

# Public First Poll for Coadec (Employee Share)

**Fieldwork:** 8th Apr - 17th Apr 2022  
**Interview method:** Online Survey  
**Population represented:** UK Business decision makers  
**Sample size:** 1004

## Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by region and business size to Nationally Representative proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First polling team ([polling@publicfirst.co.uk](mailto:polling@publicfirst.co.uk))

**List of Tables**

1	Which, if any, of the following channels do you use to sell to customers or clients?Please select all that apply. . . . .	4
2	You said that you currently do not sell any goods or services online. Which, if any, of the following are reasons why your business does not sell online?Please select all that apply. . . . .	8
3	For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next year . . . . .	12
4	For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next two - three years . . . . .	16
5	What proportion of your sales would you say come through direct online sales? . . . . .	20
6	And what proportion of your sales would you say come through online sales via a third party? . . . . .	24
7	When did your business first start selling online? . . . . .	28
8	Since the arrival of Covid-19 and lockdown restriction measures, how have your online sales changed? . . . . .	32
9	And over the same period, how have your in-person sales changed? . . . . .	36
10	Do you agree or disagree with the following statements?: Nowadays, people expect to be able to have the choice of going either into a physical store or shopping online . . . . .	40
11	Do you agree or disagree with the following statements?: Shopping in person will continue to exist alongside online shopping for the foreseeable future . . . . .	44
12	Do you agree or disagree with the following statements?: A physical premises will be important to my business in the future . . . . .	48
13	Do you agree or disagree with the following statements?: My sales have increased since I started selling online . . . . .	52
14	Do you agree or disagree with the following statements?: Selling online kept my business afloat during the Covid-19 pandemic . . . . .	56
15	Do you agree or disagree with the following statements?: Selling online is a key part of my business strategy . . . . .	60
16	Do you agree or disagree with the following statements?: My business sells more online than I do through in person sales . . . . .	64
17	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater choice . . . . .	68
18	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Lower prices . . . . .	72
19	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: More convenient . . . . .	76
20	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Easier to compare different options . . . . .	80
21	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Availability of stock . . . . .	84
22	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Don't have to leave home . . . . .	88
23	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater security . . . . .	92
24	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can get goods delivered to you . . . . .	96
25	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can buy goods you can't find in a shop . . . . .	100
26	Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Choice of payment options . . . . .	104
27	Which of the following payment methods do you offer today for online purchases?Please select all that apply. . . . .	108

28 In the next five years, how do you expect the proportion of your sales that come from online purchases to change? . . . . . 112

29 The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea? . . . . . 116

30 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A pair of shoes bought online . . . . . 120

31 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online through a click collect service . . . . . 124

32 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online and delivered to a customer’s door . . . . . 128

33 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A drink bought in a pub through the pub’s app and delivered to a customers table . . . . . 132

34 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online but collected through a click collect service . . . . . 136

35 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered online but paid for and collected in person . . . . . 140

36 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online and delivered to a customer’s door . . . . . 144

37 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to a customer’s door . . . . . 148

38 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered through an app (e.g. Deliveroo or Just Eat) and delivered to a customer’s door . . . . . 152

39 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Home insurance purchased online . . . . . 156

40 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to a customer’s door . . . . . 160

41 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A burger ordered through a QR code in a restaurant . . . . . 164

42 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel ‘locker’ at a customer’s local train station . . . . . 168

43 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A Netflix subscription 172

44 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A hotel booked online 176

45 You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future? . . . . . 180

46 You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future? . . . . . 184

47 You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future? . . . . . 188

48 If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future? . . . . . 192

49 If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future? . . . . . 196

50 If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future? . . . . . 200

51 If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses? By a small and medium sized business, we mean a business with fewer than 250 employees. . . . . 204

52 If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store? . . . 208

53 If the Government was to introduce a new tax on things bought online, do you think this should exclude food bought online (including groceries and takeaway food delivery)? . . . . . 211

54 If the Government introduced a new tax on things bought online, do you think that consumers would do more of their shopping in person and on the high street? . . . . . 214

55 If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online? . . . . . 217

56 If the Government introduced a new tax on things bought online, do you think your business would experience reduced overall sales? . . . . . 221

57 If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store? . . . . . 224

58 The Government has said that they could use the money raised through a tax on things sold online to improve local high streets. This could lead to an increase in the cost of things bought online. Suppose that a new online sales tax increased the cost of online goods by 2 per cent. In your view, what improvement to the high street would make this additional cost to things online worthwhile? . . . . . 228

59 In your view, what reduction in business rates paid by high street shops would make this additional tax on purchases made online worthwhile? . . . . . 232

60 You said that you sell products online. If a new tax was to come in on online sales, how likely or unlikely would you be to pass that cost on to your customers through increased prices? . . . . . 236

61 Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. Around what level of transaction fee do you pay on average to payment systems? . . . . . 240

62 In which, if any, of the following situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee? Please select all that apply . . . . . 244

63 Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)? . . . . . 248

64 An acquirer fee paid to the payment processor (e.g. the card terminal provider) A card scheme fee paid to the owner of the card scheme (e.g. Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair? . . . . . 251

65 Which of the following terms have you heard of before?Please select all that apply. If you are unsure, please do not select the term. . . . . 255

66 Imagine the two hypothetical payments methods: Payment Method A involves a customer presenting a card to your Point-of-Sale terminal, tapping to pay via contactless. You receive 98% of the value of the transaction, with 2% going towards a range of fees charged by the payment processor. Payment Method B involves a customer scanning a QR code using their phone and then going through four to five screens on their mobile banking app, before consenting to pay using their fingerprint, face ID or password. You receive more than 99% of the value of the transaction, with less than 1% going towards a range of fees charged by the payment processor.Which of these two payment methods would you prefer? . . . . . 259

67 The Payments Regulator is thinking about introducing new tools to enable Merchants to compare between payment processors and make it easier for them to switch. Which of the following tools do you think your business would find helpful?Please select all that apply . . . . . 263

(1.A) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply.

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Online (directly)	56%	43%	34%	38%	61%	50%	60%	62%	72%	72%	66%	41%	58%	54%	51%	71%	63%	65%
Direct negotiation and/or sales	56%	42%	46%	54%	52%	56%	60%	66%	62%	61%	65%	61%	63%	56%	52%	52%	60%	56%
Online (through a third party)	39%	33%	16%	31%	42%	35%	33%	39%	51%	54%	49%	32%	37%	43%	32%	42%	47%	51%
Telephone order	35%	23%	40%	21%	41%	40%	37%	48%	41%	39%	36%	30%	29%	33%	27%	43%	47%	42%
Physical store	31%	18%	24%	36%	33%	25%	26%	40%	42%	47%	37%	28%	22%	38%	22%	34%	39%	43%
Mail order	16%	11%	15%	10%	13%	17%	17%	23%	21%	34%	13%	10%	11%	17%	11%	15%	19%	32%
Other (Please specify)	7%	11%	10%	2%	4%	8%	2%	2%	1%	2%	5%	4%	6%	4%	12%	3%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(1.B) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply.

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Online (directly)	56%	46%	33%	46%	45%	48%	52%	59%	72%	65%	64%	59%	49%	38%	48%	67%	85%	0%
Direct negotiation and/or sales	56%	45%	43%	56%	54%	57%	49%	63%	61%	60%	58%	49%	46%	50%	52%	60%	54%	59%
Online (through a third party)	39%	28%	28%	30%	17%	25%	36%	41%	54%	50%	47%	36%	27%	28%	29%	51%	59%	0%
Telephone order	35%	23%	22%	36%	35%	41%	34%	34%	44%	37%	40%	34%	27%	22%	32%	39%	42%	21%
Physical store	31%	12%	23%	24%	24%	25%	32%	31%	41%	39%	36%	23%	34%	17%	24%	39%	36%	21%
Mail order	16%	5%	13%	0%	8%	14%	17%	28%	24%	17%	21%	14%	9%	10%	13%	19%	19%	9%
Other (Please specify)	7%	13%	8%	4%	9%	8%	8%	3%	1%	7%	4%	9%	7%	14%	8%	5%	1%	19%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(1.C) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply.

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Online (directly)	56%	62%	53%	51%	53%	48%	66%	62%	60%	51%	58%	57%	57%
Direct negotiation and/or sales	56%	57%	62%	51%	43%	58%	56%	64%	47%	59%	53%	57%	53%
Online (through a third party)	39%	45%	35%	40%	34%	36%	40%	44%	35%	40%	39%	36%	31%
Telephone order	35%	38%	33%	26%	29%	35%	42%	43%	35%	35%	39%	42%	23%
Physical store	31%	44%	21%	24%	25%	23%	33%	43%	34%	29%	25%	29%	42%
Mail order	16%	26%	10%	11%	17%	10%	15%	8%	20%	19%	12%	13%	26%
Other (Please specify)	7%	4%	4%	6%	11%	11%	4%	9%	16%	7%	7%	10%	12%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(1.D) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply.

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Online (directly)	56%	30%	0%	64%	42%	16%	33%	73%	74%	63%	74%	70%	59%	51%	49%	32%	41%	38%	62%	48%
Direct negotiation and/or sales	56%	54%	100%	71%	52%	62%	62%	35%	62%	44%	59%	62%	65%	69%	63%	28%	51%	41%	50%	40%
Online (through a third party)	39%	0%	100%	50%	36%	0%	18%	62%	46%	53%	57%	34%	32%	28%	18%	19%	24%	29%	44%	50%
Telephone order	35%	62%	0%	56%	42%	11%	41%	41%	41%	40%	34%	50%	34%	33%	29%	23%	16%	19%	19%	23%
Physical store	31%	23%	0%	31%	12%	0%	19%	68%	29%	56%	33%	33%	23%	29%	26%	23%	26%	27%	30%	18%
Mail order	16%	23%	100%	18%	53%	0%	7%	16%	17%	12%	28%	21%	4%	16%	13%	5%	1%	13%	11%	16%
Other (Please specify)	7%	6%	0%	0%	0%	12%	8%	2%	0%	4%	0%	5%	11%	7%	7%	24%	24%	16%	6%	12%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(2.A) You said that you currently do not sell any goods or services online. Which, if any, of the following are reasons why your business does not sell online? Please select all that apply.

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	350	76	38	26	25	41	24	26	16	11	42	86	27	30	75	27	44	40
Weighted	337	63	33	23	24	39	22	24	17	13	52	75	28	28	72	27	45	39
Not suitable in my sector or industry	62%	60%	51%	75%	63%	69%	66%	44%	35%	51%	75%	63%	73%	49%	71%	48%	55%	64%
Don't know where to start	5%	7%	14%	19%	5%	5%	0%	3%	4%	0%	1%	4%	6%	18%	4%	8%	5%	2%
Get enough sales through other means	18%	17%	20%	14%	26%	19%	25%	19%	49%	22%	12%	19%	24%	21%	13%	17%	22%	29%
Too complicated	13%	11%	22%	11%	24%	14%	13%	18%	7%	20%	7%	17%	8%	13%	8%	12%	13%	19%
Too expensive	10%	10%	20%	2%	25%	3%	16%	22%	18%	0%	0%	12%	11%	23%	3%	5%	11%	14%
None of the above	9%	6%	3%	0%	0%	10%	0%	7%	7%	23%	13%	2%	14%	3%	10%	13%	11%	0%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(2.B) You said that you currently do not sell any goods or services online. Which, if any, of the following are reasons why your business does not sell online? Please select all that apply.

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	350	50	40	20	43	47	33	31	19	67	107	49	49	38	264	86	1	349
Weighted	337	40	33	15	44	45	27	26	23	85	100	46	50	37	229	108	1	336
Not suitable in my sector or industry	62%	74%	62%	62%	73%	60%	47%	61%	43%	61%	55%	65%	68%	68%	64%	57%	100%	62%
Don't know where to start	5%	5%	5%	18%	5%	11%	14%	2%	5%	0%	7%	0%	6%	2%	7%	1%	0%	5%
Get enough sales through other means	18%	7%	23%	8%	15%	21%	27%	24%	33%	16%	22%	20%	15%	7%	18%	19%	0%	18%
Too complicated	13%	10%	12%	12%	17%	4%	18%	8%	34%	12%	13%	20%	7%	8%	11%	17%	0%	13%
Too expensive	10%	5%	12%	18%	5%	9%	14%	20%	18%	5%	14%	8%	2%	15%	10%	8%	0%	10%
None of the above	9%	8%	5%	6%	2%	11%	6%	4%	12%	15%	7%	8%	12%	11%	6%	14%	0%	9%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(2.C) You said that you currently do not sell any goods or services online. Which, if any, of the following are reasons why your business does not sell online? Please select all that apply.

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	350	79	54	25	29	28	16	18	12	43	22	17	7
Weighted	337	58	63	30	36	27	17	18	8	36	19	14	10
Not suitable in my sector or industry	62%	61%	74%	58%	56%	70%	57%	60%	48%	57%	64%	63%	26%
Don't know where to start	5%	12%	3%	3%	3%	0%	12%	5%	0%	2%	0%	14%	13%
Get enough sales through other means	18%	24%	21%	20%	24%	8%	6%	17%	40%	19%	12%	10%	0%
Too complicated	13%	15%	10%	19%	21%	3%	15%	8%	0%	16%	10%	20%	0%
Too expensive	10%	13%	5%	8%	12%	8%	6%	8%	7%	10%	5%	26%	13%
None of the above	9%	2%	7%	7%	6%	14%	5%	10%	26%	11%	10%	0%	48%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(2.D) You said that you currently do not sell any goods or services online. Which, if any, of the following are reasons why your business does not sell online? Please select all that apply.

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	350	12	0	25	4	5	51	11	7	5	23	22	6	51	9	10	43	28	13	25
Weighted	337	10	0	27	4	6	47	9	8	5	26	22	6	47	8	12	41	28	11	21
Not suitable in my sector or industry	62%	52%	*	63%	21%	64%	63%	38%	88%	69%	48%	59%	53%	64%	66%	58%	60%	80%	70%	58%
Don't know where to start	5%	22%	*	5%	19%	20%	7%	6%	0%	0%	0%	10%	17%	3%	0%	10%	0%	9%	0%	4%
Get enough sales through other means	18%	16%	*	17%	0%	26%	23%	40%	18%	14%	35%	18%	22%	21%	0%	0%	8%	19%	7%	20%
Too complicated	13%	25%	*	7%	27%	0%	17%	33%	0%	17%	16%	14%	34%	10%	43%	0%	11%	8%	7%	8%
Too expensive	10%	38%	*	9%	33%	23%	1%	29%	0%	0%	17%	11%	0%	11%	13%	0%	9%	4%	0%	9%
None of the above	9%	0%	*	8%	0%	0%	6%	0%	12%	0%	9%	0%	13%	8%	0%	33%	20%	6%	23%	8%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(3.A) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next year

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	349	76	38	26	25	40	24	26	16	11	42	86	27	30	75	26	44	40
Weighted	336	63	33	23	24	38	22	24	17	13	52	75	28	28	72	26	45	39
Very likely	14%	7%	15%	20%	24%	9%	9%	27%	26%	35%	13%	12%	9%	18%	8%	14%	15%	35%
Somewhat likely	18%	22%	21%	22%	26%	10%	14%	15%	35%	8%	13%	22%	24%	22%	12%	20%	25%	11%
Neither likely or unlikely	17%	14%	22%	16%	19%	14%	19%	19%	14%	6%	16%	13%	23%	15%	20%	16%	17%	12%
Somewhat unlikely	14%	9%	5%	27%	7%	18%	37%	6%	4%	27%	18%	11%	17%	15%	14%	26%	15%	10%
Not at all likely	38%	49%	38%	15%	25%	48%	22%	33%	21%	24%	40%	42%	27%	31%	46%	24%	28%	31%
Total Likely:	32%	29%	35%	42%	49%	19%	22%	42%	61%	43%	26%	34%	33%	40%	20%	34%	40%	46%
Net:	6%	20%	3%	-27%	-24%	29%	-1%	-9%	-40%	-19%	14%	8%	-6%	-9%	26%	-10%	-12%	-15%

Note:

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(3.B) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next year

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	349	50	40	20	43	46	33	31	19	67	107	49	49	38	263	86	0	349
Weighted	336	40	33	15	44	43	27	26	23	85	100	46	50	37	227	108	0	336
Very likely	14%	1%	10%	8%	11%	6%	11%	18%	47%	19%	25%	14%	6%	8%	9%	25%	*	14%
Somewhat likely	18%	7%	21%	37%	9%	20%	31%	22%	15%	16%	18%	17%	19%	17%	18%	16%	*	18%
Neither likely or unlikely	17%	19%	14%	14%	23%	21%	25%	3%	10%	16%	20%	6%	14%	11%	18%	15%	*	17%
Somewhat unlikely	14%	8%	10%	21%	9%	18%	11%	16%	16%	16%	14%	16%	19%	7%	13%	16%	*	14%
Not at all likely	38%	64%	45%	20%	47%	35%	21%	42%	12%	32%	23%	47%	41%	58%	42%	28%	*	38%
Total Likely:	32%	9%	31%	44%	20%	26%	43%	39%	61%	35%	43%	31%	26%	25%	27%	41%	*	32%
Net:	6%	55%	13%	-24%	27%	9%	-21%	2%	-49%	-3%	-20%	16%	15%	33%	15%	-13%	*	6%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(3.C) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next year

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	349	79	54	25	28	28	16	18	12	43	22	17	7
Weighted	336	58	63	30	34	27	17	18	8	36	19	14	10
Very likely	14%	13%	10%	13%	21%	13%	8%	0%	16%	21%	16%	37%	0%
Somewhat likely	18%	21%	13%	17%	6%	14%	46%	29%	0%	25%	21%	10%	0%
Neither likely or unlikely	17%	18%	16%	11%	13%	26%	10%	13%	15%	17%	14%	27%	42%
Somewhat unlikely	14%	20%	18%	12%	14%	9%	15%	13%	0%	16%	0%	0%	16%
Not at all likely	38%	27%	43%	47%	47%	38%	20%	45%	69%	21%	49%	26%	42%
Total Likely:	32%	34%	23%	30%	26%	27%	55%	29%	16%	45%	37%	48%	0%
Net:	6%	-7%	20%	17%	21%	11%	-35%	16%	53%	-24%	11%	-22%	42%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(3.D) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next year

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	349	12	0	25	4	5	51	11	7	5	23	22	6	51	9	10	42	28	13	25
Weighted	336	10	0	27	4	6	47	9	8	5	26	22	6	47	8	12	40	28	11	21
Very likely	14%	27%	*	8%	27%	33%	9%	22%	0%	17%	41%	29%	0%	12%	21%	0%	8%	6%	0%	15%
Somewhat likely	18%	33%	*	23%	40%	23%	20%	22%	0%	0%	18%	26%	16%	11%	22%	24%	17%	16%	15%	7%
Neither likely or unlikely	17%	16%	*	30%	33%	0%	18%	25%	28%	18%	13%	12%	22%	18%	0%	9%	10%	30%	12%	12%
Somewhat unlikely	14%	0%	*	6%	0%	14%	18%	16%	18%	14%	14%	15%	0%	18%	0%	39%	16%	10%	6%	10%
Not at all likely	38%	24%	*	33%	0%	31%	36%	15%	54%	51%	15%	19%	62%	41%	57%	28%	49%	37%	68%	56%
Total Likely:	32%	60%	*	30%	67%	55%	29%	44%	0%	17%	59%	55%	16%	23%	43%	24%	25%	23%	15%	22%
Net:	6%	-36%	*	3%	-67%	-25%	7%	-29%	54%	34%	-44%	-36%	45%	18%	14%	4%	24%	15%	53%	34%

Note:

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(4.A) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next two - three years

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	349	76	38	26	25	40	24	26	16	11	42	86	27	30	75	26	44	40
Weighted	336	63	33	23	24	38	22	24	17	13	52	75	28	28	72	26	45	39
Very likely	17%	13%	20%	24%	32%	7%	14%	22%	20%	23%	19%	16%	17%	16%	7%	23%	30%	29%
Somewhat likely	22%	23%	25%	15%	17%	18%	19%	30%	50%	48%	16%	23%	30%	35%	22%	20%	15%	25%
Neither likely or unlikely	14%	9%	17%	24%	19%	11%	21%	14%	8%	0%	12%	13%	19%	13%	17%	12%	12%	9%
Somewhat unlikely	13%	11%	7%	19%	7%	15%	28%	12%	0%	14%	18%	9%	11%	12%	12%	24%	19%	10%
Not at all likely	34%	44%	31%	17%	25%	50%	18%	22%	21%	16%	35%	39%	23%	24%	43%	21%	24%	27%
Total Likely:	39%	36%	45%	39%	50%	25%	33%	52%	70%	70%	36%	38%	47%	51%	29%	43%	45%	55%
Net:	-5%	8%	-14%	-22%	-25%	25%	-14%	-29%	-49%	-55%	-1%	1%	-24%	-27%	14%	-22%	-21%	-27%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(4.B) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next two - three years

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	349	50	40	20	43	46	33	31	19	67	107	49	49	38	263	86	0	349
Weighted	336	40	33	15	44	43	27	26	23	85	100	46	50	37	227	108	0	336
Very likely	17%	2%	15%	19%	11%	15%	18%	24%	33%	21%	26%	14%	12%	10%	13%	24%	*	17%
Somewhat likely	22%	10%	29%	17%	18%	23%	39%	18%	34%	20%	24%	20%	17%	17%	21%	23%	*	22%
Neither likely or unlikely	14%	16%	5%	20%	17%	20%	13%	3%	16%	15%	18%	9%	14%	12%	14%	15%	*	14%
Somewhat unlikely	13%	8%	11%	28%	13%	13%	6%	20%	4%	14%	11%	11%	20%	10%	13%	12%	*	13%
Not at all likely	34%	63%	41%	17%	42%	29%	24%	35%	12%	29%	21%	46%	38%	52%	39%	25%	*	34%
Total Likely:	39%	12%	43%	36%	29%	38%	57%	42%	67%	41%	50%	34%	28%	26%	35%	47%	*	39%
Net:	-5%	51%	-3%	-19%	13%	-9%	-33%	-7%	-55%	-12%	-30%	12%	10%	26%	4%	-22%	*	-5%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(4.C) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next two - three years

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	349	79	54	25	28	28	16	18	12	43	22	17	7
Weighted	336	58	63	30	34	27	17	18	8	36	19	14	10
Very likely	17%	19%	12%	24%	10%	18%	17%	20%	16%	18%	16%	29%	13%
Somewhat likely	22%	25%	19%	29%	22%	12%	38%	15%	9%	28%	24%	21%	0%
Neither likely or unlikely	14%	17%	9%	0%	12%	26%	10%	13%	6%	22%	11%	24%	29%
Somewhat unlikely	13%	19%	18%	6%	12%	9%	15%	8%	9%	13%	0%	5%	16%
Not at all likely	34%	21%	42%	42%	44%	34%	20%	45%	60%	19%	49%	21%	42%
Total Likely:	39%	43%	31%	53%	31%	31%	55%	34%	25%	46%	41%	51%	13%
Net:	-5%	-23%	10%	-11%	13%	3%	-35%	11%	36%	-28%	8%	-29%	29%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(4.D) For each of the following time periods, how likely do you think it is that your business will start selling online?: In the next two - three years

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	349	12	0	25	4	5	51	11	7	5	23	22	6	51	9	10	42	28	13	25
Weighted	336	10	0	27	4	6	47	9	8	5	26	22	6	47	8	12	40	28	11	21
Very likely	17%	41%	*	15%	0%	36%	10%	16%	0%	0%	37%	39%	16%	15%	30%	0%	12%	15%	0%	10%
Somewhat likely	22%	35%	*	33%	46%	31%	34%	40%	0%	17%	28%	16%	22%	15%	0%	24%	13%	18%	21%	16%
Neither likely or unlikely	14%	7%	*	13%	54%	20%	10%	14%	28%	32%	12%	15%	17%	14%	13%	9%	11%	26%	6%	12%
Somewhat unlikely	13%	0%	*	3%	0%	14%	15%	23%	18%	0%	9%	18%	0%	21%	0%	39%	15%	3%	6%	10%
Not at all likely	34%	17%	*	36%	0%	0%	30%	8%	54%	51%	15%	12%	45%	35%	57%	28%	49%	37%	68%	52%
Total Likely:	39%	76%	*	48%	46%	66%	44%	55%	0%	17%	65%	55%	38%	30%	30%	24%	25%	33%	21%	26%
Net:	-5%	-59%	*	-13%	-46%	-66%	-14%	-47%	54%	34%	-50%	-43%	6%	5%	27%	4%	24%	4%	47%	26%

