

YouGov/ Safe Store Survey Results

Sample Size: 503 Small business decision makers

Fieldwork: 24th - 28th June 2010

Base: Small business decision makers

Total	Gender		Age					Social grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
503	377	126	4	26	95	129	249	423	80	84	68	60	59	174	20	33

Do you think the recently announced VAT increase (from 17.5% to 20%), that comes into place in January 2011, will have a positive or negative impact on your business?

Very positive	0%	0%	1%	-	-	-	2%	-	0%	-	1%	1%	-	-	-	-	-
Quite positive	3%	4%	1%	-	-	3%	4%	4%	3%	4%	2%	3%	3%	3%	4%	5%	3%
No change	65%	68%	57%	75%	73%	62%	60%	68%	67%	53%	55%	63%	68%	73%	71%	35%	64%
Quite negative	23%	20%	32%	25%	23%	21%	25%	22%	22%	29%	36%	26%	22%	12%	19%	35%	21%
Very negative	7%	7%	7%	-	4%	9%	10%	4%	5%	14%	4%	3%	7%	12%	5%	25%	12%
Don't know	2%	1%	2%	-	-	4%	-	2%	2%	1%	2%	3%	-	-	2%	-	-

Will the budget measures and associated increased costs result in your business having to do any of the following? (Please tick all that apply)

Downsize my business (i.e. some employees made redundant)	5%	5%	5%	-	4%	2%	6%	6%	5%	6%	5%	3%	3%	7%	5%	15%	6%
Relocate my business	2%	2%	1%	-	-	1%	2%	2%	2%	1%	1%	1%	-	7%	1%	-	-
Lower/ freeze salaries	19%	18%	21%	-	23%	18%	18%	20%	19%	18%	18%	15%	13%	20%	21%	40%	18%
Other	7%	6%	10%	25%	4%	7%	8%	6%	7%	6%	10%	6%	8%	3%	6%	10%	9%
Don't know	16%	15%	18%	25%	4%	24%	12%	15%	15%	18%	18%	16%	17%	14%	14%	25%	9%
Not applicable - my business will not have to do anything as a result of the budget measures	57%	59%	49%	50%	65%	54%	58%	56%	57%	56%	51%	62%	62%	61%	57%	20%	61%

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Total	Work status					Marital status				
	Working full time	Working part time	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married
503	387	101	9	2	4	319	52	54	13	63

Do you think the recently announced VAT increase (from 17.5% to 20%), that comes into place in January 2011, will have a positive or negative impact on your business?

Very positive	0%	1%	-	-	-	-	-	4%	-	-
Quite positive	3%	4%	2%	11%	-	-	3%	8%	4%	-
No change	65%	63%	73%	78%	100%	50%	66%	63%	59%	62%
Quite negative	23%	25%	17%	11%	-	25%	24%	19%	26%	23%
Very negative	7%	7%	4%	-	-	25%	5%	10%	7%	15%
Don't know	2%	1%	4%	-	-	-	2%	-	-	-

Will the budget measures and associated increased costs result in your business having to do any of the following? (Please tick all that apply)

Downsize my business (i.e. some employees made redundant)	5%	5%	2%	33%	-	25%	6%	6%	2%	-	5%
Relocate my business	2%	2%	2%	-	-	-	2%	-	-	-	2%
Lower/ freeze salaries	19%	20%	16%	22%	-	-	17%	19%	31%	54%	14%
Other	7%	8%	4%	-	-	-	6%	8%	4%	8%	11%
Don't know	16%	15%	16%	11%	50%	25%	15%	13%	17%	8%	21%
Not applicable - my business will not have to do anything as a result of the budget measures	57%	55%	64%	56%	50%	50%	59%	60%	48%	31%	52%

Total	Gender		Age					Social grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
503	377	126	4	26	95	129	249	423	80	84	68	60	59	174	20	33

Base: Small business decision makers

In the budget, a National Insurance measure was announced where the threshold at which employers start to pay National Insurance contributions will rise by £21 a week above the rate of inflation, from April 2011.

To what extent do you agree or disagree with the following?

The National Insurance (NI) measure will encourage my business to expand outside of London and the Home Counties/ South-East and East of England?

Strongly agree	2%	3%	-	-	2%	3%	2%	3%	-	2%	3%	3%	2%	2%	-	3%
Agree	11%	12%	7%	50%	4%	8%	10%	12%	11%	9%	13%	7%	5%	12%	11%	15%
Disagree	18%	18%	17%	-	23%	23%	15%	16%	19%	11%	12%	13%	32%	27%	16%	15%
Strongly disagree	14%	15%	11%	-	19%	9%	20%	12%	14%	13%	6%	7%	8%	27%	18%	10%
Don't know	12%	10%	16%	25%	15%	13%	12%	10%	11%	14%	12%	18%	15%	5%	9%	15%
Not applicable	44%	43%	49%	25%	38%	44%	40%	47%	43%	54%	55%	51%	37%	27%	44%	45%

To what extent, if at all, do you think the Emergency Budget will be helpful or unhelpful to UK SMEs?

