

**YouGov / Blue Rubicon**

**eBay**

Sample Size: 307 Small Business Owners  
Fieldwork: 30th January - 9th February 2015

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Still thinking about the next 12 months...In general, which, if any, of the following factors do you think are most likely to **\*\*limit\*\*** the growth of your business? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	307	140	56	1	15	35	54	91
Cost of supplies	32%	28%	39%	-	53%	26%	33%	29%
Exchange rates	9%	8%	7%	-	13%	9%	7%	7%
Consumer demand	35%	37%	25%	-	13%	20%	37%	41%
Access to credit/ finance	12%	14%	7%	-	13%	11%	13%	12%
Staff wages and pension costs	10%	5%	7%	-	13%	3%	7%	4%
Employers' National Insurance	8%	8%	5%	-	7%	3%	9%	8%
VAT	22%	21%	16%	-	33%	23%	17%	19%
Business rates	14%	11%	11%	-	33%	9%	11%	8%
Corporation tax	8%	8%	5%	100%	7%	6%	9%	5%
Insurance costs (e.g. liability insurance, trade credit insurance etc.)	9%	7%	11%	-	13%	6%	7%	9%
Rent/ property costs	13%	11%	18%	-	40%	11%	13%	9%
Lack of trading or storage space	10%	9%	14%	-	13%	17%	7%	10%
Lack of suitable staff	7%	6%	5%	-	13%	9%	9%	2%
Postage costs/ delivery logistics	31%	30%	43%	-	20%	20%	33%	42%
More UK competitors	25%	23%	32%	100%	27%	20%	24%	27%
More foreign competitors	9%	10%	9%	-	13%	6%	13%	9%
Lack of investment on technology by the business	5%	7%	4%	-	7%	9%	6%	5%
Other	10%	14%	13%	-	-	20%	9%	16%
Don't know	3%	2%	4%	-	7%	3%	4%	1%
Not applicable – I don't think any factors will limit the growth of my business over the next 12 months	7%	6%	9%	-	-	9%	11%	4%

Does your business currently have a responsive designed or mobile optimized website or app? (Please tick the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	307	140	56	1	15	35	54	91
Yes, it does	30%	28%	32%	100%	47%	29%	37%	21%
No, it does not but we are planning on introducing it in the next 12 months	23%	21%	18%	-	7%	34%	19%	19%
No, it does not and we have <b>**no plans**</b> to introduce it in the next 12 months	47%	51%	50%	-	47%	37%	44%	60%

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Sample Size: 307 Small Business Owners

Fieldwork: 30th January - 9th February 2015

Work industry													Company Annual Turnover					
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	Other	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

Still thinking about the next 12 months...In general, which, if any, of the following factors do you think are most likely to **\*\*limit\*\*** the growth of your business? (Please select all that apply)

