

eBay SMB results

BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Work industry (short list)								
Base	Manufacturing	Construction	Retail	Finance and Accounting	Financial services	Hospitality and leisure	Accountancy	Legal	

Thinking about your business' sales targets for 2015...
Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	409	15	4	104	2	1	18	1	1
Yes, by some distance	17%	13%	-	12%	50%	-	17%	100%	-
Yes, but only marginally	27%	13%	-	29%	-	-	44%	-	100%
No, but we are only marginally outside of it	13%	13%	25%	13%	-	-	6%	-	-
No, we are some distance away from it	24%	20%	25%	32%	-	-	17%	-	-
Don't know	0%	7%	-	-	-	-	-	-	-
Not applicable – my business did not have any sales targets in 2015	19%	33%	50%	14%	50%	100%	17%	-	-

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BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Work industry (short list)						
Base	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Thinking about your business' sales targets for 2015...
Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	Total	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other
	409	21	20	2	3	3	5	50
Yes, by some distance	17%	14%	30%	-	-	33%	40%	22%
Yes, but only marginally	27%	24%	5%	-	-	-	40%	20%
No, but we are only marginally outside of it	13%	14%	10%	-	33%	33%	20%	12%
No, we are some distance away from it	24%	14%	30%	100%	-	33%	-	22%
Don't know	0%	-	-	-	-	-	-	-
Not applicable – my business did not have any sales targets in 2015	19%	33%	25%	-	67%	-	-	24%

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BUSINESS Sample: 409 Owners of small businesses
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Total	Company annual turnover					
Base	First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

Thinking about your business' sales targets for 2015...
Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	409	23	320	23	3	3	37
Yes, by some distance	17%	4%	16%	48%	67%	-	11%
Yes, but only marginally	27%	26%	28%	30%	33%	33%	16%
No, but we are only marginally outside of it	13%	17%	14%	13%	-	-	5%
No, we are some distance away from it	24%	30%	23%	9%	-	67%	35%
Don't know	0%	-	1%	-	-	-	-
Not applicable – my business did not have any sales targets in 2015	19%	22%	18%	-	-	-	32%

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BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Omnibus Decision Maker									
Base	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Thinking about your business' sales targets for 2015...
Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	409	238	242	224	233	227	199	222	236	243	214
Yes, by some distance	17%	16%	17%	17%	16%	16%	18%	16%	17%	16%	16%
Yes, but only marginally	27%	24%	24%	25%	24%	25%	23%	24%	25%	23%	26%
No, but we are only marginally outside of it	13%	13%	13%	11%	12%	12%	11%	12%	11%	13%	12%
No, we are some distance away from it	24%	25%	25%	26%	26%	26%	27%	26%	26%	26%	25%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Not applicable – my business did not have any sales targets in 2015	19%	21%	21%	21%	21%	20%	21%	22%	21%	21%	21%

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Fieldwork: 16th - 25th November 2015

Total	Company age					
Base	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

Thinking about your business' sales targets for 2015...

Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	409	72	57	63	38	17	1
Yes, by some distance	17%	13%	18%	19%	13%	24%	100%
Yes, but only marginally	27%	22%	35%	25%	8%	24%	-
No, but we are only marginally outside of it	13%	15%	11%	16%	11%	6%	-
No, we are some distance away from it	24%	35%	23%	17%	26%	24%	-
Don't know	0%	-	-	-	-	6%	-
Not applicable – my business did not have any sales targets in 2015	19%	15%	14%	22%	42%	18%	-

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BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Region mainly work							
Base	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Thinking about your business' sales targets for 2015...
Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	409	82	63	44	48	102	30	35	5
Yes, by some distance	17%	16%	11%	18%	19%	21%	13%	14%	20%
Yes, but only marginally	27%	38%	30%	30%	23%	22%	20%	20%	60%
No, but we are only marginally outside of it	13%	7%	13%	9%	8%	16%	20%	26%	-
No, we are some distance away from it	24%	18%	27%	25%	31%	24%	30%	20%	-
Don't know	0%	-	-	-	-	2%	-	-	-
Not applicable – my business did not have any sales targets in 2015	19%	21%	19%	18%	19%	17%	17%	20%	20%

