

Total	Gender		Age					Work sector
Base	Male	Female	18-24	25-34	35-44	45-54	55+	Private sector – profit-seeking (e.g. public limited company)

Which, if any, of the following forms of support for small businesses would you like to see in future government initiatives or legislation? (Please select all that apply)

Unweighted base	664	493	171	2	48	88	167	359	664
Base: All small business leaders	664	493	171	2	48	90	172	352	664
Increased relief for small business rates	60%	59%	63%	46%	65%	51%	62%	61%	60%
Subsidised technology costs (e.g. broadband internet)	36%	35%	37%	100%	35%	39%	36%	35%	36%
Simplifying business regulations	68%	71%	61%	46%	56%	64%	66%	72%	68%
Increased availability of startup funding	35%	36%	32%	46%	33%	34%	31%	38%	35%
Fairer deals on energy costs	30%	29%	30%	46%	23%	25%	36%	28%	30%
More education programmes or advice workshops for entrepreneurs	23%	23%	22%	100%	21%	22%	26%	22%	23%
Other	8%	8%	8%	-	7%	8%	7%	9%	8%
Don't know	5%	4%	6%	-	7%	5%	4%	5%	5%

YouGov / Finn Partners

Sample size: 664 senior decision makers from small businesses

Fieldwork: 23th - 26th February 2015



Management level								Organisation size
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Small

Which, if any, of the following forms of support for small businesses would you like to see in future government initiatives or legislation? (Please select all that apply)

Unweighted base	388	65	9	8	46	9	48	91	664
Base: All small business leaders	362	60	11	9	48	11	59	105	664
Increased relief for small business rates	55%	60%	16%	79%	70%	76%	73%	69%	60%
Subsidised technology costs (e.g. broadband internet)	39%	38%	38%	38%	24%	31%	39%	27%	36%
Simplifying business regulations	70%	70%	71%	89%	63%	71%	67%	62%	68%
Increased availability of startup funding	39%	38%	57%	63%	26%	47%	27%	23%	35%
Fairer deals on energy costs	30%	30%	9%	8%	24%	71%	32%	29%	30%
More education programmes or advice workshops for entrepreneurs	26%	20%	10%	21%	12%	7%	28%	19%	23%
Other	9%	8%	39%	12%	13%	-	7%	3%	8%
Don't know	5%	1%	-	-	7%	-	5%	7%	5%

Work industry (short list)											
Manufacturin g	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportatio n & distribution

Which, if any, of the following forms of support for small businesses would you like to see in future government initiatives or legislation? (Please select all that apply)

Unweighted base	61	64	65	43	52	25	41	100	51	14	13	13
Base: All small business leaders	63	64	56	42	51	23	41	100	54	17	16	15
Increased relief for small business rates	64%	60%	62%	56%	67%	44%	58%	61%	53%	51%	70%	78%
Subsidised technology costs (e.g. broadband internet)	39%	25%	40%	38%	21%	24%	33%	40%	44%	48%	74%	16%
Simplifying business regulations	64%	64%	62%	76%	78%	59%	71%	69%	61%	82%	87%	64%
Increased availability of startup funding	30%	40%	45%	27%	33%	44%	33%	33%	35%	43%	63%	17%
Fairer deals on energy costs	37%	23%	42%	21%	30%	26%	30%	24%	26%	49%	33%	36%
More education programmes or advice workshops for entrepreneurs	31%	23%	19%	25%	27%	27%	25%	23%	20%	23%	51%	-
Other	6%	6%	10%	6%	5%	9%	13%	9%	12%	7%	-	13%
Don't know	7%	6%	6%	9%	3%	11%	-	2%	8%	-	-	-

				Company annual turnover					
Real estate	Other	Not applicable	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

Which, if any, of the following forms of support for small businesses would you like to see in future government initiatives or legislation? (Please select all that apply)

Unweighted base	10	112	-	68	24	451	121	18	12	38
Base: All small business leaders	10	111	-	65	22	423	140	22	15	43
Increased relief for small business rates	40%	61%	-	52%	43%	56%	76%	61%	66%	59%
Subsidised technology costs (e.g. broadband internet)	17%	37%	-	33%	29%	39%	27%	53%	52%	21%
Simplifying business regulations	93%	66%	-	70%	72%	67%	72%	82%	50%	69%
Increased availability of startup funding	17%	35%	-	33%	53%	34%	28%	65%	43%	41%
Fairer deals on energy costs	53%	28%	-	23%	17%	29%	32%	26%	72%	26%
More education programmes or advice workshops for entrepreneurs	19%	18%	-	26%	37%	23%	17%	22%	66%	18%
Other	-	9%	-	7%	-	7%	7%	13%	9%	24%
Don't know	-	4%	-	10%	8%	6%	2%	-	-	6%

Where in Britain do you MAINLY work?											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Which, if any, of the following forms of support for small businesses would you like to see in future government initiatives or legislation? (Please select all that apply)

Unweighted base	31	71	63	62	42	48	83	89	60	36	61	18
Base: All small business leaders	31	70	63	60	44	47	86	89	58	37	61	17
Increased relief for small business rates	75%	51%	58%	55%	57%	59%	56%	62%	71%	56%	69%	55%
Subsidised technology costs (e.g. broadband internet)	48%	38%	38%	37%	34%	23%	25%	34%	39%	34%	46%	52%
Simplifying business regulations	69%	64%	64%	68%	65%	78%	73%	75%	66%	47%	71%	69%
Increased availability of startup funding	52%	31%	43%	43%	23%	23%	38%	35%	25%	29%	42%	45%
Fairer deals on energy costs	40%	26%	38%	38%	35%	18%	26%	24%	25%	21%	40%	27%
More education programmes or advice workshops for entrepreneurs	40%	24%	26%	26%	23%	18%	19%	27%	14%	21%	21%	28%
Other	10%	10%	7%	9%	4%	6%	11%	8%	10%	10%	3%	12%
Don't know	6%	13%	3%	7%	-	3%	2%	4%	4%	3%	6%	4%

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

Which, if any, of the following forms of support for small businesses would you like to see in future government initiatives or legislation? (Please select all that apply)

Unweighted base	165	104	48	83	149	36	61	18
Base: All small business leaders	164	104	47	86	147	37	61	17
Increased relief for small business rates	58%	56%	59%	56%	65%	56%	69%	55%
Subsidised technology costs (e.g. broadband internet)	40%	36%	23%	25%	36%	34%	46%	52%
Simplifying business regulations	65%	67%	78%	73%	71%	47%	71%	69%
Increased availability of startup funding	40%	35%	23%	38%	31%	29%	42%	45%
Fairer deals on energy costs	33%	37%	18%	26%	24%	21%	40%	27%
More education programmes or advice workshops for entrepreneurs	28%	25%	18%	19%	22%	21%	21%	28%
Other	9%	7%	6%	11%	9%	10%	3%	12%
Don't know	8%	4%	3%	2%	4%	3%	6%	4%