	20	9	112	6	15	2	23	26	5	5	7	6	71	17	238	8	2	5	37
<b>Base: Owners of small businesses who have an eBay account/ online presence</b>	20	9	112	6	15	2	23	26	5	5	7	6	71	17	238	8	2	5	37
Cost of supplies	40%	11%	38%	33%	20%	-	30%	12%	60%	20%	29%	33%	31%	29%	33%	38%	-	20%	24%
Exchange rates	10%	-	9%	-	20%	-	13%	8%	-	20%	-	17%	8%	-	10%	13%	-	-	11%
Consumer demand	35%	22%	40%	33%	27%	100%	35%	27%	20%	20%	29%	33%	32%	24%	38%	25%	-	20%	22%
Access to credit/ finance	15%	11%	13%	17%	20%	-	4%	8%	-	20%	14%	50%	11%	29%	10%	13%	50%	-	19%
Staff wages and pension costs	20%	22%	9%	-	20%	-	13%	4%	-	20%	-	-	8%	6%	9%	38%	-	20%	8%
Employers' National Insurance	20%	11%	7%	17%	7%	-	-	8%	-	-	14%	17%	7%	12%	6%	38%	50%	20%	8%
VAT	25%	33%	27%	17%	20%	-	26%	19%	-	-	-	50%	14%	6%	21%	63%	-	20%	22%
Business rates	20%	33%	18%	17%	20%	-	9%	4%	-	20%	14%	-	10%	6%	12%	88%	50%	20%	11%
Corporation tax	10%	33%	7%	-	7%	-	4%	15%	-	20%	14%	33%	3%	6%	8%	13%	-	20%	8%
Insurance costs (e.g. liability insurance, trade credit insurance etc.)	20%	22%	6%	-	20%	-	-	4%	40%	20%	-	33%	8%	6%	9%	13%	-	20%	11%
Rent/ property costs	20%	11%	17%	-	20%	-	9%	12%	20%	20%	29%	-	7%	6%	12%	25%	-	20%	22%
Lack of trading or storage space	15%	11%	19%	-	-	-	-	4%	-	-	-	17%	6%	24%	10%	13%	-	20%	5%
Lack of suitable staff	10%	22%	4%	-	13%	-	26%	8%	-	-	-	-	4%	-	7%	25%	-	20%	5%
Postage costs/ delivery logistics	30%	11%	46%	-	13%	-	4%	23%	60%	-	-	-	34%	35%	29%	25%	50%	60%	32%
More UK competitors	15%	22%	33%	-	33%	100%	22%	15%	20%	-	-	-	27%	18%	27%	13%	-	40%	19%
More foreign competitors	10%	-	13%	-	13%	-	13%	8%	-	-	-	-	8%	6%	9%	13%	-	40%	11%
Lack of investment on technology by the business	5%	-	2%	17%	13%	-	13%	4%	-	-	14%	-	4%	12%	3%	-	50%	-	8%
Other	15%	11%	7%	17%	7%	-	4%	15%	20%	20%	-	-	14%	12%	11%	-	-	20%	3%
Don't know	-	-	2%	-	7%	-	-	-	-	-	14%	17%	4%	-	2%	-	-	20%	5%
Not applicable – I don't think any factors will limit the growth of my business over the next 12 months	5%	-	5%	17%	-	-	13%	12%	-	40%	14%	-	4%	-	7%	-	-	20%	8%

Does your business currently have a responsive designed or mobile optimized website or app? (Please tick the option that BEST applies)

	20	9	112	6	15	2	23	26	5	5	7	6	71	17	238	8	2	5	37
<b>Base: Owners of small businesses who have an eBay account/ online presence</b>	20	9	112	6	15	2	23	26	5	5	7	6	71	17	238	8	2	5	37
Yes, it does	30%	22%	34%	17%	27%	-	35%	46%	40%	60%	-	-	21%	35%	28%	63%	100%	60%	22%
No, it does not but we are planning on introducing it in the next 12 months	10%	33%	21%	33%	47%	50%	35%	23%	20%	-	14%	33%	21%	41%	21%	38%	-	20%	27%
No, it does not and we have <b>**no plans**</b> to introduce it in the next 12 months	60%	44%	45%	50%	27%	50%	30%	31%	40%	40%	86%	67%	58%	24%	50%	-	-	20%	51%

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**eBay**

Sample Size: 307 Small Business Owners

Fieldwork: 30th January - 9th February 2015

Region mainly work								Which, if any, of the following statements apply to you? (Please select all that apply)				
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	My business is registered with eBay (i.e. has an eBay account)	My business sells products online (either via eBay or other sources)	My business has sold products on eBay in the past 12 months	None of these	eBay Businesses

Still thinking about the next 12 months...In general, which, if any, of the following factors do you think are most likely to **\*\*limit\*\*** the growth of your business? (Please select all that apply)