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BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Gender		Age				Which, if any, of the following statements apply to you? (Please select all that apply)		
Base	Male	Female	Under 35	35-44	45-54	55+	My business is registered with eBay (i.e. has an eBay account)	My business sells products/ services online (either via eBay or other sources)	My business has sold products on eBay in the past 12 months

Thinking about your business' sales targets for 2015...
Overall, has your business achieved the sales target it was expected to so far? (Please select the option that BEST applies)

Base: Owners of small businesses who have an eBay account/ online presence	409	250	159	12	32	68	136	194	307	180
Yes, by some distance	17%	18%	14%	25%	19%	6%	21%	16%	16%	18%
Yes, but only marginally	27%	28%	26%	25%	19%	26%	24%	25%	29%	26%
No, but we are only marginally outside of it	13%	12%	14%	8%	19%	13%	12%	14%	11%	14%
No, we are some distance away from it	24%	25%	23%	25%	22%	34%	22%	25%	26%	25%
Don't know	0%	0%	1%	-	-	1%	-	1%	0%	1%
Not applicable – my business did not have any sales targets in 2015	19%	16%	23%	17%	22%	19%	22%	19%	17%	16%

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Fieldwork: 16th - 25th November 2015

Total	Work industry (short list)								
Base	Manufacturing	Construction	Retail	Finance and Accounting	Financial services	Hospitality and leisure	Accountancy	Legal	

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	15	4	104	2	1	18	1	1
Very optimistic	11%	7%	-	6%	50%	-	28%	100%	-
Fairly optimistic	38%	27%	50%	39%	50%	100%	28%	-	100%
Neither optimistic nor pessimistic	18%	20%	25%	18%	-	-	17%	-	-
Fairly pessimistic	16%	13%	-	18%	-	-	11%	-	-
Very pessimistic	6%	13%	25%	9%	-	-	6%	-	-
Don't know	1%	7%	-	1%	-	-	-	-	-
Not applicable - I don't have a business plan for the next 12 months	9%	13%	-	9%	-	-	11%	-	-
Net: Optimistic	49%	33%	50%	45%	100%	100%	56%	100%	100%
Net: Pessimistic	23%	27%	25%	27%	-	-	17%	-	-

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Fieldwork: 16th - 25th November 2015

Total	Work industry (short list)						
Base	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	21	20	2	3	3	5	50
Very optimistic	11%	5%	20%	-	-	-	-	8%
Fairly optimistic	38%	38%	40%	-	33%	33%	80%	30%
Neither optimistic nor pessimistic	18%	33%	10%	-	67%	-	-	20%
Fairly pessimistic	16%	-	15%	50%	-	33%	20%	20%
Very pessimistic	6%	10%	5%	50%	-	33%	-	6%
Don't know	1%	-	-	-	-	-	-	-
Not applicable - I don't have a business plan for the next 12 months	9%	14%	10%	-	-	-	-	16%
Net: Optimistic	49%	43%	60%	-	33%	33%	80%	38%
Net: Pessimistic	23%	10%	20%	100%	-	67%	20%	26%

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

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	23	320	23	3	3	37
Very optimistic	11%	17%	10%	26%	67%	-	8%
Fairly optimistic	38%	43%	38%	48%	-	67%	30%
Neither optimistic nor pessimistic	18%	13%	20%	9%	-	-	19%
Fairly pessimistic	16%	13%	16%	13%	33%	-	24%
Very pessimistic	6%	4%	6%	4%	-	33%	11%
Don't know	1%	-	1%	-	-	-	-
Not applicable - I don't have a business plan for the next 12 months	9%	9%	10%	-	-	-	8%
Net: Optimistic	49%	61%	48%	74%	67%	67%	38%
Net: Pessimistic	23%	17%	22%	17%	33%	33%	35%