*Note:*

BASE: Does not sell online

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(5.A) What proportion of your sales would you say come through direct online sales?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	553	82	24	19	52	48	34	53	51	46	127	67	49	49	102	89	91	93
Weighted	567	67	21	18	51	49	34	51	57	52	150	63	51	49	98	97	100	95
0-5%	5%	10%	4%	3%	8%	6%	8%	3%	1%	0%	5%	3%	4%	4%	9%	3%	2%	8%
6-10%	6%	3%	9%	0%	9%	9%	6%	7%	5%	0%	8%	6%	11%	6%	5%	7%	6%	2%
11-20%	12%	14%	22%	17%	16%	12%	7%	17%	6%	3%	15%	14%	12%	8%	11%	18%	15%	8%
21-30%	19%	13%	32%	28%	27%	19%	9%	18%	25%	19%	18%	29%	24%	27%	19%	13%	20%	12%
41-50%	15%	10%	8%	14%	15%	9%	5%	18%	17%	31%	17%	12%	19%	11%	10%	21%	17%	14%
50-70%	22%	19%	0%	9%	10%	24%	41%	25%	31%	21%	22%	22%	11%	26%	21%	17%	24%	29%
71-90%	9%	9%	13%	13%	5%	8%	9%	4%	14%	16%	9%	4%	3%	15%	8%	12%	9%	11%
90-99%	5%	9%	6%	0%	10%	5%	7%	3%	1%	7%	3%	6%	7%	3%	5%	5%	3%	7%
100%	4%	12%	7%	10%	2%	7%	9%	2%	0%	3%	2%	2%	5%	0%	9%	2%	2%	6%
Don't know	2%	1%	0%	6%	0%	2%	0%	3%	0%	0%	1%	1%	3%	0%	2%	2%	2%	1%

Note:

BASE: Sells online (directly)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(5.B) What proportion of your sales would you say come through direct online sales?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	553	58	27	18	39	43	50	63	68	187	246	75	58	27	298	255	552	1
Weighted	567	47	21	15	40	46	39	49	86	224	241	78	63	27	257	310	567	1
0-5%	5%	11%	8%	9%	17%	8%	3%	1%	1%	3%	3%	4%	10%	2%	8%	2%	5%	0%
6-10%	6%	2%	11%	7%	2%	16%	10%	2%	6%	4%	4%	3%	7%	7%	7%	5%	6%	0%
11-20%	12%	9%	15%	17%	13%	13%	9%	14%	16%	11%	10%	13%	14%	16%	12%	13%	12%	0%
21-30%	19%	9%	24%	20%	28%	21%	17%	25%	14%	19%	19%	14%	21%	13%	20%	18%	19%	100%
41-50%	15%	17%	9%	5%	10%	5%	18%	13%	20%	18%	18%	13%	10%	16%	12%	18%	15%	0%
50-70%	22%	18%	6%	19%	7%	16%	25%	24%	24%	26%	25%	22%	16%	19%	17%	25%	22%	0%
71-90%	9%	15%	3%	0%	2%	8%	8%	7%	11%	11%	9%	17%	8%	6%	7%	11%	9%	0%
90-99%	5%	8%	0%	15%	11%	0%	5%	9%	5%	3%	6%	2%	4%	11%	7%	4%	5%	0%
100%	4%	11%	20%	6%	7%	4%	4%	0%	4%	2%	2%	12%	5%	9%	6%	3%	4%	0%
Don't know	2%	0%	4%	0%	3%	8%	2%	4%	0%	2%	2%	1%	6%	0%	3%	1%	2%	0%

*Note:*

BASE: Sells online (directly)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(5.C) What proportion of your sales would you say come through direct online sales?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	553	150	62	34	39	31	47	38	22	56	38	25	11
Weighted	567	120	80	44	52	33	53	43	16	50	37	22	16
0-5%	5%	4%	9%	0%	10%	5%	2%	5%	9%	5%	6%	0%	0%
6-10%	6%	3%	5%	8%	3%	10%	7%	6%	0%	14%	5%	7%	0%
11-20%	12%	11%	17%	10%	23%	6%	2%	6%	6%	6%	19%	20%	37%
21-30%	19%	17%	12%	35%	20%	15%	22%	34%	14%	13%	15%	13%	10%
41-50%	15%	13%	22%	5%	2%	25%	17%	26%	29%	17%	19%	9%	0%
50-70%	22%	27%	14%	24%	18%	17%	28%	14%	30%	24%	18%	27%	21%
71-90%	9%	10%	13%	2%	7%	16%	9%	3%	9%	11%	9%	8%	10%
90-99%	5%	9%	0%	5%	5%	0%	6%	3%	4%	8%	7%	0%	6%
100%	4%	5%	5%	6%	7%	0%	2%	2%	0%	2%	2%	16%	0%
Don't know	2%	1%	2%	4%	3%	6%	6%	0%	0%	0%	0%	0%	15%

*Note:*

BASE: Sells online (directly)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(5.D) What proportion of your sales would you say come through direct online sales?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	553	4	0	62	3	1	27	53	30	16	101	51	14	53	12	6	29	22	29	40
Weighted	567	4	0	66	3	1	26	53	36	16	103	56	13	57	10	7	30	23	24	37
0-5%	5%	0%	*	3%	0%	0%	3%	8%	0%	0%	2%	8%	5%	9%	0%	0%	9%	8%	8%	5%
6-10%	6%	0%	*	9%	33%	0%	19%	2%	10%	4%	5%	4%	10%	3%	0%	33%	4%	0%	4%	4%
11-20%	12%	41%	*	24%	0%	0%	22%	7%	3%	26%	9%	11%	0%	13%	13%	0%	14%	10%	21%	6%
21-30%	19%	22%	*	22%	28%	0%	7%	27%	9%	30%	21%	13%	26%	23%	21%	17%	16%	26%	12%	8%
41-50%	15%	0%	*	15%	38%	0%	18%	19%	31%	12%	16%	13%	0%	19%	9%	0%	5%	15%	17%	10%
50-70%	22%	37%	*	16%	0%	100%	19%	20%	35%	28%	20%	29%	27%	16%	26%	17%	10%	14%	17%	37%
71-90%	9%	0%	*	3%	0%	0%	7%	8%	0%	0%	18%	14%	11%	7%	17%	17%	11%	4%	8%	8%
90-99%	5%	0%	*	5%	0%	0%	2%	4%	7%	0%	7%	4%	12%	2%	0%	0%	9%	4%	0%	10%
100%	4%	0%	*	1%	0%	0%	3%	5%	5%	0%	2%	3%	10%	4%	14%	17%	12%	6%	12%	2%
Don't know	2%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	10%	13%	0%	11%

Note:

BASE: Sells online (directly)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(6.A) And what proportion of your sales would you say come through online sales via a third party?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	382	64	12	14	36	33	19	35	36	35	92	51	31	37	64	55	67	72
Weighted	394	51	10	15	36	33	19	33	40	40	111	49	32	38	62	59	75	74
0-5%	6%	8%	0%	19%	7%	12%	3%	5%	4%	0%	7%	4%	7%	2%	17%	9%	4%	2%
6-10%	10%	9%	17%	0%	14%	14%	20%	3%	10%	6%	12%	22%	4%	15%	7%	10%	11%	6%
11-20%	21%	13%	6%	24%	28%	24%	11%	20%	20%	23%	24%	21%	17%	16%	23%	23%	27%	16%
21-30%	24%	12%	35%	17%	17%	15%	26%	43%	34%	29%	24%	15%	36%	30%	21%	32%	31%	12%
41-50%	14%	6%	19%	15%	22%	18%	8%	7%	12%	16%	14%	3%	15%	22%	15%	12%	18%	10%
50-70%	9%	12%	9%	8%	5%	6%	9%	12%	9%	18%	7%	9%	6%	6%	6%	6%	2%	26%
71-90%	7%	8%	13%	0%	2%	11%	0%	6%	9%	0%	10%	9%	14%	0%	2%	6%	3%	12%
90-99%	3%	6%	0%	10%	2%	0%	17%	0%	2%	5%	0%	2%	0%	3%	2%	0%	0%	11%
100%	4%	20%	0%	7%	2%	0%	5%	3%	0%	0%	0%	10%	0%	2%	5%	1%	0%	5%
Don't know	2%	4%	0%	0%	0%	2%	0%	0%	0%	3%	2%	4%	0%	3%	3%	2%	4%	0%

Note:

BASE: Sells online (through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(6.B) And what proportion of your sales would you say come through online sales via a third party?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	382	36	22	13	16	23	34	44	52	142	180	45	34	20	188	194	381	1
Weighted	394	28	17	10	16	25	27	34	66	172	177	48	36	20	156	237	393	1
0-5%	6%	5%	10%	18%	5%	8%	9%	6%	4%	6%	3%	6%	15%	8%	8%	6%	6%	0%
6-10%	10%	11%	7%	16%	5%	27%	13%	9%	2%	12%	10%	7%	19%	5%	13%	9%	10%	0%
11-20%	21%	13%	16%	6%	11%	28%	24%	22%	22%	23%	17%	30%	26%	12%	19%	23%	21%	0%
21-30%	24%	15%	6%	7%	47%	10%	35%	20%	26%	26%	31%	17%	20%	23%	20%	26%	24%	0%
41-50%	14%	3%	6%	20%	5%	18%	12%	16%	21%	13%	13%	17%	5%	8%	11%	15%	13%	100%
50-70%	9%	10%	10%	10%	10%	5%	4%	15%	9%	9%	11%	10%	3%	16%	9%	9%	9%	0%
71-90%	7%	12%	9%	17%	7%	0%	3%	5%	3%	8%	7%	6%	2%	7%	7%	7%	7%	0%
90-99%	3%	5%	9%	0%	8%	0%	0%	2%	6%	1%	3%	0%	2%	5%	3%	3%	3%	0%
100%	4%	25%	18%	0%	0%	4%	0%	2%	3%	0%	2%	6%	9%	16%	8%	1%	4%	0%
Don't know	2%	2%	8%	6%	0%	0%	0%	3%	3%	2%	3%	2%	0%	0%	2%	2%	2%	0%

*Note:*

BASE: Sells online (through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(6.C) And what proportion of your sales would you say come through online sales via a third party?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	382	110	39	27	25	24	27	26	13	44	25	16	6
Weighted	394	88	54	35	33	25	32	31	10	39	25	14	9
0-5%	6%	2%	8%	0%	11%	5%	0%	12%	6%	9%	16%	5%	19%
6-10%	10%	9%	8%	14%	21%	14%	3%	11%	9%	18%	5%	0%	0%
11-20%	21%	20%	18%	19%	11%	17%	34%	18%	6%	30%	20%	30%	38%
21-30%	24%	25%	27%	24%	16%	19%	18%	42%	32%	17%	20%	27%	19%
41-50%	14%	13%	19%	20%	10%	11%	15%	5%	33%	12%	13%	13%	0%
50-70%	9%	16%	10%	6%	11%	11%	7%	3%	9%	3%	14%	0%	0%
71-90%	7%	4%	5%	3%	13%	3%	14%	8%	0%	5%	10%	13%	11%
90-99%	3%	6%	4%	3%	0%	0%	4%	0%	0%	4%	0%	0%	0%
100%	4%	2%	2%	6%	6%	13%	3%	0%	5%	2%	0%	13%	0%
Don't know	2%	3%	0%	5%	0%	5%	3%	0%	0%	0%	3%	0%	13%

*Note:*

BASE: Sells online (through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(6.D) And what proportion of your sales would you say come through online sales via a third party?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	382	0	1	48	3	0	13	44	20	12	74	26	8	31	5	3	16	16	22	40
Weighted	394	0	1	51	3	0	14	45	22	14	79	27	7	31	4	4	18	17	17	39
0-5%	6%	*	0%	1%	0%	*	5%	10%	0%	0%	5%	0%	0%	0%	0%	71%	5%	16%	14%	16%
6-10%	10%	*	0%	10%	45%	*	0%	14%	7%	0%	12%	8%	22%	10%	23%	0%	13%	9%	9%	9%
11-20%	21%	*	0%	40%	33%	*	10%	14%	28%	37%	20%	25%	14%	29%	19%	0%	15%	4%	17%	8%
21-30%	24%	*	0%	21%	23%	*	38%	26%	33%	25%	20%	25%	23%	36%	45%	0%	33%	26%	5%	15%
41-50%	14%	*	100%	12%	0%	*	33%	12%	8%	7%	24%	15%	14%	2%	13%	0%	15%	6%	6%	9%
50-70%	9%	*	0%	9%	0%	*	5%	9%	24%	25%	6%	4%	0%	11%	0%	0%	0%	9%	10%	15%
71-90%	7%	*	0%	6%	0%	*	0%	2%	0%	0%	7%	13%	14%	3%	0%	29%	8%	10%	20%	10%
90-99%	3%	*	0%	0%	0%	*	0%	8%	0%	0%	5%	5%	0%	0%	0%	0%	0%	0%	3%	4%
100%	4%	*	0%	0%	0%	*	0%	4%	0%	5%	0%	0%	14%	9%	0%	0%	0%	6%	13%	12%
Don't know	2%	*	0%	0%	0%	*	9%	0%	0%	0%	0%	6%	0%	0%	0%	0%	12%	14%	3%	2%

Note:

BASE: Sells online (through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(7.A) When did your business first start selling online?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
In the last year	5%	11%	2%	3%	9%	8%	7%	2%	2%	0%	2%	11%	0%	0%	10%	2%	2%	4%
In the last two to three years	16%	26%	35%	3%	21%	17%	17%	19%	12%	13%	10%	16%	16%	17%	15%	11%	19%	19%
Three to five years ago	25%	24%	29%	37%	38%	18%	24%	35%	27%	27%	16%	26%	25%	26%	17%	25%	27%	30%
Five to ten years ago	28%	23%	24%	30%	21%	26%	25%	26%	33%	40%	32%	27%	25%	35%	32%	31%	28%	23%
Over ten years ago	24%	15%	9%	23%	11%	30%	24%	18%	22%	20%	37%	19%	34%	23%	22%	28%	24%	24%
Don't know	2%	0%	0%	4%	0%	0%	3%	1%	5%	0%	3%	1%	0%	0%	4%	3%	1%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(7.B) When did your business first start selling online?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
In the last year	5%	13%	5%	16%	6%	9%	5%	1%	2%	3%	4%	3%	8%	2%	7%	3%	5%	*
In the last two to three years	16%	32%	18%	13%	22%	21%	15%	19%	16%	10%	15%	14%	14%	11%	21%	11%	16%	*
Three to five years ago	25%	19%	28%	35%	25%	25%	28%	23%	34%	21%	30%	20%	23%	33%	25%	25%	25%	*
Five to ten years ago	28%	24%	21%	21%	21%	17%	38%	36%	28%	31%	29%	29%	23%	18%	26%	30%	28%	*
Over ten years ago	24%	12%	27%	15%	22%	21%	11%	18%	20%	33%	20%	32%	28%	31%	18%	30%	24%	*
Don't know	2%	0%	0%	0%	4%	8%	3%	3%	1%	2%	2%	2%	4%	5%	3%	2%	2%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(7.C) When did your business first start selling online?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
In the last year	5%	5%	6%	12%	4%	4%	4%	3%	0%	3%	4%	0%	9%
In the last two to three years	16%	19%	11%	9%	13%	15%	15%	34%	16%	20%	7%	18%	0%
Three to five years ago	25%	26%	21%	26%	25%	19%	35%	23%	35%	20%	27%	28%	0%
Five to ten years ago	28%	27%	35%	23%	25%	33%	25%	19%	18%	33%	28%	23%	64%
Over ten years ago	24%	22%	25%	30%	31%	26%	18%	19%	17%	19%	31%	27%	26%
Don't know	2%	0%	2%	0%	2%	2%	4%	2%	13%	6%	2%	4%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(7.D) When did your business first start selling online?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
In the last year	5%	0%	0%	1%	0%	0%	9%	0%	5%	16%	2%	3%	12%	9%	8%	0%	9%	7%	6%	5%
In the last two to three years	16%	0%	0%	16%	0%	0%	20%	11%	20%	18%	19%	8%	0%	20%	30%	0%	11%	20%	24%	14%
Three to five years ago	25%	20%	100%	35%	24%	0%	15%	29%	19%	34%	28%	18%	34%	19%	28%	24%	12%	19%	13%	30%
Five to ten years ago	28%	80%	0%	33%	44%	0%	32%	34%	27%	19%	26%	35%	17%	26%	14%	37%	25%	19%	18%	29%
Over ten years ago	24%	0%	0%	13%	32%	100%	20%	25%	27%	12%	22%	34%	37%	23%	12%	39%	32%	36%	39%	17%
Don't know	2%	0%	0%	1%	0%	0%	3%	2%	2%	0%	2%	2%	0%	2%	8%	0%	11%	0%	0%	4%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(8.A) Since the arrival of Covid-19 and lockdown restriction measures, how have your online sales changed?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Declined by over 50%	2%	10%	3%	5%	0%	0%	2%	0%	1%	0%	1%	15%	0%	0%	1%	0%	0%	1%
Declined by 25-50%	3%	7%	12%	3%	11%	0%	9%	0%	0%	1%	1%	17%	2%	0%	1%	2%	2%	2%
Declined by 10-25%	3%	7%	6%	4%	3%	4%	6%	1%	3%	2%	2%	10%	8%	4%	1%	1%	3%	1%
Declined by 6-10%	6%	8%	10%	8%	7%	4%	0%	8%	9%	5%	3%	7%	25%	13%	2%	2%	5%	0%
Declined by 2-5%	8%	7%	7%	4%	5%	17%	4%	12%	18%	9%	5%	6%	11%	26%	6%	11%	6%	3%
Stayed about the same size	20%	29%	24%	16%	18%	32%	13%	13%	18%	6%	23%	9%	14%	8%	55%	16%	15%	13%
Grown by 0-5%	12%	5%	8%	19%	25%	11%	14%	14%	6%	13%	13%	7%	7%	13%	9%	26%	12%	7%
Grown by 6-10%	19%	9%	13%	16%	13%	10%	26%	25%	17%	29%	23%	13%	22%	20%	8%	25%	30%	15%
Grown by 11-20%	13%	6%	15%	22%	8%	17%	13%	16%	15%	16%	14%	8%	2%	10%	8%	11%	15%	32%
Grown by 21-50%	8%	5%	4%	0%	4%	3%	14%	6%	6%	15%	12%	3%	4%	3%	6%	6%	10%	18%
Grown by over 50%	3%	5%	0%	4%	7%	2%	2%	4%	7%	3%	2%	5%	4%	2%	2%	1%	3%	8%
Don't know	2%	3%	0%	0%	0%	0%	0%	2%	0%	2%	1%	1%	2%	2%	1%	0%	0%	0%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(8.B) Since the arrival of Covid-19 and lockdown restriction measures, how have your online sales changed?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Declined by over 50%	2%	9%	12%	6%	0%	2%	1%	3%	0%	0%	2%	1%	4%	11%	4%	0%	2%	*
Declined by 25-50%	3%	10%	3%	11%	4%	4%	6%	4%	2%	1%	1%	5%	5%	3%	6%	1%	3%	*
Declined by 10-25%	3%	7%	4%	8%	6%	3%	6%	2%	0%	3%	4%	1%	3%	0%	5%	2%	3%	*
Declined by 6-10%	6%	6%	13%	0%	11%	6%	3%	5%	9%	4%	5%	9%	12%	4%	7%	5%	6%	*
Declined by 2-5%	8%	7%	2%	10%	8%	8%	7%	7%	12%	9%	10%	10%	9%	2%	7%	10%	8%	*
Stayed about the same size	20%	32%	30%	28%	23%	20%	24%	22%	16%	16%	15%	27%	17%	32%	25%	16%	20%	*
Grown by 0-5%	12%	6%	11%	10%	9%	15%	11%	14%	12%	14%	13%	8%	10%	10%	11%	13%	12%	*
Grown by 6-10%	19%	4%	7%	12%	17%	21%	18%	12%	23%	23%	22%	18%	17%	15%	13%	23%	19%	*
Grown by 11-20%	13%	5%	10%	14%	10%	8%	15%	18%	13%	16%	12%	13%	12%	9%	11%	15%	13%	*
Grown by 21-50%	8%	6%	0%	0%	9%	1%	1%	8%	11%	11%	11%	5%	0%	5%	4%	11%	8%	*
Grown by over 50%	3%	7%	3%	0%	2%	8%	4%	2%	2%	3%	3%	2%	5%	6%	4%	3%	3%	*
Don't know	2%	1%	5%	0%	0%	5%	2%	2%	1%	1%	1%	1%	7%	2%	2%	1%	2%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(8.C) Since the arrival of Covid-19 and lockdown restriction measures, how have your online sales changed?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Declined by over 50%	2%	2%	1%	6%	3%	0%	0%	3%	0%	1%	3%	3%	5%
Declined by 25-50%	3%	2%	3%	4%	2%	6%	1%	6%	3%	1%	4%	6%	9%
Declined by 10-25%	3%	3%	4%	4%	0%	8%	1%	3%	4%	3%	4%	3%	0%
Declined by 6-10%	6%	4%	7%	10%	9%	6%	5%	4%	11%	6%	1%	3%	0%
Declined by 2-5%	8%	7%	6%	15%	8%	11%	13%	4%	15%	13%	3%	5%	0%
Stayed about the same size	20%	20%	15%	14%	37%	16%	18%	22%	29%	19%	22%	27%	6%
Grown by 0-5%	12%	13%	14%	12%	14%	5%	13%	12%	8%	9%	14%	7%	19%
Grown by 6-10%	19%	19%	20%	9%	17%	13%	16%	20%	10%	28%	26%	8%	36%
Grown by 11-20%	13%	13%	17%	21%	7%	21%	17%	5%	7%	8%	8%	18%	15%
Grown by 21-50%	8%	12%	5%	4%	0%	0%	4%	12%	12%	10%	14%	16%	9%
Grown by over 50%	3%	4%	4%	3%	2%	8%	6%	4%	0%	1%	0%	5%	0%
Don't know	2%	1%	1%	0%	2%	5%	5%	3%	0%	0%	0%	0%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(8.D) Since the arrival of Covid-19 and lockdown restriction measures, how have your online sales changed?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Declined by over 50%	2%	0%	0%	0%	0%	0%	0%	0%	0%	16%	2%	2%	0%	3%	7%	0%	0%	3%	4%	4%
Declined by 25-50%	3%	20%	0%	2%	0%	0%	0%	5%	2%	8%	2%	1%	0%	3%	8%	0%	3%	4%	2%	9%
Declined by 10-25%	3%	0%	0%	0%	16%	0%	4%	5%	11%	5%	1%	1%	6%	2%	0%	0%	3%	3%	5%	7%
Declined by 6-10%	6%	0%	0%	5%	0%	0%	4%	6%	18%	8%	4%	8%	0%	6%	0%	0%	0%	2%	5%	8%
Declined by 2-5%	8%	0%	100%	5%	0%	0%	13%	4%	14%	5%	14%	8%	6%	10%	8%	0%	5%	12%	0%	8%
Stayed about the same size	20%	42%	0%	23%	0%	0%	32%	7%	8%	10%	18%	24%	14%	20%	35%	55%	37%	22%	31%	18%
Grown by 0-5%	12%	37%	0%	17%	28%	0%	17%	17%	12%	7%	8%	10%	17%	13%	15%	10%	15%	19%	2%	2%
Grown by 6-10%	19%	0%	0%	25%	24%	100%	9%	24%	15%	33%	22%	15%	38%	20%	20%	12%	12%	4%	9%	16%
Grown by 11-20%	13%	0%	0%	12%	32%	0%	11%	7%	16%	0%	21%	20%	5%	5%	7%	24%	12%	15%	23%	11%
Grown by 21-50%	8%	0%	0%	6%	0%	0%	4%	18%	5%	3%	7%	7%	14%	12%	0%	0%	6%	3%	15%	6%
Grown by over 50%	3%	0%	0%	5%	0%	0%	3%	6%	0%	0%	3%	2%	0%	3%	0%	0%	3%	10%	3%	6%
Don't know	2%	0%	0%	0%	0%	0%	4%	0%	0%	4%	0%	2%	0%	2%	0%	0%	5%	4%	0%	5%