	80	52	31	27	79	11	23	4	135	195	138	-	202
<b>Base: Owners of small businesses who have an eBay account/ online presence</b>													
Cost of supplies	39%	33%	29%	22%	23%	36%	48%	25%	33%	36%	37%	-	33%
Exchange rates	9%	8%	3%	-	13%	9%	17%	25%	8%	11%	6%	-	7%
Consumer demand	36%	38%	32%	15%	38%	36%	35%	25%	36%	39%	38%	-	35%
Access to credit/ finance	9%	10%	13%	15%	19%	-	4%	50%	10%	12%	13%	-	12%
Staff wages and pension costs	5%	13%	13%	-	15%	-	9%	25%	10%	9%	12%	-	11%
Employers' National Insurance	4%	15%	10%	4%	5%	9%	9%	50%	8%	7%	8%	-	8%
VAT	21%	25%	32%	11%	15%	27%	30%	25%	20%	26%	21%	-	18%
Business rates	13%	21%	13%	11%	13%	18%	9%	25%	13%	14%	13%	-	13%
Corporation tax	8%	6%	13%	11%	9%	9%	4%	-	7%	7%	7%	-	8%
Insurance costs (e.g. liability insurance, trade credit insurance etc.)	9%	12%	3%	-	13%	9%	4%	50%	7%	10%	7%	-	7%
Rent/ property costs	11%	15%	6%	15%	10%	18%	26%	50%	11%	13%	14%	-	13%
Lack of trading or storage space	9%	17%	13%	-	11%	9%	4%	-	11%	13%	10%	-	8%
Lack of suitable staff	5%	8%	10%	-	10%	-	9%	25%	4%	8%	6%	-	5%
Postage costs/ delivery logistics	30%	31%	26%	41%	25%	36%	48%	-	34%	38%	40%	-	32%
More UK competitors	29%	25%	29%	22%	23%	9%	30%	25%	27%	30%	29%	-	25%
More foreign competitors	11%	17%	6%	-	6%	18%	4%	25%	10%	13%	9%	-	7%
Lack of investment on technology by the business	3%	10%	3%	7%	3%	-	4%	25%	2%	4%	6%	-	4%
Other	11%	4%	13%	11%	9%	27%	13%	-	11%	11%	7%	-	8%
Don't know	4%	4%	-	-	1%	18%	-	-	4%	1%	4%	-	4%
Not applicable – I don't think any factors will limit the growth of my business over the next 12 months	8%	8%	6%	-	9%	-	4%	-	7%	4%	7%	-	8%

Does your business currently have a responsive designed or mobile optimized website or app? (Please tick the option that BEST applies)

	80	52	31	27	79	11	23	4	135	195	138	-	202
<b>Base: Owners of small businesses who have an eBay account/ online presence</b>													
Yes, it does	21%	27%	32%	37%	32%	45%	35%	50%	25%	33%	20%	-	24%
No, it does not but we are planning on introducing it in the next 12 months	18%	27%	29%	19%	25%	27%	26%	25%	20%	22%	27%	-	24%
No, it does not and we have <b>**no plans**</b> to introduce it in the next 12 months	61%	46%	39%	44%	43%	27%	39%	25%	55%	45%	53%	-	52%

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**eBay**

Sample Size: 307 Small Business Owners

Fieldwork: 30th January - 9th February 2015

Which ONE of the following categories BEST fits the MAIN product(s)/ services your business sells?												
Fashion & Accessories	Motors (including motor parts and accessories)	Crafts	Electronics (e.g. headphones, phone/tablet case tablet, e-reader, smartphone etc.)	Food/ drink (including alcohol)	Health and beauty (e.g. make-up, soaps etc.)	Home & garden	Jewellery & Watches	Sports & Leisure equipment	Collectibles and antiques (including art)	Toys and games	Books, comics and magazines	Other

