	*5%*	4%	-	*8%*	3%	-	-
I have used or intend to use this scheme in the next 12 months	2%	-	-	-	-	-	2%	-	*4%*	3%	*3%*	-
SAS_q16_10. British Chambers of Commerce												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	14%	14%	17%	22%	*16%*	*7%*	14%	13%	*21%*	*28%*	*21%*	*13%*
I've heard of this scheme but don't know much about it	44%	59%	63%	42%	*55%*	*44%*	61%	65%	*46%*	*46%*	*52%*	*59%*
I understand what this scheme can do for me	32%	22%	19%	29%	*24%*	*47%*	22%	20%	*33%*	*23%*	*24%*	*26%*
I have used or intend to use this scheme in the next 12 months	10%	4%	1%	7%	*4%*	*2%*	4%	2%	-	3%	*3%*	*2%*
SAS_q16_11. Federation of Small Businesses												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
I've never heard of this scheme	20%	17%	15%	19%	*14%*	*12%*	21%	20%	*21%*	*38%*	*28%*	*17%*
I've heard of this scheme but don't know much about it	48%	47%	56%	37%	*53%*	*56%*	53%	47%	*58%*	*44%*	*41%*	*48%*
I understand what this scheme can do for me	24%	32%	21%	37%	*27%*	*30%*	18%	22%	*21%*	*15%*	*31%*	*20%*
I have used or intend to use this scheme in the next 12 months	7%	4%	7%	7%	*6%*	*2%*	7%	11%	-	3%	-	*15%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q16_4. Department for UK Trade and Investment (UKTI)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	30%	35%	*58%*	37%	25%	23%	*53%*	32%	*36%*	26%	32%	39%	32%	*56%*
I've heard of this scheme but don't know much about it	47%	40%	*17%*	47%	47%	53%	*35%*	51%	*39%*	54%	50%	45%	47%	*17%*
I understand what this scheme can do for me	19%	24%	*25%*	13%	22%	20%	*8%*	14%	*19%*	19%	14%	11%	18%	*17%*
I have used or intend to use this scheme in the next 12 months	4%	1%	-	3%	6%	4%	*5%*	3%	*6%*	1%	4%	5%	4%	*11%*
SAS_q16_5. UK Export Finance														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	59%	50%	*58%*	65%	52%	50%	*78%*	61%	*61%*	53%	56%	68%	60%	*61%*
I've heard of this scheme but don't know much about it	32%	30%	*25%*	26%	33%	34%	*15%*	28%	*22%*	34%	32%	27%	28%	*17%*
I understand what this scheme can do for me	8%	20%	*17%*	9%	13%	15%	*5%*	8%	*14%*	14%	11%	6%	11%	*17%*
I have used or intend to use this scheme in the next 12 months	2%	-	-	1%	1%	1%	*3%*	2%	*3%*	-	1%	-	1%	*6%*
SAS_q16_6. "Business Is Great" campaign														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	79%	78%	*92%*	83%	77%	75%	*85%*	76%	*78%*	66%	78%	88%	80%	*83%*
I've heard of this scheme but don't know much about it	18%	15%	-	11%	18%	20%	*10%*	19%	*14%*	24%	16%	9%	15%	-
I understand what this scheme can do for me	3%	6%	*8%*	5%	5%	4%	*3%*	5%	*8%*	9%	5%	3%	4%	*6%*
I have used or intend to use this scheme in the next 12 months	1%	1%	-	1%	-	1%	*3%*	1%	-	-	1%	-	1%	*11%*
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	25%	29%	*42%*	31%	23%	37%	*33%*	34%	*33%*	22%	33%	30%	30%	*72%*
I've heard of this scheme but don't know much about it	44%	36%	*33%*	39%	41%	37%	*50%*	39%	*31%*	50%	42%	37%	40%	*6%*
I understand what this scheme can do for me	21%	27%	*21%*	21%	27%	21%	-	19%	*25%*	20%	18%	26%	21%	*17%*
I have used or intend to use this scheme in the next 12 months	10%	8%	*4%*	9%	9%	5%	*18%*	8%	*11%*	8%	8%	7%	9%	*6%*
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	50%	45%	*71%*	52%	47%	54%	*68%*	49%	*53%*	45%	50%	48%	53%	*61%*
I've heard of this scheme but don't know much about it	34%	28%	*17%*	34%	40%	35%	*15%*	36%	*33%*	39%	36%	42%	33%	*17%*
I understand what this scheme can do for me	14%	26%	*13%*	13%	12%	10%	*15%*	13%	*14%*	16%	11%	9%	13%	*17%*
I have used or intend to use this scheme in the next 12 months	2%	1%	-	1%	1%	2%	*3%*	1%	-	-	3%	2%	1%	*6%*
SAS_q16_9. The Marketing Donut website														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	88%	83%	*83%*	86%	83%	80%	*93%*	83%	*69%*	68%	79%	90%	87%	*78%*
I've heard of this scheme but don't know much about it	8%	13%	*8%*	9%	13%	15%	*5%*	14%	*22%*	19%	14%	7%	10%	*11%*
I understand what this scheme can do for me	3%	5%	*8%*	4%	5%	4%	-	2%	*6%*	12%	5%	2%	3%	*6%*
I have used or intend to use this scheme in the next 12 months	1%	-	-	1%	-	1%	*3%*	1%	*3%*	1%	1%	-	1%	*6%*
SAS_q16_10. British Chambers of Commerce														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	11%	22%	*46%*	17%	12%	7%	*28%*	14%	*22%*	12%	19%	16%	13%	*39%*
I've heard of this scheme but don't know much about it	53%	42%	*21%*	58%	50%	57%	*50%*	55%	*44%*	62%	56%	56%	53%	*33%*
I understand what this scheme can do for me	29%	29%	*33%*	23%	30%	32%	*15%*	28%	*31%*	23%	22%	24%	28%	*17%*
I have used or intend to use this scheme in the next 12 months	7%	7%	-	3%	8%	4%	*8%*	3%	*3%*	3%	2%	4%	6%	*11%*
SAS_q16_11. Federation of Small Businesses														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
I've never heard of this scheme	21%	19%	*33%*	17%	18%	23%	*38%*	22%	*19%*	19%	24%	17%	18%	*50%*
I've heard of this scheme but don't know much about it	50%	37%	*46%*	49%	50%	51%	*48%*	51%	*53%*	58%	48%	53%	48%	*22%*
I understand what this scheme can do for me	20%	37%	*17%*	24%	29%	23%	*8%*	19%	*19%*	20%	19%	23%	26%	*22%*
I have used or intend to use this scheme in the next 12 months	8%	7%	*4%*	10%	3%	4%	*8%*	9%	*8%*	3%	8%	7%	7%	*6%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q16_4. Department for UK Trade and Investment (UKTI)							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*37%*	*37%*	*27%*	38%	*44%*	33%	23%
I've heard of this scheme but don't know much about it	*40%*	*50%*	*36%*	43%	*44%*	49%	49%
I understand what this scheme can do for me	*23%*	*11%*	*36%*	15%	*12%*	13%	21%
I have used or intend to use this scheme in the next 12 months	-	*2%*	-	4%	-	5%	7%
SAS_q16_5. UK Export Finance							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*60%*	*76%*	*64%*	50%	*80%*	65%	43%
I've heard of this scheme but don't know much about it	*33%*	*17%*	*9%*	35%	*12%*	25%	36%
I understand what this scheme can do for me	*7%*	*7%*	*18%*	15%	*8%*	8%	17%
I have used or intend to use this scheme in the next 12 months	-	-	*9%*	-	-	1%	5%
SAS_q16_6. "Business Is Great" campaign							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*70%*	*65%*	*73%*	75%	*88%*	84%	80%
I've heard of this scheme but don't know much about it	*20%*	*24%*	*18%*	22%	*8%*	11%	13%
I understand what this scheme can do for me	*10%*	*11%*	*9%*	1%	*4%*	3%	6%
I have used or intend to use this scheme in the next 12 months	-	-	-	1%	-	1%	1%
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*23%*	*30%*	*27%*	34%	*36%*	28%	31%
I've heard of this scheme but don't know much about it	*43%*	*41%*	*45%*	40%	*40%*	40%	39%
I understand what this scheme can do for me	*20%*	*17%*	*18%*	24%	*20%*	21%	18%
I have used or intend to use this scheme in the next 12 months	*13%*	*11%*	*9%*	3%	*4%*	11%	12%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*43%*	*54%*	*64%*	50%	*48%*	59%	44%
I've heard of this scheme but don't know much about it	*33%*	*35%*	*27%*	32%	*36%*	29%	42%
I understand what this scheme can do for me	*23%*	*9%*	*9%*	16%	*16%*	10%	11%
I have used or intend to use this scheme in the next 12 months	-	*2%*	-	1%	-	1%	2%
SAS_q16_9. The Marketing Donut website							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*90%*	*78%*	*64%*	79%	*88%*	85%	79%
I've heard of this scheme but don't know much about it	*3%*	*15%*	*9%*	21%	*8%*	10%	15%
I understand what this scheme can do for me	*7%*	*7%*	*9%*	-	*4%*	3%	5%
I have used or intend to use this scheme in the next 12 months	-	-	*18%*	-	-	2%	2%
SAS_q16_10. British Chambers of Commerce							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*13%*	*13%*	*9%*	24%	*16%*	12%	12%
I've heard of this scheme but don't know much about it	*60%*	*61%*	*55%*	41%	*52%*	64%	47%
I understand what this scheme can do for me	*23%*	*22%*	*27%*	26%	*28%*	21%	34%
I have used or intend to use this scheme in the next 12 months	*3%*	*4%*	*9%*	9%	*4%*	3%	8%
SAS_q16_11. Federation of Small Businesses							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
I've never heard of this scheme	*20%*	*11%*	*9%*	25%	*20%*	20%	19%
I've heard of this scheme but don't know much about it	*50%*	*50%*	*64%*	43%	*64%*	55%	47%
I understand what this scheme can do for me	*30%*	*30%*	*18%*	29%	*12%*	17%	26%
I have used or intend to use this scheme in the next 12 months	-	*9%*	*9%*	3%	*4%*	8%	8%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q16_4. Department for UK Trade and Investment (UKTI)					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	25%	*27%*	44%	35%	26%
I've heard of this scheme but don't know much about it	50%	*59%*	38%	47%	48%
I understand what this scheme can do for me	21%	*5%*	16%	14%	17%
I have used or intend to use this scheme in the next 12 months	4%	*9%*	2%	3%	9%
SAS_q16_5. UK Export Finance					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	51%	*50%*	67%	67%	54%
I've heard of this scheme but don't know much about it	35%	*45%*	23%	24%	39%
I understand what this scheme can do for me	13%	-	10%	9%	7%
I have used or intend to use this scheme in the next 12 months	1%	*5%*	-	0%	-
SAS_q16_6. "Business Is Great" campaign					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	74%	*68%*	85%	84%	76%
I've heard of this scheme but don't know much about it	17%	*27%*	13%	12%	20%
I understand what this scheme can do for me	8%	-	3%	4%	4%
I have used or intend to use this scheme in the next 12 months	1%	*5%*	-	1%	-
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	26%	*36%*	31%	33%	31%
I've heard of this scheme but don't know much about it	33%	*27%*	41%	43%	41%
I understand what this scheme can do for me	33%	*23%*	20%	17%	20%
I have used or intend to use this scheme in the next 12 months	8%	*14%*	8%	7%	7%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	47%	*45%*	53%	53%	52%
I've heard of this scheme but don't know much about it	30%	*45%*	35%	36%	43%
I understand what this scheme can do for me	21%	*5%*	12%	10%	6%
I have used or intend to use this scheme in the next 12 months	1%	*5%*	1%	1%	-
SAS_q16_9. The Marketing Donut website					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	86%	*82%*	85%	87%	85%
I've heard of this scheme but don't know much about it	8%	*18%*	11%	10%	11%
I understand what this scheme can do for me	6%	-	4%	2%	4%
I have used or intend to use this scheme in the next 12 months	-	-	-	1%	-
SAS_q16_10. British Chambers of Commerce					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	8%	*23%*	16%	20%	17%
I've heard of this scheme but don't know much about it	53%	*50%*	59%	55%	46%
I understand what this scheme can do for me	37%	*23%*	23%	22%	24%
I have used or intend to use this scheme in the next 12 months	3%	*5%*	2%	4%	13%
SAS_q16_11. Federation of Small Businesses					
Base: All SME Decision Makers	156	*22*	118	257	54
I've never heard of this scheme	17%	*32%*	18%	21%	22%
I've heard of this scheme but don't know much about it	46%	*45%*	51%	49%	46%
I understand what this scheme can do for me	30%	*18%*	21%	22%	28%
I have used or intend to use this scheme in the next 12 months	6%	*5%*	10%	8%	4%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q16_4. Department for UK Trade and Investment (UKTI)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	27%	33%	33%	24%	33%	*34%*	29%	25%
I've heard of this scheme but don't know much about it	49%	40%	43%	57%	49%	*48%*	53%	48%
I understand what this scheme can do for me	18%	22%	23%	17%	13%	*14%*	14%	23%
I have used or intend to use this scheme in the next 12 months	5%	5%	2%	1%	5%	*5%*	5%	3%
SAS_q16_5. UK Export Finance								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	52%	52%	58%	53%	62%	*64%*	55%	58%
I've heard of this scheme but don't know much about it	32%	32%	26%	35%	29%	*25%*	36%	32%
I understand what this scheme can do for me	14%	15%	16%	11%	8%	*9%*	9%	10%
I have used or intend to use this scheme in the next 12 months	2%	1%	-	1%	2%	*2%*	-	-
SAS_q16_6. "Business Is Great" campaign								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	76%	75%	78%	69%	81%	*82%*	85%	77%
I've heard of this scheme but don't know much about it	18%	20%	14%	27%	14%	*11%*	14%	18%
I understand what this scheme can do for me	7%	5%	7%	4%	4%	*7%*	2%	5%
I have used or intend to use this scheme in the next 12 months	-	-	2%	-	1%	-	-	-
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	34%	22%	31%	24%	30%	*43%*	20%	23%
I've heard of this scheme but don't know much about it	40%	38%	40%	40%	41%	*27%*	41%	43%
I understand what this scheme can do for me	21%	32%	23%	27%	18%	*18%*	24%	25%
I have used or intend to use this scheme in the next 12 months	5%	7%	6%	9%	11%	*11%*	15%	8%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	56%	42%	51%	52%	50%	*52%*	38%	45%
I've heard of this scheme but don't know much about it	34%	35%	34%	36%	39%	*32%*	52%	33%
I understand what this scheme can do for me	9%	22%	12%	12%	11%	*14%*	11%	22%
I have used or intend to use this scheme in the next 12 months	1%	1%	3%	-	1%	*2%*	-	-
SAS_q16_9. The Marketing Donut website								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	88%	78%	85%	75%	84%	*82%*	88%	88%
I've heard of this scheme but don't know much about it	10%	16%	9%	17%	12%	*16%*	11%	5%
I understand what this scheme can do for me	1%	6%	6%	8%	3%	*2%*	2%	7%
I have used or intend to use this scheme in the next 12 months	1%	-	-	-	1%	-	-	-
SAS_q16_10. British Chambers of Commerce								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	14%	4%	14%	8%	16%	*20%*	11%	3%
I've heard of this scheme but don't know much about it	57%	53%	55%	59%	54%	*57%*	55%	60%
I understand what this scheme can do for me	24%	41%	27%	28%	26%	*16%*	29%	32%
I have used or intend to use this scheme in the next 12 months	4%	2%	4%	5%	5%	*7%*	6%	5%
SAS_q16_11. Federation of Small Businesses								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
I've never heard of this scheme	22%	15%	21%	4%	18%	*30%*	17%	10%
I've heard of this scheme but don't know much about it	51%	52%	46%	64%	53%	*39%*	55%	43%
I understand what this scheme can do for me	20%	30%	27%	31%	21%	*25%*	18%	38%
I have used or intend to use this scheme in the next 12 months	8%	4%	5%	1%	8%	*7%*	11%	8%