Very helpful	5%	6%	2%	25%	4%	1%	8%	5%	5%	6%	7%	1%	2%	7%	7%	-	3%
Somewhat helpful	39%	40%	37%	25%	35%	38%	28%	45%	41%	26%	36%	40%	45%	37%	40%	40%	27%
Make no difference	21%	23%	15%	-	31%	22%	20%	20%	22%	11%	19%	22%	27%	22%	18%	15%	30%
Somewhat unhelpful	19%	18%	21%	-	23%	18%	21%	18%	18%	23%	17%	19%	18%	19%	18%	25%	21%
Very unhelpful	4%	4%	3%	-	-	6%	5%	3%	4%	6%	6%	4%	-	7%	2%	5%	9%
Don't know	13%	10%	23%	50%	8%	15%	18%	10%	10%	28%	15%	13%	8%	8%	16%	15%	9%

Total	Work status					Marital status				
Base	Working full time	Working part time	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married
503	387	101	9	2	4	319	52	54	13	63

Base: Small business decision makers

In the budget, a National Insurance measure was announced where the threshold at which employers start to pay National Insurance contributions will rise by £21 a week above the rate of inflation, from April 2011.

To what extent do you agree or disagree with the following?

The National Insurance (NI) measure will encourage my business to expand outside of London and the Home Counties/ South-East and East of England?

Strongly agree	2%	2%	3%	-	-	-	2%	-	9%	-	2%
Agree	11%	10%	13%	-	-	25%	12%	13%	7%	-	6%
Disagree	18%	18%	15%	11%	100%	-	17%	21%	9%	15%	25%
Strongly disagree	14%	14%	15%	-	-	25%	14%	8%	13%	15%	14%
Don't know	12%	12%	8%	11%	-	25%	10%	15%	17%	23%	8%
Not applicable	44%	43%	47%	78%	-	25%	45%	42%	44%	46%	44%

To what extent, if at all, do you think the Emergency Budget will be helpful or unhelpful to UK SMEs?

Very helpful	5%	5%	5%	11%	-	-	5%	6%	6%	-	3%
Somewhat helpful	39%	36%	46%	44%	100%	50%	39%	33%	44%	38%	40%
Make no difference	21%	22%	17%	22%	-	25%	21%	19%	15%	15%	25%
Somewhat unhelpful	19%	20%	16%	11%	-	-	19%	25%	20%	23%	10%
Very unhelpful	4%	4%	3%	-	-	-	4%	4%	4%	8%	3%
Don't know	13%	13%	14%	11%	-	25%	12%	13%	11%	15%	19%

Total	Gender		Age					Social grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
503	377	126	4	26	95	129	249	423	80	84	68	60	59	174	20	33

Base: Small business decision makers

Which ONE, if any, of the following budget measures do you think will have the biggest negative impact on your business?

Cut in corporation tax (from 28% to 24%, from April 2011)	1%	1%	2%	-	-	1%	2%	1%	2%	-	1%	3%	-	3%	1%	-	-
National Insurance contributions (the threshold at which employers start to pay national insurance contributions will rise from 10% to 12% from April 2011)	7%	7%	4%	-	19%	4%	5%	7%	7%	3%	8%	6%	7%	5%	6%	5%	9%
The rise in VAT (from 17.5% to 20%, from January 2011)	36%	33%	45%	100%	35%	43%	41%	29%	32%	54%	38%	38%	32%	31%	33%	70%	39%
The rise in Capital Gains Tax (from 18% to 28%, from June 2010)	8%	10%	5%	-	-	4%	13%	8%	9%	5%	8%	6%	7%	15%	8%	5%	6%
Other	3%	2%	5%	-	-	4%	4%	2%	3%	1%	4%	1%	5%	3%	2%	5%	3%
Don't know	5%	6%	5%	-	15%	6%	5%	4%	6%	4%	2%	3%	13%	2%	6%	5%	3%
Not applicable - I do not think any budget measures will have a negative impact on my business	40%	42%	34%	-	31%	37%	29%	48%	41%	34%	38%	43%	37%	41%	44%	10%	39%

Total	Work status					Marital status				
Base	Working full time	Working part time	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married
503	387	101	9	2	4	319	52	54	13	63

Base: Small business decision makers

Which ONE, if any, of the following budget measures do you think will have the biggest negative impact on your business?

Cut in corporation tax (from 28% to 24%, from April 2011)	1%	1%	2%	-	-	-	1%	2%	2%	-	2%
National Insurance contributions (the threshold at which employers start to pay national insurance contributions will rise from £150 to £1000 per employee per year from April 2011)	7%	8%	2%	11%	-	-	7%	4%	6%	15%	6%
The rise in VAT (from 17.5% to 20%, from January 2011)	36%	38%	29%	22%	-	25%	34%	38%	37%	46%	38%
The rise in Capital Gains Tax (from 18% to 28%, from June 2010)	8%	8%	6%	22%	-	75%	8%	8%	11%	-	8%
Other	3%	3%	1%	-	-	-	3%	-	2%	-	6%
Don't know	5%	6%	5%	-	-	-	5%	4%	6%	8%	6%
Not applicable - I do not think any budget measures will have a negative impact on my business	40%	36%	55%	44%	100%	-	41%	44%	37%	31%	33%