Still thinking about the next 12 months...In general, which, if any, of the following factors do you think are most likely to **\*\*limit\*\*** the growth of your business? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	14	14	27	23	14	4	24	7	9	23	9	36	103
Cost of supplies	57%	36%	52%	35%	50%	25%	25%	29%	44%	30%	22%	33%	20%
Exchange rates	7%	14%	7%	9%	-	25%	17%	-	-	17%	-	-	12%
Consumer demand	21%	29%	41%	26%	36%	25%	38%	43%	44%	52%	33%	36%	31%
Access to credit/ finance	7%	36%	7%	17%	14%	50%	38%	-	-	17%	11%	6%	6%
Staff wages and pension costs	14%	7%	4%	9%	21%	-	21%	-	22%	-	11%	6%	11%
Employers' National Insurance	-	14%	7%	4%	14%	-	17%	-	11%	-	22%	6%	8%
VAT	36%	29%	26%	22%	50%	-	25%	14%	11%	13%	44%	6%	20%
Business rates	36%	14%	7%	9%	43%	-	17%	14%	22%	9%	-	6%	15%
Corporation tax	7%	14%	4%	13%	14%	-	13%	14%	11%	-	-	3%	10%
Insurance costs (e.g. liability insurance, trade credit insurance etc.)	14%	21%	4%	4%	14%	-	17%	-	11%	4%	11%	-	12%
Rent/ property costs	29%	43%	4%	4%	29%	-	17%	14%	22%	9%	11%	11%	11%
Lack of trading or storage space	21%	7%	11%	4%	21%	25%	25%	29%	11%	13%	-	3%	6%
Lack of suitable staff	7%	7%	4%	13%	7%	-	8%	-	-	-	-	8%	10%
Postage costs/ delivery logistics	21%	36%	44%	9%	36%	-	38%	57%	22%	52%	56%	44%	18%
More UK competitors	43%	14%	33%	22%	14%	50%	29%	29%	11%	22%	22%	25%	25%
More foreign competitors	14%	-	11%	9%	14%	-	8%	14%	11%	9%	11%	6%	11%
Lack of investment on technology by the business	-	7%	4%	9%	-	-	13%	-	-	4%	11%	3%	4%
Other	-	-	15%	13%	7%	-	-	14%	-	4%	-	17%	15%
Don't know	-	7%	7%	-	-	-	-	-	-	-	-	3%	4%
Not applicable – I don't think any factors will limit the growth of my business over the next 12 months	-	14%	7%	4%	-	-	-	14%	11%	-	-	8%	10%

Does your business currently have a responsive designed or mobile optimized website or app? (Please tick the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	14	14	27	23	14	4	24	7	9	23	9	36	103
Yes, it does	57%	14%	37%	43%	36%	25%	38%	14%	33%	9%	22%	31%	26%
No, it does not but we are planning on introducing it in the next 12 months	-	29%	15%	30%	29%	50%	38%	14%	56%	9%	22%	17%	25%
No, it does not and we have <b>**no plans**</b> to introduce it in the next 12 months	43%	57%	48%	26%	36%	25%	25%	71%	11%	83%	56%	53%	49%

Sample Size: 307 Small Business Owners  
Fieldwork: 30th January - 9th February 2015

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Approximately what percentage increase, if any, would you say your business has seen in sales conversions since the website was optimised for mobile use? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence and have optimised the website for mobile use	91	39	18	1	7	10	20	19
0% - None	38%	38%	44%	100%	57%	40%	25%	47%
Up to 10% higher	29%	21%	17%	-	-	20%	30%	16%
Between 10% and 20% higher	8%	5%	17%	-	14%	10%	5%	11%
Between 20% and 30% higher	3%	5%	-	-	-	20%	-	-
More than 30% higher	5%	13%	-	-	-	-	15%	11%
Don't know	16%	18%	22%	-	29%	10%	25%	16%

Which THREE, if any, of the following do you think are the current Government's key policies that are needed to help support online entrepreneurialism and the development of the digital economy? (Please select up to three policies)