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q16_4. Department for UK Trade and Investment (UKTI)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	37%	49%	30%	23%	30%	18%	34%	*19%*	*26%*	*23%*	*36%*	57%
I've heard of this scheme but don't know much about it	45%	38%	53%	62%	43%	48%	49%	*51%*	*46%*	*43%*	*38%*	31%
I understand what this scheme can do for me	13%	10%	12%	12%	23%	27%	14%	*19%*	*26%*	*26%*	*26%*	10%
I have used or intend to use this scheme in the next 12 months	6%	3%	5%	4%	5%	7%	3%	*12%*	*2%*	*9%*	-	3%
SAS_q16_5. UK Export Finance												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	66%	74%	70%	50%	44%	32%	63%	*47%*	*54%*	*51%*	*72%*	74%
I've heard of this scheme but don't know much about it	26%	17%	23%	37%	38%	45%	28%	*35%*	*30%*	*31%*	*17%*	15%
I understand what this scheme can do for me	8%	8%	7%	13%	16%	20%	8%	*16%*	*15%*	*14%*	*11%*	10%
I have used or intend to use this scheme in the next 12 months	-	1%	-	-	2%	3%	1%	*2%*	-	*3%*	-	1%
SAS_q16_6. "Business Is Great" campaign												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	92%	81%	77%	79%	72%	63%	82%	*79%*	*76%*	*77%*	*87%*	82%
I've heard of this scheme but don't know much about it	2%	13%	12%	13%	20%	28%	15%	*14%*	*15%*	*11%*	*9%*	11%
I understand what this scheme can do for me	3%	4%	11%	6%	7%	8%	3%	*7%*	*9%*	*9%*	*4%*	4%
I have used or intend to use this scheme in the next 12 months	2%	3%	-	2%	2%	-	1%	-	-	*3%*	-	3%
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	31%	48%	39%	35%	26%	25%	28%	*21%*	*30%*	*29%*	*26%*	56%
I've heard of this scheme but don't know much about it	43%	38%	39%	35%	34%	43%	44%	*42%*	*37%*	*26%*	*36%*	25%
I understand what this scheme can do for me	21%	9%	18%	27%	33%	27%	19%	*23%*	*22%*	*31%*	*28%*	14%
I have used or intend to use this scheme in the next 12 months	6%	5%	5%	4%	7%	5%	9%	*14%*	*11%*	*14%*	*11%*	6%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	60%	68%	63%	37%	59%	45%	51%	*37%*	*50%*	*37%*	*49%*	68%
I've heard of this scheme but don't know much about it	26%	21%	30%	46%	25%	40%	37%	*40%*	*35%*	*37%*	*34%*	18%
I understand what this scheme can do for me	13%	9%	7%	13%	15%	12%	11%	*23%*	*15%*	*23%*	*17%*	10%
I have used or intend to use this scheme in the next 12 months	1%	3%	-	4%	2%	3%	1%	-	-	*3%*	-	4%
SAS_q16_9. The Marketing Donut website												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	92%	87%	82%	83%	79%	65%	88%	*79%*	*83%*	*86%*	*87%*	88%
I've heard of this scheme but don't know much about it	3%	8%	11%	13%	15%	20%	10%	*12%*	*13%*	*11%*	*4%*	7%
I understand what this scheme can do for me	5%	1%	5%	4%	7%	13%	2%	*7%*	*4%*	*3%*	*9%*	1%
I have used or intend to use this scheme in the next 12 months	-	4%	2%	-	-	2%	0%	*2%*	-	-	-	4%
SAS_q16_10. British Chambers of Commerce												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	18%	36%	16%	8%	11%	2%	15%	*5%*	*17%*	*6%*	*21%*	40%
I've heard of this scheme but don't know much about it	56%	43%	58%	67%	54%	50%	57%	*58%*	*48%*	*46%*	*47%*	38%
I understand what this scheme can do for me	20%	16%	19%	21%	33%	38%	24%	*30%*	*30%*	*40%*	*32%*	19%
I have used or intend to use this scheme in the next 12 months	6%	5%	7%	4%	2%	10%	5%	*7%*	*4%*	*9%*	-	3%
SAS_q16_11. Federation of Small Businesses												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
I've never heard of this scheme	21%	43%	25%	19%	18%	10%	18%	*23%*	*15%*	*17%*	*19%*	42%
I've heard of this scheme but don't know much about it	43%	36%	56%	52%	49%	50%	54%	*44%*	*46%*	*34%*	*32%*	32%
I understand what this scheme can do for me	23%	17%	14%	27%	30%	40%	20%	*23%*	*33%*	*43%*	*32%*	21%
I have used or intend to use this scheme in the next 12 months	14%	4%	5%	2%	3%	-	8%	*9%*	*7%*	*6%*	*17%*	6%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q16_4. Department for UK Trade and Investment (UKTI)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	27%	33%	27%	29%	35%	*26%*	35%	*31%*	*39%*	44%
I've heard of this scheme but don't know much about it	41%	42%	46%	51%	51%	*56%*	43%	*50%*	*39%*	37%
I understand what this scheme can do for me	27%	15%	23%	17%	12%	*15%*	19%	*19%*	*18%*	14%
I have used or intend to use this scheme in the next 12 months	6%	10%	4%	4%	3%	*3%*	4%	-	*4%*	5%
SAS_q16_5. UK Export Finance										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	47%	49%	55%	56%	65%	*59%*	61%	*54%*	*79%*	68%
I've heard of this scheme but don't know much about it	35%	36%	28%	35%	27%	*33%*	28%	*27%*	*21%*	18%
I understand what this scheme can do for me	14%	14%	16%	8%	7%	*8%*	11%	*19%*	-	13%
I have used or intend to use this scheme in the next 12 months	4%	1%	-	1%	2%	-	-	-	-	1%
SAS_q16_6. "Business Is Great" campaign										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	77%	78%	77%	75%	82%	*79%*	78%	*69%*	*100%*	83%
I've heard of this scheme but don't know much about it	16%	19%	14%	23%	14%	*15%*	15%	*15%*	-	11%
I understand what this scheme can do for me	7%	3%	7%	2%	4%	*5%*	7%	*15%*	-	4%
I have used or intend to use this scheme in the next 12 months	-	-	1%	-	1%	-	-	-	-	2%
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	29%	34%	25%	28%	29%	*26%*	24%	*38%*	*54%*	41%
I've heard of this scheme but don't know much about it	37%	36%	41%	39%	42%	*36%*	43%	*38%*	*29%*	39%
I understand what this scheme can do for me	28%	26%	26%	23%	18%	*26%*	26%	*19%*	*11%*	12%
I have used or intend to use this scheme in the next 12 months	6%	5%	8%	11%	10%	*13%*	7%	*4%*	*7%*	7%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	49%	47%	46%	53%	52%	*54%*	41%	*54%*	*61%*	62%
I've heard of this scheme but don't know much about it	37%	42%	38%	38%	34%	*38%*	37%	*23%*	*29%*	23%
I understand what this scheme can do for me	12%	12%	13%	10%	12%	*8%*	22%	*23%*	*11%*	13%
I have used or intend to use this scheme in the next 12 months	1%	-	2%	-	2%	-	-	-	-	2%
SAS_q16_9. The Marketing Donut website										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	81%	85%	83%	82%	85%	*85%*	83%	*81%*	*100%*	84%
I've heard of this scheme but don't know much about it	13%	12%	10%	12%	12%	*10%*	13%	*8%*	-	11%
I understand what this scheme can do for me	4%	3%	7%	6%	2%	*3%*	4%	*12%*	-	2%
I have used or intend to use this scheme in the next 12 months	2%	-	1%	-	1%	*3%*	-	-	-	3%
SAS_q16_10. British Chambers of Commerce										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	13%	14%	12%	9%	16%	*8%*	17%	*15%*	*21%*	28%
I've heard of this scheme but don't know much about it	54%	59%	52%	58%	55%	*54%*	48%	*50%*	*64%*	47%
I understand what this scheme can do for me	31%	21%	28%	29%	25%	*38%*	33%	*27%*	*11%*	19%
I have used or intend to use this scheme in the next 12 months	1%	6%	7%	4%	4%	-	2%	*8%*	*4%*	6%
SAS_q16_11. Federation of Small Businesses										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
I've never heard of this scheme	23%	16%	15%	14%	20%	*15%*	20%	*15%*	*25%*	33%
I've heard of this scheme but don't know much about it	48%	51%	51%	55%	50%	*54%*	41%	*50%*	*46%*	41%
I understand what this scheme can do for me	22%	26%	29%	27%	21%	*23%*	26%	*31%*	*21%*	20%
I have used or intend to use this scheme in the next 12 months	7%	7%	4%	4%	9%	*8%*	13%	*4%*	*7%*	5%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q16_4. Department for UK Trade and Investment (UKTI)										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	33%	25%	22%	19%	33%	33%	35%	41%	41%	50%
I've heard of this scheme but don't know much about it	38%	48%	47%	48%	49%	48%	46%	35%	41%	37%
I understand what this scheme can do for me	15%	19%	27%	27%	14%	12%	15%	24%	14%	10%
I have used or intend to use this scheme in the next 12 months	13%	8%	4%	5%	3%	6%	4%	-	5%	3%
SAS_q16_5. UK Export Finance										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	51%	56%	49%	46%	61%	64%	65%	47%	86%	71%
I've heard of this scheme but don't know much about it	33%	29%	34%	37%	29%	21%	31%	29%	9%	19%
I understand what this scheme can do for me	13%	13%	17%	13%	9%	15%	4%	24%	5%	9%
I have used or intend to use this scheme in the next 12 months	3%	2%	-	3%	1%	-	-	-	-	1%
SAS_q16_6. "Business Is Great" campaign										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	67%	79%	75%	69%	81%	85%	85%	76%	91%	84%
I've heard of this scheme but don't know much about it	26%	13%	16%	26%	14%	6%	12%	12%	5%	10%
I understand what this scheme can do for me	8%	8%	8%	4%	4%	9%	4%	12%	5%	4%
I have used or intend to use this scheme in the next 12 months	-	-	1%	1%	1%	-	-	-	-	2%
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	44%	27%	30%	18%	29%	27%	27%	29%	50%	48%
I've heard of this scheme but don't know much about it	36%	38%	39%	43%	40%	36%	38%	41%	32%	37%
I understand what this scheme can do for me	18%	25%	29%	33%	20%	18%	23%	29%	14%	12%
I have used or intend to use this scheme in the next 12 months	3%	10%	3%	5%	11%	18%	12%	-	5%	3%
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	51%	48%	53%	36%	50%	67%	46%	47%	77%	65%
I've heard of this scheme but don't know much about it	38%	38%	36%	46%	36%	24%	42%	24%	14%	22%
I understand what this scheme can do for me	8%	13%	10%	15%	13%	9%	12%	29%	9%	11%
I have used or intend to use this scheme in the next 12 months	3%	2%	-	2%	1%	-	-	-	-	2%
SAS_q16_9. The Marketing Donut website										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	74%	79%	81%	72%	87%	91%	85%	82%	95%	85%
I've heard of this scheme but don't know much about it	18%	10%	14%	20%	10%	3%	12%	12%	-	10%
I understand what this scheme can do for me	5%	8%	5%	7%	3%	3%	4%	6%	5%	2%
I have used or intend to use this scheme in the next 12 months	3%	2%	-	1%	0%	3%	-	-	-	3%
SAS_q16_10. British Chambers of Commerce										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	15%	13%	8%	6%	15%	9%	12%	12%	45%	31%
I've heard of this scheme but don't know much about it	54%	65%	49%	57%	56%	45%	62%	53%	27%	44%
I understand what this scheme can do for me	23%	21%	35%	33%	25%	36%	27%	35%	23%	20%
I have used or intend to use this scheme in the next 12 months	8%	2%	8%	4%	4%	9%	-	-	5%	5%
SAS_q16_11. Federation of Small Businesses										
Base: All SME Decision Makers	39	48	77	99	598	33	26	17	22	94
I've never heard of this scheme	26%	21%	21%	11%	17%	27%	15%	24%	41%	34%
I've heard of this scheme but don't know much about it	46%	58%	45%	51%	53%	36%	42%	47%	27%	40%
I understand what this scheme can do for me	23%	17%	31%	36%	22%	27%	23%	29%	23%	20%
I have used or intend to use this scheme in the next 12 months	5%	4%	3%	2%	9%	9%	19%	-	9%	5%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q16_4. Department for UK Trade and Investment (UKTI)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	39%	19%	15%	21%	*25%*	*15%*	44%	25%	21%	38%	*60%*
I've heard of this scheme but don't know much about it	46%	55%	52%	39%	*40%*	*54%*	35%	51%	52%	44%	*28%*
I understand what this scheme can do for me	13%	19%	25%	29%	*21%*	*15%*	17%	19%	21%	14%	*7%*
I have used or intend to use this scheme in the next 12 months	1%	7%	7%	11%	*15%*	*15%*	4%	5%	6%	3%	*5%*
SAS_q16_5. UK Export Finance											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	69%	50%	31%	30%	*35%*	*38%*	70%	59%	46%	62%	*72%*
I've heard of this scheme but don't know much about it	24%	36%	45%	43%	*40%*	*38%*	13%	29%	39%	27%	*14%*
I understand what this scheme can do for me	6%	13%	22%	25%	*19%*	*23%*	13%	11%	15%	10%	*12%*
I have used or intend to use this scheme in the next 12 months	1%	1%	1%	2%	*6%*	-	4%	2%	1%	1%	*2%*
SAS_q16_6. "Business Is Great" campaign											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	83%	80%	67%	64%	*67%*	*85%*	80%	79%	65%	84%	*84%*
I've heard of this scheme but don't know much about it	13%	14%	24%	25%	*25%*	*15%*	13%	16%	25%	12%	*9%*
I understand what this scheme can do for me	4%	6%	9%	7%	*8%*	-	4%	5%	8%	4%	*2%*
I have used or intend to use this scheme in the next 12 months	0%	1%	-	4%	-	-	4%	1%	2%	0%	*5%*
SAS_q16_7. Gov.uk website & resources (e.g. information pages on employment regulations)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	32%	20%	25%	39%	*25%*	*38%*	43%	27%	24%	33%	*51%*
I've heard of this scheme but don't know much about it	38%	48%	49%	27%	*31%*	*46%*	35%	39%	47%	39%	*28%*
I understand what this scheme can do for me	21%	22%	16%	29%	*31%*	*15%*	19%	25%	23%	19%	*14%*
I have used or intend to use this scheme in the next 12 months	9%	11%	9%	5%	*13%*	-	4%	9%	6%	9%	*7%*
SAS_q16_8. Business Bank (i.e. government scheme for lending to businesses)											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	54%	45%	51%	45%	*40%*	*46%*	59%	48%	39%	56%	*63%*
I've heard of this scheme but don't know much about it	34%	40%	33%	32%	*44%*	*54%*	26%	37%	42%	32%	*28%*
I understand what this scheme can do for me	11%	14%	13%	20%	*17%*	-	11%	14%	16%	11%	*7%*
I have used or intend to use this scheme in the next 12 months	1%	1%	3%	4%	-	-	4%	1%	3%	1%	*2%*
SAS_q16_9. The Marketing Donut website											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	88%	83%	63%	71%	*73%*	*100%*	83%	83%	71%	88%	*81%*
I've heard of this scheme but don't know much about it	9%	12%	22%	21%	*17%*	-	9%	12%	20%	9%	*12%*
I understand what this scheme can do for me	3%	4%	9%	7%	*10%*	-	4%	4%	6%	3%	*2%*
I have used or intend to use this scheme in the next 12 months	0%	-	6%	-	-	-	4%	1%	2%	0%	*5%*
SAS_q16_10. British Chambers of Commerce											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	17%	8%	13%	7%	*10%*	*8%*	33%	11%	10%	17%	*44%*
I've heard of this scheme but don't know much about it	53%	59%	63%	54%	*46%*	*69%*	43%	53%	57%	55%	*42%*
I understand what this scheme can do for me	26%	28%	19%	36%	*27%*	*15%*	19%	31%	28%	24%	*12%*
I have used or intend to use this scheme in the next 12 months	3%	6%	4%	4%	*17%*	*8%*	6%	5%	4%	5%	*2%*
SAS_q16_11. Federation of Small Businesses											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
I've never heard of this scheme	19%	13%	19%	25%	*23%*	*38%*	39%	14%	15%	22%	*51%*
I've heard of this scheme but don't know much about it	48%	56%	55%	41%	*50%*	*54%*	41%	52%	49%	49%	*33%*
I understand what this scheme can do for me	25%	24%	19%	29%	*23%*	*8%*	15%	26%	31%	22%	*7%*
I have used or intend to use this scheme in the next 12 months	8%	7%	6%	5%	*4%*	-	6%	8%	5%	7%	*9%*

