

**YouGov / Hotwire PR
Challenges of Business**
SME Sample : 04th - 11th August 2014

| Total | Gender | | Age | | | | | Region mainly work | | | | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------------|----------|------|--------|-------|-------|----------|---|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | North | Midlands | East | London | South | Wales | Scotland | Elsewhere (i.e. outside of Great Britain) |

The following question is about the amount of time your business as a whole spends on 'behind the scenes admin'. By this, we mean the amount of time spent in total by all employees on tasks such as preparing invoices, accountancy, inventory tracking, keeping customer databases up-to-date etc.

On average, approximately how many hours per day would you say your business as a whole spends on 'behind the scenes admin'?

| | Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---|
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 | |
| 0 hours – nobody in my business does this [0] | 3% | 2% | 3% | 10% | - | 3% | 1% | 4% | 4% | 3% | 1% | 2% | 2% | 10% | - | - | |
| 1 hour or less [0.5] | 23% | 22% | 26% | 10% | 26% | 17% | 23% | 25% | 23% | 22% | 27% | 17% | 25% | 38% | 30% | 39% | |
| More than 1 hour, up to 2 hours [1.5] | 15% | 15% | 16% | - | 16% | 15% | 16% | 15% | 14% | 19% | 17% | 14% | 13% | 19% | 19% | 21% | |
| More than 2 hours, up to 3 hours [2.5] | 11% | 11% | 11% | 10% | 13% | 16% | 7% | 11% | 12% | 9% | 11% | 13% | 10% | 10% | 9% | - | |
| More than 3 hours, up to 5 hours [4] | 11% | 11% | 11% | 31% | 11% | 11% | 9% | 11% | 11% | 15% | 4% | 10% | 11% | 4% | 11% | - | |
| More than 5 hours, up to 10 hours [7.5] | 9% | 10% | 9% | 20% | 11% | 9% | 10% | 8% | 7% | 8% | 10% | 12% | 11% | 7% | 11% | 21% | |
| More than 10 hours, up to 15 hours [12.5] | 4% | 4% | 3% | - | 5% | 4% | 5% | 4% | 5% | 1% | 6% | 4% | 4% | 3% | 2% | - | |
| More than 15 hours, up to 25 hours [20] | 4% | 4% | 4% | - | 2% | 3% | 5% | 4% | 5% | 3% | - | 4% | 4% | - | - | 19% | |
| More than 25 hours [30] | 14% | 15% | 12% | - | 11% | 15% | 16% | 14% | 13% | 15% | 18% | 18% | 14% | 3% | 12% | - | |
| Don't know | 6% | 6% | 6% | 20% | 5% | 7% | 8% | 4% | 6% | 4% | 7% | 8% | 6% | 7% | 7% | - | |
| Mean | 7.76 | 8.16 | 6.87 | 3.82 | 6.74 | 8.05 | 8.65 | 7.34 | 7.50 | 7.58 | 8.30 | 9.16 | 7.82 | 2.98 | 6.13 | 5.90 | |

The following question is about the amount of time your business as a whole spends on 'proactive business growth'. By this, we mean the amount of time spent in total by all employees on tasks such as marketing, making sales calls etc.

On average, approximately how many hours per day would you say your business as a whole spends on 'proactive business growth'?

| | Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---|
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 | |
| 0 hours – nobody in my business does this [0] | 15% | 13% | 18% | 19% | 12% | 13% | 14% | 16% | 15% | 15% | 10% | 9% | 17% | 19% | 26% | - | |
| 1 hour or less [0.5] | 25% | 24% | 27% | 10% | 22% | 28% | 23% | 27% | 27% | 23% | 35% | 22% | 22% | 38% | 33% | - | |
| More than 1 hour, up to 2 hours [1.5] | 14% | 14% | 14% | - | 24% | 10% | 13% | 14% | 13% | 15% | 18% | 14% | 14% | 16% | 4% | 39% | |
| More than 2 hours, up to 3 hours [2.5] | 9% | 10% | 8% | 31% | 6% | 7% | 10% | 10% | 11% | 9% | 1% | 11% | 8% | 3% | 13% | - | |
| More than 3 hours, up to 5 hours [4] | 7% | 8% | 6% | 10% | 7% | 8% | 7% | 8% | 7% | 7% | 8% | 8% | 6% | 17% | 9% | - | |
| More than 5 hours, up to 10 hours [7.5] | 7% | 7% | 6% | 10% | 8% | 7% | 7% | 5% | 5% | 7% | 4% | 8% | 7% | 3% | 2% | 40% | |
| More than 10 hours, up to 15 hours [12.5] | 4% | 4% | 5% | - | 5% | 6% | 6% | 3% | 5% | 4% | 1% | 5% | 6% | - | - | - | |
| More than 15 hours, up to 25 hours [20] | 2% | 3% | 1% | - | 2% | 2% | 3% | 2% | 3% | 1% | 1% | 1% | 3% | - | - | - | |
| More than 25 hours [30] | 10% | 10% | 8% | - | 8% | 11% | 10% | 9% | 7% | 11% | 10% | 14% | 10% | - | 5% | 21% | |
| Don't know | 7% | 7% | 6% | 20% | 6% | 8% | 7% | 6% | 6% | 7% | 11% | 7% | 6% | 3% | 9% | - | |
| Mean | 5.55 | 5.95 | 4.68 | 2.49 | 5.13 | 6.41 | 5.95 | 5.08 | 5.01 | 5.82 | 5.07 | 7.06 | 5.99 | 1.49 | 2.72 | 9.90 | |

| Total | Gender | | Age | | | | | Region mainly work | | | | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------------|----------|------|--------|-------|-------|----------|---|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | North | Midlands | East | London | South | Wales | Scotland | Elsewhere (i.e. outside of Great Britain) |

Please imagine you had an extra hour in your day to dedicate to your business...

Which, if any, of the following do you think you would spend this time doing? (Please select all that apply)

| | Unweighted base | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 |
| Working on marketing activities | 24% | 24% | 22% | 30% | 21% | 24% | 26% | 22% | 21% | 22% | 23% | 32% | 20% | 25% | 20% | 19% |
| Reviewing similar businesses to see how my business compares to its competitors | 10% | 9% | 13% | 10% | 13% | 14% | 9% | 10% | 9% | 11% | 7% | 15% | 9% | 19% | 5% | 21% |
| Seeking to better understand the business' customers | 13% | 14% | 10% | - | 16% | 17% | 10% | 12% | 11% | 16% | 11% | 17% | 11% | 13% | 9% | - |
| Evaluating/ identifying new areas in which to expand the business | 32% | 35% | 27% | 20% | 28% | 40% | 31% | 31% | 32% | 36% | 33% | 36% | 30% | 35% | 20% | - |
| Training staff | 13% | 14% | 9% | 11% | 15% | 19% | 10% | 11% | 14% | 12% | 15% | 13% | 12% | 10% | 7% | 40% |
| Completing admin tasks | 18% | 15% | 24% | 29% | 15% | 23% | 20% | 15% | 14% | 18% | 19% | 18% | 18% | 25% | 33% | - |
| Obtaining feedback from customers | 11% | 12% | 10% | 10% | 12% | 17% | 11% | 8% | 9% | 15% | 8% | 17% | 8% | 10% | 7% | 19% |
| Catching up with work in general | 40% | 37% | 46% | 50% | 45% | 45% | 36% | 38% | 41% | 37% | 37% | 41% | 40% | 45% | 44% | - |
| Other | 5% | 6% | 5% | 10% | 4% | 5% | 6% | 6% | 5% | 5% | 3% | 7% | 6% | 6% | 6% | - |
| Don't know | 5% | 5% | 5% | 20% | 8% | 3% | 5% | 4% | 3% | 5% | 9% | 5% | 4% | - | 11% | - |