*Note:*  
 BASE: Sells online (directly or through a third party)  
 Fieldwork: 8th Apr - 17th Apr 2022  
 Data weighted by region and business size to Nationally Representative proportions

(9.A) And over the same period, how have your in-person sales changed?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Declined by over 50%	4%	16%	3%	9%	2%	0%	2%	1%	1%	5%	2%	19%	3%	0%	4%	1%	1%	1%
Declined by 25-50%	4%	4%	6%	3%	11%	2%	2%	3%	4%	5%	2%	12%	6%	2%	2%	2%	3%	3%
Declined by 10-25%	11%	11%	4%	7%	16%	13%	9%	9%	8%	9%	12%	27%	19%	15%	4%	7%	8%	5%
Declined by 6-10%	9%	4%	8%	0%	9%	9%	7%	14%	12%	17%	9%	8%	25%	22%	6%	9%	6%	2%
Declined by 2-5%	14%	9%	5%	16%	19%	15%	18%	14%	18%	11%	14%	9%	19%	28%	13%	14%	13%	9%
Stayed about the same size	28%	43%	49%	43%	25%	42%	24%	21%	21%	16%	24%	19%	19%	20%	58%	32%	21%	19%
Grown by 0-5%	10%	3%	4%	7%	6%	10%	9%	13%	15%	10%	17%	3%	1%	7%	6%	23%	14%	14%
Grown by 6-10%	9%	3%	19%	7%	4%	5%	10%	16%	6%	9%	13%	0%	0%	3%	5%	8%	23%	13%
Grown by 11-20%	5%	3%	3%	3%	6%	4%	7%	3%	5%	9%	5%	0%	4%	0%	0%	2%	10%	16%
Grown by 21-50%	3%	2%	0%	0%	0%	1%	5%	2%	8%	7%	2%	1%	2%	0%	1%	0%	0%	13%
Grown by over 50%	1%	0%	0%	4%	3%	0%	3%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Don't know	2%	3%	0%	0%	0%	0%	4%	2%	0%	2%	1%	2%	2%	4%	2%	1%	1%	0%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(9.B) And over the same period, how have your in-person sales changed?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Declined by over 50%	4%	16%	16%	6%	4%	0%	3%	3%	2%	2%	3%	2%	8%	14%	7%	2%	4%	*
Declined by 25-50%	4%	2%	2%	5%	10%	4%	3%	6%	2%	4%	4%	6%	3%	2%	5%	3%	4%	*
Declined by 10-25%	11%	12%	8%	9%	17%	13%	14%	7%	7%	11%	12%	12%	11%	5%	12%	10%	11%	*
Declined by 6-10%	9%	5%	4%	0%	3%	12%	11%	6%	12%	12%	8%	7%	10%	8%	7%	12%	9%	*
Declined by 2-5%	14%	6%	13%	16%	15%	19%	12%	11%	14%	15%	15%	10%	22%	8%	12%	15%	14%	*
Stayed about the same size	28%	48%	39%	53%	31%	34%	33%	27%	25%	20%	24%	31%	30%	39%	37%	21%	28%	*
Grown by 0-5%	10%	2%	5%	11%	5%	2%	9%	16%	13%	14%	12%	10%	4%	8%	7%	14%	10%	*
Grown by 6-10%	9%	3%	2%	0%	4%	6%	5%	17%	6%	12%	9%	12%	4%	5%	6%	11%	9%	*
Grown by 11-20%	5%	3%	3%	0%	5%	3%	6%	4%	7%	6%	7%	4%	1%	6%	4%	6%	5%	*
Grown by 21-50%	3%	3%	0%	0%	2%	0%	1%	0%	8%	3%	4%	2%	0%	7%	1%	4%	3%	*
Grown by over 50%	1%	0%	0%	0%	0%	2%	0%	3%	2%	0%	1%	1%	0%	0%	1%	1%	1%	*
Don't know	2%	0%	9%	0%	6%	5%	2%	0%	2%	1%	2%	2%	6%	0%	3%	2%	2%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(9.C) And over the same period, how have your in-person sales changed?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Declined by over 50%	4%	2%	4%	7%	6%	0%	3%	3%	0%	3%	9%	5%	5%
Declined by 25-50%	4%	3%	4%	0%	0%	10%	2%	10%	7%	2%	4%	6%	19%
Declined by 10-25%	11%	7%	9%	16%	7%	13%	15%	13%	9%	6%	19%	16%	0%
Declined by 6-10%	9%	8%	11%	14%	4%	11%	10%	15%	14%	10%	7%	3%	0%
Declined by 2-5%	14%	13%	24%	11%	9%	10%	13%	19%	16%	16%	9%	3%	9%
Stayed about the same size	28%	19%	21%	32%	46%	35%	33%	20%	31%	34%	26%	44%	21%
Grown by 0-5%	10%	16%	9%	11%	19%	8%	6%	8%	5%	3%	8%	0%	19%
Grown by 6-10%	9%	11%	10%	0%	5%	3%	8%	8%	10%	16%	13%	7%	9%
Grown by 11-20%	5%	11%	5%	5%	2%	5%	5%	0%	7%	6%	0%	3%	0%
Grown by 21-50%	3%	6%	0%	2%	0%	0%	1%	3%	0%	3%	3%	9%	9%
Grown by over 50%	1%	2%	0%	0%	0%	2%	0%	0%	0%	2%	0%	5%	0%
Don't know	2%	1%	3%	2%	2%	3%	5%	2%	0%	0%	3%	0%	8%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(9.D) And over the same period, how have your in-person sales changed?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Declined by over 50%	4%	0%	0%	1%	0%	0%	0%	7%	2%	26%	2%	2%	0%	6%	7%	0%	3%	6%	6%	3%
Declined by 25-50%	4%	0%	0%	3%	0%	0%	0%	3%	11%	11%	5%	0%	0%	2%	0%	12%	0%	4%	12%	5%
Declined by 10-25%	11%	0%	0%	13%	0%	0%	9%	7%	18%	5%	7%	12%	23%	9%	0%	12%	16%	13%	7%	14%
Declined by 6-10%	9%	0%	0%	11%	0%	0%	7%	15%	18%	0%	9%	8%	8%	8%	14%	22%	6%	7%	7%	7%
Declined by 2-5%	14%	37%	0%	14%	16%	0%	24%	17%	13%	17%	12%	21%	16%	5%	17%	0%	12%	13%	11%	9%
Stayed about the same size	28%	63%	100%	29%	28%	100%	30%	26%	20%	22%	23%	25%	36%	27%	36%	55%	39%	38%	41%	25%
Grown by 0-5%	10%	0%	0%	11%	56%	0%	24%	11%	10%	8%	11%	10%	6%	12%	11%	0%	13%	4%	0%	7%
Grown by 6-10%	9%	0%	0%	11%	0%	0%	0%	9%	4%	5%	14%	9%	6%	8%	15%	0%	5%	11%	2%	11%
Grown by 11-20%	5%	0%	0%	3%	0%	0%	2%	0%	4%	4%	11%	6%	0%	12%	0%	0%	4%	0%	4%	3%
Grown by 21-50%	3%	0%	0%	3%	0%	0%	0%	3%	0%	0%	5%	0%	6%	6%	0%	0%	0%	0%	6%	5%
Grown by over 50%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	2%	0%	0%	0%	0%	0%	5%
Don't know	2%	0%	0%	0%	0%	0%	4%	2%	0%	0%	0%	5%	0%	4%	0%	0%	3%	4%	4%	5%

*Note:*  
 BASE: Sells online (directly or through a third party)  
 Fieldwork: 8th Apr - 17th Apr 2022  
 Data weighted by region and business size to Nationally Representative proportions

(10.A) Do you agree or disagree with the following statements?: Nowadays, people expect to be able to have the choice of going either into a physical store or shopping online

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	45%	38%	22%	64%	56%	39%	38%	45%	49%	41%	48%	42%	29%	47%	41%	41%	56%	50%
Somewhat agree	40%	35%	55%	25%	37%	44%	37%	49%	39%	47%	38%	36%	49%	41%	43%	44%	31%	39%
Neither agree or disagree	11%	19%	23%	11%	3%	10%	18%	4%	10%	10%	10%	14%	12%	8%	14%	11%	10%	8%
Somewhat disagree	3%	6%	0%	0%	2%	5%	8%	2%	0%	2%	3%	5%	7%	4%	2%	2%	2%	2%
Strongly disagree	1%	1%	0%	0%	2%	2%	0%	0%	3%	0%	1%	3%	2%	0%	0%	1%	1%	1%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Total Agree:	85%	73%	77%	89%	93%	83%	74%	94%	87%	88%	86%	78%	78%	88%	84%	85%	87%	88%
Total Disagree:	4%	7%	0%	0%	5%	7%	8%	2%	3%	2%	4%	7%	9%	4%	2%	4%	3%	4%
Net:	80%	66%	77%	89%	88%	76%	67%	91%	85%	86%	81%	71%	69%	84%	81%	81%	84%	85%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(10.B) Do you agree or disagree with the following statements?: Nowadays, people expect to be able to have the choice of going either into a physical store or shopping online

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	45%	36%	33%	14%	43%	41%	47%	55%	48%	48%	44%	38%	47%	44%	42%	48%	45%	*
Somewhat agree	40%	38%	34%	56%	45%	41%	36%	36%	38%	40%	43%	43%	41%	35%	39%	40%	40%	*
Neither agree or disagree	11%	19%	27%	24%	9%	11%	11%	6%	10%	8%	9%	15%	7%	16%	14%	9%	11%	*
Somewhat disagree	3%	7%	3%	0%	3%	7%	4%	3%	2%	2%	3%	2%	5%	5%	4%	2%	3%	*
Strongly disagree	1%	0%	4%	6%	0%	0%	0%	0%	3%	1%	1%	3%	1%	0%	1%	2%	1%	*
Don't know	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Total Agree:	85%	74%	66%	70%	88%	82%	83%	91%	86%	89%	87%	80%	88%	80%	81%	88%	85%	*
Total Disagree:	4%	7%	7%	6%	3%	7%	4%	3%	5%	3%	3%	4%	5%	5%	5%	3%	4%	*
Net:	80%	67%	59%	64%	85%	75%	79%	88%	81%	86%	84%	76%	82%	75%	76%	85%	80%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(10.C) Do you agree or disagree with the following statements?: Nowadays, people expect to be able to have the choice of going either into a physical store or shopping online

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	45%	44%	38%	55%	37%	35%	51%	45%	61%	50%	52%	50%	38%
Somewhat agree	40%	42%	39%	32%	41%	50%	36%	45%	28%	35%	38%	30%	57%
Neither agree or disagree	11%	11%	15%	5%	16%	13%	9%	8%	8%	12%	7%	17%	0%
Somewhat disagree	3%	2%	5%	7%	6%	2%	1%	2%	0%	4%	3%	3%	0%
Strongly disagree	1%	1%	4%	0%	0%	0%	2%	0%	3%	0%	0%	0%	5%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Agree:	85%	86%	77%	87%	78%	85%	86%	90%	89%	85%	91%	80%	95%
Total Disagree:	4%	3%	8%	7%	6%	2%	3%	2%	3%	4%	3%	3%	5%
Net:	80%	83%	69%	80%	72%	83%	83%	89%	86%	81%	88%	78%	89%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(10.D) Do you agree or disagree with the following statements?: Nowadays, people expect to be able to have the choice of going either into a physical store or shopping online

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	45%	0%	0%	38%	24%	100%	52%	45%	49%	45%	36%	55%	55%	42%	54%	88%	43%	53%	51%	48%
Somewhat agree	40%	58%	100%	48%	32%	0%	27%	42%	43%	49%	48%	39%	29%	39%	46%	12%	37%	32%	30%	29%
Neither agree or disagree	11%	42%	0%	11%	44%	0%	15%	8%	6%	0%	13%	1%	16%	16%	0%	0%	17%	6%	10%	16%
Somewhat disagree	3%	0%	0%	0%	0%	0%	7%	4%	2%	0%	2%	6%	0%	3%	0%	0%	0%	10%	4%	6%
Strongly disagree	1%	0%	0%	4%	0%	0%	0%	0%	0%	7%	1%	0%	0%	0%	0%	0%	0%	0%	5%	1%
Don't know	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
Total Agree:	85%	58%	100%	85%	56%	100%	79%	87%	92%	93%	84%	93%	84%	81%	100%	100%	80%	85%	81%	76%
Total Disagree:	4%	0%	0%	4%	0%	0%	7%	4%	2%	7%	3%	6%	0%	3%	0%	0%	0%	10%	9%	7%
Net:	80%	58%	100%	81%	56%	100%	72%	83%	90%	86%	81%	88%	84%	78%	100%	100%	80%	75%	72%	69%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(11.A) Do you agree or disagree with the following statements?: Shopping in person will continue to exist alongside online shopping for the foreseeable future

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	38%	33%	37%	45%	45%	27%	26%	35%	38%	36%	44%	36%	44%	43%	33%	28%	36%	49%
Somewhat agree	42%	43%	37%	35%	42%	52%	46%	47%	43%	49%	36%	43%	39%	40%	40%	55%	40%	36%
Neither agree or disagree	14%	16%	21%	8%	6%	19%	18%	16%	12%	11%	16%	14%	10%	11%	22%	14%	17%	10%
Somewhat disagree	4%	6%	4%	5%	5%	0%	5%	2%	4%	2%	4%	6%	2%	3%	3%	2%	4%	5%
Strongly disagree	1%	1%	2%	7%	0%	2%	4%	0%	3%	3%	0%	1%	5%	1%	2%	1%	2%	0%
Don't know	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%
Total Agree:	80%	77%	74%	79%	87%	79%	72%	82%	81%	84%	80%	79%	84%	83%	73%	83%	76%	85%
Total Disagree:	5%	7%	6%	12%	5%	2%	10%	2%	7%	4%	4%	7%	7%	4%	5%	3%	6%	5%
Net:	75%	70%	68%	67%	82%	78%	62%	80%	74%	80%	75%	73%	77%	79%	67%	80%	70%	80%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(11.B) Do you agree or disagree with the following statements?: Shopping in person will continue to exist alongside online shopping for the foreseeable future

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	38%	31%	24%	31%	32%	35%	37%	40%	43%	40%	38%	33%	36%	37%	34%	41%	38%	*
Somewhat agree	42%	44%	49%	37%	58%	49%	43%	39%	34%	41%	39%	47%	42%	53%	46%	39%	42%	*
Neither agree or disagree	14%	19%	7%	26%	5%	14%	15%	18%	20%	12%	17%	12%	17%	5%	14%	14%	14%	*
Somewhat disagree	4%	5%	10%	0%	3%	2%	1%	1%	3%	4%	4%	4%	1%	5%	3%	4%	4%	*
Strongly disagree	1%	0%	9%	6%	0%	0%	1%	2%	1%	1%	1%	3%	3%	0%	2%	1%	1%	*
Don't know	0%	2%	0%	0%	2%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	*
Total Agree:	80%	75%	73%	68%	90%	83%	81%	79%	77%	82%	78%	80%	78%	90%	80%	80%	80%	*
Total Disagree:	5%	5%	19%	6%	3%	2%	3%	3%	4%	6%	5%	8%	4%	5%	5%	5%	5%	*
Net:	75%	70%	54%	61%	87%	81%	78%	76%	73%	76%	72%	73%	74%	85%	75%	75%	75%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(11.C) Do you agree or disagree with the following statements?: Shopping in person will continue to exist alongside online shopping for the foreseeable future

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	38%	31%	38%	40%	30%	31%	41%	50%	39%	51%	36%	36%	34%
Somewhat agree	42%	48%	40%	48%	35%	50%	41%	34%	49%	37%	37%	48%	51%
Neither agree or disagree	14%	13%	15%	11%	27%	15%	13%	11%	10%	10%	17%	14%	9%
Somewhat disagree	4%	5%	6%	0%	4%	4%	2%	4%	0%	2%	7%	3%	0%
Strongly disagree	1%	3%	1%	2%	3%	0%	0%	0%	3%	0%	3%	0%	5%
Don't know	0%	0%	0%	0%	2%	0%	3%	0%	0%	0%	0%	0%	0%
Total Agree:	80%	79%	78%	88%	64%	81%	81%	84%	87%	88%	73%	84%	85%
Total Disagree:	5%	7%	7%	2%	7%	4%	2%	4%	3%	2%	9%	3%	5%
Net:	75%	72%	71%	86%	58%	78%	79%	80%	84%	87%	64%	81%	80%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(11.D) Do you agree or disagree with the following statements?: Shopping in person will continue to exist alongside online shopping for the foreseeable future

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	38%	58%	0%	43%	56%	100%	38%	40%	32%	20%	36%	45%	36%	33%	29%	31%	24%	48%	47%	36%
Somewhat agree	42%	22%	0%	36%	0%	0%	46%	46%	46%	52%	39%	40%	56%	50%	45%	57%	50%	44%	38%	35%
Neither agree or disagree	14%	20%	100%	13%	44%	0%	9%	10%	19%	15%	19%	15%	0%	13%	25%	0%	20%	7%	5%	20%
Somewhat disagree	4%	0%	0%	6%	0%	0%	7%	1%	2%	13%	5%	0%	8%	1%	0%	12%	3%	0%	2%	5%
Strongly disagree	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	7%	3%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%
Total Agree:	80%	80%	0%	79%	56%	100%	84%	86%	78%	72%	74%	85%	92%	83%	75%	88%	74%	93%	86%	72%
Total Disagree:	5%	0%	0%	7%	0%	0%	7%	3%	2%	13%	7%	0%	8%	3%	0%	12%	3%	0%	9%	8%
Net:	75%	80%	0%	71%	56%	100%	77%	83%	76%	59%	67%	85%	84%	80%	75%	76%	71%	93%	77%	64%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(12.A) Do you agree or disagree with the following statements?: A physical premises will be important to my business in the future

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	34%	22%	38%	38%	36%	32%	36%	33%	37%	34%	38%	36%	24%	25%	30%	34%	32%	48%
Somewhat agree	32%	17%	15%	30%	26%	28%	33%	43%	42%	44%	35%	25%	34%	39%	27%	33%	39%	31%
Neither agree or disagree	15%	19%	33%	5%	27%	20%	10%	16%	8%	12%	12%	7%	22%	19%	25%	13%	12%	11%
Somewhat disagree	12%	14%	6%	23%	10%	12%	15%	7%	11%	7%	11%	16%	13%	14%	12%	10%	12%	6%
Strongly disagree	7%	24%	8%	4%	1%	8%	5%	0%	3%	2%	4%	15%	6%	1%	5%	9%	4%	5%
Don't know	1%	3%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	1%	2%	1%	0%	1%	0%
Total Agree:	66%	39%	53%	68%	62%	61%	69%	77%	79%	77%	73%	61%	58%	64%	57%	68%	71%	78%
Total Disagree:	18%	39%	14%	26%	11%	20%	20%	7%	14%	9%	15%	31%	19%	15%	17%	19%	16%	10%
Net:	47%	0%	39%	42%	51%	41%	49%	70%	65%	69%	58%	30%	39%	49%	40%	48%	55%	68%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(12.B) Do you agree or disagree with the following statements?: A physical premises will be important to my business in the future

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	34%	15%	29%	20%	35%	34%	36%	40%	38%	35%	35%	20%	36%	35%	31%	36%	34%	*
Somewhat agree	32%	17%	11%	14%	18%	36%	29%	36%	38%	39%	35%	30%	24%	25%	25%	38%	32%	*
Neither agree or disagree	15%	25%	11%	38%	32%	15%	19%	14%	11%	10%	16%	24%	16%	8%	21%	10%	15%	*
Somewhat disagree	12%	12%	15%	22%	10%	7%	12%	8%	13%	12%	11%	17%	15%	13%	11%	12%	12%	*
Strongly disagree	7%	29%	29%	6%	5%	8%	3%	2%	0%	4%	3%	8%	7%	19%	12%	3%	7%	*
Don't know	1%	2%	5%	0%	0%	0%	2%	0%	0%	0%	0%	1%	2%	0%	1%	0%	1%	*
Total Agree:	66%	32%	40%	34%	53%	70%	65%	76%	76%	74%	70%	50%	60%	60%	56%	74%	66%	*
Total Disagree:	18%	41%	44%	28%	15%	15%	14%	9%	13%	16%	14%	25%	22%	33%	22%	15%	18%	*
Net:	47%	-9%	-3%	6%	38%	55%	51%	67%	62%	58%	56%	25%	38%	27%	33%	59%	47%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(12.C) Do you agree or disagree with the following statements?: A physical premises will be important to my business in the future

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	34%	34%	30%	25%	33%	17%	40%	38%	17%	38%	43%	45%	44%
Somewhat agree	32%	42%	30%	37%	29%	33%	29%	26%	33%	36%	20%	13%	36%
Neither agree or disagree	15%	12%	14%	12%	16%	30%	11%	21%	30%	9%	16%	22%	9%
Somewhat disagree	12%	8%	13%	17%	13%	10%	12%	13%	13%	12%	14%	11%	0%
Strongly disagree	7%	4%	13%	9%	6%	7%	7%	2%	7%	5%	5%	10%	11%
Don't know	1%	0%	0%	0%	3%	3%	1%	0%	0%	0%	1%	0%	0%
Total Agree:	66%	76%	60%	62%	62%	50%	69%	64%	50%	73%	63%	58%	80%
Total Disagree:	18%	12%	26%	26%	19%	17%	19%	15%	20%	18%	20%	21%	11%
Net:	47%	64%	33%	35%	43%	33%	50%	49%	30%	56%	43%	37%	69%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(12.D) Do you agree or disagree with the following statements?: A physical premises will be important to my business in the future

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	34%	42%	100%	40%	52%	0%	37%	34%	33%	45%	24%	33%	48%	26%	18%	22%	38%	43%	37%	36%
Somewhat agree	32%	37%	0%	28%	0%	0%	29%	39%	41%	16%	46%	38%	9%	29%	21%	66%	20%	29%	22%	22%
Neither agree or disagree	15%	20%	0%	13%	48%	0%	30%	13%	7%	11%	17%	11%	20%	23%	24%	0%	11%	7%	21%	12%
Somewhat disagree	12%	0%	0%	12%	0%	0%	4%	3%	13%	22%	9%	17%	0%	14%	22%	0%	21%	13%	5%	21%
Strongly disagree	7%	0%	0%	7%	0%	100%	0%	10%	7%	4%	3%	2%	23%	6%	15%	12%	6%	8%	14%	10%
Don't know	1%	0%	0%	0%	0%	0%	0%	1%	0%	3%	1%	0%	0%	1%	0%	0%	6%	0%	0%	0%
Total Agree:	66%	80%	100%	68%	52%	0%	65%	73%	74%	60%	70%	71%	57%	55%	39%	88%	57%	72%	59%	58%
Total Disagree:	18%	0%	0%	19%	0%	100%	4%	13%	19%	26%	12%	19%	23%	20%	37%	12%	27%	21%	20%	30%
Net:	47%	80%	100%	50%	52%	-100%	61%	61%	55%	35%	57%	52%	34%	35%	2%	76%	31%	51%	40%	27%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(13.A) Do you agree or disagree with the following statements?: My sales have increased since I started selling online