Base: Owners of small businesses who have an eBay account/ online presence	307	140	56	1	15	35	54	91
Improved advice on setting up and running an online business.	17%	14%	18%	100%	20%	23%	13%	11%
Creation of a Minister for online business	6%	5%	5%	-	20%	3%	7%	2%
Simplified rules on consumer protection	13%	16%	11%	-	13%	11%	17%	15%
Improved postal and delivery services	27%	25%	38%	100%	13%	37%	20%	32%
More police effort to tackle cybercrime and fraud	16%	16%	21%	-	7%	14%	20%	19%
Stronger effort to tackle online piracy and counterfeits	12%	11%	7%	-	-	3%	4%	18%
Lower taxes for all businesses, including online	48%	48%	39%	100%	33%	43%	48%	46%
Investment in faster broadband	31%	37%	25%	-	20%	29%	31%	40%
Investment in mobile coverage/ 4G	11%	14%	13%	-	7%	20%	9%	14%
The UK remaining in the EU	18%	20%	21%	-	33%	9%	19%	24%
Simplified export regulations	12%	11%	7%	-	13%	6%	11%	11%
Better digital skills education to improve the available work force	11%	11%	9%	-	7%	9%	11%	11%
Relaxed visa requirements to make it easier to hire talented employees from abroad	3%	4%	4%	-	7%	6%	4%	2%
None of these	4%	5%	5%	-	-	14%	6%	2%
Don't know	9%	8%	9%	-	20%	9%	11%	4%

Sample Size: 307 Small Business Owners  
Fieldwork: 30th January - 9th February 2015

Work industry													Company Annual Turnover					
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	Other	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

Approximately what percentage increase, if any, would you say your business has seen in sales conversions since the website was optimised for mobile use? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence and have optimised the website for mobile use	6	2	38	1	4	-	8	12	2	3	-	-	15	6	67	5	2	3	8
0% - None	33%	50%	42%	-	50%	-	50%	8%	100%	33%	-	-	40%	33%	45%	-	-	67%	13%
Up to 10% higher	33%	50%	32%	-	25%	-	25%	33%	-	-	-	-	27%	33%	25%	80%	-	-	38%
Between 10% and 20% higher	-	-	5%	-	25%	-	-	8%	-	33%	-	-	13%	-	9%	-	50%	-	-
Between 20% and 30% higher	-	-	3%	100%	-	-	-	8%	-	-	-	-	-	-	1%	-	50%	33%	-
More than 30% higher	-	-	5%	-	-	-	13%	17%	-	-	-	-	-	-	4%	20%	-	-	13%
Don't know	33%	-	13%	-	-	-	13%	25%	-	33%	-	-	20%	33%	15%	-	-	-	38%

Which THREE, if any, of the following do you think are the current Government's key policies that are needed to help support online entrepreneurialism and the development of the digital economy? (Please select up to three policies)

Base: Owners of small businesses who have an eBay account/ online presence	20	9	112	6	15	2	23	26	5	5	7	6	71	17	238	8	2	5	37
Improved advice on setting up and running an online business.	25%	11%	17%	17%	7%	50%	9%	15%	20%	-	14%	33%	20%	35%	16%	25%	50%	-	11%
Creation of a Minister for online business	10%	11%	6%	-	-	-	17%	12%	-	-	-	-	3%	18%	6%	-	-	20%	-
Simplified rules on consumer protection	-	11%	21%	33%	13%	-	17%	8%	40%	-	-	-	7%	6%	13%	25%	-	40%	16%
Improved postal and delivery services	30%	33%	38%	17%	-	-	22%	8%	20%	-	43%	17%	25%	24%	28%	-	50%	20%	30%
More police effort to tackle cybercrime and fraud	10%	11%	15%	33%	20%	-	13%	23%	40%	40%	14%	33%	11%	6%	17%	-	-	20%	16%
Stronger effort to tackle online piracy and counterfeits	10%	11%	8%	33%	13%	50%	-	19%	-	-	14%	17%	18%	-	13%	-	-	-	14%
Lower taxes for all businesses, including online	55%	67%	54%	50%	47%	-	48%	31%	40%	60%	29%	67%	42%	71%	46%	63%	50%	20%	51%
Investment in faster broadband	30%	22%	25%	33%	33%	-	48%	46%	40%	-	-	17%	37%	35%	33%	25%	-	-	22%
Investment in mobile coverage/ 4G	10%	11%	5%	17%	13%	-	9%	12%	-	20%	14%	33%	18%	12%	11%	13%	-	-	11%
The UK remaining in the EU	10%	22%	14%	-	7%	-	39%	31%	20%	40%	29%	17%	17%	6%	20%	13%	-	-	19%
Simplified export regulations	15%	22%	14%	-	7%	-	4%	12%	-	-	14%	33%	10%	-	12%	25%	-	-	14%
Better digital skills education to improve the available work force	5%	11%	5%	17%	20%	50%	17%	27%	20%	-	-	17%	13%	24%	10%	13%	-	20%	14%
Relaxed visa requirements to make it easier to hire talented employees from abroad	-	11%	4%	-	-	-	4%	8%	-	20%	-	-	1%	-	3%	-	-	20%	3%
None of these	5%	-	4%	-	-	-	9%	4%	-	20%	-	-	3%	6%	4%	-	-	-	3%
Don't know	5%	11%	10%	-	20%	50%	4%	8%	20%	-	29%	-	8%	6%	8%	13%	50%	40%	14%