Which, if any, of the following motivated you to start your own business/ become an owner of a business? (Please select all that apply)

| | Unweighted base | 520 | 335 | 185 | 5 | 50 | 74 | 162 | 229 | 151 | 76 | 37 | 94 | 105 | 22 | 33 | 2 |
|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| Base: SME Business Owners | 506 | 326 | 179 | 5 | 48 | 72 | 158 | 223 | 146 | 75 | 36 | 92 | 102 | 21 | 32 | 32 | 2 |
| I wanted to do something more exciting than a "normal" day-job | 33% | 35% | 30% | 59% | 44% | 41% | 30% | 30% | 30% | 37% | 41% | 35% | 33% | 22% | 34% | - | - |
| I wanted more flexible working hours | 44% | 37% | 56% | 39% | 57% | 46% | 50% | 36% | 44% | 44% | 49% | 38% | 52% | 50% | 30% | - | - |
| I wanted to be in control | 49% | 49% | 47% | 20% | 64% | 50% | 52% | 43% | 47% | 57% | 41% | 45% | 52% | 55% | 40% | - | - |
| I wanted to make more money | 30% | 34% | 22% | 39% | 45% | 31% | 29% | 26% | 23% | 28% | 32% | 40% | 32% | 32% | 24% | - | - |
| I felt it would give me a sense of achievement | 32% | 30% | 35% | - | 34% | 25% | 34% | 32% | 29% | 30% | 30% | 31% | 34% | 41% | 36% | - | - |
| I didn't want to have a boss | 40% | 39% | 41% | - | 44% | 42% | 39% | 39% | 40% | 37% | 32% | 37% | 45% | 46% | 40% | 50% | - |
| Other (Please see tab Q4 other) | 18% | 18% | 18% | 20% | 14% | 13% | 15% | 22% | 22% | 13% | 35% | 12% | 14% | 27% | 15% | - | - |
| Don't know/ can't recall | 5% | 6% | 3% | 21% | 4% | 5% | 3% | 6% | 6% | 1% | 3% | 6% | 4% | 4% | 6% | 50% | - |

Thinking about your current business...

Which, if any, of the following words or phrases would you say describe your experience of being involved in the running of a business? (Please select all that apply)

| | Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
|----------------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|---|
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 | |
| An adventure | 32% | 33% | 30% | 10% | 42% | 35% | 29% | 30% | 30% | 33% | 22% | 37% | 32% | 25% | 37% | 40% | |
| A constant challenge | 68% | 69% | 65% | 40% | 58% | 68% | 68% | 71% | 69% | 66% | 71% | 65% | 70% | 65% | 63% | 100% | |
| A headache | 18% | 18% | 17% | 20% | 19% | 17% | 19% | 16% | 18% | 12% | 19% | 18% | 20% | 16% | 24% | - | |
| Fun | 24% | 24% | 25% | 10% | 35% | 22% | 22% | 25% | 26% | 26% | 17% | 26% | 23% | 10% | 30% | 62% | |
| Exhausting | 34% | 32% | 37% | 39% | 35% | 41% | 33% | 31% | 37% | 31% | 40% | 31% | 30% | 26% | 50% | 19% | |
| Exciting | 34% | 35% | 33% | 30% | 43% | 32% | 36% | 31% | 35% | 31% | 28% | 43% | 29% | 29% | 34% | 61% | |
| Time consuming | 39% | 39% | 40% | 29% | 38% | 40% | 40% | 39% | 41% | 40% | 43% | 37% | 40% | 29% | 37% | 19% | |
| Boring | 5% | 5% | 5% | - | 6% | 2% | 6% | 5% | 5% | 3% | 6% | 4% | 7% | 3% | 7% | - | |
| Stimulating | 44% | 45% | 43% | 41% | 41% | 42% | 42% | 47% | 43% | 45% | 30% | 49% | 48% | 42% | 30% | 61% | |
| None of these | 5% | 5% | 6% | 10% | 4% | 6% | 7% | 4% | 6% | 5% | 2% | 5% | 6% | 10% | 2% | - | |

| Total | Gender | | Age | | | | | Region mainly work | | | | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------------|----------|------|--------|-------|-------|----------|---|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | North | Midlands | East | London | South | Wales | Scotland | Elsewhere (i.e. outside of Great Britain) |

