

YouGov / Cherish PR Survey Results

Sample Size: 506 Small Business Owners

Fieldwork: 7th - 13th August 2013

Total	Gender		Age					Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following free products/ services have you ever used or would you consider using in the future to cut your business' operational costs? (Please tick all that apply)

	Base: Small Business Owners	506	331	175	5	30	63	145	263	97	88	50	62	136	35	37	1
A DIY website builder (e.g. Wix)	24%	23%	27%	60%	23%	22%	26%	23%	24%	26%	38%	34%	21%	14%	11%	-	-
An email marketing service (e.g. TargetHero, MailChimp etc.)	15%	13%	17%	40%	30%	16%	16%	11%	16%	11%	20%	13%	16%	11%	11%	-	-
Survey products and forms (e.g. SurveyMonkey, Wufoo etc.)	15%	13%	18%	40%	20%	19%	17%	11%	13%	13%	14%	24%	15%	9%	11%	-	-
File sharing services (e.g. DropBox, BoxNet etc.)	26%	27%	26%	-	50%	29%	28%	22%	22%	27%	22%	34%	26%	31%	22%	100%	-
Productivity and collaboration tools (e.g. Evernote, Google Apps etc.)	16%	16%	15%	20%	40%	22%	18%	10%	13%	15%	14%	21%	16%	14%	16%	-	-
Calling and texting services (e.g. Skype, Viber etc.)	26%	27%	23%	-	30%	33%	25%	25%	24%	20%	26%	32%	29%	20%	24%	100%	-
None of these	39%	38%	41%	20%	30%	30%	35%	45%	40%	41%	36%	32%	37%	40%	57%	-	-
Don't know	5%	5%	5%	-	10%	10%	4%	5%	9%	2%	4%	5%	5%	6%	5%	-	-

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Total	Work industry (short list)												
Base	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

Which, if any, of the following free products/ services have you ever used or would you consider using in the future to cut your business' operational costs? (Please tick all that apply)

	Base: Small Business Owners	506	28	39	75	26	41	14	51	32	21	21	13	26	119
A DIY website builder (e.g. Wix)	24%	21%	26%	31%	12%	22%	36%	18%	28%	38%	29%	38%	19%	21%	
An email marketing service (e.g. TargetHero, MailChimp etc.)	15%	18%	8%	13%	15%	24%	14%	20%	16%	14%	10%	23%	8%	13%	
Survey products and forms (e.g. SurveyMonkey, Wufoo etc.)	15%	7%	5%	13%	15%	22%	-	16%	34%	24%	24%	23%	4%	12%	
File sharing services (e.g. DropBox, BoxNet etc.)	26%	18%	28%	16%	31%	22%	21%	37%	44%	19%	24%	15%	23%	29%	
Productivity and collaboration tools (e.g. Evernote, Google Apps etc.)	16%	14%	10%	13%	15%	10%	14%	29%	19%	10%	10%	8%	15%	18%	
Calling and texting services (e.g. Skype, Viber etc.)	26%	25%	26%	13%	31%	20%	43%	37%	34%	24%	33%	15%	27%	26%	
None of these	39%	39%	36%	47%	38%	29%	29%	27%	22%	38%	43%	54%	54%	45%	
Don't know	5%	4%	5%	9%	4%	5%	-	8%	6%	10%	-	-	-	5%	

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Sample Size: 506 Small Business Owners

Fieldwork: 7th - 13th August 2013

Total	Company annual turnover					
	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

Which, if any, of the following free products/ services have you ever used or would you consider using in the future to cut your business' operational costs? (Please tick all that apply)

	Base: Small Business Owners	506	29	378	18	2	7	72
A DIY website builder (e.g. Wix)	24%	28%	25%	17%	50%	-	22%	
An email marketing service (e.g. TargetHero, MailChimp etc.)	15%	31%	14%	-	-	14%	14%	
Survey products and forms (e.g. SurveyMonkey, Wufoo etc.)	15%	21%	15%	6%	-	14%	14%	
File sharing services (e.g. DropBox, BoxNet etc.)	26%	31%	28%	33%	-	14%	17%	
Productivity and collaboration tools (e.g. Evernote, Google Apps etc.)	16%	21%	16%	11%	-	-	17%	
Calling and texting services (e.g. Skype, Viber etc.)	26%	31%	26%	28%	-	29%	24%	
None of these	39%	38%	38%	44%	50%	29%	47%	
Don't know	5%	7%	5%	6%	-	29%	3%	

Fieldwork: 7th - 13th August 2013

Total	Gender		Age					Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following marketing tasks have you/ your business managed to run yourself without hiring an external professional? (Please tick all that apply)

Base: Small Business Owners	506	331	175	5	30	63	145	263	97	88	50	62	136	35	37	1
Website creation	39%	36%	45%	100%	57%	43%	39%	35%	40%	44%	44%	39%	35%	34%	38%	-
Social Media presence (e.g. Facebook page, Twitter account etc.)	40%	35%	47%	100%	70%	52%	46%	29%	40%	41%	40%	37%	39%	31%	49%	-
Online advertising	31%	28%	36%	80%	57%	41%	30%	25%	33%	28%	38%	27%	29%	37%	27%	-
Public relations	34%	34%	36%	60%	43%	33%	32%	35%	32%	33%	40%	39%	32%	37%	35%	-
None of these	31%	34%	26%	-	10%	25%	30%	36%	31%	28%	26%	32%	32%	34%	30%	100%