Sample Size: 307 Small Business Owners  
Fieldwork: 30th January - 9th February 2015

Region mainly work								Which, if any, of the following statements apply to you? (Please select all that apply)				
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	My business is registered with eBay (i.e. has an eBay account)	My business sells products online (either via eBay or other sources)	My business has sold products on eBay in the past 12 months	None of these	eBay Businesses

Approximately what percentage increase, if any, would you say your business has seen in sales conversions since the website was optimised for mobile use? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence and have optimised the website for mobile use

	17	14	10	10	25	5	8	2	34	64	28	-	49
0% - None	59%	43%	30%	20%	44%	20%	13%	50%	47%	45%	32%	-	37%
Up to 10% higher	24%	29%	10%	40%	32%	60%	13%	50%	24%	23%	32%	-	31%
Between 10% and 20% higher	6%	7%	10%	10%	8%	-	13%	-	6%	2%	14%	-	12%
Between 20% and 30% higher	-	-	10%	10%	-	-	13%	-	6%	3%	4%	-	4%
More than 30% higher	-	7%	10%	-	8%	-	13%	-	6%	5%	7%	-	6%
Don't know	12%	14%	30%	20%	8%	20%	38%	-	12%	22%	11%	-	10%

Which THREE, if any, of the following do you think are the current Government's key policies that are needed to help support online entrepreneurialism and the development of the digital economy? (Please select up to three policies)

Base: Owners of small businesses who have an eBay account/ online presence

	80	52	31	27	79	11	23	4	135	195	138	-	202
Improved advice on setting up and running an online business.	19%	15%	23%	26%	9%	27%	13%	50%	16%	17%	19%	-	18%
Creation of a Minister for online business	9%	10%	3%	-	4%	-	9%	25%	2%	8%	3%	-	3%
Simplified rules on consumer protection	13%	10%	16%	7%	19%	9%	13%	-	16%	16%	14%	-	12%
Improved postal and delivery services	31%	29%	26%	33%	20%	9%	35%	25%	30%	33%	32%	-	28%
More police effort to tackle cybercrime and fraud	21%	15%	19%	11%	16%	-	9%	-	18%	15%	16%	-	17%
Stronger effort to tackle online piracy and counterfeits	11%	10%	26%	11%	11%	-	9%	25%	12%	11%	14%	-	13%
Lower taxes for all businesses, including online	46%	50%	68%	37%	52%	36%	26%	75%	49%	49%	57%	-	51%
Investment in faster broadband	25%	27%	35%	41%	33%	45%	30%	25%	29%	30%	33%	-	32%
Investment in mobile coverage/ 4G	8%	6%	13%	11%	15%	18%	17%	-	12%	9%	11%	-	11%
The UK remaining in the EU	19%	13%	16%	19%	19%	9%	35%	-	21%	17%	13%	-	18%
Simplified export regulations	13%	12%	6%	-	16%	9%	13%	25%	14%	12%	10%	-	12%
Better digital skills education to improve the available work force	9%	15%	3%	11%	14%	9%	13%	25%	7%	10%	11%	-	10%
Relaxed visa requirements to make it easier to hire talented employees from abroad	4%	8%	3%	4%	1%	-	-	-	2%	3%	2%	-	2%
None of these	1%	8%	-	-	5%	-	13%	-	4%	5%	4%	-	3%
Don't know	13%	10%	-	19%	8%	18%	4%	-	8%	9%	6%	-	7%