	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)																		
Financial support for advertising																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all helpful	22%	21%	23%	*10%*	12%	13%	21%	28%	18%	21%	22%	22%	24%	*17%*	20%	*39%*	24%	13%
2	4%	4%	3%	*10%*	1%	3%	4%	4%	2%	5%	4%	3%	5%	-	2%	*6%*	4%	3%
3	4%	4%	4%	-	3%	3%	4%	4%	3%	3%	3%	6%	3%	*6%*	3%	-	4%	4%
4	4%	4%	4%	*10%*	5%	5%	3%	3%	4%	3%	-	3%	5%	*11%*	3%	-	4%	5%
5	11%	11%	11%	*30%*	13%	14%	12%	9%	12%	12%	10%	10%	12%	*11%*	15%	-	10%	15%
6	8%	8%	9%	-	9%	8%	9%	7%	9%	9%	6%	10%	7%	*9%*	5%	-	8%	10%
7	11%	11%	11%	-	16%	14%	11%	8%	10%	13%	19%	7%	9%	*6%*	15%	*17%*	10%	13%
8	10%	11%	10%	*10%*	14%	12%	11%	9%	12%	10%	14%	9%	12%	-	8%	*6%*	10%	12%
9	4%	5%	4%	-	9%	4%	4%	4%	4%	5%	1%	5%	5%	*9%*	2%	*6%*	4%	5%
10 - Very helpful	16%	17%	15%	*30%*	14%	14%	14%	18%	19%	16%	15%	15%	14%	*26%*	15%	*17%*	16%	15%
Don't know	6%	6%	7%	-	4%	11%	7%	5%	7%	5%	5%	8%	5%	*6%*	12%	*11%*	7%	5%
SAS_q15_2. Financial support for market research																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all helpful	25%	24%	26%	*10%*	15%	14%	25%	31%	23%	20%	23%	24%	29%	*17%*	23%	*39%*	27%	15%
2	5%	6%	4%	-	3%	5%	7%	5%	4%	5%	4%	4%	7%	*3%*	8%	-	6%	2%
3	6%	6%	7%	*10%*	1%	8%	6%	7%	5%	5%	6%	8%	6%	*9%*	5%	-	6%	6%
4	4%	4%	5%	*10%*	5%	7%	3%	4%	6%	5%	4%	2%	4%	*6%*	7%	-	4%	6%
5	12%	13%	11%	*20%*	15%	13%	14%	10%	11%	12%	18%	10%	13%	*20%*	8%	*6%*	11%	16%
6	7%	6%	8%	-	8%	7%	6%	6%	8%	8%	5%	7%	5%	*9%*	10%	-	7%	6%
7	11%	10%	11%	*30%*	14%	14%	10%	9%	10%	14%	15%	10%	9%	*14%*	10%	*6%*	10%	13%
8	9%	10%	7%	-	15%	12%	9%	7%	10%	10%	9%	11%	8%	*6%*	5%	*11%*	8%	13%
9	4%	4%	3%	-	6%	2%	5%	3%	4%	3%	-	2%	5%	-	3%	*11%*	3%	5%
10 - Very helpful	11%	12%	10%	*20%*	13%	10%	9%	12%	13%	13%	9%	12%	8%	*11%*	8%	*17%*	11%	12%
Don't know	6%	6%	8%	-	5%	10%	7%	5%	6%	5%	6%	7%	5%	*6%*	12%	*11%*	7%	5%
SAS_q15_3. Training/ education on how to advertise																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all helpful	28%	26%	31%	*10%*	15%	18%	29%	34%	24%	23%	28%	28%	33%	*20%*	25%	*50%*	30%	17%
2	6%	7%	4%	*10%*	3%	5%	6%	7%	6%	5%	4%	5%	7%	*3%*	10%	-	6%	5%
3	7%	7%	7%	*10%*	7%	5%	7%	8%	5%	9%	8%	7%	8%	*9%*	5%	*6%*	7%	7%
4	6%	6%	6%	*10%*	2%	7%	6%	6%	5%	5%	4%	6%	6%	*11%*	5%	*6%*	6%	5%
5	12%	13%	10%	-	16%	14%	11%	11%	13%	14%	13%	12%	10%	*17%*	17%	*6%*	11%	16%
6	8%	9%	6%	*20%*	6%	13%	9%	6%	12%	10%	13%	8%	6%	*6%*	7%	-	8%	11%
7	10%	9%	11%	-	14%	13%	11%	7%	10%	12%	13%	9%	8%	*6%*	15%	-	9%	11%
8	6%	6%	5%	*10%*	11%	6%	6%	4%	6%	6%	5%	6%	5%	*14%*	2%	-	5%	8%
9	3%	3%	3%	*10%*	11%	1%	2%	3%	3%	3%	3%	3%	4%	-	-	-	2%	6%
10 - Very helpful	8%	7%	8%	*20%*	10%	7%	5%	8%	10%	9%	5%	6%	7%	*9%*	3%	*22%*	7%	9%
Don't know	7%	6%	8%	-	5%	10%	8%	6%	6%	6%	5%	8%	6%	*6%*	12%	*11%*	7%	5%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
1 - Not at all helpful	27%	27%	27%	*10%*	13%	15%	28%	34%	22%	22%	31%	25%	32%	*23%*	25%	*39%*	29%	18%
2	6%	6%	6%	*10%*	3%	5%	4%	8%	4%	5%	8%	4%	8%	-	8%	*6%*	6%	5%
3	6%	7%	6%	*10%*	4%	6%	5%	8%	7%	6%	6%	6%	7%	*9%*	5%	-	7%	4%
4	4%	4%	5%	*10%*	4%	4%	4%	4%	5%	3%	-	4%	5%	*11%*	5%	-	4%	6%
5	13%	14%	12%	*10%*	16%	16%	14%	11%	17%	16%	18%	8%	13%	*14%*	13%	*6%*	13%	15%
6	8%	8%	7%	*10%*	9%	12%	9%	6%	10%	10%	8%	10%	5%	*9%*	3%	*11%*	8%	8%
7	10%	10%	10%	*10%*	13%	15%	10%	7%	10%	10%	12%	10%	8%	*11%*	18%	*6%*	9%	14%
8	8%	8%	6%	*10%*	16%	7%	8%	6%	4%	10%	6%	10%	8%	*6%*	7%	*6%*	7%	11%
9	3%	4%	2%	-	8%	2%	4%	3%	3%	3%	3%	4%	4%	*3%*	-	*6%*	3%	5%
10 - Very helpful	7%	6%	9%	*20%*	9%	6%	7%	7%	11%	8%	3%	9%	5%	*9%*	3%	*11%*	7%	9%
Don't know	7%	7%	8%	-	5%	10%	8%	6%	7%	7%	6%	8%	6%	*6%*	12%	*11%*	8%	5%