Overall, has being involved in the running of a business been more or less challenging than you expected it to be, or has it been as challenging as you expected? (Please select the option that BEST applies)

| | Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
|---------------------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 | |
| Much more challenging than I expected | 10% | 10% | 11% | 10% | 10% | 12% | 12% | 8% | 11% | 5% | 13% | 12% | 13% | - | 9% | - | |
| More challenging than I expected | 31% | 33% | 26% | 50% | 33% | 34% | 30% | 29% | 30% | 35% | 32% | 32% | 25% | 41% | 29% | 39% | |
| As challenging as I expected it to be | 52% | 51% | 53% | 10% | 46% | 49% | 49% | 57% | 54% | 53% | 46% | 45% | 54% | 59% | 54% | 62% | |
| Less challenging than I expected | 4% | 3% | 6% | - | 6% | 4% | 6% | 3% | 4% | 4% | 3% | 7% | 4% | - | 4% | - | |
| Much less challenging than I expected | 1% | 1% | 0% | - | 1% | - | 0% | 1% | - | 2% | - | 1% | 0% | - | - | - | |
| Don't know | 3% | 2% | 4% | 30% | 3% | 2% | 3% | 2% | 1% | 1% | 7% | 3% | 3% | - | 4% | - | |

For the following question, we would like you to think about any areas of running your business that you have been involved in...

Which, if any, of the following aspects of running a business have you found more challenging than you originally expected? (Please tick all that apply)

| | Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|---|
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 | |
| Accounting/ tracking finances | 25% | 25% | 25% | 40% | 21% | 28% | 24% | 25% | 23% | 26% | 33% | 26% | 21% | 19% | 46% | 19% | |
| Managing staff, and keeping track of the work they are doing | 32% | 33% | 29% | 10% | 31% | 41% | 31% | 29% | 31% | 34% | 34% | 31% | 35% | 24% | 16% | 42% | |
| Promoting the business | 30% | 29% | 33% | 40% | 26% | 30% | 29% | 31% | 27% | 30% | 37% | 31% | 28% | 42% | 35% | 19% | |
| Inventory management/ stock checking | 8% | 7% | 9% | - | 9% | 7% | 7% | 8% | 10% | 6% | 7% | 6% | 9% | - | 7% | 19% | |
| Generating revenue | 36% | 36% | 35% | 58% | 37% | 34% | 33% | 38% | 36% | 33% | 34% | 34% | 39% | 35% | 37% | 100% | |
| Coming up with new innovations | 21% | 21% | 20% | 10% | 22% | 22% | 20% | 21% | 19% | 25% | 15% | 29% | 21% | 16% | 7% | - | |
| Understanding business legislation and how it affects my business | 31% | 31% | 29% | 31% | 24% | 31% | 31% | 31% | 28% | 29% | 23% | 39% | 31% | 29% | 31% | 19% | |
| Other (Please see tab Q7 other) | 6% | 5% | 7% | - | 4% | 6% | 8% | 5% | 8% | 4% | 8% | 5% | 5% | 3% | 4% | - | |
| Don't know | 2% | 2% | 1% | 10% | 3% | 1% | 2% | 2% | 3% | 1% | - | 2% | 1% | - | 6% | - | |
| Not applicable – I haven't found any aspects of running a business more challenging than I originally expected | 13% | 11% | 17% | 10% | 7% | 10% | 12% | 16% | 13% | 14% | 16% | 10% | 15% | 16% | 9% | - | |

| Total | Gender | | Age | | | | | Region mainly work | | | | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------------|----------|------|--------|-------|-------|----------|---|
| Base | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | North | Midlands | East | London | South | Wales | Scotland | Elsewhere (i.e. outside of Great Britain) |