Sample Size: 307 Small Business Owners  
Fieldwork: 30th January - 9th February 2015

Which ONE of the following categories BEST fits the MAIN product(s)/ services your business sells?												
Fashion & Accessories	Motors (including motor parts and accessories)	Crafts	Electronics (e.g. headphones, phone/tablet case tablet, e-reader, smartphone etc.)	Food/ drink (including alcohol)	Health and beauty (e.g. make-up, soaps etc.)	Home & garden	Jewellery & Watches	Sports & Leisure equipment	Collectibles and antiques (including art)	Toys and games	Books, comics and magazines	Other

Approximately what percentage increase, if any, would you say your business has seen in sales conversions since the website was optimised for mobile use? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence and have optimised the website for mobile use

	8	2	10	10	5	1	9	1	3	2	2	11	27
0% - None	25%	-	60%	10%	20%	100%	44%	100%	67%	-	-	27%	52%
Up to 10% higher	38%	50%	10%	30%	20%	-	22%	-	33%	100%	50%	27%	30%
Between 10% and 20% higher	13%	-	20%	20%	-	-	22%	-	-	-	-	-	-
Between 20% and 30% higher	-	-	-	20%	-	-	-	-	-	-	-	-	4%
More than 30% higher	-	-	-	10%	20%	-	-	-	-	-	-	9%	7%
Don't know	25%	50%	10%	10%	40%	-	11%	-	-	-	50%	36%	7%

Which THREE, if any, of the following do you think are the current Government's key policies that are needed to help support online entrepreneurialism and the development of the digital economy? (Please select up to three policies)

Base: Owners of small businesses who have an eBay account/ online presence

	14	14	27	23	14	4	24	7	9	23	9	36	103
Improved advice on setting up and running an online business.	21%	29%	15%	17%	43%	25%	17%	-	-	9%	11%	25%	14%
Creation of a Minister for online business	-	-	4%	4%	7%	-	4%	-	11%	13%	-	6%	9%
Simplified rules on consumer protection	14%	-	4%	13%	-	25%	42%	29%	11%	4%	-	11%	16%
Improved postal and delivery services	21%	36%	44%	35%	7%	50%	42%	14%	22%	30%	44%	28%	17%
More police effort to tackle cybercrime and fraud	36%	-	15%	9%	-	-	17%	29%	-	30%	11%	8%	20%
Stronger effort to tackle online piracy and counterfeits	14%	-	4%	4%	-	-	17%	-	11%	26%	11%	22%	13%
Lower taxes for all businesses, including online	57%	36%	26%	61%	57%	50%	42%	57%	44%	52%	56%	42%	52%
Investment in faster broadband	21%	29%	37%	22%	21%	50%	21%	14%	56%	35%	44%	39%	30%
Investment in mobile coverage/ 4G	21%	36%	7%	9%	14%	50%	8%	29%	11%	9%	22%	6%	7%
The UK remaining in the EU	14%	29%	19%	22%	21%	-	29%	-	22%	13%	56%	11%	16%
Simplified export regulations	21%	7%	7%	13%	21%	25%	17%	14%	11%	4%	11%	11%	11%
Better digital skills education to improve the available work force	7%	7%	7%	13%	-	-	-	29%	33%	9%	11%	8%	17%
Relaxed visa requirements to make it easier to hire talented employees from abroad	-	-	-	4%	7%	-	-	14%	-	-	-	8%	4%
None of these	-	7%	7%	4%	7%	-	-	14%	11%	-	-	3%	4%
Don't know	-	7%	11%	13%	14%	-	-	-	11%	9%	-	11%	13%