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	31%	24%	34%	36%	23%	35%	44%	28%	37%	35%	32%	23%	26%	31%	20%	32%	36%	48%
Somewhat agree	42%	27%	39%	30%	53%	34%	31%	56%	52%	54%	42%	34%	40%	52%	37%	47%	50%	38%
Neither agree or disagree	19%	33%	19%	23%	13%	27%	12%	13%	10%	12%	21%	28%	28%	14%	32%	16%	8%	9%
Somewhat disagree	5%	11%	5%	9%	9%	4%	11%	4%	1%	0%	4%	11%	4%	2%	8%	5%	4%	4%
Strongly disagree	1%	4%	4%	0%	2%	0%	0%	0%	0%	0%	1%	4%	0%	0%	3%	0%	1%	0%
Don't know	1%	1%	0%	2%	0%	0%	3%	0%	0%	0%	1%	0%	2%	1%	0%	1%	0%	1%
Total Agree:	73%	51%	73%	66%	76%	69%	75%	83%	89%	88%	74%	57%	66%	83%	57%	78%	87%	86%
Total Disagree:	7%	15%	9%	9%	11%	4%	11%	4%	1%	0%	5%	15%	4%	2%	11%	5%	5%	4%
Net:	66%	36%	64%	56%	64%	65%	64%	80%	88%	88%	68%	42%	62%	80%	46%	73%	82%	82%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(13.B) Do you agree or disagree with the following statements?: My sales have increased since I started selling online

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	31%	20%	30%	31%	17%	22%	25%	37%	39%	35%	36%	30%	22%	25%	25%	36%	31%	*
Somewhat agree	42%	27%	28%	41%	48%	37%	41%	43%	49%	45%	43%	34%	33%	33%	38%	46%	42%	*
Neither agree or disagree	19%	36%	26%	13%	27%	20%	24%	15%	10%	16%	15%	25%	28%	32%	24%	14%	19%	*
Somewhat disagree	5%	13%	9%	9%	5%	14%	6%	5%	1%	3%	5%	9%	9%	5%	9%	2%	5%	*
Strongly disagree	1%	3%	5%	6%	3%	0%	0%	0%	1%	1%	1%	1%	2%	3%	2%	1%	1%	*
Don't know	1%	1%	2%	0%	0%	6%	4%	0%	0%	1%	1%	0%	6%	2%	2%	1%	1%	*
Total Agree:	73%	47%	58%	72%	65%	59%	66%	79%	88%	79%	79%	64%	55%	58%	63%	82%	73%	*
Total Disagree:	7%	16%	15%	15%	8%	14%	6%	5%	2%	4%	5%	10%	11%	7%	11%	3%	7%	*
Net:	66%	31%	43%	57%	57%	46%	61%	74%	86%	76%	74%	54%	44%	51%	52%	79%	66%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(13.C) Do you agree or disagree with the following statements?: My sales have increased since I started selling online

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	31%	34%	36%	32%	32%	24%	28%	22%	50%	34%	29%	25%	15%
Somewhat agree	42%	46%	38%	49%	23%	43%	51%	48%	21%	41%	35%	46%	60%
Neither agree or disagree	19%	15%	17%	14%	25%	27%	14%	21%	24%	16%	32%	23%	19%
Somewhat disagree	5%	4%	6%	5%	12%	4%	1%	7%	0%	8%	2%	6%	6%
Strongly disagree	1%	0%	2%	0%	6%	0%	1%	0%	5%	0%	1%	0%	0%
Don't know	1%	1%	1%	0%	2%	2%	4%	2%	0%	1%	0%	0%	0%
Total Agree:	73%	80%	74%	81%	55%	67%	80%	70%	71%	75%	64%	70%	75%
Total Disagree:	7%	4%	8%	5%	18%	4%	3%	7%	5%	8%	4%	6%	6%
Net:	66%	76%	66%	75%	37%	63%	77%	63%	66%	68%	61%	64%	69%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(13.D) Do you agree or disagree with the following statements?: My sales have increased since I started selling online

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	31%	0%	0%	23%	56%	0%	30%	36%	43%	25%	41%	35%	26%	21%	22%	0%	24%	22%	43%	32%
Somewhat agree	42%	37%	0%	57%	0%	100%	40%	49%	36%	50%	41%	38%	35%	57%	43%	47%	35%	33%	25%	27%
Neither agree or disagree	19%	21%	0%	14%	44%	0%	10%	6%	22%	18%	18%	18%	26%	16%	27%	35%	28%	28%	22%	31%
Somewhat disagree	5%	42%	100%	4%	0%	0%	20%	5%	0%	0%	1%	9%	6%	4%	0%	17%	7%	8%	11%	4%
Strongly disagree	1%	0%	0%	3%	0%	0%	0%	3%	0%	3%	0%	0%	6%	0%	0%	0%	0%	5%	0%	2%
Don't know	1%	0%	0%	0%	0%	0%	0%	1%	0%	4%	0%	0%	0%	2%	8%	0%	5%	4%	0%	4%
Total Agree:	73%	37%	0%	80%	56%	100%	70%	86%	78%	75%	82%	73%	61%	78%	65%	47%	59%	54%	68%	59%
Total Disagree:	7%	42%	100%	7%	0%	0%	20%	7%	0%	3%	1%	9%	13%	4%	0%	17%	7%	13%	11%	6%
Net:	66%	-5%	-100%	73%	56%	100%	50%	79%	78%	72%	81%	64%	49%	73%	65%	30%	52%	41%	57%	54%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(14.A) Do you agree or disagree with the following statements?: Selling online kept my business afloat during the Covid-19 pandemic

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	39%	31%	33%	31%	36%	38%	27%	51%	43%	58%	36%	38%	37%	48%	27%	40%	45%	44%
Somewhat agree	34%	32%	37%	38%	41%	28%	55%	29%	38%	29%	32%	29%	33%	37%	33%	38%	35%	34%
Neither agree or disagree	17%	23%	24%	20%	18%	24%	6%	11%	13%	11%	18%	17%	22%	12%	29%	12%	14%	10%
Somewhat disagree	5%	7%	6%	7%	0%	4%	12%	8%	5%	2%	6%	14%	4%	2%	4%	7%	3%	2%
Strongly disagree	4%	5%	0%	4%	4%	5%	0%	1%	0%	0%	9%	1%	2%	2%	6%	4%	2%	10%
Don't know	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	1%	0%	0%	0%
Total Agree:	73%	64%	70%	69%	77%	67%	82%	80%	81%	87%	68%	67%	69%	85%	60%	77%	80%	78%
Total Disagree:	10%	12%	6%	11%	4%	9%	12%	9%	5%	2%	15%	16%	7%	4%	10%	11%	6%	12%
Net:	63%	52%	64%	57%	73%	58%	71%	71%	76%	85%	53%	51%	62%	81%	50%	66%	74%	66%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(14.B) Do you agree or disagree with the following statements?: Selling online kept my business afloat during the Covid-19 pandemic

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	39%	30%	37%	26%	28%	25%	41%	42%	45%	43%	43%	37%	33%	39%	33%	44%	39%	*
Somewhat agree	34%	31%	21%	27%	38%	30%	35%	37%	36%	34%	35%	37%	30%	20%	33%	35%	34%	*
Neither agree or disagree	17%	29%	22%	29%	28%	19%	13%	16%	11%	14%	15%	15%	23%	33%	22%	13%	17%	*
Somewhat disagree	5%	7%	4%	18%	0%	16%	7%	4%	2%	4%	5%	8%	4%	3%	7%	4%	5%	*
Strongly disagree	4%	3%	10%	0%	6%	7%	1%	0%	7%	4%	2%	2%	7%	6%	4%	5%	4%	*
Don't know	1%	0%	5%	0%	0%	2%	2%	0%	0%	1%	0%	1%	3%	0%	1%	0%	1%	*
Total Agree:	73%	61%	59%	52%	67%	55%	77%	80%	81%	78%	78%	74%	63%	59%	66%	79%	73%	*
Total Disagree:	10%	10%	14%	18%	6%	23%	8%	4%	9%	8%	7%	10%	11%	8%	11%	8%	10%	*
Net:	63%	51%	45%	34%	61%	32%	68%	75%	72%	69%	71%	64%	51%	50%	55%	70%	63%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(14.C) Do you agree or disagree with the following statements?: Selling online kept my business afloat during the Covid-19 pandemic

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	39%	34%	38%	47%	31%	31%	51%	39%	52%	40%	37%	49%	36%
Somewhat agree	34%	42%	33%	33%	28%	35%	26%	26%	26%	38%	33%	36%	36%
Neither agree or disagree	17%	16%	19%	14%	23%	18%	13%	20%	9%	13%	19%	15%	19%
Somewhat disagree	5%	5%	4%	4%	3%	11%	2%	10%	8%	7%	6%	0%	9%
Strongly disagree	4%	1%	5%	3%	15%	6%	4%	6%	5%	1%	5%	0%	0%
Don't know	1%	0%	1%	0%	2%	0%	4%	0%	0%	0%	0%	0%	0%
Total Agree:	73%	77%	71%	79%	58%	65%	77%	64%	78%	79%	70%	85%	72%
Total Disagree:	10%	7%	8%	6%	18%	17%	6%	16%	13%	8%	11%	0%	9%
Net:	63%	70%	63%	73%	41%	49%	71%	49%	65%	71%	59%	85%	62%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(14.D) Do you agree or disagree with the following statements?: Selling online kept my business afloat during the Covid-19 pandemic

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	39%	0%	0%	34%	0%	0%	26%	54%	40%	26%	49%	38%	27%	41%	14%	35%	36%	31%	36%	42%
Somewhat agree	34%	20%	100%	39%	32%	0%	40%	34%	37%	28%	34%	32%	41%	30%	56%	22%	28%	38%	42%	23%
Neither agree or disagree	17%	80%	0%	19%	16%	0%	23%	5%	16%	31%	14%	19%	18%	17%	15%	0%	21%	19%	8%	23%
Somewhat disagree	5%	0%	0%	4%	52%	100%	10%	6%	7%	9%	2%	1%	8%	8%	15%	17%	3%	0%	5%	6%
Strongly disagree	4%	0%	0%	5%	0%	0%	2%	2%	0%	7%	1%	9%	6%	4%	0%	25%	7%	8%	8%	3%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	4%	2%	2%
Total Agree:	73%	20%	100%	73%	32%	0%	65%	87%	77%	54%	83%	70%	68%	71%	70%	57%	64%	69%	77%	65%
Total Disagree:	10%	0%	0%	8%	52%	100%	12%	7%	7%	15%	3%	11%	14%	12%	15%	43%	10%	8%	13%	9%
Net:	63%	20%	100%	64%	-20%	-100%	53%	80%	70%	38%	80%	59%	53%	60%	55%	14%	54%	60%	64%	56%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(15.A) Do you agree or disagree with the following statements?: Selling online is a key part of my business strategy

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	46%	51%	36%	34%	28%	48%	42%	53%	40%	62%	47%	49%	54%	52%	34%	46%	43%	51%
Somewhat agree	38%	31%	48%	37%	55%	32%	37%	37%	56%	28%	38%	35%	27%	39%	44%	42%	45%	35%
Neither agree or disagree	11%	13%	7%	20%	10%	17%	12%	8%	4%	8%	8%	9%	18%	8%	16%	9%	4%	9%
Somewhat disagree	3%	2%	6%	5%	1%	4%	6%	1%	0%	3%	5%	3%	2%	1%	3%	2%	5%	3%
Strongly disagree	2%	3%	3%	4%	4%	0%	3%	0%	0%	0%	3%	3%	0%	0%	4%	0%	3%	1%
Don't know	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Total Agree:	84%	82%	84%	71%	83%	79%	79%	90%	96%	90%	85%	84%	81%	91%	78%	89%	87%	86%
Total Disagree:	5%	5%	9%	8%	6%	4%	9%	1%	0%	3%	7%	7%	2%	1%	7%	2%	8%	5%
Net:	80%	78%	75%	63%	78%	76%	70%	89%	96%	87%	78%	77%	79%	90%	71%	86%	79%	82%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(15.B) Do you agree or disagree with the following statements?: Selling online is a key part of my business strategy

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	46%	49%	55%	47%	32%	28%	32%	49%	48%	52%	48%	54%	42%	42%	40%	51%	46%	*
Somewhat agree	38%	31%	29%	37%	45%	52%	49%	28%	45%	35%	37%	37%	31%	43%	39%	38%	38%	*
Neither agree or disagree	11%	16%	10%	4%	11%	17%	12%	20%	3%	9%	12%	7%	15%	15%	14%	7%	11%	*
Somewhat disagree	3%	2%	4%	7%	7%	3%	3%	1%	2%	3%	2%	1%	8%	0%	3%	3%	3%	*
Strongly disagree	2%	3%	2%	5%	5%	0%	2%	0%	1%	2%	1%	1%	3%	0%	2%	2%	2%	*
Don't know	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	*
Total Agree:	84%	80%	84%	83%	77%	80%	81%	78%	93%	87%	86%	91%	73%	85%	80%	89%	84%	*
Total Disagree:	5%	5%	6%	13%	12%	3%	5%	1%	3%	5%	3%	2%	12%	0%	5%	4%	5%	*
Net:	80%	75%	78%	71%	65%	76%	76%	77%	90%	82%	83%	89%	61%	85%	74%	84%	80%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(15.C) Do you agree or disagree with the following statements?: Selling online is a key part of my business strategy

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	46%	48%	52%	43%	41%	46%	49%	44%	45%	44%	44%	50%	30%
Somewhat agree	38%	35%	39%	51%	30%	39%	32%	35%	45%	45%	36%	35%	64%
Neither agree or disagree	11%	10%	6%	6%	15%	10%	16%	19%	5%	8%	11%	5%	6%
Somewhat disagree	3%	5%	0%	0%	7%	0%	2%	0%	5%	1%	8%	7%	0%
Strongly disagree	2%	1%	3%	0%	6%	5%	0%	2%	0%	1%	0%	3%	0%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Agree:	84%	83%	91%	94%	71%	85%	80%	80%	90%	90%	81%	85%	94%
Total Disagree:	5%	6%	3%	0%	14%	5%	2%	2%	5%	2%	8%	10%	0%
Net:	80%	78%	88%	94%	57%	80%	78%	78%	85%	87%	73%	75%	94%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(15.D) Do you agree or disagree with the following statements?: Selling online is a key part of my business strategy

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	46%	0%	0%	39%	24%	100%	15%	56%	51%	42%	55%	60%	48%	40%	43%	22%	52%	36%	50%	43%
Somewhat agree	38%	37%	0%	38%	60%	0%	66%	38%	40%	33%	34%	33%	34%	48%	31%	37%	34%	37%	31%	38%
Neither agree or disagree	11%	42%	0%	12%	16%	0%	8%	3%	4%	18%	11%	4%	18%	10%	25%	24%	11%	17%	7%	15%
Somewhat disagree	3%	20%	0%	8%	0%	0%	5%	3%	2%	7%	0%	1%	0%	1%	0%	17%	0%	5%	6%	1%
Strongly disagree	2%	0%	0%	3%	0%	0%	6%	0%	2%	0%	0%	3%	0%	1%	0%	0%	0%	5%	5%	2%
Don't know	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
Total Agree:	84%	37%	0%	77%	84%	100%	81%	93%	91%	75%	89%	92%	82%	87%	75%	59%	86%	73%	82%	82%
Total Disagree:	5%	20%	0%	11%	0%	0%	11%	3%	4%	7%	0%	4%	0%	2%	0%	17%	0%	11%	11%	3%
Net:	80%	17%	0%	66%	84%	100%	71%	90%	87%	69%	89%	88%	82%	85%	75%	41%	86%	62%	70%	79%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(16.A) Do you agree or disagree with the following statements?: My business sells more online than I do through in person sales

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Strongly agree	36%	49%	33%	30%	25%	28%	39%	33%	25%	53%	34%	43%	21%	40%	22%	36%	32%	53%
Somewhat agree	30%	17%	36%	29%	32%	41%	25%	35%	46%	26%	28%	18%	36%	29%	35%	31%	34%	27%
Neither agree or disagree	16%	20%	10%	15%	24%	17%	16%	14%	17%	7%	14%	15%	20%	4%	29%	12%	17%	8%
Somewhat disagree	10%	8%	6%	16%	10%	7%	9%	14%	2%	13%	11%	14%	11%	20%	8%	9%	7%	4%
Strongly disagree	8%	5%	14%	10%	8%	7%	10%	5%	11%	1%	12%	10%	10%	6%	6%	11%	9%	8%
Don't know	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	1%	1%	0%	0%
Total Agree:	66%	67%	69%	60%	58%	69%	65%	67%	71%	79%	62%	61%	57%	70%	57%	67%	66%	80%
Total Disagree:	18%	12%	20%	26%	18%	14%	19%	18%	12%	14%	24%	24%	21%	26%	14%	20%	16%	12%
Net:	48%	54%	49%	34%	39%	54%	46%	49%	59%	65%	38%	37%	36%	44%	44%	47%	50%	68%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(16.B) Do you agree or disagree with the following statements?: My business sells more online than I do through in person sales

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Strongly agree	36%	46%	46%	30%	19%	11%	28%	44%	38%	39%	38%	43%	27%	37%	32%	39%	36%	*
Somewhat agree	30%	18%	18%	43%	31%	30%	35%	32%	38%	29%	33%	28%	26%	31%	28%	31%	30%	*
Neither agree or disagree	16%	24%	13%	15%	25%	24%	18%	15%	10%	13%	13%	17%	22%	22%	20%	12%	16%	*
Somewhat disagree	10%	7%	10%	4%	12%	18%	10%	5%	5%	11%	10%	6%	13%	4%	10%	9%	10%	*
Strongly disagree	8%	4%	13%	9%	14%	15%	7%	3%	9%	8%	5%	6%	9%	7%	9%	8%	8%	*
Don't know	1%	1%	0%	0%	0%	2%	2%	0%	0%	1%	0%	0%	3%	0%	1%	1%	1%	*
Total Agree:	66%	64%	64%	72%	50%	41%	64%	76%	76%	68%	71%	70%	53%	67%	60%	70%	66%	*
Total Disagree:	18%	11%	23%	13%	26%	33%	17%	9%	14%	18%	16%	12%	22%	11%	19%	17%	18%	*
Net:	48%	52%	41%	60%	24%	8%	47%	67%	62%	50%	55%	58%	31%	56%	42%	53%	48%	*

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(16.C) Do you agree or disagree with the following statements?: My business sells more online than I do through in person sales

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Strongly agree	36%	39%	40%	33%	42%	29%	34%	23%	47%	30%	31%	46%	39%
Somewhat agree	30%	36%	30%	41%	19%	35%	26%	22%	29%	31%	29%	21%	26%
Neither agree or disagree	16%	13%	10%	14%	20%	25%	18%	20%	9%	14%	21%	14%	19%
Somewhat disagree	10%	8%	5%	10%	9%	9%	8%	17%	0%	17%	9%	17%	0%
Strongly disagree	8%	4%	14%	2%	10%	2%	10%	17%	15%	7%	10%	3%	16%
Don't know	1%	1%	1%	0%	0%	0%	4%	0%	0%	1%	0%	0%	0%
Total Agree:	66%	75%	70%	74%	61%	63%	61%	46%	76%	60%	60%	67%	66%
Total Disagree:	18%	12%	18%	12%	19%	12%	18%	34%	15%	25%	19%	19%	16%
Net:	48%	62%	52%	63%	42%	52%	43%	11%	61%	36%	40%	48%	50%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(16.D) Do you agree or disagree with the following statements?: My business sells more online than I do through in person sales

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Strongly agree	36%	0%	0%	29%	0%	0%	12%	37%	40%	35%	44%	40%	39%	31%	29%	35%	40%	29%	40%	44%
Somewhat agree	30%	37%	100%	27%	32%	100%	42%	31%	35%	37%	32%	38%	24%	32%	36%	25%	20%	17%	10%	27%
Neither agree or disagree	16%	42%	0%	14%	16%	0%	18%	5%	14%	9%	12%	12%	24%	24%	28%	27%	22%	32%	24%	8%
Somewhat disagree	10%	21%	0%	16%	24%	0%	15%	16%	8%	13%	5%	1%	5%	9%	0%	12%	4%	19%	11%	7%
Strongly disagree	8%	0%	0%	13%	28%	0%	14%	11%	2%	7%	7%	9%	8%	5%	8%	0%	7%	0%	13%	10%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	4%	2%	2%
Total Agree:	66%	37%	100%	56%	32%	100%	54%	68%	75%	71%	76%	78%	63%	63%	64%	61%	61%	45%	50%	71%
Total Disagree:	18%	21%	0%	30%	52%	0%	28%	27%	11%	20%	12%	11%	13%	13%	8%	12%	11%	19%	24%	18%
Net:	48%	17%	100%	27%	-20%	100%	25%	41%	65%	51%	64%	67%	50%	49%	56%	49%	50%	27%	26%	54%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(17.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater choice

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	49%	41%	50%	50%	42%	51%	48%	49%	58%	62%	48%	56%	42%	53%	39%	46%	53%	57%
Somewhat important	40%	45%	32%	32%	45%	48%	39%	41%	40%	36%	37%	36%	41%	41%	46%	42%	39%	33%
Not that important	7%	7%	9%	8%	6%	1%	10%	10%	3%	2%	11%	4%	7%	6%	8%	10%	7%	7%
Not at all important	3%	6%	9%	10%	7%	0%	3%	0%	0%	0%	5%	3%	11%	0%	5%	2%	1%	4%
Don't know	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
Total Important:	89%	85%	82%	82%	86%	99%	87%	90%	97%	98%	84%	91%	83%	94%	86%	88%	92%	89%
Net:	-89%	-83%	-82%	-82%	-85%	-99%	-87%	-90%	-97%	-98%	-84%	-90%	-83%	-94%	-84%	-88%	-92%	-89%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(17.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater choice

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	49%	44%	35%	35%	47%	41%	50%	55%	50%	53%	54%	37%	38%	42%	46%	52%	49%	*
Somewhat important	40%	45%	44%	52%	38%	42%	44%	38%	42%	36%	37%	48%	47%	48%	42%	38%	40%	*
Not that important	7%	6%	7%	0%	5%	15%	6%	6%	6%	8%	6%	9%	8%	4%	7%	7%	7%	*
Not at all important	3%	3%	10%	13%	9%	2%	0%	1%	2%	3%	2%	6%	5%	3%	4%	3%	3%	*
Don't know	0%	1%	3%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	3%	1%	0%	0%	*
Total Important:	89%	90%	79%	87%	84%	83%	94%	93%	92%	89%	92%	85%	85%	90%	88%	90%	89%	*
Net:	-89%	-88%	-76%	-87%	-83%	-83%	-94%	-93%	-92%	-89%	-92%	-85%	-83%	-87%	-87%	-90%	-89%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(17.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater choice

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	49%	49%	57%	48%	37%	52%	49%	48%	53%	43%	53%	59%	55%
Somewhat important	40%	40%	35%	45%	42%	46%	41%	42%	35%	45%	29%	33%	36%
Not that important	7%	9%	4%	7%	10%	2%	6%	5%	8%	6%	16%	3%	9%
Not at all important	3%	2%	4%	0%	10%	0%	4%	3%	0%	5%	3%	5%	0%
Don't know	0%	0%	0%	0%	2%	0%	0%	2%	4%	0%	0%	0%	0%
Total Important:	89%	89%	92%	93%	79%	98%	90%	91%	88%	88%	82%	92%	91%
Net:	-89%	-89%	-92%	-93%	-77%	-98%	-90%	-89%	-84%	-88%	-82%	-92%	-91%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(17.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater choice

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	49%	21%	0%	49%	32%	100%	42%	48%	45%	32%	60%	58%	55%	41%	62%	39%	40%	36%	39%	62%
Somewhat important	40%	42%	100%	39%	28%	0%	47%	45%	46%	61%	35%	32%	39%	40%	24%	49%	36%	49%	49%	30%
Not that important	7%	37%	0%	9%	24%	0%	11%	5%	7%	0%	4%	7%	6%	11%	14%	12%	12%	7%	6%	2%
Not at all important	3%	0%	0%	2%	16%	0%	0%	3%	2%	7%	1%	3%	0%	8%	0%	0%	9%	8%	5%	4%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%	1%
Total Important:	89%	63%	100%	89%	60%	100%	89%	93%	91%	93%	95%	91%	94%	80%	86%	88%	76%	85%	89%	92%
Net:	-89%	-63%	-100%	-89%	-60%	-100%	-89%	-93%	-91%	-93%	-94%	-91%	-94%	-80%	-86%	-88%	-73%	-85%	-89%	-91%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(18.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Lower prices