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)												
Financial support for advertising												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all helpful	20%	23%	19%	34%	*14%*	*21%*	18%	12%	*17%*	*28%*	*31%*	*35%*
2	4%	1%	3%	5%	*2%*	*2%*	5%	5%	-	*3%*	*3%*	-
3	3%	2%	4%	1%	*4%*	*9%*	4%	6%	*4%*	*3%*	*3%*	*2%*
4	5%	3%	1%	7%	-	*5%*	7%	3%	*4%*	*3%*	*3%*	*4%*
5	13%	11%	12%	8%	*8%*	*12%*	12%	11%	*13%*	*10%*	*14%*	*11%*
6	9%	8%	8%	6%	*6%*	*5%*	9%	10%	*4%*	*10%*	7%	*4%*
7	12%	8%	13%	7%	*12%*	*19%*	9%	11%	*25%*	*13%*	*10%*	*11%*
8	10%	7%	15%	8%	*18%*	*5%*	8%	13%	*4%*	*13%*	*10%*	*9%*
9	5%	3%	3%	3%	*4%*	-	5%	4%	*8%*	*8%*	*3%*	*9%*
10 - Very helpful	16%	17%	18%	16%	*24%*	*14%*	18%	18%	*13%*	*8%*	*10%*	*15%*
Don't know	4%	17%	5%	5%	*6%*	*9%*	6%	6%	*8%*	*3%*	*3%*	-
SAS_q15_2. Financial support for market research												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all helpful	23%	28%	18%	35%	*20%*	*28%*	19%	18%	*17%*	*31%*	*34%*	*37%*
2	3%	4%	8%	6%	*4%*	-	8%	6%	*4%*	*3%*	*3%*	*9%*
3	7%	6%	3%	7%	*6%*	*14%*	7%	6%	*4%*	*3%*	-	*4%*
4	5%	4%	4%	2%	*2%*	*7%*	6%	5%	*4%*	*3%*	*3%*	*7%*
5	14%	13%	16%	7%	*12%*	*5%*	10%	12%	*4%*	*10%*	*21%*	*9%*
6	9%	1%	12%	7%	*8%*	*5%*	6%	4%	*4%*	*10%*	*3%*	*4%*
7	9%	8%	11%	10%	*8%*	*14%*	12%	15%	*17%*	*8%*	*14%*	*9%*
8	9%	7%	8%	10%	*16%*	*9%*	9%	5%	*17%*	*8%*	*7%*	*9%*
9	5%	1%	2%	2%	*2%*	-	4%	4%	*8%*	*10%*	*7%*	*7%*
10 - Very helpful	11%	11%	14%	8%	*14%*	*9%*	13%	17%	*13%*	*10%*	*3%*	*7%*
Don't know	4%	17%	5%	5%	*6%*	*9%*	6%	5%	*8%*	*5%*	*3%*	-
SAS_q15_3. Training/ education on how to advertise												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all helpful	26%	27%	20%	35%	*22%*	*26%*	20%	27%	*21%*	*31%*	*38%*	*43%*
2	5%	6%	9%	7%	*6%*	*5%*	7%	4%	*8%*	*3%*	-	*7%*
3	8%	9%	7%	6%	*4%*	*9%*	11%	5%	-	*5%*	*3%*	*2%*
4	8%	6%	5%	5%	*8%*	*7%*	6%	8%	*4%*	*3%*	*3%*	*7%*
5	16%	9%	13%	14%	*10%*	*9%*	10%	14%	*8%*	*18%*	*21%*	*13%*
6	6%	4%	14%	9%	*12%*	*7%*	6%	9%	*13%*	*8%*	*3%*	*4%*
7	9%	7%	7%	6%	*8%*	*14%*	14%	12%	*13%*	*15%*	*17%*	*7%*
8	5%	6%	6%	6%	*4%*	*5%*	5%	6%	*4%*	*3%*	*3%*	*9%*
9	5%	1%	3%	2%	*4%*	-	6%	1%	*4%*	*8%*	*7%*	*4%*
10 - Very helpful	6%	11%	11%	6%	*12%*	*9%*	7%	9%	*17%*	*5%*	-	*4%*
Don't know	5%	16%	5%	5%	*8%*	*9%*	7%	5%	*8%*	*3%*	*3%*	-
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
1 - Not at all helpful	26%	27%	19%	34%	*20%*	*30%*	19%	26%	*13%*	*31%*	*38%*	*37%*
2	5%	8%	9%	7%	*2%*	*2%*	4%	3%	*13%*	*3%*	*10%*	*4%*
3	4%	6%	11%	3%	*8%*	*7%*	9%	8%	*4%*	*5%*	-	*7%*
4	5%	3%	3%	2%	*6%*	*2%*	7%	6%	-	*5%*	*3%*	*2%*
5	19%	10%	16%	13%	*8%*	*12%*	12%	15%	*21%*	*15%*	*10%*	*15%*
6	7%	3%	5%	10%	*10%*	*12%*	9%	10%	*21%*	*10%*	*10%*	*2%*
7	12%	10%	13%	6%	*8%*	*7%*	9%	9%	*8%*	*8%*	*17%*	*13%*
8	8%	3%	7%	9%	*8%*	*9%*	11%	5%	-	*5%*	*3%*	*9%*
9	3%	3%	4%	2%	*6%*	*2%*	3%	2%	*8%*	*10%*	*3%*	*4%*
10 - Very helpful	6%	9%	8%	7%	*14%*	*7%*	11%	11%	*4%*	*5%*	-	*4%*
Don't know	5%	18%	6%	6%	*8%*	*9%*	7%	5%	*8%*	*3%*	*3%*	*2%*