Which, if any, of the following free marketing tools have you ever used or would you consider using in the future to promote your business online? (Please tick all that apply)

Base: Small Business Owners	506	331	175	5	30	63	145	263	97	88	50	62	136	35	37	1
A website and/ or blog	58%	54%	67%	80%	70%	57%	62%	55%	60%	59%	62%	47%	60%	63%	54%	100%
Social networks (e.g. Facebook, Twitter, Pinterest etc.)	50%	44%	61%	80%	80%	60%	58%	38%	57%	43%	48%	48%	50%	43%	54%	100%
Online directories and user review sites (e.g. Yell.com, Yelp.com etc.)	31%	28%	35%	80%	37%	48%	26%	28%	38%	30%	32%	19%	29%	43%	27%	-
Coupon and deals websites (e.g. Groupon etc.)	4%	3%	7%	40%	13%	6%	2%	3%	8%	3%	2%	2%	4%	9%	3%	-
Other: See tab Q4_OE	3%	3%	2%	20%	3%	2%	1%	4%	4%	2%	4%	-	2%	3%	5%	-
Not applicable - I would never consider using any free marketing tools to promote my business online	26%	30%	19%	-	13%	21%	22%	31%	22%	31%	28%	37%	24%	14%	22%	-

Fieldwork: 7th - 13th August 2013

Total	Work industry (short list)												
Base	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

Which, if any, of the following marketing tasks have you/ your business managed to run yourself without hiring an external professional? (Please tick all that apply)

	506	28	39	75	26	41	14	51	32	21	21	13	26	119
Base: Small Business Owners														
Website creation	39%	36%	26%	39%	27%	44%	29%	71%	41%	43%	38%	31%	23%	37%
Social Media presence (e.g. Facebook page, Twitter account etc.)	40%	21%	33%	47%	38%	54%	14%	49%	63%	29%	24%	23%	23%	40%
Online advertising	31%	32%	13%	39%	23%	44%	21%	41%	34%	29%	43%	23%	23%	25%
Public relations	34%	25%	18%	29%	23%	41%	43%	35%	63%	38%	38%	23%	42%	34%
None of these	31%	36%	41%	19%	50%	20%	43%	16%	9%	33%	33%	46%	42%	40%

Which, if any, of the following free marketing tools have you ever used or would you consider using in the future to promote your business online? (Please tick all that apply)

	506	28	39	75	26	41	14	51	32	21	21	13	26	119
Base: Small Business Owners														
A website and/ or blog	58%	43%	33%	64%	50%	71%	43%	65%	56%	76%	52%	54%	58%	62%
Social networks (e.g. Facebook, Twitter, Pinterest etc.)	50%	21%	51%	57%	35%	59%	21%	49%	72%	48%	67%	31%	38%	50%
Online directories and user review sites (e.g. Yell.com, Yelp.com etc.)	31%	29%	21%	25%	35%	49%	21%	25%	31%	48%	52%	23%	23%	30%
Coupon and deals websites (e.g. Groupon etc.)	4%	-	-	7%	4%	7%	-	2%	3%	-	10%	-	8%	6%
Other: See tab Q4_OE	3%	4%	3%	3%	-	2%	-	2%	3%	-	5%	-	-	5%
Not applicable - I would never consider using any free marketing tools to promote my business online	26%	39%	36%	20%	35%	12%	50%	25%	22%	19%	10%	46%	27%	26%

Fieldwork: 7th - 13th August 2013

Total	Company annual turnover					
	Base	First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know

Which, if any, of the following marketing tasks have you/ your business managed to run yourself without hiring an external professional? (Please tick all that apply)

	Base: Small Business Owners	506	29	378	18	2	7	72
Website creation	39%	48%	39%	22%	100%	14%	39%	
Social Media presence (e.g. Facebook page, Twitter account etc.)	40%	55%	39%	33%	50%	14%	38%	
Online advertising	31%	31%	30%	22%	50%	14%	36%	
Public relations	34%	31%	33%	44%	100%	43%	38%	
None of these	31%	17%	31%	39%	-	43%	33%	

Which, if any, of the following free marketing tools have you ever used or would you consider using in the future to promote your business online? (Please tick all that apply)

	Base: Small Business Owners	506	29	378	18	2	7	72
A website and/ or blog	58%	66%	59%	44%	50%	29%	57%	
Social networks (e.g. Facebook, Twitter, Pinterest etc.)	50%	72%	49%	33%	50%	57%	49%	
Online directories and user review sites (e.g. Yell.com, Yelp.com etc.)	31%	21%	31%	33%	50%	29%	31%	
Coupon and deals websites (e.g. Groupon etc.)	4%	7%	5%	-	-	-	4%	
Other: See tab Q4_OE	3%	7%	3%	-	-	-	3%	
Not applicable - I would never consider using any free marketing tools to promote my business online	26%	14%	26%	39%	-	43%	26%	