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	35%	29%	33%	40%	39%	52%	34%	34%	33%	35%	33%	40%	27%	32%	30%	31%	35%	48%
Somewhat important	42%	47%	49%	40%	39%	34%	39%	46%	52%	48%	34%	41%	49%	58%	39%	42%	36%	36%
Not that important	16%	14%	17%	6%	14%	13%	23%	14%	16%	11%	22%	13%	22%	10%	18%	20%	23%	7%
Not at all important	6%	6%	0%	11%	7%	1%	4%	3%	0%	4%	11%	2%	2%	0%	11%	6%	4%	9%
Don't know	1%	4%	0%	4%	1%	0%	0%	2%	0%	2%	0%	3%	0%	0%	2%	1%	2%	0%
Total Important:	77%	76%	83%	80%	78%	86%	73%	80%	84%	83%	67%	81%	76%	90%	69%	73%	71%	84%
Net:	-75%	-72%	-83%	-76%	-76%	-86%	-73%	-78%	-84%	-81%	-67%	-78%	-76%	-90%	-67%	-72%	-68%	-84%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(18.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Lower prices

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	35%	27%	22%	50%	39%	40%	32%	40%	40%	33%	38%	31%	32%	39%	35%	35%	35%	*
Somewhat important	42%	51%	44%	30%	35%	35%	42%	43%	44%	41%	43%	49%	37%	34%	41%	42%	42%	*
Not that important	16%	13%	21%	15%	12%	17%	21%	14%	13%	18%	15%	11%	22%	18%	16%	17%	16%	*
Not at all important	6%	4%	6%	5%	12%	7%	3%	0%	2%	7%	3%	7%	6%	7%	5%	6%	6%	*
Don't know	1%	5%	6%	0%	2%	0%	1%	3%	0%	0%	1%	1%	2%	2%	3%	0%	1%	*
Total Important:	77%	78%	66%	79%	74%	76%	75%	83%	84%	74%	80%	81%	70%	72%	76%	77%	77%	*
Net:	-75%	-73%	-60%	-79%	-73%	-76%	-73%	-79%	-84%	-74%	-79%	-79%	-67%	-70%	-74%	-77%	-75%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(18.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Lower prices

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	35%	39%	36%	25%	24%	46%	34%	23%	30%	41%	33%	47%	56%
Somewhat important	42%	38%	40%	53%	48%	45%	46%	39%	39%	40%	48%	30%	19%
Not that important	16%	18%	13%	22%	14%	6%	13%	30%	19%	14%	14%	23%	9%
Not at all important	6%	4%	11%	0%	11%	2%	6%	6%	12%	3%	3%	0%	9%
Don't know	1%	2%	0%	0%	3%	0%	1%	2%	0%	3%	2%	0%	6%
Total Important:	77%	77%	75%	78%	71%	91%	80%	63%	69%	81%	81%	77%	75%
Net:	-75%	-75%	-75%	-78%	-68%	-91%	-79%	-61%	-69%	-78%	-80%	-77%	-69%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(18.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Lower prices

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	35%	0%	0%	29%	0%	0%	31%	33%	36%	41%	34%	49%	41%	37%	28%	66%	22%	33%	34%	42%
Somewhat important	42%	100%	100%	45%	32%	0%	40%	44%	50%	39%	51%	26%	28%	31%	58%	34%	41%	41%	47%	37%
Not that important	16%	0%	0%	22%	44%	100%	27%	17%	8%	13%	12%	20%	25%	22%	14%	0%	13%	17%	15%	8%
Not at all important	6%	0%	0%	3%	24%	0%	2%	6%	5%	7%	2%	5%	6%	7%	0%	0%	19%	8%	3%	9%
Don't know	1%	0%	0%	1%	0%	0%	0%	1%	2%	0%	1%	0%	0%	3%	0%	0%	5%	0%	2%	3%
Total Important:	77%	100%	100%	74%	32%	0%	71%	77%	86%	80%	85%	75%	69%	68%	86%	100%	63%	75%	80%	80%
Net:	-75%	-100%	-100%	-73%	-32%	0%	-71%	-76%	-83%	-80%	-84%	-75%	-69%	-65%	-86%	-100%	-58%	-75%	-78%	-76%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(19.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: More convenient

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	57%	58%	50%	63%	56%	56%	56%	52%	52%	62%	56%	62%	47%	66%	51%	53%	57%	59%
Somewhat important	35%	32%	34%	23%	31%	41%	41%	38%	47%	32%	33%	29%	39%	27%	40%	40%	35%	32%
Not that important	7%	8%	13%	14%	8%	3%	0%	10%	1%	4%	8%	7%	13%	6%	6%	5%	6%	8%
Not at all important	2%	1%	3%	0%	5%	0%	3%	0%	0%	2%	3%	1%	0%	2%	3%	2%	2%	1%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	91%	90%	84%	86%	87%	97%	97%	90%	99%	94%	89%	91%	87%	93%	91%	93%	92%	91%
Net:	-91%	-89%	-84%	-86%	-87%	-97%	-97%	-90%	-99%	-94%	-89%	-90%	-87%	-93%	-91%	-93%	-92%	-91%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(19.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: More convenient

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	57%	57%	56%	37%	54%	55%	59%	65%	57%	56%	59%	50%	47%	46%	57%	57%	57%	*
Somewhat important	35%	35%	28%	46%	36%	39%	31%	30%	37%	34%	32%	41%	40%	40%	34%	35%	35%	*
Not that important	7%	5%	14%	17%	6%	6%	10%	5%	2%	8%	7%	7%	10%	14%	8%	6%	7%	*
Not at all important	2%	1%	2%	0%	5%	0%	0%	0%	3%	2%	2%	2%	1%	0%	1%	2%	2%	*
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*
Total Important:	91%	92%	84%	83%	90%	94%	90%	95%	95%	91%	91%	91%	87%	86%	91%	92%	91%	*
Net:	-91%	-91%	-84%	-83%	-90%	-94%	-90%	-95%	-95%	-91%	-91%	-91%	-86%	-86%	-91%	-92%	-91%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(19.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: More convenient

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	57%	55%	58%	56%	44%	56%	63%	70%	60%	52%	52%	62%	67%
Somewhat important	35%	35%	37%	39%	48%	35%	30%	24%	27%	38%	32%	24%	33%
Not that important	7%	7%	5%	6%	6%	7%	4%	4%	13%	9%	14%	11%	0%
Not at all important	2%	3%	0%	0%	2%	2%	2%	0%	0%	2%	3%	3%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Total Important:	91%	90%	95%	94%	92%	91%	93%	94%	87%	90%	84%	86%	100%
Net:	-91%	-90%	-95%	-94%	-92%	-91%	-93%	-92%	-87%	-90%	-84%	-86%	-100%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(19.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: More convenient

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	57%	58%	0%	45%	24%	100%	39%	60%	62%	50%	58%	65%	48%	54%	45%	76%	70%	52%	50%	70%
Somewhat important	35%	22%	100%	42%	60%	0%	47%	34%	34%	43%	33%	30%	52%	35%	48%	24%	24%	39%	41%	20%
Not that important	7%	20%	0%	12%	16%	0%	12%	2%	4%	0%	7%	5%	0%	10%	7%	0%	2%	9%	6%	8%
Not at all important	2%	0%	0%	2%	0%	0%	2%	3%	0%	7%	1%	0%	0%	1%	0%	0%	5%	0%	2%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	91%	80%	100%	87%	84%	100%	86%	94%	96%	93%	92%	95%	100%	89%	93%	100%	93%	91%	91%	90%
Net:	-91%	-80%	-100%	-87%	-84%	-100%	-86%	-94%	-96%	-93%	-91%	-95%	-100%	-89%	-93%	-100%	-93%	-91%	-91%	-90%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(20.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Easier to compare different options

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	47%	42%	44%	43%	48%	47%	57%	46%	43%	54%	47%	52%	43%	54%	33%	40%	50%	61%
Somewhat important	42%	42%	42%	47%	41%	49%	31%	45%	53%	38%	38%	42%	42%	36%	47%	51%	41%	33%
Not that important	8%	10%	11%	9%	6%	5%	9%	7%	4%	6%	13%	4%	13%	10%	15%	7%	7%	4%
Not at all important	2%	4%	3%	0%	5%	0%	3%	0%	0%	0%	3%	1%	1%	0%	5%	1%	2%	1%
Don't know	1%	1%	0%	0%	0%	0%	0%	2%	0%	2%	0%	1%	0%	0%	0%	2%	0%	0%
Total Important:	89%	85%	86%	91%	89%	95%	88%	91%	96%	92%	85%	94%	85%	90%	80%	91%	91%	95%
Net:	-89%	-83%	-86%	-91%	-89%	-95%	-88%	-90%	-96%	-90%	-85%	-93%	-85%	-90%	-80%	-89%	-91%	-95%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(20.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Easier to compare different options

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	47%	43%	45%	31%	43%	53%	43%	44%	50%	49%	46%	45%	46%	56%	45%	50%	47%	*
Somewhat important	42%	47%	36%	60%	39%	36%	51%	48%	40%	40%	43%	46%	41%	35%	44%	40%	42%	*
Not that important	8%	8%	12%	4%	9%	8%	7%	8%	6%	10%	9%	5%	8%	9%	8%	9%	8%	*
Not at all important	2%	1%	5%	5%	9%	0%	0%	0%	2%	1%	1%	4%	2%	0%	2%	2%	2%	*
Don't know	1%	1%	2%	0%	0%	2%	0%	0%	1%	0%	0%	0%	3%	0%	1%	0%	1%	*
Total Important:	89%	89%	80%	91%	83%	90%	93%	92%	90%	89%	89%	91%	87%	91%	89%	89%	89%	*
Net:	-89%	-88%	-79%	-91%	-83%	-88%	-93%	-92%	-89%	-89%	-89%	-91%	-84%	-91%	-88%	-89%	-89%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(20.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Easier to compare different options

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	47%	45%	52%	44%	44%	43%	50%	49%	50%	52%	43%	46%	52%
Somewhat important	42%	41%	39%	54%	43%	46%	38%	38%	40%	43%	40%	40%	38%
Not that important	8%	10%	9%	2%	9%	6%	8%	10%	10%	2%	14%	12%	9%
Not at all important	2%	2%	0%	0%	4%	2%	3%	2%	0%	3%	3%	3%	0%
Don't know	1%	1%	0%	0%	0%	2%	0%	2%	0%	0%	0%	0%	0%
Total Important:	89%	87%	91%	98%	87%	89%	88%	87%	90%	95%	83%	86%	91%
Net:	-89%	-85%	-91%	-98%	-87%	-86%	-88%	-85%	-90%	-95%	-83%	-86%	-91%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(20.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Easier to compare different options

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	47%	42%	100%	46%	24%	0%	38%	44%	42%	39%	42%	62%	76%	44%	52%	25%	45%	58%	32%	63%
Somewhat important	42%	0%	0%	38%	60%	100%	55%	47%	42%	45%	52%	22%	24%	47%	28%	63%	37%	33%	60%	31%
Not that important	8%	58%	0%	15%	16%	0%	4%	5%	13%	10%	3%	14%	0%	8%	21%	12%	14%	6%	3%	5%
Not at all important	2%	0%	0%	2%	0%	0%	0%	3%	3%	7%	1%	2%	0%	1%	0%	0%	5%	3%	5%	0%
Don't know	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Total Important:	89%	42%	100%	84%	84%	100%	93%	92%	84%	83%	95%	84%	100%	91%	79%	88%	81%	92%	92%	95%
Net:	-89%	-42%	-100%	-84%	-84%	-100%	-89%	-92%	-84%	-83%	-93%	-84%	-100%	-91%	-79%	-88%	-81%	-92%	-92%	-94%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(21.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Availability of stock

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	45%	38%	40%	50%	38%	56%	45%	45%	46%	44%	45%	51%	36%	45%	41%	38%	46%	52%
Somewhat important	41%	50%	42%	38%	40%	35%	37%	42%	50%	45%	35%	40%	35%	44%	41%	45%	43%	37%
Not that important	9%	6%	13%	2%	10%	8%	18%	9%	3%	9%	12%	4%	20%	10%	11%	9%	9%	5%
Not at all important	4%	4%	5%	5%	8%	1%	0%	4%	1%	0%	8%	3%	8%	0%	7%	6%	2%	4%
Don't know	1%	2%	0%	4%	4%	0%	0%	0%	0%	2%	0%	3%	0%	0%	1%	1%	0%	1%
Total Important:	86%	88%	82%	88%	79%	91%	82%	87%	96%	89%	80%	90%	71%	90%	81%	84%	89%	89%
Net:	-85%	-86%	-82%	-84%	-75%	-91%	-82%	-87%	-96%	-88%	-80%	-88%	-71%	-90%	-80%	-83%	-89%	-88%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(21.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Availability of stock

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	45%	36%	34%	35%	33%	44%	36%	58%	51%	47%	47%	51%	27%	35%	41%	48%	45%	*
Somewhat important	41%	52%	46%	41%	38%	41%	48%	38%	39%	38%	38%	37%	55%	53%	44%	39%	41%	*
Not that important	9%	6%	13%	17%	16%	8%	12%	4%	8%	9%	10%	9%	7%	9%	10%	9%	9%	*
Not at all important	4%	4%	4%	8%	12%	2%	4%	0%	1%	5%	4%	4%	9%	0%	4%	4%	4%	*
Don't know	1%	1%	3%	0%	2%	5%	0%	0%	1%	0%	0%	0%	2%	3%	2%	0%	1%	*
Total Important:	86%	88%	80%	75%	71%	86%	84%	96%	90%	85%	86%	88%	82%	88%	84%	87%	86%	*
Net:	-85%	-87%	-76%	-75%	-69%	-81%	-84%	-96%	-89%	-85%	-86%	-88%	-80%	-85%	-83%	-86%	-85%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(21.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Availability of stock

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	45%	51%	54%	33%	34%	46%	45%	36%	44%	44%	42%	47%	49%
Somewhat important	41%	34%	35%	55%	45%	44%	42%	38%	42%	47%	44%	31%	45%
Not that important	9%	8%	8%	10%	8%	6%	9%	23%	5%	5%	11%	16%	6%
Not at all important	4%	6%	3%	0%	11%	2%	3%	2%	5%	4%	3%	5%	0%
Don't know	1%	1%	0%	3%	2%	2%	0%	2%	4%	0%	0%	0%	0%
Total Important:	86%	85%	89%	88%	79%	89%	87%	74%	86%	91%	87%	78%	94%
Net:	-85%	-84%	-89%	-85%	-77%	-87%	-87%	-72%	-82%	-91%	-87%	-78%	-94%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(21.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Availability of stock

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	45%	21%	0%	46%	24%	0%	31%	49%	49%	44%	48%	52%	44%	41%	28%	53%	29%	33%	41%	56%
Somewhat important	41%	59%	100%	43%	60%	100%	59%	40%	35%	43%	37%	33%	44%	40%	58%	22%	40%	49%	51%	36%
Not that important	9%	20%	0%	8%	0%	0%	5%	7%	9%	6%	11%	8%	8%	14%	8%	25%	20%	10%	5%	5%
Not at all important	4%	0%	0%	2%	16%	0%	5%	5%	7%	7%	3%	7%	4%	5%	6%	0%	9%	8%	2%	0%
Don't know	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	3%
Total Important:	86%	80%	100%	89%	84%	100%	90%	89%	84%	88%	85%	85%	88%	81%	86%	75%	69%	82%	92%	92%
Net:	-85%	-80%	-100%	-87%	-84%	-100%	-90%	-89%	-84%	-88%	-84%	-85%	-88%	-81%	-86%	-75%	-66%	-82%	-92%	-89%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(22.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Don't have to leave home

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	41%	46%	47%	43%	47%	37%	40%	29%	43%	44%	39%	50%	31%	48%	35%	42%	37%	45%
Somewhat important	40%	44%	23%	29%	36%	54%	44%	48%	45%	34%	38%	39%	49%	36%	45%	39%	43%	33%
Not that important	13%	8%	14%	14%	12%	6%	13%	20%	8%	16%	15%	5%	12%	12%	16%	14%	15%	12%
Not at all important	5%	1%	16%	10%	5%	4%	3%	3%	4%	7%	6%	4%	6%	4%	4%	4%	4%	10%
Don't know	1%	1%	0%	4%	0%	0%	0%	0%	0%	0%	3%	1%	3%	0%	0%	1%	1%	1%
Total Important:	82%	90%	70%	72%	83%	90%	84%	77%	89%	77%	76%	90%	79%	85%	80%	81%	80%	78%
Net:	-81%	-89%	-70%	-67%	-83%	-90%	-84%	-77%	-89%	-77%	-74%	-88%	-76%	-85%	-80%	-79%	-79%	-77%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(22.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Don't have to leave home

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	41%	50%	33%	35%	46%	33%	40%	49%	41%	40%	42%	37%	42%	31%	42%	40%	41%	*
Somewhat important	40%	44%	45%	37%	31%	55%	44%	34%	43%	37%	37%	44%	40%	52%	42%	39%	40%	*
Not that important	13%	3%	12%	20%	15%	8%	13%	14%	12%	15%	15%	13%	11%	12%	11%	14%	13%	*
Not at all important	5%	2%	10%	8%	8%	2%	3%	3%	4%	6%	5%	3%	4%	5%	4%	5%	5%	*
Don't know	1%	1%	0%	0%	0%	2%	0%	0%	0%	2%	1%	2%	3%	0%	1%	1%	1%	*
Total Important:	82%	94%	78%	72%	77%	88%	85%	83%	84%	77%	79%	81%	82%	83%	84%	79%	82%	*
Net:	-81%	-93%	-78%	-72%	-77%	-86%	-85%	-83%	-84%	-76%	-78%	-80%	-78%	-83%	-84%	-78%	-81%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(22.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Don't have to leave home

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	41%	40%	43%	61%	29%	32%	39%	48%	48%	46%	33%	35%	39%
Somewhat important	40%	37%	41%	37%	44%	53%	41%	32%	42%	39%	42%	52%	36%
Not that important	13%	17%	11%	2%	18%	7%	17%	12%	5%	8%	19%	8%	16%
Not at all important	5%	5%	6%	0%	4%	6%	4%	6%	5%	7%	4%	5%	9%
Don't know	1%	0%	0%	0%	5%	2%	0%	2%	0%	0%	3%	0%	0%
Total Important:	82%	77%	83%	98%	73%	85%	80%	80%	90%	85%	75%	86%	75%
Net:	-81%	-77%	-83%	-98%	-68%	-83%	-80%	-79%	-90%	-85%	-72%	-86%	-75%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(22.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Don't have to leave home

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	41%	0%	100%	42%	0%	100%	38%	47%	47%	29%	34%	53%	59%	32%	42%	59%	39%	39%	45%	47%
Somewhat important	40%	79%	0%	35%	60%	0%	43%	43%	43%	47%	43%	28%	28%	36%	43%	41%	41%	54%	47%	39%
Not that important	13%	21%	0%	18%	0%	0%	13%	4%	9%	17%	18%	14%	12%	16%	8%	0%	17%	8%	6%	6%
Not at all important	5%	0%	0%	5%	40%	0%	7%	6%	0%	7%	4%	5%	0%	9%	7%	0%	2%	0%	2%	6%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	7%	0%	0%	0%	0%	0%	2%
Total Important:	82%	79%	100%	77%	60%	100%	81%	90%	91%	76%	77%	80%	88%	68%	85%	100%	80%	92%	91%	86%
Net:	-81%	-79%	-100%	-77%	-60%	-100%	-81%	-90%	-91%	-76%	-76%	-80%	-88%	-61%	-85%	-100%	-80%	-92%	-91%	-84%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(23.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater security

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	38%	29%	39%	28%	31%	42%	40%	43%	52%	42%	36%	33%	25%	38%	31%	35%	47%	53%
Somewhat important	39%	41%	33%	42%	49%	35%	35%	38%	37%	46%	35%	40%	39%	41%	44%	42%	34%	31%
Not that important	18%	18%	26%	8%	12%	22%	24%	14%	9%	10%	24%	16%	29%	19%	20%	17%	17%	9%
Not at all important	4%	7%	2%	13%	5%	0%	2%	5%	1%	0%	5%	5%	3%	2%	3%	5%	1%	6%
Don't know	2%	5%	0%	8%	2%	0%	0%	0%	1%	2%	0%	6%	3%	0%	2%	1%	1%	1%
Total Important:	77%	70%	72%	71%	81%	78%	74%	81%	89%	88%	72%	73%	64%	79%	75%	77%	81%	85%
Net:	-75%	-65%	-72%	-63%	-78%	-78%	-74%	-81%	-87%	-87%	-72%	-67%	-61%	-79%	-74%	-76%	-80%	-84%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(23.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater security

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	38%	28%	25%	15%	29%	26%	26%	55%	48%	42%	40%	40%	27%	28%	31%	44%	38%	*
Somewhat important	39%	44%	37%	60%	48%	43%	49%	32%	34%	35%	38%	45%	45%	34%	43%	35%	39%	*
Not that important	18%	19%	17%	21%	14%	19%	22%	12%	15%	19%	18%	13%	21%	28%	17%	18%	18%	*
Not at all important	4%	6%	13%	3%	8%	6%	3%	1%	1%	3%	3%	3%	4%	3%	5%	2%	4%	*
Don't know	2%	4%	8%	0%	2%	5%	0%	0%	1%	1%	1%	0%	4%	8%	3%	1%	2%	*
Total Important:	77%	72%	62%	75%	77%	70%	75%	87%	83%	77%	79%	84%	71%	62%	75%	79%	77%	*
Net:	-75%	-68%	-53%	-75%	-75%	-65%	-75%	-87%	-82%	-77%	-78%	-84%	-67%	-55%	-72%	-78%	-75%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(23.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater security

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	38%	45%	36%	34%	32%	31%	45%	20%	49%	47%	38%	31%	45%
Somewhat important	39%	36%	42%	37%	39%	48%	27%	54%	41%	35%	39%	39%	36%
Not that important	18%	13%	16%	25%	24%	12%	18%	25%	5%	11%	23%	25%	19%
Not at all important	4%	4%	7%	0%	4%	4%	8%	0%	0%	6%	0%	3%	0%
Don't know	2%	1%	0%	4%	2%	4%	2%	2%	5%	1%	0%	3%	0%
Total Important:	77%	81%	78%	71%	71%	79%	72%	74%	90%	82%	77%	70%	81%
Net:	-75%	-80%	-78%	-66%	-70%	-75%	-70%	-72%	-85%	-80%	-77%	-67%	-81%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(23.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Greater security

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	38%	0%	0%	36%	56%	100%	41%	23%	44%	15%	46%	49%	36%	36%	39%	35%	28%	40%	30%	44%
Somewhat important	39%	42%	100%	35%	44%	0%	42%	47%	35%	65%	41%	34%	34%	39%	36%	39%	28%	36%	52%	30%
Not that important	18%	58%	0%	23%	0%	0%	12%	21%	19%	13%	9%	13%	27%	22%	24%	25%	32%	21%	8%	16%
Not at all important	4%	0%	0%	3%	0%	0%	5%	7%	0%	7%	2%	4%	4%	3%	0%	0%	10%	3%	8%	2%
Don't know	2%	0%	0%	3%	0%	0%	0%	1%	2%	0%	2%	0%	0%	0%	0%	0%	3%	0%	2%	7%
Total Important:	77%	42%	100%	71%	100%	100%	83%	70%	79%	80%	88%	83%	70%	75%	76%	75%	55%	76%	82%	75%
Net:	-75%	-42%	-100%	-68%	-100%	-100%	-83%	-69%	-77%	-80%	-86%	-83%	-70%	-75%	-76%	-75%	-52%	-76%	-81%	-67%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(24.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can get goods delivered to you