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Total	Omnibus Decision Maker									
Base	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	238	242	224	233	227	199	222	236	243	214
Very optimistic	11%	9%	9%	9%	9%	9%	10%	9%	9%	9%	9%
Fairly optimistic	38%	38%	38%	38%	37%	37%	38%	37%	37%	37%	36%
Neither optimistic nor pessimistic	18%	19%	19%	20%	18%	20%	17%	19%	19%	19%	20%
Fairly pessimistic	16%	16%	16%	15%	16%	16%	16%	16%	16%	16%	15%
Very pessimistic	6%	8%	8%	9%	9%	9%	10%	9%	8%	8%	9%
Don't know	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Not applicable - I don't have a business plan for the next 12 months	9%	10%	10%	9%	10%	8%	10%	9%	10%	11%	10%
Net: Optimistic	49%	47%	47%	46%	46%	46%	48%	46%	47%	46%	45%
Net: Pessimistic	23%	24%	24%	24%	25%	25%	25%	25%	24%	24%	24%

eBay SMB results

BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Company age					
Base	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	72	57	63	38	17	1
Very optimistic	11%	10%	14%	6%	3%	12%	-
Fairly optimistic	38%	50%	32%	27%	32%	41%	100%
Neither optimistic nor pessimistic	18%	14%	18%	17%	24%	41%	-
Fairly pessimistic	16%	10%	21%	24%	13%	-	-
Very pessimistic	6%	10%	9%	6%	13%	-	-
Don't know	1%	-	2%	-	-	6%	-
Not applicable - I don't have a business plan for the next 12 months	9%	7%	5%	19%	16%	-	-
Net: Optimistic	49%	60%	46%	33%	34%	53%	100%
Net: Pessimistic	23%	19%	30%	30%	26%	-	-

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Fieldwork: 16th - 25th November 2015

Total	Region mainly work							
Base	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	82	63	44	48	102	30	35	5
Very optimistic	11%	10%	6%	2%	19%	14%	13%	14%	20%
Fairly optimistic	38%	45%	43%	39%	42%	33%	30%	29%	40%
Neither optimistic nor pessimistic	18%	15%	24%	20%	13%	19%	20%	20%	20%
Fairly pessimistic	16%	17%	14%	9%	15%	19%	17%	23%	20%
Very pessimistic	6%	6%	5%	14%	-	6%	13%	6%	-
Don't know	1%	-	-	5%	-	1%	-	-	-
Not applicable - I don't have a business plan for the next 12 months	9%	7%	8%	11%	13%	9%	7%	9%	-
Net: Optimistic	49%	55%	49%	41%	60%	47%	43%	43%	60%
Net: Pessimistic	23%	23%	19%	23%	15%	25%	30%	29%	20%

eBay SMB results

BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Gender		Age				Which, if any, of the following statements apply to you? (Please select all that apply)		
Base	Male	Female	Under 35	35-44	45-54	55+	My business is registered with eBay (i.e. has an eBay account)	My business sells products/ services online (either via eBay or other sources)	My business has sold products on eBay in the past 12 months

Thinking about your business plan for the next 12 months (i.e. up to November 2016)...Overall, how optimistic or pessimistic do you feel about the prospects for your business over the next 12 months (i.e. up to November 2016)? (Please select the option that best applies. If you don't have a business plan for the next 12 months, please select the "Not applicable" option)

Base: Owners of small businesses who have an eBay account/ online presence	409	250	159	12	32	68	136	194	307	180
Very optimistic	11%	13%	8%	8%	6%	10%	9%	13%	11%	12%
Fairly optimistic	38%	37%	40%	50%	50%	28%	37%	33%	38%	38%
Neither optimistic nor pessimistic	18%	20%	15%	8%	9%	21%	21%	16%	19%	17%
Fairly pessimistic	16%	15%	18%	25%	16%	18%	14%	22%	17%	19%
Very pessimistic	6%	5%	8%	8%	6%	10%	8%	6%	5%	6%
Don't know	1%	1%	-	-	3%	1%	-	2%	1%	2%
Not applicable - I don't have a business plan for the next 12 months	9%	8%	11%	-	9%	12%	11%	8%	9%	7%
Net: Optimistic	49%	50%	48%	58%	56%	38%	46%	46%	49%	49%
Net: Pessimistic	23%	20%	26%	33%	22%	28%	22%	28%	22%	25%