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)														
Financial support for advertising														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all helpful	23%	34%	*29%*	25%	15%	21%	*23%*	24%	*11%*	11%	22%	23%	23%	*22%*
2	5%	5%	-	4%	4%	2%	-	3%	*6%*	4%	4%	3%	3%	*6%*
3	3%	1%	-	4%	3%	4%	*8%*	5%	-	1%	3%	6%	4%	-
4	3%	7%	*8%*	4%	4%	4%	*10%*	2%	*6%*	4%	4%	3%	4%	*6%*
5	12%	8%	*13%*	9%	12%	13%	*10%*	16%	*14%*	16%	8%	9%	12%	-
6	10%	6%	-	7%	9%	12%	*8%*	8%	*8%*	9%	9%	8%	8%	*11%*
7	7%	7%	*13%*	8%	13%	11%	*10%*	11%	*11%*	18%	13%	7%	10%	-
8	11%	8%	*13%*	9%	16%	9%	-	9%	*11%*	9%	9%	8%	11%	*6%*
9	5%	3%	*8%*	5%	4%	5%	*3%*	1%	*8%*	4%	5%	8%	3%	-
10 - Very helpful	14%	16%	*17%*	18%	16%	13%	*15%*	11%	*19%*	19%	19%	14%	16%	-
Don't know	7%	5%	-	6%	5%	5%	*15%*	9%	*6%*	4%	5%	10%	5%	*50%*
SAS_q15_2. Financial support for market research														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all helpful	27%	35%	*29%*	31%	16%	21%	*20%*	26%	*11%*	12%	23%	23%	28%	*17%*
2	4%	6%	-	7%	4%	3%	-	5%	*8%*	5%	3%	11%	5%	-
3	7%	7%	-	5%	6%	7%	*13%*	7%	*3%*	3%	7%	9%	6%	*6%*
4	5%	2%	*4%*	6%	5%	4%	*3%*	1%	*8%*	3%	4%	2%	5%	-
5	15%	7%	*21%*	11%	14%	11%	*10%*	12%	*14%*	15%	12%	6%	13%	-
6	6%	7%	*4%*	6%	5%	10%	*8%*	9%	*8%*	15%	4%	9%	5%	*17%*
7	10%	10%	*4%*	7%	15%	15%	*5%*	12%	*6%*	14%	13%	6%	11%	-
8	11%	10%	*17%*	6%	16%	8%	*5%*	7%	*11%*	9%	11%	9%	9%	*6%*
9	2%	2%	-	4%	3%	5%	*3%*	3%	*8%*	4%	3%	6%	3%	-
10 - Very helpful	7%	8%	*21%*	11%	11%	11%	*18%*	9%	*19%*	16%	15%	8%	10%	*6%*
Don't know	7%	5%	-	6%	5%	6%	*18%*	8%	*3%*	4%	5%	10%	5%	*50%*
SAS_q15_3. Training/ education on how to advertise														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all helpful	34%	35%	*29%*	34%	17%	24%	*28%*	34%	*19%*	16%	25%	28%	30%	*22%*
2	5%	7%	*8%*	7%	5%	5%	*3%*	4%	*6%*	4%	4%	11%	5%	*6%*
3	9%	6%	*4%*	6%	8%	7%	*5%*	11%	*11%*	5%	5%	8%	8%	-
4	4%	5%	*8%*	4%	7%	8%	*10%*	3%	*3%*	5%	5%	2%	7%	-
5	10%	14%	*21%*	10%	14%	14%	*10%*	15%	*17%*	15%	10%	10%	13%	*6%*
6	11%	9%	*4%*	7%	12%	11%	*3%*	7%	*3%*	8%	8%	6%	9%	*11%*
7	8%	6%	-	10%	11%	8%	*10%*	7%	*11%*	16%	14%	6%	9%	-
8	7%	6%	*4%*	4%	9%	8%	*5%*	4%	*3%*	7%	8%	6%	5%	-
9	1%	2%	*4%*	3%	4%	2%	*3%*	1%	*6%*	5%	4%	3%	3%	-
10 - Very helpful	5%	6%	*17%*	8%	7%	8%	*10%*	3%	*19%*	14%	8%	7%	6%	-
Don't know	7%	5%	-	6%	6%	5%	*15%*	9%	*3%*	4%	6%	10%	5%	*56%*
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
1 - Not at all helpful	33%	34%	*33%*	32%	19%	24%	*18%*	29%	*19%*	11%	28%	26%	29%	*22%*
2	7%	7%	*4%*	7%	6%	4%	*3%*	5%	*11%*	9%	2%	6%	6%	*6%*
3	6%	3%	-	5%	8%	6%	*13%*	9%	*3%*	5%	4%	7%	7%	-
4	4%	2%	*4%*	4%	5%	6%	*3%*	3%	*3%*	3%	3%	6%	5%	-
5	11%	13%	*25%*	13%	16%	12%	*5%*	14%	*14%*	20%	13%	10%	14%	*6%*
6	7%	10%	*4%*	7%	9%	9%	*8%*	9%	*6%*	14%	9%	6%	8%	*17%*
7	11%	6%	-	10%	11%	14%	*10%*	7%	*11%*	9%	14%	9%	9%	-
8	9%	9%	*13%*	5%	11%	8%	*10%*	7%	*11%*	11%	9%	9%	7%	-
9	2%	2%	*4%*	3%	3%	4%	*3%*	3%	*6%*	3%	3%	2%	4%	-
10 - Very helpful	2%	7%	*13%*	7%	8%	7%	*13%*	4%	*14%*	11%	8%	7%	6%	-
Don't know	7%	6%	-	7%	6%	5%	*18%*	10%	*3%*	4%	7%	11%	6%	*50%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)							
Financial support for advertising							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all helpful	20%	17%	9%	34%	16%	20%	19%
2	-	2%	9%	6%	4%	5%	4%
3	-	4%	-	1%	4%	5%	3%
4	3%	-	-	7%	4%	7%	4%
5	20%	9%	18%	7%	16%	11%	11%
6	7%	11%	9%	7%	4%	8%	10%
7	13%	7%	27%	7%	20%	9%	15%
8	7%	20%	9%	6%	4%	7%	10%
9	13%	7%	9%	4%	8%	6%	5%
10 - Very helpful	13%	17%	-	15%	12%	16%	17%
Don't know	3%	7%	9%	4%	8%	6%	3%
SAS_q15_2. Financial support for market research							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all helpful	23%	26%	9%	34%	20%	22%	20%
2	3%	4%	9%	6%	8%	8%	4%
3	-	7%	-	9%	4%	10%	7%
4	3%	2%	9%	4%	4%	5%	4%
5	23%	15%	9%	6%	12%	10%	14%
6	10%	7%	-	9%	4%	5%	10%
7	13%	2%	27%	7%	12%	10%	12%
8	3%	15%	27%	7%	8%	7%	9%
9	7%	7%	-	4%	8%	4%	5%
10 - Very helpful	10%	9%	-	9%	12%	12%	12%
Don't know	3%	7%	9%	4%	8%	6%	3%
SAS_q15_3. Training/ education on how to advertise							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all helpful	23%	26%	27%	35%	20%	24%	24%
2	3%	4%	18%	7%	12%	7%	5%
3	3%	7%	-	9%	-	11%	8%
4	17%	7%	-	3%	4%	5%	9%
5	30%	7%	-	10%	16%	10%	16%
6	-	13%	18%	10%	12%	8%	5%
7	7%	9%	18%	6%	8%	12%	9%
8	3%	7%	9%	6%	-	4%	5%
9	-	9%	-	3%	4%	5%	5%
10 - Very helpful	10%	4%	-	6%	16%	6%	7%
Don't know	3%	9%	9%	4%	8%	7%	5%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies							
Base: All SME Decision Makers	30	46	11	68	25	135	131
1 - Not at all helpful	20%	24%	9%	34%	20%	22%	24%
2	7%	4%	18%	6%	12%	4%	5%
3	-	11%	-	4%	-	10%	4%
4	7%	4%	-	3%	-	6%	6%
5	17%	11%	9%	13%	24%	10%	20%
6	7%	11%	27%	10%	12%	10%	8%
7	13%	-	18%	9%	8%	10%	11%
8	7%	11%	9%	7%	-	10%	8%
9	7%	7%	-	1%	8%	2%	3%
10 - Very helpful	13%	7%	-	7%	8%	8%	7%
Don't know	3%	11%	9%	4%	8%	7%	4%

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)					
Financial support for advertising					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all helpful	24%	*36%*	19%	21%	26%
2	3%	-	3%	4%	4%
3	7%	*9%*	3%	3%	4%
4	3%	-	3%	3%	6%
5	10%	*18%*	12%	11%	11%
6	4%	-	9%	9%	11%
7	10%	*9%*	10%	10%	7%
8	12%	*14%*	14%	11%	11%
9	5%	*5%*	3%	2%	2%
10 - Very helpful	13%	*5%*	19%	19%	11%
Don't know	8%	*5%*	5%	9%	7%
SAS_q15_2. Financial support for market research					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all helpful	28%	*41%*	21%	25%	28%
2	3%	-	7%	7%	-
3	12%	-	3%	4%	4%
4	3%	*5%*	8%	4%	6%
5	8%	*18%*	14%	13%	15%
6	3%	-	8%	6%	11%
7	13%	*18%*	8%	11%	9%
8	12%	*9%*	12%	7%	7%
9	3%	*5%*	3%	2%	2%
10 - Very helpful	9%	-	13%	13%	11%
Don't know	8%	*5%*	5%	9%	7%
SAS_q15_3. Training/ education on how to advertise					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all helpful	29%	*45%*	26%	29%	30%
2	5%	-	8%	5%	2%
3	10%	*5%*	3%	6%	11%
4	2%	-	6%	6%	7%
5	9%	*18%*	14%	12%	13%
6	9%	-	12%	8%	9%
7	12%	*14%*	6%	11%	4%
8	8%	*5%*	8%	4%	9%
9	2%	*9%*	3%	2%	-
10 - Very helpful	6%	-	9%	9%	7%
Don't know	8%	*5%*	5%	8%	7%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies					
Base: All SME Decision Makers	156	*22*	118	257	54
1 - Not at all helpful	31%	*45%*	24%	28%	30%
2	6%	*9%*	8%	5%	2%
3	7%	-	7%	7%	9%
4	1%	*5%*	5%	5%	6%
5	11%	*9%*	15%	13%	11%
6	8%	-	6%	6%	11%
7	7%	*14%*	13%	12%	4%
8	12%	-	8%	4%	7%
9	3%	*9%*	2%	4%	4%
10 - Very helpful	5%	*5%*	7%	8%	7%
Don't know	8%	*5%*	6%	9%	9%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)								
Financial support for advertising								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all helpful	29%	17%	26%	12%	25%	*14%*	15%	25%
2	8%	6%	3%	1%	4%	*7%*	2%	2%
3	2%	6%	5%	4%	3%	*5%*	6%	5%
4	2%	4%	2%	5%	5%	*7%*	5%	-
5	5%	14%	14%	16%	12%	*11%*	9%	10%
6	7%	9%	7%	15%	6%	*5%*	11%	12%
7	11%	7%	10%	12%	13%	*14%*	8%	13%
8	12%	12%	14%	16%	8%	*11%*	9%	8%
9	7%	1%	4%	1%	4%	-	12%	7%
10 - Very helpful	13%	21%	11%	16%	14%	*23%*	21%	17%
Don't know	4%	2%	4%	1%	6%	*5%*	3%	2%
SAS_q15_2. Financial support for market research								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all helpful	25%	21%	27%	12%	29%	*16%*	18%	33%
2	7%	6%	6%	4%	6%	*7%*	5%	-
3	7%	10%	11%	4%	4%	*7%*	8%	7%
4	-	7%	5%	8%	6%	*2%*	5%	2%
5	7%	10%	11%	23%	14%	*14%*	14%	7%
6	5%	6%	4%	11%	5%	*11%*	6%	10%
7	15%	6%	12%	11%	12%	*11%*	14%	10%
8	14%	9%	9%	15%	7%	*16%*	8%	10%
9	4%	7%	2%	4%	2%	*2%*	8%	2%
10 - Very helpful	11%	14%	9%	8%	10%	*9%*	12%	17%
Don't know	4%	4%	4%	1%	5%	*5%*	5%	3%
SAS_q15_3. Training/ education on how to advertise								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all helpful	29%	22%	30%	11%	33%	*16%*	24%	33%
2	5%	10%	7%	4%	6%	*2%*	8%	2%
3	10%	11%	11%	7%	6%	*9%*	5%	7%
4	1%	6%	6%	11%	8%	-	12%	2%
5	10%	7%	8%	20%	15%	*14%*	11%	13%
6	9%	15%	7%	12%	5%	*23%*	12%	12%
7	9%	7%	8%	13%	10%	*9%*	9%	12%
8	9%	4%	10%	11%	3%	*9%*	5%	2%
9	5%	4%	2%	1%	2%	*7%*	6%	-
10 - Very helpful	9%	11%	6%	9%	6%	*7%*	5%	15%
Don't know	4%	2%	5%	1%	7%	*5%*	5%	3%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
1 - Not at all helpful	27%	22%	27%	8%	34%	*16%*	24%	32%
2	4%	5%	7%	4%	7%	*11%*	6%	2%
3	5%	7%	9%	9%	4%	*9%*	8%	10%
4	5%	6%	3%	3%	5%	*2%*	6%	2%
5	13%	9%	15%	17%	14%	*20%*	14%	13%
6	4%	14%	4%	15%	7%	*16%*	8%	7%
7	9%	11%	8%	16%	11%	*11%*	11%	10%
8	11%	11%	8%	13%	4%	*7%*	6%	8%
9	7%	2%	6%	3%	1%	-	8%	2%
10 - Very helpful	9%	10%	8%	8%	6%	*2%*	6%	10%
Don't know	4%	2%	5%	4%	6%	*5%*	5%	5%