To what extent, if at all, would you say you worry about handing control over to other staff when you take time away from your business? (If you never take time away from your business, please think about how you would feel if you were to)

| | | | | | | | | | | | | | | | | |
|----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 |
| I worry about it a lot | 11% | 10% | 16% | 20% | 16% | 14% | 12% | 8% | 10% | 9% | 13% | 10% | 13% | 16% | 20% | 19% |
| I worry about it a fair amount | 31% | 30% | 33% | 20% | 43% | 44% | 27% | 26% | 28% | 36% | 24% | 34% | 34% | 32% | 20% | 21% |
| I don't worry about it very much | 34% | 36% | 28% | 19% | 22% | 24% | 40% | 36% | 35% | 32% | 32% | 36% | 32% | 30% | 28% | 40% |
| I don't worry about it at all | 18% | 20% | 14% | 11% | 12% | 8% | 16% | 27% | 21% | 16% | 23% | 16% | 16% | 13% | 25% | 19% |
| Don't know | 6% | 4% | 9% | 30% | 8% | 10% | 4% | 3% | 5% | 8% | 8% | 4% | 5% | 9% | 6% | - |

You said that when you take time away from your business you worry about handing control over to other staff...

Which, if any, of the following do you worry about when handing control over to other staff when you take time away from your business? (Please select all that apply)

| | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Unweighted base | 429 | 276 | 153 | 4 | 65 | 103 | 120 | 137 | 114 | 67 | 28 | 86 | 99 | 15 | 18 | 2 |
| Base: SME Decision Makers who worry about handing control over to other staff when they take time away from the business | 433 | 280 | 152 | 4 | 66 | 104 | 121 | 137 | 116 | 68 | 28 | 87 | 98 | 15 | 18 | 2 |
| I worry that staff will make accidental errors | 55% | 52% | 60% | 26% | 69% | 50% | 56% | 51% | 59% | 46% | 63% | 53% | 55% | 60% | 49% | 100% |
| I worry that staff will purposefully perform professional malpractice | 7% | 8% | 7% | 26% | 15% | 4% | 7% | 5% | 8% | 7% | 4% | 11% | 7% | - | - | - |
| I worry about losing control of the business | 31% | 30% | 33% | 49% | 27% | 26% | 40% | 28% | 37% | 32% | 35% | 24% | 28% | 13% | 44% | 48% |
| I worry about not being able to support staff if they are in doubt | 43% | 45% | 40% | 76% | 37% | 48% | 39% | 45% | 44% | 45% | 40% | 43% | 39% | 40% | 51% | 100% |
| Other | 10% | 8% | 13% | - | 3% | 10% | 12% | 11% | 7% | 13% | 11% | 10% | 9% | 13% | 17% | - |
| Don't know | 3% | 4% | 1% | - | 2% | 4% | 2% | 3% | 3% | 3% | - | 3% | 3% | - | - | - |

| Total | Gender | | Age | | | | | Region mainly work | | | | | | | Elsewhere (i.e. outside of Great Britain) |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------------|----------|------|--------|-------|-------|----------|--|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | North | Midlands | East | London | South | Wales | Scotland | |