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	49%	52%	47%	53%	50%	45%	53%	44%	57%	52%	44%	60%	39%	55%	40%	44%	53%	53%
Somewhat important	38%	37%	40%	25%	40%	43%	31%	49%	35%	38%	35%	31%	36%	40%	42%	39%	38%	34%
Not that important	9%	6%	6%	12%	4%	9%	13%	5%	8%	7%	15%	4%	20%	5%	13%	11%	8%	5%
Not at all important	4%	5%	6%	10%	6%	1%	3%	2%	0%	3%	6%	3%	6%	0%	5%	4%	1%	8%
Don't know	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Total Important:	87%	89%	88%	78%	90%	88%	84%	93%	92%	90%	79%	91%	75%	95%	82%	83%	91%	88%
Net:	-86%	-88%	-88%	-78%	-90%	-86%	-84%	-93%	-92%	-90%	-79%	-90%	-75%	-95%	-82%	-82%	-91%	-88%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(24.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can get goods delivered to you

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	49%	51%	53%	35%	41%	48%	45%	56%	47%	51%	49%	52%	47%	53%	48%	50%	49%	*
Somewhat important	38%	39%	34%	45%	40%	42%	40%	39%	38%	35%	39%	32%	41%	34%	40%	36%	38%	*
Not that important	9%	3%	8%	21%	7%	5%	14%	4%	11%	11%	10%	9%	7%	10%	7%	11%	9%	*
Not at all important	4%	5%	5%	0%	13%	2%	1%	2%	4%	4%	2%	6%	4%	3%	4%	4%	4%	*
Don't know	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	*
Total Important:	87%	90%	86%	79%	81%	91%	85%	95%	85%	86%	88%	84%	88%	87%	88%	86%	87%	*
Net:	-86%	-89%	-86%	-79%	-81%	-88%	-85%	-95%	-85%	-86%	-88%	-82%	-87%	-87%	-87%	-86%	-86%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(24.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can get goods delivered to you

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	49%	47%	52%	45%	43%	43%	54%	47%	47%	61%	47%	57%	39%
Somewhat important	38%	39%	35%	48%	32%	44%	34%	32%	45%	33%	41%	36%	42%
Not that important	9%	10%	7%	7%	16%	8%	6%	17%	5%	5%	7%	3%	19%
Not at all important	4%	3%	4%	0%	8%	5%	6%	3%	3%	2%	5%	5%	0%
Don't know	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Total Important:	87%	86%	88%	93%	76%	87%	88%	78%	92%	94%	88%	92%	81%
Net:	-86%	-86%	-86%	-93%	-76%	-87%	-88%	-77%	-92%	-94%	-88%	-92%	-81%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(24.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can get goods delivered to you

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	49%	21%	0%	54%	24%	100%	37%	58%	53%	40%	52%	49%	65%	33%	78%	63%	35%	46%	39%	58%
Somewhat important	38%	42%	100%	40%	28%	0%	59%	34%	23%	39%	35%	38%	21%	46%	8%	25%	37%	35%	54%	40%
Not that important	9%	37%	0%	4%	48%	0%	4%	7%	17%	8%	10%	8%	14%	13%	14%	12%	19%	7%	5%	0%
Not at all important	4%	0%	0%	2%	0%	0%	0%	2%	7%	12%	2%	5%	0%	8%	0%	0%	9%	8%	2%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%
Total Important:	87%	63%	100%	94%	52%	100%	96%	91%	76%	79%	87%	87%	86%	79%	86%	88%	72%	81%	93%	98%
Net:	-86%	-63%	-100%	-94%	-52%	-100%	-96%	-91%	-76%	-79%	-86%	-87%	-86%	-79%	-86%	-88%	-72%	-77%	-93%	-98%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(25.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can buy goods you can't find in a shop

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	41%	38%	34%	42%	42%	38%	47%	40%	54%	43%	39%	49%	28%	43%	35%	33%	46%	52%
Somewhat important	42%	43%	50%	37%	34%	55%	40%	49%	37%	40%	39%	35%	45%	46%	45%	51%	37%	35%
Not that important	10%	13%	4%	9%	13%	6%	5%	4%	7%	8%	16%	8%	19%	7%	12%	6%	13%	8%
Not at all important	5%	4%	8%	12%	7%	1%	8%	1%	2%	5%	7%	4%	7%	3%	8%	6%	2%	5%
Don't know	2%	2%	4%	0%	4%	0%	0%	5%	0%	3%	0%	4%	2%	0%	1%	3%	1%	0%
Total Important:	83%	81%	84%	78%	76%	93%	87%	89%	90%	83%	78%	84%	73%	90%	80%	84%	84%	87%
Net:	-81%	-79%	-81%	-78%	-72%	-93%	-87%	-84%	-90%	-80%	-78%	-80%	-71%	-90%	-79%	-81%	-83%	-87%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(25.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can buy goods you can't find in a shop

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	41%	38%	36%	41%	28%	37%	38%	47%	43%	45%	42%	35%	39%	38%	38%	44%	41%	*
Somewhat important	42%	46%	42%	55%	39%	42%	47%	39%	47%	38%	40%	48%	38%	51%	43%	40%	42%	*
Not that important	10%	8%	11%	4%	16%	12%	9%	8%	8%	11%	12%	12%	8%	11%	10%	10%	10%	*
Not at all important	5%	4%	10%	0%	12%	2%	6%	4%	3%	5%	4%	5%	8%	0%	6%	4%	5%	*
Don't know	2%	4%	0%	0%	5%	7%	0%	1%	0%	1%	1%	0%	6%	0%	3%	1%	2%	*
Total Important:	83%	84%	79%	96%	67%	79%	85%	87%	89%	83%	82%	83%	77%	89%	81%	85%	83%	*
Net:	-81%	-80%	-79%	-96%	-63%	-72%	-85%	-85%	-89%	-82%	-81%	-83%	-71%	-89%	-78%	-84%	-81%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(25.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can buy goods you can't find in a shop

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	41%	41%	49%	48%	43%	35%	39%	34%	30%	39%	33%	60%	30%
Somewhat important	42%	39%	39%	40%	36%	58%	53%	39%	41%	46%	48%	21%	34%
Not that important	10%	12%	8%	10%	8%	4%	1%	20%	20%	10%	8%	14%	28%
Not at all important	5%	7%	3%	0%	10%	0%	6%	5%	5%	5%	7%	3%	0%
Don't know	2%	1%	1%	3%	2%	2%	0%	2%	4%	0%	4%	3%	8%
Total Important:	83%	80%	88%	88%	79%	93%	92%	73%	71%	85%	81%	81%	64%
Net:	-81%	-80%	-87%	-85%	-77%	-91%	-92%	-71%	-67%	-85%	-77%	-78%	-57%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(25.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Can buy goods you can't find in a shop

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	41%	21%	100%	38%	0%	100%	40%	53%	37%	30%	46%	51%	64%	28%	29%	39%	27%	48%	39%	42%
Somewhat important	42%	22%	0%	50%	60%	0%	40%	33%	52%	48%	37%	31%	25%	48%	65%	37%	53%	27%	47%	47%
Not that important	10%	58%	0%	7%	40%	0%	10%	7%	5%	11%	13%	9%	11%	14%	0%	12%	11%	13%	10%	7%
Not at all important	5%	0%	0%	3%	0%	0%	7%	7%	7%	11%	2%	9%	0%	4%	6%	0%	9%	12%	5%	2%
Don't know	2%	0%	0%	2%	0%	0%	3%	0%	0%	0%	2%	0%	0%	7%	0%	12%	0%	0%	0%	3%
Total Important:	83%	42%	100%	88%	60%	100%	80%	86%	89%	78%	84%	82%	89%	75%	94%	76%	80%	75%	86%	88%
Net:	-81%	-42%	-100%	-86%	-60%	-100%	-76%	-86%	-89%	-78%	-82%	-82%	-89%	-69%	-94%	-65%	-80%	-75%	-86%	-86%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(26.A) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Choice of payment options

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very important	41%	41%	36%	40%	42%	35%	40%	38%	48%	53%	39%	49%	21%	55%	35%	35%	42%	53%
Somewhat important	41%	38%	55%	40%	37%	54%	36%	47%	44%	36%	38%	38%	48%	35%	44%	44%	42%	33%
Not that important	14%	12%	4%	20%	13%	12%	22%	12%	9%	9%	17%	11%	23%	11%	14%	17%	13%	8%
Not at all important	4%	7%	6%	0%	8%	0%	3%	3%	0%	0%	6%	2%	7%	0%	6%	2%	3%	7%
Don't know	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	1%	0%
Total Important:	82%	79%	91%	80%	79%	88%	75%	85%	91%	89%	77%	87%	69%	89%	80%	79%	84%	85%
Net:	-82%	-77%	-91%	-80%	-79%	-88%	-75%	-85%	-91%	-88%	-77%	-86%	-69%	-89%	-80%	-78%	-83%	-85%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(26.B) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Choice of payment options

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very important	41%	42%	28%	32%	37%	29%	39%	54%	39%	44%	43%	38%	38%	42%	39%	43%	41%	*
Somewhat important	41%	45%	32%	42%	39%	57%	35%	32%	47%	39%	41%	46%	37%	40%	41%	41%	41%	*
Not that important	14%	5%	28%	22%	14%	12%	20%	14%	10%	14%	14%	12%	13%	15%	15%	13%	14%	*
Not at all important	4%	4%	12%	4%	10%	2%	5%	0%	3%	4%	2%	3%	10%	3%	5%	3%	4%	*
Don't know	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	*
Total Important:	82%	88%	59%	74%	75%	86%	75%	86%	86%	83%	84%	84%	74%	82%	80%	84%	82%	*
Net:	-82%	-85%	-59%	-74%	-75%	-86%	-75%	-86%	-85%	-83%	-84%	-84%	-72%	-82%	-79%	-84%	-82%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(26.C) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Choice of payment options

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very important	41%	43%	46%	36%	24%	31%	41%	39%	44%	51%	45%	38%	58%
Somewhat important	41%	40%	40%	51%	44%	50%	37%	37%	52%	33%	39%	45%	33%
Not that important	14%	14%	12%	14%	21%	15%	8%	22%	5%	11%	10%	11%	9%
Not at all important	4%	2%	2%	0%	9%	4%	13%	0%	0%	4%	6%	6%	0%
Don't know	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%
Total Important:	82%	83%	86%	86%	68%	81%	78%	77%	95%	84%	84%	83%	91%
Net:	-82%	-82%	-86%	-86%	-67%	-81%	-78%	-75%	-95%	-84%	-84%	-83%	-91%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(26.D) Which, if any, of the following do you think are important reasons why you consumers choose to buy something online rather than in person?: Choice of payment options

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very important	41%	0%	0%	36%	56%	100%	33%	37%	39%	27%	46%	46%	35%	45%	28%	35%	30%	40%	31%	60%
Somewhat important	41%	42%	100%	43%	0%	0%	52%	40%	47%	60%	39%	41%	43%	37%	65%	37%	34%	42%	56%	27%
Not that important	14%	37%	0%	14%	28%	0%	13%	18%	14%	6%	11%	9%	22%	15%	0%	10%	25%	13%	13%	10%
Not at all important	4%	20%	0%	7%	16%	0%	2%	4%	0%	7%	2%	4%	0%	2%	7%	17%	11%	6%	0%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	82%	42%	100%	80%	56%	100%	85%	77%	86%	88%	85%	87%	78%	82%	93%	73%	64%	81%	87%	87%
Net:	-82%	-42%	-100%	-80%	-56%	-100%	-85%	-77%	-86%	-88%	-83%	-87%	-78%	-80%	-93%	-73%	-64%	-81%	-87%	-87%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(27.A) Which of the following payment methods do you offer today for online purchases? Please select all that apply.

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Debit Card	73%	55%	67%	83%	75%	79%	72%	82%	70%	79%	77%	68%	74%	74%	75%	72%	79%	70%
Credit Card	73%	41%	79%	63%	82%	72%	78%	82%	79%	85%	78%	71%	69%	76%	71%	70%	79%	74%
Bank transfer (also known as pay-by-bank or bank-to-bank)	63%	51%	65%	63%	64%	63%	61%	63%	66%	69%	66%	60%	69%	51%	68%	60%	58%	70%
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	51%	33%	32%	35%	43%	47%	63%	49%	56%	74%	61%	43%	52%	61%	41%	45%	57%	66%
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	50%	32%	32%	47%	47%	47%	57%	59%	52%	64%	58%	51%	55%	54%	37%	53%	55%	55%
Other wallet (e.g. Paypal)	40%	49%	32%	24%	44%	33%	49%	40%	36%	47%	36%	39%	43%	36%	38%	42%	45%	35%
Buy Now, Pay Later (e.g. Klarna)	24%	9%	7%	23%	19%	19%	23%	36%	40%	27%	27%	7%	27%	21%	14%	19%	38%	40%
Cryptocurrency (e.g. bitcoin)	13%	3%	8%	11%	10%	2%	8%	22%	25%	20%	15%	4%	6%	10%	7%	10%	16%	32%
Other (Please specify)	3%	6%	0%	0%	3%	0%	0%	4%	1%	0%	2%	2%	2%	6%	2%	3%	0%	2%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(27.B) Which of the following payment methods do you offer today for online purchases? Please select all that apply.

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Debit Card	73%	49%	62%	69%	71%	90%	74%	83%	74%	75%	70%	77%	67%	67%	72%	75%	73%	*
Credit Card	73%	34%	59%	73%	74%	79%	75%	80%	82%	76%	77%	69%	63%	48%	67%	78%	73%	*
Bank transfer (also known as pay-by-bank or bank-to-bank)	63%	56%	50%	59%	82%	58%	71%	55%	64%	64%	64%	60%	60%	62%	62%	64%	63%	*
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	51%	25%	30%	39%	33%	37%	48%	57%	61%	62%	57%	53%	39%	20%	39%	62%	51%	*
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	50%	32%	25%	45%	35%	44%	58%	58%	56%	57%	58%	43%	42%	28%	43%	57%	50%	*
Other wallet (e.g. Paypal)	40%	54%	39%	53%	39%	46%	43%	34%	34%	37%	40%	43%	42%	35%	44%	36%	40%	*
Buy Now, Pay Later (e.g. Klarna)	24%	1%	7%	6%	9%	13%	32%	26%	40%	29%	30%	20%	16%	19%	14%	32%	24%	*
Cryptocurrency (e.g. bitcoin)	13%	0%	8%	0%	0%	7%	7%	22%	21%	16%	16%	16%	3%	8%	7%	18%	13%	*
Other (Please specify)	3%	8%	2%	0%	0%	2%	1%	0%	4%	2%	1%	2%	8%	4%	2%	3%	3%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(27.C) Which of the following payment methods do you offer today for online purchases? Please select all that apply.

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Debit Card	73%	65%	85%	64%	76%	76%	77%	81%	72%	76%	77%	62%	64%
Credit Card	73%	75%	74%	59%	74%	69%	69%	79%	76%	78%	76%	57%	83%
Bank transfer (also known as pay-by-bank or bank-to-bank)	63%	59%	68%	61%	67%	50%	62%	67%	62%	59%	72%	68%	70%
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	51%	59%	58%	35%	39%	40%	47%	56%	67%	57%	51%	41%	52%
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	50%	54%	48%	37%	45%	40%	50%	60%	61%	58%	50%	50%	60%
Other wallet (e.g. Paypal)	40%	42%	34%	50%	35%	28%	29%	54%	42%	43%	41%	55%	24%
Buy Now, Pay Later (e.g. Klarna)	24%	31%	21%	17%	22%	14%	20%	24%	27%	31%	16%	34%	15%
Cryptocurrency (e.g. bitcoin)	13%	30%	6%	6%	5%	3%	4%	9%	30%	20%	4%	14%	0%
Other (Please specify)	3%	0%	6%	5%	0%	4%	4%	2%	13%	1%	0%	3%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(27.D) Which of the following payment methods do you offer today for online purchases? Please select all that apply.

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Debit Card	73%	58%	100%	75%	56%	100%	87%	78%	80%	93%	71%	78%	68%	64%	68%	88%	83%	59%	74%	61%
Credit Card	73%	58%	100%	81%	84%	100%	78%	84%	75%	81%	73%	81%	66%	64%	62%	88%	70%	64%	61%	53%
Bank transfer (also known as pay-by-bank or bank-to-bank)	63%	80%	0%	72%	52%	100%	51%	43%	62%	62%	62%	73%	90%	73%	69%	34%	79%	67%	57%	49%
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	51%	0%	0%	52%	40%	0%	43%	57%	58%	54%	73%	51%	33%	52%	30%	24%	43%	37%	33%	38%
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	50%	0%	0%	56%	24%	0%	41%	58%	61%	70%	62%	50%	65%	44%	48%	12%	46%	41%	39%	35%
Other wallet (e.g. Paypal)	40%	20%	0%	42%	24%	0%	52%	51%	42%	52%	43%	29%	24%	40%	35%	34%	32%	23%	62%	27%
Buy Now, Pay Later (e.g. Klarna)	24%	20%	0%	32%	24%	0%	16%	24%	15%	30%	37%	29%	12%	29%	15%	12%	7%	17%	3%	14%
Cryptocurrency (e.g. bitcoin)	13%	0%	100%	9%	0%	0%	2%	8%	15%	15%	25%	14%	12%	15%	0%	0%	10%	6%	4%	13%
Other (Please specify)	3%	0%	0%	3%	0%	0%	0%	1%	0%	4%	0%	3%	0%	0%	8%	0%	6%	4%	5%	10%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(28.A) In the next five years, how do you expect the proportion of your sales that come from online purchases to change?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Significantly increase	25%	16%	24%	26%	21%	10%	21%	20%	23%	40%	36%	24%	16%	18%	10%	23%	29%	52%
Somewhat increase	45%	34%	45%	36%	52%	58%	54%	63%	58%	33%	37%	39%	40%	61%	43%	49%	54%	31%
Stay around the same	26%	38%	21%	39%	25%	27%	23%	15%	17%	24%	26%	21%	35%	18%	45%	27%	15%	15%
Somewhat decrease	2%	4%	4%	0%	1%	1%	3%	0%	2%	0%	1%	4%	3%	0%	3%	0%	1%	1%
Significantly decrease	1%	2%	3%	0%	0%	0%	0%	0%	0%	3%	0%	3%	0%	3%	0%	0%	0%	0%
Don't know	2%	6%	5%	0%	0%	3%	0%	2%	0%	0%	1%	9%	5%	0%	0%	1%	1%	1%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(28.B) In the next five years, how do you expect the proportion of your sales that come from online purchases to change?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Significantly increase	25%	13%	15%	21%	2%	14%	16%	32%	21%	37%	30%	25%	14%	17%	16%	33%	25%	*
Somewhat increase	45%	28%	33%	42%	56%	53%	57%	47%	53%	42%	51%	41%	38%	30%	46%	45%	45%	*
Stay around the same	26%	46%	38%	31%	36%	29%	21%	21%	24%	19%	18%	28%	41%	42%	32%	20%	26%	*
Somewhat decrease	2%	5%	0%	0%	4%	2%	2%	0%	1%	1%	0%	3%	0%	8%	2%	1%	2%	*
Significantly decrease	1%	3%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	*
Don't know	2%	4%	12%	6%	3%	2%	4%	0%	0%	1%	1%	2%	7%	3%	4%	1%	2%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(28.C) In the next five years, how do you expect the proportion of your sales that come from online purchases to change?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Significantly increase	25%	37%	21%	15%	11%	20%	30%	24%	37%	27%	21%	18%	28%
Somewhat increase	45%	46%	53%	52%	41%	45%	34%	44%	34%	51%	46%	39%	38%
Stay around the same	26%	15%	23%	26%	46%	30%	26%	27%	26%	19%	33%	32%	29%
Somewhat decrease	2%	1%	2%	0%	0%	2%	3%	2%	0%	4%	0%	7%	0%
Significantly decrease	1%	0%	1%	5%	0%	0%	0%	0%	0%	0%	0%	3%	0%
Don't know	2%	2%	1%	2%	2%	2%	7%	4%	3%	0%	0%	0%	5%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(28.D) In the next five years, how do you expect the proportion of your sales that come from online purchases to change?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Significantly increase	25%	0%	0%	17%	24%	0%	19%	12%	20%	24%	42%	33%	27%	26%	15%	0%	21%	8%	34%	30%
Somewhat increase	45%	78%	100%	58%	32%	100%	54%	47%	53%	37%	42%	43%	31%	37%	71%	57%	51%	43%	29%	36%
Stay around the same	26%	22%	0%	24%	44%	0%	27%	31%	24%	39%	14%	25%	43%	32%	14%	43%	22%	46%	25%	20%
Somewhat decrease	2%	0%	0%	0%	0%	0%	0%	4%	3%	0%	1%	0%	0%	3%	0%	0%	0%	3%	2%	4%
Significantly decrease	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%
Don't know	2%	0%	0%	1%	0%	0%	0%	2%	0%	0%	2%	0%	0%	1%	0%	0%	5%	0%	7%	8%

Note:

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(29.A) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Strongly approve	18%	12%	18%	11%	14%	14%	16%	22%	28%	29%	19%	22%	10%	15%	9%	14%	18%	39%
Somewhat approve	26%	18%	21%	29%	28%	28%	35%	32%	30%	29%	29%	19%	30%	31%	22%	38%	33%	22%
Neither approve or disapprove	17%	24%	18%	19%	19%	17%	8%	16%	10%	16%	17%	19%	16%	13%	26%	13%	18%	9%
Somewhat disapprove	15%	15%	15%	19%	19%	15%	23%	16%	8%	13%	11%	12%	17%	20%	16%	16%	14%	10%
Strongly disapprove	21%	25%	25%	19%	20%	17%	17%	14%	21%	14%	23%	24%	26%	19%	21%	17%	16%	20%
Don't know	3%	6%	3%	4%	1%	9%	0%	0%	3%	0%	1%	5%	2%	1%	5%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(29.B) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Strongly approve	18%	5%	12%	17%	9%	11%	14%	26%	26%	23%	18%	11%	17%	20%	13%	24%	17%	20%
Somewhat approve	26%	14%	18%	20%	23%	21%	39%	35%	31%	28%	33%	26%	17%	16%	24%	29%	27%	25%
Neither approve or disapprove	17%	24%	22%	27%	24%	18%	13%	17%	12%	15%	16%	16%	22%	26%	20%	14%	16%	21%
Somewhat disapprove	15%	16%	15%	16%	23%	23%	15%	13%	14%	11%	11%	20%	19%	14%	18%	12%	17%	11%
Strongly disapprove	21%	36%	26%	20%	18%	21%	15%	9%	16%	21%	20%	23%	21%	20%	21%	20%	22%	18%
Don't know	3%	5%	7%	0%	3%	7%	5%	1%	0%	1%	1%	4%	4%	5%	5%	1%	2%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(29.C) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Strongly approve	18%	24%	13%	13%	20%	18%	15%	11%	22%	22%	12%	29%	12%
Somewhat approve	26%	34%	28%	21%	21%	26%	34%	27%	21%	27%	18%	17%	15%
Neither approve or disapprove	17%	13%	22%	20%	24%	16%	11%	12%	5%	17%	28%	13%	23%
Somewhat disapprove	15%	11%	11%	17%	11%	17%	17%	21%	29%	16%	23%	14%	11%
Strongly disapprove	21%	16%	25%	26%	21%	18%	20%	24%	15%	16%	14%	27%	40%
Don't know	3%	2%	2%	2%	3%	5%	3%	5%	7%	1%	6%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(29.D) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Strongly approve	18%	36%	100%	13%	30%	11%	14%	19%	8%	5%	31%	16%	9%	21%	22%	21%	15%	13%	9%	19%
Somewhat approve	26%	11%	0%	33%	70%	19%	26%	23%	38%	25%	32%	35%	26%	24%	37%	8%	18%	25%	17%	15%
Neither approve or disapprove	17%	34%	0%	21%	0%	33%	21%	9%	14%	28%	11%	16%	12%	19%	3%	15%	20%	21%	22%	21%
Somewhat disapprove	15%	12%	0%	15%	0%	12%	16%	16%	18%	21%	8%	9%	12%	13%	25%	18%	23%	17%	24%	15%
Strongly disapprove	21%	7%	0%	18%	0%	26%	21%	32%	22%	21%	18%	20%	36%	19%	13%	37%	18%	16%	25%	22%
Don't know	3%	0%	0%	1%	0%	0%	1%	2%	0%	0%	1%	4%	4%	5%	0%	0%	6%	8%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(30.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A pair of shoes bought online