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)												
Financial support for advertising												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all helpful	23%	21%	25%	17%	11%	13%	24%	*21%*	*20%*	*26%*	*26%*	22%
2	1%	3%	5%	8%	2%	2%	4%	-	*4%*	*6%*	-	1%
3	3%	3%	2%	4%	5%	3%	4%	*5%*	*4%*	-	*2%*	6%
4	3%	3%	-	2%	5%	8%	4%	*2%*	*4%*	*6%*	*4%*	1%
5	6%	10%	5%	15%	18%	8%	11%	*14%*	*9%*	*9%*	*11%*	13%
6	7%	10%	7%	6%	8%	13%	7%	*9%*	*9%*	*9%*	*11%*	10%
7	8%	3%	7%	8%	10%	15%	10%	*12%*	*22%*	*26%*	*6%*	1%
8	10%	8%	14%	15%	20%	12%	10%	*16%*	*2%*	*3%*	*9%*	7%
9	2%	4%	5%	2%	2%	8%	4%	*9%*	-	*3%*	*4%*	7%
10 - Very helpful	25%	8%	25%	17%	20%	15%	15%	*9%*	*20%*	*14%*	*23%*	10%
Don't know	10%	29%	5%	6%	-	2%	7%	*2%*	*7%*	-	*4%*	22%
SAS_q15_2. Financial support for market research												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all helpful	29%	25%	23%	15%	13%	12%	29%	*19%*	*22%*	*26%*	*34%*	25%
2	6%	1%	5%	6%	3%	5%	6%	*2%*	*2%*	*6%*	*4%*	4%
3	5%	4%	4%	10%	8%	5%	7%	*7%*	*11%*	*3%*	-	4%
4	3%	1%	-	6%	3%	8%	5%	*7%*	*7%*	*6%*	-	-
5	11%	8%	7%	13%	18%	12%	13%	*9%*	*11%*	*9%*	*11%*	10%
6	3%	13%	5%	8%	7%	8%	5%	*9%*	*7%*	*6%*	*11%*	11%
7	9%	3%	11%	19%	11%	20%	9%	*12%*	*13%*	*23%*	*9%*	1%
8	8%	4%	11%	8%	15%	10%	8%	*16%*	*9%*	*6%*	*13%*	4%
9	1%	5%	7%	2%	5%	5%	3%	*2%*	-	-	-	8%
10 - Very helpful	14%	8%	23%	6%	16%	13%	8%	*14%*	*11%*	*17%*	*15%*	10%
Don't know	10%	29%	5%	8%	-	2%	7%	*2%*	*9%*	-	*4%*	22%
SAS_q15_3. Training/ education on how to advertise												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all helpful	37%	26%	25%	15%	18%	15%	32%	*21%*	*28%*	*29%*	*38%*	26%
2	6%	4%	7%	10%	3%	5%	6%	*7%*	*2%*	*3%*	*9%*	3%
3	7%	3%	5%	12%	10%	5%	7%	*9%*	*4%*	*11%*	*2%*	6%
4	2%	4%	-	8%	8%	8%	6%	*5%*	*9%*	*9%*	*4%*	3%
5	10%	8%	11%	10%	11%	10%	12%	*16%*	*22%*	*14%*	*9%*	8%
6	5%	6%	9%	13%	15%	15%	7%	*12%*	*7%*	*9%*	*9%*	8%
7	11%	8%	11%	8%	7%	13%	9%	*16%*	*11%*	*17%*	*6%*	7%
8	8%	3%	5%	12%	10%	13%	5%	*2%*	*7%*	-	*9%*	1%
9	1%	5%	7%	2%	3%	7%	2%	*2%*	-	*3%*	*4%*	7%
10 - Very helpful	3%	5%	16%	6%	15%	7%	6%	*7%*	*4%*	*6%*	*4%*	7%
Don't know	9%	29%	5%	6%	-	2%	7%	*2%*	*7%*	-	*6%*	24%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
1 - Not at all helpful	28%	27%	19%	15%	16%	15%	31%	*26%*	*24%*	*37%*	*34%*	26%
2	7%	1%	4%	8%	5%	3%	6%	*2%*	*11%*	*3%*	*6%*	3%
3	6%	5%	5%	10%	8%	8%	7%	*5%*	*4%*	*11%*	-	6%
4	3%	4%	2%	4%	7%	7%	4%	*5%*	*7%*	*3%*	*4%*	3%
5	10%	8%	9%	15%	16%	13%	13%	*26%*	*17%*	*6%*	*17%*	13%
6	7%	12%	4%	13%	7%	13%	7%	*9%*	*13%*	*6%*	*9%*	11%
7	10%	3%	16%	15%	11%	15%	10%	*12%*	*2%*	*14%*	*6%*	-
8	9%	4%	18%	8%	8%	12%	6%	*7%*	*9%*	*9%*	*6%*	4%
9	2%	4%	5%	4%	5%	3%	3%	*2%*	-	*3%*	-	7%
10 - Very helpful	7%	4%	14%	2%	15%	8%	6%	*5%*	*4%*	*9%*	*11%*	4%
Don't know	10%	29%	5%	6%	2%	2%	8%	*2%*	*9%*	-	*6%*	24%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)										
Financial support for advertising										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all helpful	23%	23%	23%	12%	24%	*18%*	15%	*42%*	*29%*	20%
2	6%	3%	3%	-	4%	*5%*	4%	-	*7%*	3%
3	1%	2%	5%	4%	4%	*8%*	6%	-	-	3%
4	1%	3%	4%	7%	4%	*3%*	6%	-	*7%*	1%
5	6%	10%	10%	12%	15%	*8%*	4%	*8%*	*14%*	10%
6	8%	10%	6%	14%	6%	*8%*	13%	*8%*	*4%*	7%
7	11%	9%	9%	12%	13%	*13%*	15%	*8%*	*4%*	4%
8	11%	10%	15%	11%	9%	*15%*	13%	*8%*	-	9%
9	7%	5%	5%	4%	3%	*10%*	9%	*4%*	-	3%
10 - Very helpful	24%	17%	18%	20%	12%	*13%*	15%	*23%*	*18%*	13%
Don't know	1%	5%	3%	4%	6%	-	2%	-	*18%*	27%
SAS_q15_2. Financial support for market research										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all helpful	20%	19%	23%	18%	28%	*23%*	20%	*42%*	*43%*	24%
2	5%	9%	6%	2%	6%	*8%*	6%	-	*7%*	2%
3	5%	6%	8%	7%	6%	*10%*	6%	*4%*	-	4%
4	1%	6%	6%	5%	5%	*5%*	2%	*4%*	*4%*	1%
5	10%	12%	11%	11%	16%	*10%*	13%	*8%*	*4%*	7%
6	5%	2%	6%	11%	6%	*8%*	9%	*8%*	-	9%
7	10%	13%	12%	13%	11%	*8%*	11%	*8%*	*11%*	4%
8	12%	13%	10%	11%	7%	*10%*	15%	*8%*	-	7%
9	8%	3%	2%	6%	2%	*8%*	2%	*4%*	-	3%
10 - Very helpful	24%	12%	13%	11%	7%	*8%*	13%	*15%*	*14%*	11%
Don't know	-	6%	3%	4%	5%	*3%*	4%	-	*18%*	27%
SAS_q15_3. Training/ education on how to advertise										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all helpful	33%	23%	26%	20%	31%	*26%*	24%	*46%*	*46%*	21%
2	5%	13%	9%	3%	6%	*3%*	7%	-	-	2%
3	8%	8%	10%	7%	7%	*13%*	7%	-	*7%*	4%
4	1%	5%	7%	10%	6%	*8%*	7%	*4%*	-	2%
5	11%	10%	10%	14%	16%	*15%*	4%	*8%*	*7%*	9%
6	6%	9%	10%	11%	7%	*15%*	17%	-	*4%*	5%
7	10%	12%	7%	11%	11%	*5%*	6%	*8%*	*7%*	12%
8	7%	3%	9%	6%	4%	*5%*	9%	*12%*	-	5%
9	5%	5%	2%	5%	2%	*8%*	4%	*8%*	-	3%
10 - Very helpful	14%	7%	8%	9%	5%	-	9%	*15%*	*11%*	9%
Don't know	-	5%	4%	4%	6%	*3%*	6%	-	*18%*	28%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
1 - Not at all helpful	24%	27%	26%	16%	30%	*28%*	28%	*46%*	*46%*	21%
2	5%	5%	5%	4%	8%	*3%*	7%	-	*4%*	4%
3	2%	7%	9%	12%	4%	*18%*	6%	*4%*	-	5%
4	2%	3%	5%	4%	6%	*5%*	2%	-	-	3%
5	11%	14%	13%	14%	16%	*13%*	6%	*12%*	*11%*	11%
6	8%	10%	6%	12%	6%	*15%*	11%	-	*4%*	10%
7	12%	8%	12%	9%	12%	*8%*	13%	-	*4%*	4%
8	11%	8%	7%	13%	5%	*5%*	11%	*19%*	-	4%
9	7%	3%	6%	3%	2%	*3%*	2%	-	-	4%
10 - Very helpful	17%	9%	7%	7%	4%	-	9%	*12%*	*14%*	5%
Don't know	-	5%	4%	7%	5%	*3%*	6%	*8%*	*18%*	28%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)										
Financial support for advertising										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all helpful	*23%*	*21%*	16%	16%	24%	*15%*	*15%*	*35%*	*32%*	19%
2	*3%*	*8%*	1%	4%	4%	*3%*	*4%*	-	*5%*	2%
3	*3%*	-	6%	2%	4%	*3%*	-	-	*5%*	4%
4	*3%*	-	6%	5%	4%	*6%*	-	*6%*	-	2%
5	*3%*	*10%*	14%	12%	11%	*18%*	-	*24%*	*14%*	10%
6	*8%*	*15%*	10%	10%	7%	*9%*	*12%*	-	*5%*	10%
7	*10%*	*17%*	8%	16%	10%	*21%*	*8%*	*6%*	*5%*	5%
8	*10%*	*6%*	12%	12%	10%	*18%*	*27%*	*6%*	*5%*	7%
9	*5%*	*6%*	3%	5%	4%	*3%*	*4%*	*12%*	-	4%
10 - Very helpful	*31%*	*15%*	19%	14%	15%	*3%*	*27%*	*12%*	*23%*	14%
Don't know	*3%*	*2%*	4%	3%	6%	-	*4%*	-	*9%*	22%
SAS_q15_2. Financial support for market research										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all helpful	*15%*	*17%*	12%	15%	29%	*18%*	*27%*	*41%*	*41%*	23%
2	*5%*	*8%*	4%	5%	6%	-	*4%*	-	*5%*	4%
3	*5%*	*4%*	10%	6%	6%	*12%*	-	-	*5%*	4%
4	-	*6%*	10%	6%	4%	*12%*	-	-	-	1%
5	*5%*	*8%*	16%	18%	13%	*9%*	*8%*	*12%*	*9%*	6%
6	*10%*	*8%*	8%	8%	5%	*9%*	*12%*	-	*5%*	9%
7	*10%*	*21%*	9%	13%	11%	*6%*	*4%*	*24%*	*5%*	5%
8	*8%*	*10%*	8%	12%	8%	*27%*	*23%*	*6%*	*5%*	7%
9	*8%*	*4%*	3%	6%	3%	*3%*	-	*6%*	-	5%
10 - Very helpful	*31%*	*8%*	18%	6%	10%	*3%*	*19%*	*12%*	*18%*	12%
Don't know	*3%*	*4%*	3%	4%	6%	-	*4%*	-	*9%*	22%
SAS_q15_3. Training/ education on how to advertise										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all helpful	*23%*	*25%*	23%	17%	31%	*24%*	*27%*	*41%*	*45%*	21%
2	*3%*	*13%*	6%	7%	6%	-	*4%*	-	*5%*	3%
3	*8%*	*6%*	10%	7%	7%	*12%*	*12%*	-	*9%*	5%
4	-	*4%*	5%	7%	6%	*9%*	*4%*	-	*5%*	4%
5	*13%*	*4%*	10%	14%	14%	*12%*	*8%*	*12%*	*5%*	9%
6	*8%*	*13%*	14%	11%	8%	*9%*	*8%*	*6%*	-	7%
7	*8%*	*6%*	8%	14%	10%	*15%*	-	*18%*	*5%*	11%
8	*8%*	*8%*	5%	11%	4%	*12%*	*15%*	*6%*	-	4%
9	*8%*	*6%*	3%	3%	2%	*3%*	*4%*	*6%*	*5%*	5%
10 - Very helpful	*21%*	*13%*	10%	3%	6%	*3%*	*15%*	*12%*	*14%*	6%
Don't know	*3%*	*2%*	4%	5%	6%	-	*4%*	-	*9%*	23%
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
1 - Not at all helpful	*15%*	*21%*	21%	16%	30%	*27%*	*35%*	*41%*	*41%*	21%
2	*5%*	*4%*	4%	5%	7%	*3%*	*12%*	-	-	4%
3	*3%*	*4%*	9%	7%	7%	*21%*	-	-	*5%*	4%
4	*5%*	*2%*	6%	2%	4%	*9%*	*4%*	-	-	5%
5	*10%*	*6%*	12%	18%	14%	*15%*	*12%*	*12%*	*14%*	11%
6	*10%*	*15%*	9%	13%	6%	*18%*	*8%*	-	*5%*	11%
7	*10%*	*19%*	10%	14%	11%	-	*4%*	*12%*	-	4%
8	*10%*	*10%*	9%	11%	6%	*6%*	*12%*	*18%*	*5%*	7%
9	*8%*	*4%*	4%	5%	3%	-	-	-	-	5%
10 - Very helpful	*21%*	*13%*	13%	4%	6%	-	*12%*	*12%*	*23%*	3%
Don't know	*3%*	*2%*	3%	4%	7%	-	*4%*	*6%*	*9%*	23%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
SAS_q15_1. To help businesses like yours grow, the UK government could consider helping companies invest in advertising. On a scale of 1 to 10, where 1 is "Not at all helpful" and 10 is "Very helpful", which of the following areas do you think would most help you grow your business over the next 1 to 2 years? (Please tick one option per row)											
Financial support for advertising											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all helpful	24%	14%	18%	27%	*25%*	*62%*	7%	9%	10%	35%	*9%*
2	4%	3%	4%	4%	*2%*	-	2%	2%	2%	5%	-
3	4%	4%	1%	4%	*6%*	-	-	3%	4%	4%	*2%*
4	2%	7%	1%	9%	*6%*	*15%*	4%	3%	5%	4%	*5%*
5	11%	12%	12%	18%	*6%*	*8%*	7%	10%	17%	10%	*14%*
6	7%	11%	6%	11%	*10%*	-	6%	8%	10%	8%	*9%*
7	11%	11%	15%	4%	*10%*	*8%*	9%	14%	11%	9%	*2%*
8	10%	13%	15%	9%	*6%*	*8%*	6%	16%	10%	7%	*2%*
9	3%	6%	7%	2%	*6%*	-	9%	5%	10%	3%	*2%*
10 - Very helpful	16%	18%	18%	11%	*17%*	-	13%	27%	17%	9%	*5%*
Don't know	6%	2%	1%	4%	*4%*	-	37%	4%	2%	6%	*49%*
SAS_q15_2. Financial support for market research											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all helpful	29%	18%	19%	20%	*23%*	*46%*	7%	13%	15%	36%	*12%*
2	6%	3%	7%	5%	*4%*	-	4%	5%	5%	5%	*2%*
3	6%	8%	1%	14%	*8%*	*8%*	2%	6%	6%	6%	*2%*
4	4%	7%	4%	5%	*2%*	*8%*	2%	4%	6%	5%	*2%*
5	13%	13%	16%	9%	*10%*	-	6%	13%	15%	11%	*16%*
6	6%	8%	-	11%	*13%*	*15%*	6%	6%	7%	7%	*5%*
7	9%	13%	16%	13%	*8%*	*8%*	11%	13%	10%	9%	*5%*
8	10%	11%	7%	5%	*8%*	-	4%	13%	17%	5%	-
9	3%	3%	7%	5%	*4%*	*8%*	9%	4%	6%	3%	-
10 - Very helpful	9%	14%	18%	9%	*15%*	*8%*	13%	18%	10%	6%	*9%*
Don't know	6%	3%	1%	4%	*4%*	-	37%	4%	2%	6%	*47%*
SAS_q15_3. Training/ education on how to advertise											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all helpful	31%	19%	18%	34%	*33%*	*69%*	11%	18%	16%	39%	*14%*
2	6%	6%	7%	7%	*6%*	-	2%	5%	5%	7%	-
3	6%	11%	9%	5%	*13%*	*8%*	2%	8%	7%	8%	*2%*
4	5%	11%	3%	4%	*6%*	*8%*	2%	6%	6%	6%	*2%*
5	13%	13%	9%	18%	*4%*	*8%*	6%	11%	18%	11%	*19%*
6	8%	11%	6%	11%	*8%*	-	7%	10%	11%	7%	*2%*
7	9%	7%	22%	9%	*6%*	*8%*	13%	12%	10%	9%	*2%*
8	6%	8%	6%	4%	*4%*	-	2%	10%	6%	3%	*2%*
9	2%	5%	6%	2%	*2%*	-	9%	4%	10%	1%	-
10 - Very helpful	7%	8%	10%	4%	*13%*	-	9%	13%	8%	4%	*7%*
Don't know	6%	3%	3%	4%	*4%*	-	37%	4%	2%	6%	*49%*
SAS_q15_4. Bespoke/ One-on-one consultations with marketing experts from brands and agencies											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
1 - Not at all helpful	30%	20%	21%	30%	*31%*	*54%*	7%	16%	15%	39%	*12%*
2	7%	6%	1%	5%	*4%*	-	2%	5%	6%	7%	*5%*
3	7%	7%	9%	7%	*6%*	-	-	8%	6%	6%	*5%*
4	3%	8%	-	4%	*6%*	*15%*	6%	4%	6%	4%	*2%*
5	14%	16%	16%	13%	*6%*	*8%*	7%	14%	17%	12%	*12%*
6	7%	6%	9%	20%	*15%*	-	9%	8%	14%	7%	*7%*
7	10%	13%	13%	7%	*6%*	*8%*	4%	15%	10%	7%	*7%*
8	7%	10%	9%	4%	*8%*	*8%*	11%	11%	7%	6%	-
9	3%	2%	6%	2%	*4%*	-	9%	5%	9%	1%	*2%*
10 - Very helpful	6%	9%	13%	5%	*8%*	*8%*	7%	10%	8%	5%	-
Don't know	7%	3%	1%	4%	*4%*	-	37%	5%	2%	7%	*49%*