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Total	Work industry (short list)								
Base	Manufacturing	Construction	Retail	Finance and Accounting	Financial services	Hospitality and leisure	Accountancy	Legal	

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	409	15	4	104	2	1	18	1	1
Overall sales	41%	53%	50%	37%	50%	-	33%	100%	-
Mobile sales	10%	7%	-	6%	-	-	6%	-	-
Physical sales	24%	47%	-	26%	-	-	33%	-	-
Sales via exports	12%	33%	25%	13%	-	-	11%	-	-
Online sales	48%	60%	50%	66%	-	-	28%	-	100%
Staff (i.e. employ more staff)	13%	13%	25%	7%	50%	-	11%	100%	-
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	7%	-	8%	-	-	11%	-	-
Global markets reached (i.e. expect to expand overseas trade)	13%	27%	25%	11%	-	-	11%	-	-
Products offered	37%	53%	25%	43%	-	-	28%	-	-
Other	4%	-	-	4%	50%	100%	6%	-	-
Don't know	4%	7%	-	2%	-	-	-	-	-
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	20%	25%	19%	-	-	39%	-	-

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Total	Work industry (short list)						
Base	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	409	21	20	2	3	3	5	50
Overall sales	41%	43%	70%	-	33%	33%	-	40%
Mobile sales	10%	5%	10%	-	-	-	-	2%
Physical sales	24%	10%	20%	-	67%	-	20%	18%
Sales via exports	12%	14%	30%	-	33%	-	-	4%
Online sales	48%	38%	65%	-	67%	33%	20%	42%
Staff (i.e. employ more staff)	13%	29%	20%	-	-	-	-	8%
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	10%	10%	-	33%	-	20%	4%
Global markets reached (i.e. expect to expand overseas trade)	13%	14%	15%	-	-	-	-	8%
Products offered	37%	29%	45%	-	33%	-	60%	36%
Other	4%	-	-	-	-	-	-	8%
Don't know	4%	-	-	-	-	33%	-	10%
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	38%	10%	100%	-	33%	20%	20%

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BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

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

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

	Total	First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer
Base: Owners of small businesses who have an eBay account/ online presence	409	23	320	23	3	3	37
Overall sales	41%	57%	41%	39%	33%	-	41%
Mobile sales	10%	13%	9%	17%	33%	-	8%
Physical sales	24%	39%	23%	30%	67%	-	22%
Sales via exports	12%	13%	12%	17%	-	-	14%
Online sales	48%	48%	49%	43%	33%	33%	49%
Staff (i.e. employ more staff)	13%	39%	11%	26%	33%	-	5%
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	13%	7%	13%	-	-	8%
Global markets reached (i.e. expect to expand overseas trade)	13%	9%	12%	9%	-	33%	22%
Products offered	37%	57%	35%	30%	33%	-	49%
Other	4%	9%	4%	-	-	-	3%
Don't know	4%	-	4%	-	-	-	8%
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	13%	20%	17%	-	33%	19%

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Total	Omnibus Decision Maker									
Base	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

	Total	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply
Base: Owners of small businesses who have an eBay account/ online presence	409	238	242	224	233	227	199	222	236	243	214
Overall sales	41%	41%	41%	41%	41%	41%	42%	41%	42%	41%	41%
Mobile sales	10%	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%
Physical sales	24%	24%	24%	24%	24%	24%	25%	25%	24%	24%	24%
Sales via exports	12%	14%	14%	13%	13%	14%	13%	14%	14%	14%	13%
Online sales	48%	54%	55%	52%	52%	52%	49%	52%	53%	54%	52%
Staff (i.e. employ more staff)	13%	11%	11%	12%	11%	11%	12%	12%	11%	11%	12%
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	8%	8%	8%	8%	7%	8%	8%	8%	7%	8%
Global markets reached (i.e. expect to expand overseas trade)	13%	12%	12%	11%	11%	12%	12%	12%	12%	12%	10%
Products offered	37%	39%	39%	38%	39%	38%	39%	39%	38%	40%	38%
Other	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Don't know	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	3%
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	21%	21%	23%	22%	22%	24%	23%	22%	21%	23%