Which, if any, of the following have you ever been unable to attend specifically because you were too busy running your business? (Please select all that apply. If there has never been an occasion you have been unable to attend, specifically because you were too busy running your business, please select the "Not applicable" option)

| | | | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 |
| A family engagement (e.g. a party or gathering etc.) | 18% | 19% | 16% | 30% | 13% | 19% | 18% | 18% | 17% | 21% | 20% | 17% | 15% | 20% | 22% | 62% |
| A wedding of a friend or relative | 10% | 9% | 11% | 20% | 17% | 10% | 7% | 9% | 11% | 12% | 8% | 8% | 9% | 10% | 13% | 21% |
| An anniversary celebration with my partner/ spouse | 11% | 12% | 9% | - | 9% | 9% | 12% | 12% | 12% | 10% | 5% | 12% | 10% | 3% | 18% | 40% |
| An engagement with my child (e.g. a sports day, a parents evening, a recital etc.) | 17% | 20% | 11% | - | 11% | 18% | 20% | 16% | 18% | 18% | 19% | 16% | 13% | 16% | 22% | 40% |
| A birthday of a friend or relative | 21% | 20% | 22% | 42% | 29% | 21% | 19% | 19% | 21% | 21% | 17% | 24% | 18% | 16% | 19% | 81% |
| My own birthday celebration | 15% | 15% | 15% | 10% | 13% | 16% | 16% | 14% | 16% | 16% | 13% | 12% | 16% | 6% | 19% | 40% |
| Picking my child(ren) up from school | 17% | 18% | 14% | - | 9% | 24% | 21% | 14% | 16% | 16% | 19% | 19% | 14% | 23% | 15% | 40% |
| Other (Please see tab Q10 other) | 7% | 6% | 9% | - | 2% | 6% | 8% | 8% | 8% | 3% | 6% | 7% | 9% | - | 7% | - |
| Don't know/ can't recall | 8% | 8% | 7% | 20% | 6% | 9% | 8% | 8% | 9% | 11% | 7% | 5% | 9% | 10% | 4% | - |
| Not applicable – there has never been an occasion I have been unable to attend, specifically because I was too busy running the business | 42% | 41% | 46% | 29% | 37% | 36% | 40% | 48% | 42% | 39% | 46% | 38% | 47% | 58% | 39% | 19% |

Which, if any, of the following do you believe would provide more support to your business to compete with other big, established competitors? (Please select all that apply)

| | | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1020 | 700 | 320 | 10 | 111 | 177 | 308 | 414 | 300 | 151 | 76 | 198 | 213 | 31 | 46 | 5 |
| Base: SME Decision Makers | 1020 | 703 | 317 | 10 | 112 | 178 | 309 | 411 | 300 | 153 | 76 | 200 | 211 | 30 | 45 | 5 |
| Setting up customer loyalty schemes | 8% | 9% | 7% | - | 15% | 6% | 8% | 8% | 8% | 10% | 8% | 11% | 6% | - | 9% | 40% |
| A better integrated online and offline presence | 24% | 25% | 23% | 21% | 22% | 27% | 26% | 22% | 24% | 21% | 24% | 28% | 23% | 32% | 24% | 19% |
| Support with 'behind the scenes' admin tasks (e.g. preparing invoices, accountancy, inventory tracking etc.) | 20% | 22% | 18% | 19% | 23% | 25% | 25% | 14% | 21% | 19% | 22% | 26% | 17% | 26% | 13% | - |
| More insight into the business' best-selling products and services | 15% | 16% | 12% | 21% | 16% | 15% | 13% | 16% | 15% | 14% | 10% | 16% | 14% | 23% | 9% | 19% |
| Other | 10% | 9% | 11% | - | 9% | 11% | 10% | 9% | 8% | 13% | 12% | 9% | 10% | 10% | 5% | 19% |
| Don't know | 10% | 10% | 10% | 30% | 13% | 13% | 11% | 7% | 10% | 8% | 13% | 8% | 14% | 7% | 13% | - |
| Not applicable – I don't think that anything would provide more support to my business to compete with other big, established competitors | 34% | 33% | 36% | 19% | 24% | 27% | 31% | 42% | 34% | 38% | 33% | 32% | 34% | 29% | 39% | 40% |