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	Total	Gender		Age					Region mainly work								Organisation size	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Small	Medium
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.	See SAS_q15other																	
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.	See SAS_q16other																	
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.	See SAS_q17other																	
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.	See SAS_q18other																	
SAS_industry. What industry sector does your business operate in?																		
Base: All SME Decision Makers	1053	751	302	*10*	100	188	289	466	186	154	78	202	320	*35*	60	*18*	860	193
Administrative and Support Services	3%	2%	5%	-	3%	2%	3%	3%	3%	1%	1%	4%	3%	*9%*	3%	-	3%	2%
Accommodation and Food Services	4%	4%	6%	*20%*	2%	2%	5%	5%	5%	6%	3%	4%	4%	*9%*	5%	-	4%	5%
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	1%	1%	1%	*10%*	2%	1%	1%	1%	1%	1%	-	1%	2%	-	-	*6%*	1%	1%
Finance/Insurance	6%	8%	3%	*20%*	7%	10%	5%	6%	5%	8%	6%	7%	5%	*11%*	10%	*11%*	6%	8%
Human Health and Social Work	2%	2%	4%	-	3%	4%	3%	2%	4%	1%	1%	1%	4%	-	-	-	2%	3%
Telecommunications and IT	13%	15%	8%	-	19%	14%	16%	9%	10%	12%	9%	13%	17%	*11%*	7%	*6%*	13%	12%
Manufacturing	12%	14%	9%	-	10%	6%	15%	14%	16%	21%	10%	6%	10%	*6%*	13%	*33%*	11%	20%
Professional Services/Scientific and Technical Services	15%	15%	15%	-	11%	18%	13%	16%	13%	12%	21%	20%	13%	*17%*	18%	*6%*	16%	11%
Transportation and Storage	2%	2%	1%	-	3%	1%	2%	2%	2%	1%	3%	3%	2%	-	5%	-	2%	3%
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	11%	10%	15%	*30%*	12%	10%	11%	11%	18%	10%	9%	7%	13%	*9%*	8%	-	12%	10%
Other Service Activities	24%	23%	28%	*20%*	24%	26%	22%	25%	20%	18%	29%	31%	25%	*26%*	22%	*17%*	25%	21%
Other Manufacturing activities	5%	5%	5%	-	4%	6%	3%	6%	4%	8%	8%	2%	5%	*3%*	8%	*22%*	5%	5%

Cell Contents
(Column Percentage)

	Work industry											
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.												
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.												
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.												
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.												
SAS_industry. What industry sector does your business operate in?												
Base: All SME Decision Makers	128	90	112	86	*49*	*43*	137	93	*24*	*39*	*29*	*46*
Administrative and Support Services	1%	3%	2%	9%	-	-	-	9%	-	*8%*	-	*2%*
Accommodation and Food Services	1%	-	5%	-	*47%*	-	1%	3%	-	-	*3%*	*24%*
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	-	6%	-	-	-	-	-	-	*8%*	-	*3%*	-
Finance/Insurance	1%	-	2%	69%	-	-	2%	1%	-	*5%*	-	-
Human Health and Social Work	1%	-	-	1%	*2%*	*2%*	1%	-	*71%*	*5%*	-	-
Telecommunications and IT	-	1%	2%	2%	-	-	89%	4%	-	*3%*	-	-
Manufacturing	89%	6%	2%	1%	-	-	1%	4%	-	*3%*	-	-
Professional Services/Scientific and Technical Services	1%	26%	1%	13%	*4%*	*77%*	4%	15%	*4%*	*21%*	*3%*	*20%*
Transportation and Storage	-	-	1%	-	-	-	1%	1%	-	-	*59%*	-
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	2%	1%	74%	1%	*10%*	-	-	4%	-	-	*17%*	*2%*
Other Service Activities	-	43%	6%	3%	*37%*	*19%*	1%	54%	*17%*	*56%*	*14%*	*50%*
Other Manufacturing activities	5%	14%	5%	-	-	*2%*	1%	4%	-	-	-	*2%*