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	45%	35%	41%	35%	44%	48%	50%	52%	44%	51%	52%	46%	46%	45%	33%	51%	49%	53%
Should not apply to this	48%	51%	49%	62%	52%	47%	47%	44%	47%	47%	42%	48%	48%	50%	56%	45%	43%	43%
Don't know	7%	14%	10%	3%	5%	5%	3%	3%	9%	2%	7%	6%	5%	5%	11%	4%	8%	4%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(30.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A pair of shoes bought online

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	45%	26%	38%	27%	36%	46%	49%	50%	55%	49%	47%	42%	40%	49%	40%	51%	45%	44%
Should not apply to this	48%	61%	52%	54%	57%	47%	48%	49%	40%	44%	48%	50%	51%	41%	53%	43%	49%	46%
Don't know	7%	13%	11%	19%	7%	7%	3%	1%	6%	7%	5%	9%	9%	11%	8%	6%	6%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(30.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A pair of shoes bought online

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	45%	51%	43%	39%	47%	43%	43%	41%	46%	47%	39%	41%	45%
Should not apply to this	48%	44%	50%	55%	42%	48%	48%	54%	44%	46%	49%	59%	49%
Don't know	7%	6%	7%	6%	10%	8%	9%	5%	10%	7%	12%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(30.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A pair of shoes bought online

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	45%	53%	0%	47%	65%	27%	42%	44%	45%	40%	51%	50%	34%	44%	43%	34%	46%	41%	39%	39%
Should not apply to this	48%	37%	100%	43%	24%	73%	53%	56%	55%	46%	44%	43%	49%	48%	48%	56%	48%	49%	41%	53%
Don't know	7%	10%	0%	9%	11%	0%	5%	0%	0%	14%	5%	6%	16%	8%	10%	10%	6%	9%	20%	8%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(31.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online through a click & collect service

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	29%	18%	26%	18%	29%	26%	33%	37%	34%	48%	34%	22%	32%	24%	20%	33%	33%	48%
Should not apply to this	64%	72%	62%	77%	66%	67%	64%	55%	62%	51%	61%	72%	63%	72%	70%	64%	58%	48%
Don't know	6%	10%	11%	5%	5%	7%	3%	7%	4%	2%	5%	6%	6%	4%	9%	3%	9%	4%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(31.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online through a click & collect service

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	29%	9%	16%	20%	18%	19%	28%	37%	41%	38%	35%	25%	22%	21%	21%	39%	32%	23%
Should not apply to this	64%	80%	76%	68%	74%	74%	63%	62%	56%	56%	61%	67%	68%	68%	72%	56%	63%	68%
Don't know	6%	11%	9%	12%	7%	8%	9%	1%	3%	6%	5%	8%	10%	10%	8%	5%	5%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(31.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online through a click & collect service

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	29%	40%	29%	21%	25%	23%	30%	23%	24%	33%	16%	35%	30%
Should not apply to this	64%	54%	68%	76%	65%	64%	67%	74%	65%	60%	69%	65%	54%
Don't know	6%	6%	3%	2%	10%	13%	3%	4%	11%	7%	14%	0%	17%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(31.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online through a click & collect service

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	29%	37%	100%	32%	25%	31%	27%	25%	28%	24%	45%	38%	19%	29%	23%	5%	19%	21%	12%	29%
Should not apply to this	64%	58%	0%	64%	58%	69%	65%	72%	69%	76%	51%	59%	69%	64%	63%	77%	76%	67%	76%	61%
Don't know	6%	5%	0%	4%	17%	0%	8%	3%	4%	0%	4%	4%	12%	7%	14%	18%	5%	11%	11%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(32.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online and delivered to a customer’s door

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	34%	31%	26%	40%	34%	33%	25%	37%	43%	43%	37%	30%	27%	29%	28%	36%	39%	52%
Should not apply to this	59%	59%	62%	56%	62%	61%	66%	58%	55%	54%	58%	65%	67%	65%	62%	59%	55%	45%
Don't know	7%	10%	13%	4%	4%	6%	8%	5%	2%	3%	5%	5%	6%	6%	10%	5%	6%	3%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(32.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online and delivered to a customer’s door

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	34%	18%	31%	31%	21%	22%	35%	38%	45%	41%	40%	32%	25%	26%	27%	42%	36%	31%
Should not apply to this	59%	70%	61%	57%	72%	71%	56%	60%	51%	53%	56%	59%	64%	62%	65%	53%	60%	59%
Don't know	7%	12%	9%	12%	7%	7%	9%	1%	4%	6%	4%	8%	11%	12%	8%	5%	5%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(32.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online and delivered to a customer's door

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	34%	44%	34%	27%	30%	25%	37%	24%	27%	37%	28%	44%	34%
Should not apply to this	59%	50%	61%	68%	58%	68%	57%	72%	59%	56%	59%	56%	60%
Don't know	7%	5%	4%	5%	12%	7%	6%	4%	14%	7%	13%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(32.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Groceries ordered online and delivered to a customer’s door

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	34%	41%	100%	44%	43%	28%	31%	30%	34%	18%	44%	40%	30%	37%	20%	0%	27%	28%	16%	36%
Should not apply to this	59%	42%	0%	52%	46%	72%	61%	70%	66%	78%	52%	56%	58%	56%	70%	85%	64%	60%	69%	55%
Don't know	7%	17%	0%	4%	11%	0%	7%	0%	0%	4%	4%	4%	12%	7%	10%	15%	9%	12%	14%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(33.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A drink bought in a pub through the pub’s app and delivered to a customers table

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	25%	21%	28%	20%	25%	19%	25%	32%	33%	34%	28%	20%	20%	21%	23%	23%	29%	44%
Should not apply to this	68%	69%	61%	72%	69%	73%	70%	64%	66%	64%	65%	75%	76%	73%	66%	75%	64%	51%
Don't know	7%	11%	11%	8%	5%	8%	5%	4%	1%	1%	7%	6%	4%	6%	12%	3%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(33.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A drink bought in a pub through the pub’s app and delivered to a customers table

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	25%	12%	18%	13%	11%	16%	30%	35%	36%	31%	31%	25%	15%	23%	19%	32%	29%	18%
Should not apply to this	68%	74%	73%	79%	83%	78%	64%	61%	59%	63%	64%	65%	75%	67%	73%	62%	66%	72%
Don't know	7%	14%	9%	8%	6%	6%	6%	4%	5%	6%	5%	9%	10%	9%	8%	6%	5%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(33.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A drink bought in a pub through the pub’s app and delivered to a customers table

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	25%	39%	20%	21%	21%	12%	27%	17%	20%	33%	14%	34%	34%
Should not apply to this	68%	55%	76%	70%	70%	80%	66%	80%	74%	60%	75%	66%	50%
Don't know	7%	6%	4%	9%	8%	8%	7%	4%	6%	7%	11%	0%	16%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(33.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A drink bought in a pub through the pub's app and delivered to a customers table

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	25%	11%	0%	23%	20%	17%	29%	23%	19%	22%	41%	31%	13%	32%	16%	0%	13%	21%	14%	26%
Should not apply to this	68%	79%	100%	72%	64%	72%	67%	75%	81%	74%	52%	62%	79%	60%	69%	82%	80%	65%	71%	68%
Don't know	7%	10%	0%	5%	16%	12%	4%	2%	0%	4%	7%	6%	7%	7%	15%	18%	6%	14%	15%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(34.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online but collected through a click & collect service

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	35%	25%	37%	19%	32%	32%	40%	46%	35%	53%	41%	29%	41%	33%	28%	35%	42%	47%
Should not apply to this	59%	62%	50%	73%	65%	63%	56%	49%	65%	47%	54%	64%	54%	61%	62%	62%	54%	50%
Don't know	6%	13%	14%	8%	3%	5%	4%	5%	0%	0%	5%	7%	5%	6%	10%	3%	4%	3%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(34.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online but collected through a click & collect service

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	35%	17%	28%	27%	27%	24%	39%	42%	48%	42%	42%	31%	29%	33%	29%	43%	37%	32%
Should not apply to this	59%	72%	60%	58%	68%	69%	54%	57%	49%	54%	53%	63%	63%	56%	64%	53%	59%	58%
Don't know	6%	12%	12%	15%	5%	7%	7%	1%	4%	4%	5%	6%	8%	11%	8%	4%	4%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(34.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online but collected through a click & collect service

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	35%	40%	31%	34%	34%	40%	36%	30%	27%	38%	29%	50%	27%
Should not apply to this	59%	53%	66%	59%	59%	57%	57%	66%	60%	57%	56%	50%	67%
Don't know	6%	8%	2%	7%	7%	3%	7%	4%	14%	5%	14%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(34.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online but collected through a click & collect service

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	35%	35%	0%	29%	50%	36%	36%	39%	28%	23%	47%	44%	23%	39%	35%	14%	29%	31%	27%	34%
Should not apply to this	59%	55%	100%	65%	50%	53%	60%	61%	68%	77%	51%	50%	65%	53%	55%	76%	64%	60%	56%	58%
Don't know	6%	10%	0%	6%	0%	12%	4%	0%	4%	0%	2%	6%	12%	8%	10%	10%	7%	10%	17%	8%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(35.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered online but paid for and collected in person

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	26%	13%	30%	19%	23%	25%	20%	32%	37%	39%	30%	17%	20%	21%	22%	29%	25%	47%
Should not apply to this	68%	75%	61%	73%	70%	67%	76%	61%	61%	59%	65%	77%	73%	74%	67%	69%	64%	51%
Don't know	7%	12%	9%	8%	8%	8%	4%	7%	2%	3%	5%	6%	7%	4%	11%	2%	11%	2%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(35.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered online but paid for and collected in person

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	26%	6%	15%	18%	11%	14%	33%	39%	34%	33%	33%	22%	16%	21%	19%	33%	27%	22%
Should not apply to this	68%	80%	78%	69%	83%	77%	60%	58%	62%	61%	61%	72%	76%	70%	73%	61%	68%	67%
Don't know	7%	14%	7%	13%	6%	9%	7%	4%	4%	6%	7%	6%	8%	9%	8%	5%	5%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(35.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered online but paid for and collected in person

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	26%	41%	23%	24%	18%	18%	30%	11%	23%	27%	16%	23%	29%
Should not apply to this	68%	53%	73%	67%	75%	72%	66%	83%	67%	65%	72%	77%	61%
Don't know	7%	6%	4%	10%	8%	10%	4%	6%	10%	9%	13%	0%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(35.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered online but paid for and collected in person

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	26%	36%	100%	26%	28%	12%	18%	25%	16%	12%	43%	38%	9%	33%	32%	13%	17%	10%	10%	21%
Should not apply to this	68%	54%	0%	67%	72%	88%	77%	74%	77%	88%	54%	57%	84%	59%	53%	77%	73%	74%	70%	73%
Don't know	7%	10%	0%	7%	0%	0%	5%	2%	7%	0%	3%	6%	7%	7%	15%	10%	10%	15%	19%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(36.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online and delivered to a customer’s door

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	47%	37%	40%	46%	45%	50%	44%	49%	49%	57%	54%	45%	49%	47%	39%	54%	51%	54%
Should not apply to this	46%	49%	48%	50%	48%	44%	51%	46%	49%	41%	40%	49%	45%	48%	51%	44%	41%	41%
Don't know	7%	14%	12%	4%	6%	6%	5%	4%	2%	2%	6%	6%	6%	6%	11%	2%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(36.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online and delivered to a customer’s door

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	47%	30%	41%	38%	37%	34%	51%	58%	57%	53%	52%	39%	43%	49%	41%	54%	48%	45%
Should not apply to this	46%	56%	48%	51%	57%	57%	43%	40%	39%	41%	44%	52%	47%	41%	51%	40%	47%	44%
Don't know	7%	15%	11%	11%	6%	8%	6%	3%	3%	6%	5%	9%	10%	10%	8%	6%	5%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(36.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online and delivered to a customer's door

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	47%	53%	48%	50%	48%	31%	48%	45%	42%	50%	42%	44%	34%
Should not apply to this	46%	41%	47%	43%	41%	58%	42%	50%	44%	46%	45%	56%	60%
Don't know	7%	6%	4%	6%	11%	10%	10%	6%	14%	4%	13%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(36.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A new TV bought online and delivered to a customer's door

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	47%	60%	100%	46%	35%	59%	41%	46%	37%	45%	58%	54%	34%	48%	33%	24%	41%	50%	44%	49%
Should not apply to this	46%	23%	0%	46%	65%	41%	52%	51%	61%	52%	39%	38%	54%	45%	58%	61%	51%	38%	43%	43%
Don't know	7%	17%	0%	8%	0%	0%	7%	3%	2%	4%	3%	8%	12%	7%	10%	15%	8%	12%	13%	8%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(37.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to a customer’s door

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	35%	22%	39%	27%	36%	37%	35%	42%	40%	52%	37%	30%	33%	36%	28%	39%	41%	46%
Should not apply to this	59%	65%	50%	68%	60%	58%	60%	54%	56%	45%	58%	65%	62%	59%	59%	58%	54%	50%
Don't know	7%	13%	11%	5%	4%	6%	5%	4%	4%	3%	5%	5%	5%	5%	12%	3%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(37.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to a customer's door

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	35%	16%	23%	25%	29%	25%	40%	46%	47%	40%	42%	32%	27%	26%	29%	41%	35%	34%
Should not apply to this	59%	69%	69%	64%	66%	69%	52%	51%	50%	54%	54%	59%	66%	66%	63%	53%	61%	55%
Don't know	7%	14%	9%	11%	5%	6%	8%	3%	3%	6%	4%	9%	7%	8%	8%	5%	4%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(37.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to a customer’s door

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	35%	49%	29%	26%	37%	37%	35%	23%	27%	35%	31%	29%	37%
Should not apply to this	59%	46%	67%	67%	50%	55%	59%	73%	62%	59%	58%	71%	57%
Don't know	7%	6%	4%	6%	13%	8%	6%	4%	12%	6%	11%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(37.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to a customer’s door

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	35%	38%	100%	41%	62%	62%	28%	31%	32%	27%	46%	42%	19%	41%	23%	16%	26%	26%	24%	30%
Should not apply to this	59%	52%	0%	55%	38%	38%	64%	66%	68%	69%	50%	49%	69%	51%	77%	74%	66%	64%	61%	61%
Don't know	7%	10%	0%	4%	0%	0%	8%	3%	0%	4%	4%	9%	12%	9%	0%	10%	8%	10%	15%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(38.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered through an app (e.g. Deliveroo or Just Eat) and delivered to a customer’s door

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	35%	35%	33%	24%	31%	30%	36%	40%	41%	47%	35%	38%	33%	35%	25%	31%	38%	48%
Should not apply to this	58%	54%	50%	66%	63%	62%	57%	54%	56%	52%	59%	57%	60%	62%	61%	63%	53%	48%
Don't know	8%	11%	17%	9%	6%	8%	7%	6%	3%	1%	6%	5%	7%	3%	14%	6%	9%	4%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(38.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered through an app (e.g. Deliveroo or Just Eat) and delivered to a customer’s door

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	35%	21%	36%	30%	21%	21%	37%	48%	46%	38%	40%	31%	24%	32%	30%	40%	35%	34%
Should not apply to this	58%	66%	57%	58%	73%	68%	52%	51%	49%	55%	54%	57%	65%	61%	62%	53%	59%	55%
Don't know	8%	13%	7%	12%	6%	11%	10%	1%	5%	7%	5%	12%	12%	7%	9%	6%	6%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(38.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered through an app (e.g. Deliveroo or Just Eat) and delivered to a customer’s door

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	35%	51%	37%	29%	33%	32%	26%	17%	32%	33%	26%	35%	34%
Should not apply to this	58%	42%	57%	64%	54%	59%	69%	76%	60%	60%	64%	62%	56%
Don't know	8%	7%	5%	7%	12%	9%	5%	7%	8%	7%	11%	4%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(38.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A takeaway curry ordered through an app (e.g. Deliveroo or Just Eat) and delivered to a customer’s door

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	35%	41%	100%	31%	47%	41%	27%	29%	37%	30%	43%	42%	37%	45%	28%	28%	29%	26%	30%	29%
Should not apply to this	58%	49%	0%	63%	36%	59%	63%	71%	61%	70%	53%	50%	56%	46%	62%	62%	62%	56%	53%	63%
Don't know	8%	10%	0%	6%	17%	0%	10%	0%	2%	0%	4%	8%	7%	8%	10%	10%	9%	18%	17%	8%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(39.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Home insurance purchased online

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	30%	16%	34%	25%	33%	22%	26%	35%	44%	47%	36%	27%	28%	23%	21%	32%	35%	51%
Should not apply to this	63%	69%	54%	69%	64%	72%	68%	62%	55%	49%	59%	68%	68%	71%	65%	65%	58%	48%
Don't know	6%	14%	12%	6%	2%	5%	5%	3%	1%	4%	4%	5%	4%	5%	14%	3%	7%	1%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(39.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Home insurance purchased online

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	30%	13%	13%	23%	14%	17%	37%	38%	49%	38%	38%	26%	19%	18%	21%	41%	33%	25%
Should not apply to this	63%	73%	75%	70%	79%	75%	57%	60%	49%	57%	58%	66%	73%	70%	70%	55%	61%	67%
Don't know	6%	14%	13%	8%	7%	8%	7%	2%	3%	5%	4%	8%	7%	13%	8%	4%	5%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(39.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Home insurance purchased online

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	30%	40%	26%	25%	29%	20%	36%	27%	29%	36%	21%	32%	28%
Should not apply to this	63%	53%	70%	66%	65%	67%	60%	68%	60%	58%	69%	66%	66%
Don't know	6%	7%	4%	8%	6%	12%	4%	5%	11%	6%	9%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(39.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Home insurance purchased online

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	30%	29%	100%	33%	21%	47%	28%	28%	35%	14%	50%	42%	11%	31%	50%	6%	11%	23%	14%	27%
Should not apply to this	63%	55%	0%	63%	79%	53%	65%	69%	63%	83%	45%	55%	81%	63%	45%	84%	80%	69%	65%	63%
Don't know	6%	16%	0%	4%	0%	0%	7%	3%	2%	4%	5%	3%	7%	6%	5%	10%	9%	8%	21%	11%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(40.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to a customer’s door

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	46%	36%	40%	34%	45%	51%	47%	54%	47%	62%	50%	45%	44%	49%	37%	51%	47%	60%
Should not apply to this	46%	51%	46%	56%	52%	40%	48%	41%	49%	36%	44%	48%	49%	48%	50%	45%	47%	35%
Don't know	7%	12%	15%	10%	4%	10%	4%	5%	4%	1%	6%	7%	7%	4%	13%	4%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(40.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to a customer’s door

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	46%	27%	39%	41%	38%	38%	49%	59%	59%	50%	52%	39%	42%	42%	41%	53%	46%	47%
Should not apply to this	46%	60%	49%	46%	57%	53%	40%	37%	35%	45%	44%	54%	46%	46%	50%	42%	48%	42%
Don't know	7%	13%	12%	13%	5%	9%	10%	4%	6%	5%	5%	7%	12%	12%	9%	5%	6%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(40.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to a customer’s door

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	46%	58%	45%	43%	49%	39%	46%	39%	36%	47%	39%	44%	38%
Should not apply to this	46%	36%	50%	49%	42%	50%	46%	57%	54%	47%	48%	51%	50%
Don't know	7%	6%	4%	8%	9%	11%	8%	4%	11%	6%	14%	5%	12%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(40.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to a customer’s door

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	46%	35%	100%	44%	26%	42%	44%	44%	45%	50%	59%	49%	30%	49%	37%	26%	50%	50%	38%	40%
Should not apply to this	46%	48%	0%	50%	64%	41%	52%	54%	53%	50%	37%	44%	58%	43%	51%	56%	40%	43%	42%	50%
Don't know	7%	17%	0%	6%	11%	17%	5%	3%	2%	0%	4%	7%	12%	8%	11%	18%	10%	7%	20%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(41.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A burger ordered through a QR code in a restaurant

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	25%	18%	25%	23%	21%	23%	24%	31%	42%	38%	23%	21%	19%	24%	18%	26%	26%	43%
Should not apply to this	69%	68%	64%	76%	72%	70%	73%	66%	53%	60%	71%	73%	76%	71%	70%	71%	66%	54%
Don't know	7%	13%	11%	1%	7%	7%	3%	3%	5%	2%	6%	6%	5%	6%	12%	3%	8%	3%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(41.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A burger ordered through a QR code in a restaurant

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	25%	8%	16%	19%	16%	10%	28%	37%	42%	28%	32%	19%	12%	26%	18%	32%	26%	21%
Should not apply to this	69%	77%	76%	68%	80%	83%	64%	61%	54%	65%	64%	73%	77%	64%	74%	63%	68%	69%
Don't know	7%	15%	8%	13%	5%	7%	8%	2%	4%	6%	4%	8%	11%	10%	8%	6%	5%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(41.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A burger ordered through a QR code in a restaurant

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	25%	38%	16%	25%	19%	21%	19%	12%	23%	37%	20%	27%	17%
Should not apply to this	69%	57%	76%	71%	72%	68%	75%	83%	67%	58%	67%	71%	73%
Don't know	7%	5%	7%	4%	9%	11%	6%	5%	11%	6%	13%	2%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(41.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A burger ordered through a QR code in a restaurant

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	25%	28%	100%	27%	74%	0%	21%	22%	15%	22%	41%	31%	13%	29%	26%	0%	14%	15%	11%	23%
Should not apply to this	69%	62%	0%	64%	26%	100%	70%	76%	81%	78%	56%	65%	75%	63%	70%	85%	78%	75%	72%	69%
Don't know	7%	10%	0%	9%	0%	0%	9%	2%	4%	0%	2%	4%	12%	8%	5%	15%	8%	10%	17%	8%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(42.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel ‘locker’ at a customer’s local train station

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	44%	35%	35%	39%	45%	44%	44%	49%	47%	58%	50%	42%	45%	45%	34%	51%	40%	64%
Should not apply to this	50%	54%	49%	58%	52%	48%	53%	50%	51%	41%	46%	52%	48%	51%	57%	46%	54%	35%
Don't know	6%	11%	16%	2%	4%	8%	3%	1%	2%	1%	3%	6%	7%	4%	9%	3%	6%	1%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(42.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel ‘locker’ at a customer’s local train station

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	44%	23%	35%	38%	35%	36%	45%	59%	54%	51%	49%	40%	38%	45%	38%	52%	43%	46%
Should not apply to this	50%	64%	56%	47%	60%	57%	49%	39%	41%	46%	48%	53%	52%	44%	54%	45%	53%	44%
Don't know	6%	13%	10%	15%	5%	6%	6%	1%	5%	3%	3%	6%	10%	11%	8%	3%	4%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(42.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel ‘locker’ at a customer’s local train station

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	44%	52%	43%	44%	49%	49%	46%	36%	42%	39%	35%	45%	27%
Should not apply to this	50%	44%	52%	50%	39%	45%	51%	60%	53%	55%	54%	55%	63%
Don't know	6%	4%	5%	6%	11%	6%	3%	4%	5%	6%	11%	0%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(42.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel ‘locker’ at a customer’s local train station

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	44%	37%	100%	48%	47%	78%	40%	40%	40%	44%	51%	51%	31%	45%	34%	26%	45%	43%	39%	44%
Should not apply to this	50%	46%	0%	50%	36%	22%	54%	59%	60%	56%	47%	41%	52%	50%	61%	64%	49%	47%	44%	47%
Don't know	6%	17%	0%	3%	17%	0%	5%	1%	0%	0%	2%	8%	17%	5%	5%	10%	6%	9%	18%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(43.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A Netflix subscription