eBay SMB results

BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Company age					
Base	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	409	72	57	63	38	17	1
Overall sales	41%	46%	33%	40%	39%	47%	-
Mobile sales	10%	7%	2%	8%	3%	-	-
Physical sales	24%	36%	18%	14%	18%	35%	-
Sales via exports	12%	14%	14%	11%	13%	18%	-
Online sales	48%	67%	51%	40%	47%	71%	-
Staff (i.e. employ more staff)	13%	19%	14%	3%	8%	-	-
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	13%	12%	5%	-	-	-
Global markets reached (i.e. expect to expand overseas trade)	13%	14%	9%	13%	8%	12%	-
Products offered	37%	51%	33%	35%	32%	35%	-
Other	4%	13%	-	-	3%	-	-
Don't know	4%	4%	4%	3%	5%	-	-
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	7%	26%	33%	32%	6%	100%

eBay SMB results

BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Region mainly work							
Base	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	409	82	63	44	48	102	30	35	5
Overall sales	41%	41%	32%	34%	52%	48%	33%	40%	20%
Mobile sales	10%	18%	8%	7%	19%	8%	3%	-	-
Physical sales	24%	27%	29%	18%	25%	26%	7%	26%	40%
Sales via exports	12%	11%	10%	16%	17%	16%	10%	6%	-
Online sales	48%	55%	51%	39%	48%	50%	40%	46%	40%
Staff (i.e. employ more staff)	13%	15%	11%	9%	15%	13%	7%	20%	-
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	9%	10%	-	6%	8%	7%	14%	-
Global markets reached (i.e. expect to expand overseas trade)	13%	10%	16%	16%	17%	14%	3%	9%	20%
Products offered	37%	43%	40%	25%	40%	40%	27%	34%	20%
Other	4%	-	6%	5%	2%	4%	13%	-	-
Don't know	4%	4%	3%	2%	-	4%	10%	6%	-
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	18%	19%	27%	10%	20%	20%	17%	40%

eBay SMB results

BUSINESS Sample: 409 Owners of small businesses
Fieldwork: 16th - 25th November 2015

Total	Gender		Age				Which, if any, of the following statements apply to you? (Please select all that apply)		
Base	Male	Female	Under 35	35-44	45-54	55+	My business is registered with eBay (i.e. has an eBay account)	My business sells products/ services online (either via eBay or other sources)	My business has sold products on eBay in the past 12 months

Thinking about the next 12 months (i.e. up to November 2016)... In which, if any, of the following areas do you expect your business to grow? (Please select all that apply)

Base: Owners of small businesses who have an eBay account/ online presence	409	250	159	12	32	68	136	194	307	180
Overall sales	41%	44%	36%	25%	41%	47%	38%	42%	46%	41%
Mobile sales	10%	10%	10%	8%	3%	4%	5%	9%	11%	13%
Physical sales	24%	24%	26%	17%	34%	26%	20%	23%	25%	26%
Sales via exports	12%	18%	4%	-	19%	10%	15%	13%	14%	11%
Online sales	48%	48%	48%	67%	56%	54%	51%	54%	56%	52%
Staff (i.e. employ more staff)	13%	14%	10%	17%	16%	13%	8%	14%	13%	14%
Space (i.e. expect to expand property – warehousing, offices or shops etc.)	8%	10%	4%	8%	16%	7%	6%	10%	8%	10%
Global markets reached (i.e. expect to expand overseas trade)	13%	15%	9%	-	9%	15%	11%	14%	14%	11%
Products offered	37%	35%	41%	17%	53%	37%	38%	36%	42%	37%
Other	4%	4%	4%	-	3%	4%	4%	4%	4%	3%
Don't know	4%	4%	3%	-	-	6%	4%	4%	3%	6%
Not applicable - I do not expect my business to grow in any areas over the next 12 months	19%	18%	21%	25%	19%	22%	23%	20%	17%	18%