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What the world thinks

			Company annual turnover						Approximately, how many years has your company/ the company that you work in been in operation for?					
	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	Less than a year	1 to 2 years	More than 2 up to 6 years	More than 6 up to 10 years	More than 10 years	Don't know
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.														
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.														
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.														
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.														
SAS_industry. What industry sector does your business operate in?														
Base: All SME Decision Makers	177	86	*24*	448	279	114	*40*	148	*36*	74	165	124	636	*18*
Administrative and Support Services	2%	9%	*8%*	4%	1%	1%	*3%*	5%	-	7%	4%	4%	2%	-
Accommodation and Food Services	-	-	*4%*	5%	6%	1%	*3%*	2%	*3%*	5%	7%	7%	3%	*6%*
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	2%	-	-	1%	1%	4%	-	-	*3%*	4%	1%	2%	0%	-
Finance/Insurance	-	69%	*8%*	6%	8%	7%	*10%*	5%	*8%*	11%	8%	3%	6%	*6%*
Human Health and Social Work	1%	1%	-	3%	3%	1%	-	3%	-	4%	5%	3%	1%	*6%*
Telecommunications and IT	2%	2%	-	13%	13%	12%	*18%*	12%	*8%*	9%	15%	19%	12%	-
Manufacturing	1%	1%	*8%*	8%	19%	21%	*5%*	9%	*14%*	8%	5%	6%	16%	*6%*
Professional Services/Scientific and Technical Services	27%	13%	*13%*	17%	13%	9%	*13%*	18%	*19%*	8%	15%	15%	15%	*17%*
Transportation and Storage	1%	-	-	2%	2%	3%	-	2%	-	1%	-	2%	3%	-
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	9%	1%	*17%*	14%	7%	16%	*5%*	9%	*17%*	16%	8%	7%	12%	*6%*
Other Service Activities	44%	3%	*38%*	23%	23%	18%	*45%*	31%	*19%*	22%	30%	30%	22%	*39%*
Other Manufacturing activities	12%	-	*4%*	4%	5%	9%	-	5%	*8%*	4%	2%	1%	6%	*17%*

	What industry sector does your business operate in?						
	Administrative and Support Services	Accommodation and Food Services	Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	Finance/Insurance	Human Health and Social Work	Telecommunications and IT	Manufacturing
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.							
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.							
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.							
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.							
SAS_industry. What industry sector does your business operate in?							
Base: All SME Decision Makers	*30*	*46*	*11*	68	*25*	135	131
Administrative and Support Services	*100%*	-	-	-	-	-	-
Accommodation and Food Services	-	*100%*	-	-	-	-	-
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	-	-	*100%*	-	-	-	-
Finance/Insurance	-	-	-	100%	-	-	-
Human Health and Social Work	-	-	-	-	*100%*	-	-
Telecommunications and IT	-	-	-	-	-	100%	-
Manufacturing	-	-	-	-	-	-	100%
Professional Services/Scientific and Technical Services	-	-	-	-	-	-	-
Transportation and Storage	-	-	-	-	-	-	-
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	-	-	-	-	-	-	-
Other Service Activities	-	-	-	-	-	-	-
Other Manufacturing activities	-	-	-	-	-	-	-

	Professional Services/Scientific and Technical Services	Transportation and Storage	Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	Other Service Activities	Other Manufacturing activities
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.					
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.					
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.					
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.					
SAS_industry. What industry sector does your business operate in?					
Base: All SME Decision Makers	156	*22*	118	257	54
Administrative and Support Services	-	-	-	-	-
Accommodation and Food Services	-	-	-	-	-
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	-	-	-	-	-
Finance/Insurance	-	-	-	-	-
Human Health and Social Work	-	-	-	-	-
Telecommunications and IT	-	-	-	-	-
Manufacturing	-	-	-	-	-
Professional Services/Scientific and Technical Services	100%	-	-	-	-
Transportation and Storage	-	*100%*	-	-	-
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	-	-	100%	-	-
Other Service Activities	-	-	-	100%	-
Other Manufacturing activities	-	-	-	-	100%

	PAST 12 MONTHS - Turnover							
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.								
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.								
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.								
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.								
SAS_industry. What industry sector does your business operate in?								
Base: All SME Decision Makers	91	81	132	75	304	*44*	66	60
Administrative and Support Services	-	6%	3%	3%	3%	-	3%	3%
Accommodation and Food Services	1%	1%	5%	8%	5%	*9%*	6%	2%
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	4%	-	1%	3%	1%	-	-	-
Finance/Insurance	9%	9%	11%	7%	6%	*5%*	3%	2%
Human Health and Social Work	1%	4%	2%	5%	3%	*2%*	3%	2%
Telecommunications and IT	14%	14%	12%	12%	12%	*16%*	21%	22%
Manufacturing	9%	11%	18%	8%	14%	*18%*	20%	8%
Professional Services/Scientific and Technical Services	23%	17%	13%	13%	14%	*9%*	9%	25%
Transportation and Storage	1%	2%	-	4%	2%	*5%*	5%	3%
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	7%	10%	11%	12%	10%	*18%*	9%	12%
Other Service Activities	25%	20%	21%	21%	26%	*16%*	17%	13%
Other Manufacturing activities	5%	6%	3%	4%	4%	*2%*	5%	8%

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What the world thinks

			PAST 12 MONTHS - Employees									
	More than 20% decrease	Don't know	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.												
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.												
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.												
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.												
SAS_industry. What industry sector does your business operate in?												
Base: All SME Decision Makers	87	77	57	52	61	60	544	*43*	*46*	*35*	*47*	72
Administrative and Support Services	5%	3%	-	4%	2%	3%	4%	*2%*	*2%*	*3%*	*2%*	1%
Accommodation and Food Services	2%	4%	2%	2%	3%	7%	5%	*2%*	*2%*	-	*9%*	8%
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	1%	-	5%	-	-	3%	0%	*2%*	*2%*	-	*2%*	-
Finance/Insurance	3%	6%	9%	8%	7%	17%	6%	*2%*	*9%*	*3%*	-	6%
Human Health and Social Work	-	1%	-	6%	-	5%	2%	*2%*	*4%*	-	-	4%
Telecommunications and IT	8%	8%	16%	12%	18%	7%	13%	*21%*	*13%*	*26%*	*11%*	6%
Manufacturing	8%	4%	7%	12%	16%	15%	12%	*28%*	*24%*	*11%*	*13%*	1%
Professional Services/Scientific and Technical Services	10%	13%	21%	17%	13%	13%	15%	*14%*	*7%*	*14%*	*13%*	11%
Transportation and Storage	5%	-	-	2%	3%	2%	2%	*2%*	*2%*	*9%*	*2%*	-
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	16%	12%	7%	4%	8%	12%	11%	*14%*	*13%*	*3%*	*19%*	17%
Other Service Activities	36%	39%	28%	25%	28%	10%	26%	*7%*	*22%*	*20%*	*26%*	38%
Other Manufacturing activities	6%	10%	5%	10%	2%	7%	5%	*2%*	-	*11%*	*4%*	8%

	NEXT 12 MONTHS - Turnover									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.										
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.										
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.										
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.										
SAS_industry. What industry sector does your business operate in?										
Base: All SME Decision Makers	83	86	164	114	365	*39*	54	*26*	*28*	94
Administrative and Support Services	1%	1%	2%	5%	3%	-	6%	*4%*	*7%*	2%
Accommodation and Food Services	1%	2%	2%	11%	5%	*3%*	4%	*4%*	-	5%
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	5%	2%	1%	-	1%	-	-	-	-	1%
Finance/Insurance	8%	12%	9%	6%	5%	*5%*	4%	-	*4%*	5%
Human Health and Social Work	-	3%	3%	4%	2%	*3%*	-	-	*4%*	2%
Telecommunications and IT	27%	12%	12%	11%	12%	*18%*	13%	*15%*	*14%*	6%
Manufacturing	11%	7%	16%	13%	14%	*13%*	9%	*12%*	*7%*	9%
Professional Services/Scientific and Technical Services	13%	19%	15%	14%	14%	*18%*	17%	*35%*	*7%*	11%
Transportation and Storage	-	5%	-	3%	3%	*3%*	-	*4%*	-	1%
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	6%	6%	13%	14%	12%	*13%*	15%	*4%*	*11%*	12%
Other Service Activities	22%	29%	21%	18%	25%	*13%*	26%	*15%*	*39%*	35%
Other Manufacturing activities	6%	2%	5%	2%	4%	*13%*	7%	*8%*	*7%*	11%

	NEXT 12 MONTHS - Employees									
	More than 20% increase	10% to 20% increase	5% to 10% increase	Less than 5% increase	Remained roughly the same	Less than 5% decrease	5% to 10% decrease	10% to 20% decrease	More than 20% decrease	Don't know
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.										
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.										
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.										
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.										
SAS_industry. What industry sector does your business operate in?										
Base: All SME Decision Makers	*39*	*48*	77	99	598	*33*	*26*	*17*	*22*	94
Administrative and Support Services	-	*4%*	1%	4%	3%	*3%*	-	*18%*	-	2%
Accommodation and Food Services	*5%*	*2%*	1%	2%	6%	*3%*	-	*6%*	-	5%
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	*8%*	*6%*	-	2%	0%	-	-	-	-	1%
Finance/Insurance	*10%*	*6%*	6%	9%	6%	-	*12%*	*6%*	*9%*	6%
Human Health and Social Work	*3%*	*2%*	1%	5%	2%	*3%*	-	-	*5%*	3%
Telecommunications and IT	*21%*	*19%*	25%	9%	12%	*15%*	*4%*	*24%*	*18%*	5%
Manufacturing	*10%*	*10%*	13%	18%	12%	*21%*	*15%*	*6%*	*9%*	6%
Professional Services/Scientific and Technical Services	*13%*	*15%*	14%	15%	16%	*12%*	*8%*	35%	*5%*	13%
Transportation and Storage	-	*2%*	1%	3%	2%	-	*8%*	-	-	1%
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	*5%*	*8%*	5%	8%	13%	*15%*	*15%*	-	*14%*	14%
Other Service Activities	*18%*	*21%*	23%	18%	25%	*15%*	*38%*	*6%*	*27%*	34%
Other Manufacturing activities	*8%*	*4%*	8%	6%	4%	*12%*	-	-	*14%*	9%

	Approximately what percentage, if any, of your business turnover was generated by exports of your products or services in the last 12 months? (Please give your BEST estimate)							Pay for advertising and/ or marketing (this may include AdWords, internet banners, newspaper adverts, radio adverts, television adverts, direct mail, leaflets etc.)			
	0% – my company does not export	24% or less	25% to 49%	50% to 74%	75% to 99%	100% - all of it	Don't know	Yes, we do	No, we did previously but do not currently	No, we don't	Don't know
Please tell us any other initiatives you can think of which would help you grow your business over the next 1 to 2 years, giving as much detail as possible in the box below.											
And please tell us any other support programmes or organisations that you have heard about you think would help your business grow over the next 1 to 2 years, giving as much detail as possible in the box below.											
Please use the box below to describe your business' experience of using advertising in general, giving as much detail as possible.											
Please use the box below to describe any specific barriers you feel your business faces which stop it from either advertising at all or advertising more effectively, giving as much detail as possible.											
SAS_industry. What industry sector does your business operate in?											
Base: All SME Decision Makers	634	181	67	56	*48*	*13*	54	371	124	515	*43*
Administrative and Support Services	4%	2%	1%	-	-	-	2%	2%	4%	3%	*2%*
Accommodation and Food Services	6%	1%	3%	4%	-	-	2%	5%	3%	4%	*2%*
Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation	1%	1%	3%	2%	-	-	-	1%	1%	1%	-
Finance/Insurance	7%	4%	4%	11%	*4%*	*23%*	4%	4%	7%	8%	*5%*
Human Health and Social Work	2%	1%	4%	2%	-	-	7%	2%	2%	2%	*7%*
Telecommunications and IT	11%	17%	13%	16%	*17%*	*8%*	19%	13%	19%	12%	*5%*
Manufacturing	5%	25%	27%	29%	*31%*	*8%*	4%	14%	12%	12%	*5%*
Professional Services/Scientific and Technical Services	17%	11%	15%	14%	*15%*	-	11%	12%	15%	18%	*7%*
Transportation and Storage	2%	3%	-	-	*2%*	*8%*	-	2%	1%	2%	*2%*
Wholesale/ Retail Trade; Motor Vehicle/Motorcycle repair	11%	15%	9%	9%	*2%*	*8%*	13%	13%	6%	10%	*21%*
Other Service Activities	29%	15%	16%	9%	*21%*	*31%*	30%	25%	25%	23%	*35%*
Other Manufacturing activities	4%	6%	3%	5%	*8%*	*15%*	9%	5%	3%	5%	*9%*