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	34%	24%	33%	24%	24%	27%	28%	51%	42%	46%	43%	26%	34%	28%	30%	34%	38%	56%
Should not apply to this	59%	62%	55%	73%	69%	67%	65%	47%	58%	53%	52%	67%	63%	66%	60%	60%	57%	42%
Don't know	6%	13%	12%	2%	8%	6%	7%	2%	1%	1%	6%	7%	4%	6%	10%	7%	5%	2%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(43.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A Netflix subscription

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	34%	23%	14%	17%	19%	19%	27%	45%	55%	43%	44%	27%	29%	35%	24%	46%	37%	30%
Should not apply to this	59%	64%	73%	68%	73%	74%	67%	53%	45%	52%	52%	66%	62%	56%	67%	50%	58%	61%
Don't know	6%	13%	13%	15%	8%	7%	6%	2%	0%	5%	4%	8%	9%	9%	9%	4%	5%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(43.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A Netflix subscription

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	34%	49%	32%	28%	26%	26%	31%	30%	27%	36%	32%	38%	37%
Should not apply to this	59%	46%	63%	66%	65%	66%	65%	61%	64%	57%	58%	60%	57%
Don't know	6%	5%	6%	6%	9%	8%	5%	9%	9%	7%	10%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(43.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A Netflix subscription

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	34%	47%	0%	33%	35%	11%	21%	31%	29%	15%	55%	46%	21%	41%	42%	35%	18%	25%	21%	38%
Should not apply to this	59%	43%	100%	60%	57%	70%	74%	66%	71%	82%	42%	50%	72%	51%	49%	55%	78%	63%	60%	55%
Don't know	6%	10%	0%	7%	8%	19%	5%	3%	0%	4%	4%	4%	7%	9%	9%	10%	4%	12%	19%	7%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(44.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A hotel booked online

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Should apply to this	33%	23%	29%	35%	32%	29%	35%	40%	46%	45%	34%	25%	23%	34%	26%	32%	41%	53%
Should not apply to this	60%	64%	54%	63%	61%	64%	59%	55%	49%	52%	60%	70%	73%	60%	62%	63%	50%	42%
Don't know	7%	13%	18%	2%	7%	7%	6%	5%	4%	3%	6%	5%	3%	6%	12%	5%	8%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(44.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A hotel booked online

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Should apply to this	33%	11%	22%	21%	23%	23%	37%	39%	54%	39%	39%	28%	26%	29%	25%	42%	36%	28%
Should not apply to this	60%	74%	67%	69%	71%	68%	56%	57%	41%	56%	55%	63%	64%	61%	66%	52%	58%	62%
Don't know	7%	15%	11%	10%	6%	8%	7%	4%	6%	6%	6%	9%	10%	10%	9%	6%	6%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(44.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A hotel booked online

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Should apply to this	33%	42%	33%	30%	25%	24%	38%	24%	36%	41%	24%	35%	27%
Should not apply to this	60%	51%	62%	66%	64%	69%	52%	69%	54%	52%	61%	65%	63%
Don't know	7%	7%	5%	4%	11%	7%	10%	7%	10%	7%	15%	0%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(44.D) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?: A hotel booked online

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Should apply to this	33%	48%	0%	34%	49%	47%	28%	32%	35%	11%	47%	55%	16%	38%	25%	0%	18%	27%	13%	29%
Should not apply to this	60%	35%	100%	61%	35%	53%	63%	66%	65%	82%	46%	40%	77%	55%	56%	85%	72%	64%	75%	62%
Don't know	7%	17%	0%	5%	17%	0%	10%	2%	0%	7%	6%	5%	7%	8%	18%	15%	10%	9%	12%	9%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(45.A) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	142	29	17	13	15	10	7	12	12	7	16	38	15	15	22	11	21	19
Weighted	138	25	15	12	14	9	7	13	12	9	18	32	15	14	22	11	21	21
Make significantly more likely	22%	24%	41%	5%	37%	0%	0%	43%	38%	18%	9%	30%	4%	29%	9%	10%	17%	45%
Make somewhat more likely	26%	26%	31%	18%	27%	51%	20%	20%	8%	37%	32%	36%	12%	21%	22%	26%	35%	18%
No significant impact	27%	21%	21%	48%	16%	21%	23%	37%	18%	33%	34%	10%	59%	14%	47%	28%	27%	18%
Make somewhat less likely	14%	13%	4%	9%	20%	8%	39%	0%	15%	12%	20%	11%	18%	28%	10%	24%	9%	10%
Make significant less likely	8%	13%	4%	16%	0%	20%	18%	0%	13%	0%	5%	9%	7%	8%	8%	11%	7%	9%
Don't know	2%	3%	0%	4%	0%	0%	0%	0%	8%	0%	0%	4%	0%	0%	4%	0%	4%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(45.B) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	142	8	17	10	12	18	18	14	15	30	53	18	16	12	97	45	0	142
Weighted	138	6	14	7	13	17	15	11	18	36	52	18	16	11	83	54	0	138
Make significantly more likely	22%	0%	30%	8%	9%	24%	16%	26%	39%	23%	27%	19%	19%	19%	18%	28%	*	22%
Make somewhat more likely	26%	0%	15%	48%	39%	32%	32%	12%	16%	29%	26%	34%	25%	10%	27%	25%	*	26%
No significant impact	27%	24%	30%	14%	42%	28%	32%	19%	22%	26%	20%	35%	35%	31%	29%	24%	*	27%
Make somewhat less likely	14%	44%	7%	8%	0%	9%	9%	22%	23%	17%	14%	4%	11%	23%	11%	19%	*	14%
Make significant less likely	8%	22%	12%	22%	9%	7%	12%	14%	0%	3%	10%	3%	10%	17%	13%	2%	*	8%
Don't know	2%	10%	6%	0%	0%	0%	0%	6%	0%	3%	3%	4%	0%	0%	2%	2%	*	2%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(45.C) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	142	36	16	13	9	9	8	7	3	22	9	9	1
Weighted	138	27	20	16	12	10	9	7	2	19	8	8	1
Make significantly more likely	22%	16%	15%	6%	54%	17%	12%	0%	65%	30%	26%	40%	100%
Make somewhat more likely	26%	41%	26%	16%	14%	49%	34%	32%	0%	18%	9%	20%	0%
No significant impact	27%	6%	37%	40%	32%	27%	28%	44%	0%	22%	57%	19%	0%
Make somewhat less likely	14%	20%	5%	24%	0%	8%	15%	0%	35%	21%	8%	22%	0%
Make significant less likely	8%	10%	18%	14%	0%	0%	10%	12%	0%	7%	0%	0%	0%
Don't know	2%	6%	0%	0%	0%	0%	0%	12%	0%	4%	0%	0%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(45.D) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	142	9	0	13	3	4	24	5	0	1	15	11	2	15	3	3	13	11	3	7
Weighted	138	8	0	13	3	5	22	5	0	1	17	12	2	14	3	3	12	10	2	5
Make significantly more likely	22%	46%	*	0%	40%	15%	16%	20%	*	0%	18%	60%	0%	28%	48%	40%	15%	6%	0%	31%
Make somewhat more likely	26%	42%	*	13%	28%	26%	35%	11%	*	100%	38%	12%	43%	23%	30%	0%	15%	27%	0%	39%
No significant impact	27%	11%	*	63%	31%	0%	18%	69%	*	0%	32%	0%	0%	14%	0%	0%	42%	57%	63%	0%
Make somewhat less likely	14%	0%	*	8%	0%	59%	23%	0%	*	0%	6%	20%	0%	15%	22%	60%	8%	10%	0%	14%
Make significant less likely	8%	0%	*	12%	0%	0%	6%	0%	*	0%	7%	0%	57%	20%	0%	0%	20%	0%	0%	17%
Don't know	2%	0%	*	4%	0%	0%	3%	0%	*	0%	0%	8%	0%	0%	0%	0%	0%	0%	37%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(46.A) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	142	29	17	13	15	10	7	12	12	7	16	38	15	15	22	11	21	19
Weighted	138	25	15	12	14	9	7	13	12	9	18	32	15	14	22	11	21	21
Make significantly more likely	24%	32%	42%	5%	19%	22%	31%	34%	20%	18%	16%	29%	8%	19%	11%	27%	30%	37%
Make somewhat more likely	24%	25%	18%	20%	39%	22%	0%	21%	32%	18%	25%	23%	16%	27%	25%	21%	22%	27%
No significant impact	20%	17%	25%	36%	15%	19%	12%	18%	18%	44%	11%	18%	25%	30%	35%	9%	14%	8%
Make somewhat less likely	10%	6%	4%	11%	27%	16%	15%	9%	0%	0%	14%	9%	13%	4%	5%	21%	11%	14%
Make significant less likely	19%	18%	11%	23%	0%	21%	42%	18%	22%	21%	27%	17%	39%	19%	21%	21%	12%	15%
Don't know	3%	3%	0%	4%	0%	0%	0%	0%	8%	0%	8%	4%	0%	0%	4%	0%	11%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(46.B) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	142	8	17	10	12	18	18	14	15	30	53	18	16	12	97	45	0	142
Weighted	138	6	14	7	13	17	15	11	18	36	52	18	16	11	83	54	0	138
Make significantly more likely	24%	0%	28%	16%	20%	26%	16%	30%	42%	20%	32%	14%	15%	19%	21%	28%	*	24%
Make somewhat more likely	24%	0%	11%	42%	23%	28%	31%	20%	20%	27%	25%	28%	21%	10%	23%	24%	*	24%
No significant impact	20%	26%	29%	12%	13%	13%	32%	19%	15%	19%	18%	26%	20%	34%	21%	18%	*	20%
Make somewhat less likely	10%	12%	14%	8%	20%	5%	9%	0%	12%	11%	10%	20%	27%	0%	10%	11%	*	10%
Make significant less likely	19%	53%	12%	22%	25%	27%	12%	24%	11%	16%	13%	7%	16%	37%	22%	15%	*	19%
Don't know	3%	10%	6%	0%	0%	0%	0%	6%	0%	6%	3%	4%	0%	0%	2%	4%	*	3%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(46.C) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	142	36	16	13	9	9	8	7	3	22	9	9	1
Weighted	138	27	20	16	12	10	9	7	2	19	8	8	1
Make significantly more likely	24%	29%	15%	23%	36%	21%	0%	20%	65%	22%	26%	27%	100%
Make somewhat more likely	24%	27%	26%	0%	32%	33%	34%	17%	0%	27%	0%	46%	0%
No significant impact	20%	9%	15%	38%	14%	21%	25%	39%	0%	20%	40%	0%	0%
Make somewhat less likely	10%	8%	15%	15%	8%	0%	15%	0%	0%	6%	26%	17%	0%
Make significant less likely	19%	21%	30%	24%	9%	24%	10%	12%	35%	21%	8%	11%	0%
Don't know	3%	6%	0%	0%	0%	0%	15%	12%	0%	4%	0%	0%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(46.D) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	142	9	0	13	3	4	24	5	0	1	15	11	2	15	3	3	13	11	3	7
Weighted	138	8	0	13	3	5	22	5	0	1	17	12	2	14	3	3	12	10	2	5
Make significantly more likely	24%	44%	*	13%	0%	15%	18%	31%	*	0%	29%	47%	0%	27%	48%	0%	15%	6%	34%	42%
Make somewhat more likely	24%	25%	*	5%	69%	49%	21%	0%	*	100%	30%	25%	43%	22%	0%	22%	32%	27%	0%	14%
No significant impact	20%	0%	*	27%	31%	0%	15%	41%	*	0%	25%	0%	0%	26%	52%	40%	19%	35%	29%	0%
Make somewhat less likely	10%	20%	*	7%	0%	0%	16%	28%	*	0%	16%	12%	0%	0%	0%	0%	0%	21%	0%	14%
Make significant less likely	19%	11%	*	34%	0%	36%	26%	0%	*	0%	0%	8%	57%	26%	0%	37%	33%	11%	0%	31%
Don't know	3%	0%	*	14%	0%	0%	3%	0%	*	0%	0%	8%	0%	0%	0%	0%	0%	0%	37%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(47.A) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	142	29	17	13	15	10	7	12	12	7	16	38	15	15	22	11	21	19
Weighted	138	25	15	12	14	9	7	13	12	9	18	32	15	14	22	11	21	21
Make significantly more likely	23%	32%	35%	21%	24%	23%	0%	35%	20%	0%	14%	34%	12%	22%	22%	0%	15%	32%
Make somewhat more likely	25%	26%	22%	18%	51%	15%	20%	20%	23%	46%	22%	26%	9%	28%	9%	44%	32%	36%
No significant impact	13%	10%	13%	8%	11%	18%	12%	18%	19%	14%	16%	12%	8%	23%	27%	0%	14%	5%
Make somewhat less likely	14%	12%	18%	25%	14%	7%	15%	9%	17%	19%	14%	8%	20%	16%	17%	21%	16%	12%
Make significant less likely	21%	20%	11%	23%	0%	38%	53%	18%	13%	21%	27%	19%	51%	12%	21%	34%	12%	15%
Don't know	3%	0%	0%	4%	0%	0%	0%	0%	8%	0%	8%	2%	0%	0%	4%	0%	11%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(47.B) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	142	8	17	10	12	18	18	14	15	30	53	18	16	12	97	45	0	142
Weighted	138	6	14	7	13	17	15	11	18	36	52	18	16	11	83	54	0	138
Make significantly more likely	23%	0%	27%	20%	17%	16%	20%	36%	40%	19%	31%	28%	6%	29%	21%	26%	*	23%
Make somewhat more likely	25%	14%	18%	28%	32%	40%	19%	15%	14%	31%	23%	18%	26%	26%	25%	26%	*	25%
No significant impact	13%	12%	18%	0%	6%	7%	30%	19%	6%	15%	13%	15%	12%	8%	14%	12%	*	13%
Make somewhat less likely	14%	0%	11%	30%	20%	0%	15%	15%	29%	12%	14%	31%	27%	10%	12%	17%	*	14%
Make significant less likely	21%	64%	19%	22%	25%	37%	16%	14%	11%	16%	17%	7%	29%	27%	26%	15%	*	21%
Don't know	3%	10%	6%	0%	0%	0%	0%	0%	0%	6%	3%	0%	0%	0%	2%	4%	*	3%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(47.C) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	142	36	16	13	9	9	8	7	3	22	9	9	1
Weighted	138	27	20	16	12	10	9	7	2	19	8	8	1
Make significantly more likely	23%	21%	11%	6%	38%	19%	24%	17%	65%	26%	35%	53%	0%
Make somewhat more likely	25%	21%	34%	16%	22%	21%	38%	46%	0%	28%	8%	20%	100%
No significant impact	13%	12%	11%	21%	8%	22%	12%	0%	0%	19%	23%	0%	0%
Make somewhat less likely	14%	15%	20%	26%	22%	13%	0%	14%	0%	6%	14%	9%	0%
Make significant less likely	21%	26%	24%	30%	9%	24%	10%	12%	35%	21%	20%	19%	0%
Don't know	3%	6%	0%	0%	0%	0%	15%	12%	0%	0%	0%	0%	0%

*Note:*

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(47.D) You said that your business did not currently sell goods or services online, but might in the future. If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you introducing online sales in the future?

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	142	9	0	13	3	4	24	5	0	1	15	11	2	15	3	3	13	11	3	7
Weighted	138	8	0	13	3	5	22	5	0	1	17	12	2	14	3	3	12	10	2	5
Make significantly more likely	23%	47%	*	0%	40%	38%	17%	0%	*	100%	30%	35%	0%	33%	48%	0%	17%	6%	0%	42%
Make somewhat more likely	25%	33%	*	0%	60%	26%	34%	11%	*	0%	36%	33%	0%	29%	52%	40%	8%	28%	0%	14%
No significant impact	13%	0%	*	28%	0%	0%	4%	40%	*	0%	13%	16%	43%	12%	0%	0%	19%	17%	29%	0%
Make somewhat less likely	14%	8%	*	20%	0%	0%	15%	49%	*	0%	21%	0%	0%	0%	0%	22%	23%	28%	0%	14%
Make significant less likely	21%	11%	*	37%	0%	36%	29%	0%	*	0%	0%	8%	57%	26%	0%	37%	33%	21%	34%	31%
Don't know	3%	0%	*	14%	0%	0%	0%	0%	*	0%	0%	8%	0%	0%	0%	0%	0%	0%	37%	0%

Note:

BASE: Likely to sell online in the future

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(48.A) If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Make significantly more likely	13%	8%	9%	6%	12%	12%	23%	19%	19%	16%	13%	11%	10%	9%	3%	7%	14%	38%
Make somewhat more likely	18%	8%	22%	26%	17%	13%	17%	22%	29%	14%	20%	17%	12%	16%	11%	21%	23%	24%
No significant impact	44%	48%	40%	36%	41%	56%	37%	39%	35%	48%	45%	33%	55%	50%	56%	47%	42%	28%
Make somewhat less likely	16%	23%	20%	21%	18%	8%	22%	18%	10%	19%	11%	24%	16%	18%	19%	13%	16%	5%
Make significant less likely	6%	5%	9%	7%	10%	6%	2%	1%	6%	2%	9%	11%	7%	7%	6%	7%	5%	4%
Don't know	3%	9%	0%	4%	1%	6%	0%	0%	0%	0%	2%	4%	0%	1%	4%	4%	0%	2%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(48.B) If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Make significantly more likely	13%	3%	6%	12%	10%	7%	10%	22%	17%	16%	15%	14%	8%	15%	10%	16%	13%	*
Make somewhat more likely	18%	7%	9%	4%	7%	7%	29%	28%	24%	20%	20%	14%	12%	8%	14%	21%	18%	*
No significant impact	44%	48%	47%	56%	43%	54%	35%	38%	43%	44%	44%	42%	47%	50%	45%	44%	44%	*
Make somewhat less likely	16%	27%	27%	19%	23%	21%	19%	8%	8%	14%	15%	17%	20%	23%	20%	12%	16%	*
Make significant less likely	6%	6%	2%	10%	16%	7%	4%	2%	8%	5%	4%	8%	11%	0%	7%	6%	6%	*
Don't know	3%	9%	10%	0%	2%	4%	2%	2%	0%	1%	2%	5%	3%	4%	4%	1%	3%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(48.C) If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Make significantly more likely	13%	23%	11%	6%	5%	11%	12%	13%	23%	15%	3%	21%	9%
Make somewhat more likely	18%	23%	16%	17%	9%	17%	22%	12%	32%	23%	17%	5%	19%
No significant impact	44%	39%	48%	45%	61%	50%	34%	48%	17%	41%	44%	58%	34%
Make somewhat less likely	16%	9%	17%	27%	10%	10%	18%	18%	20%	13%	25%	17%	22%
Make significant less likely	6%	4%	5%	4%	9%	5%	11%	7%	3%	7%	6%	0%	15%
Don't know	3%	2%	2%	0%	6%	6%	3%	2%	4%	1%	5%	0%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(48.D) If the Government introduced a new online sales tax at 2 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Make significantly more likely	13%	0%	0%	16%	24%	0%	16%	7%	11%	3%	22%	18%	18%	11%	23%	0%	6%	10%	2%	11%
Make somewhat more likely	18%	0%	100%	18%	60%	0%	13%	12%	22%	39%	27%	21%	12%	11%	24%	0%	10%	15%	7%	17%
No significant impact	44%	58%	0%	50%	16%	100%	42%	49%	48%	37%	35%	37%	39%	54%	46%	59%	53%	47%	49%	38%
Make somewhat less likely	16%	42%	0%	11%	0%	0%	24%	20%	17%	14%	10%	16%	19%	16%	7%	24%	18%	19%	26%	16%
Make significant less likely	6%	0%	0%	6%	0%	0%	6%	10%	2%	7%	3%	8%	12%	5%	0%	17%	11%	3%	5%	9%
Don't know	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	3%	0%	0%	3%	6%	11%	9%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(49.A) If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Make significantly more likely	11%	6%	9%	6%	10%	4%	13%	13%	17%	20%	13%	13%	10%	5%	5%	4%	13%	31%
Make somewhat more likely	19%	8%	15%	22%	23%	20%	24%	31%	37%	14%	13%	10%	11%	24%	11%	25%	26%	24%
No significant impact	26%	33%	20%	16%	27%	27%	21%	19%	26%	23%	28%	24%	25%	24%	40%	25%	23%	15%
Make somewhat less likely	25%	21%	40%	25%	18%	34%	24%	33%	9%	31%	24%	27%	25%	28%	25%	33%	21%	15%
Make significant less likely	15%	20%	16%	22%	20%	12%	14%	4%	7%	12%	20%	22%	27%	16%	16%	9%	14%	11%
Don't know	4%	11%	0%	9%	2%	2%	4%	1%	4%	0%	2%	5%	3%	4%	3%	4%	3%	3%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(49.B) If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Make significantly more likely	11%	4%	2%	0%	0%	4%	9%	23%	17%	15%	16%	10%	3%	9%	7%	15%	11%	*
Make somewhat more likely	19%	7%	10%	13%	14%	10%	23%	27%	29%	20%	20%	16%	17%	17%	15%	22%	19%	*
No significant impact	26%	30%	32%	44%	21%	25%	28%	30%	23%	25%	23%	22%	30%	25%	28%	24%	26%	*
Make somewhat less likely	25%	25%	31%	15%	25%	38%	33%	12%	19%	25%	24%	30%	27%	31%	26%	24%	25%	*
Make significant less likely	15%	23%	15%	28%	35%	19%	8%	5%	9%	14%	14%	20%	18%	14%	18%	13%	15%	*
Don't know	4%	12%	11%	0%	4%	4%	0%	4%	3%	1%	3%	3%	5%	5%	5%	2%	4%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(49.C) If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Make significantly more likely	11%	23%	7%	0%	3%	5%	11%	6%	16%	20%	3%	17%	28%
Make somewhat more likely	19%	22%	19%	25%	13%	14%	21%	16%	31%	18%	17%	8%	16%
No significant impact	26%	26%	27%	29%	31%	37%	25%	16%	23%	16%	29%	43%	9%
Make somewhat less likely	25%	14%	26%	17%	30%	30%	26%	40%	20%	28%	28%	24%	26%
Make significant less likely	15%	12%	18%	28%	13%	9%	12%	20%	6%	17%	17%	8%	20%
Don't know	4%	3%	3%	2%	9%	4%	5%	2%	4%	1%	7%	0%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(49.D) If the Government introduced a new online sales tax at 10 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Make significantly more likely	11%	0%	100%	14%	24%	0%	10%	3%	6%	3%	21%	18%	0%	18%	0%	0%	3%	3%	4%	13%
Make somewhat more likely	19%	20%	0%	14%	60%	0%	16%	11%	21%	36%	30%	18%	24%	7%	39%	0%	21%	27%	10%	13%
No significant impact	26%	21%	0%	34%	16%	0%	23%	27%	35%	20%	19%	28%	20%	27%	38%	59%	23%	29%	33%	17%
Make somewhat less likely	25%	59%	0%	27%	0%	100%	27%	33%	28%	34%	17%	20%	20%	26%	22%	12%	24%	26%	26%	24%
Make significant less likely	15%	0%	0%	10%	0%	0%	19%	20%	10%	7%	11%	17%	32%	19%	0%	29%	23%	10%	22%	20%
Don't know	4%	0%	0%	1%	0%	0%	5%	6%	0%	0%	2%	0%	4%	3%	0%	0%	7%	5%	5%	13%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(50.A) If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Make significantly more likely	11%	8%	9%	0%	9%	4%	21%	16%	20%	18%	8%	10%	5%	8%	4%	7%	12%	27%
Make somewhat more likely	18%	9%	15%	29%	15%	20%	19%	28%	29%	16%	16%	8%	18%	22%	10%	19%	21%	33%
No significant impact	19%	25%	12%	8%	19%	22%	8%	14%	17%	15%	23%	14%	17%	13%	31%	20%	19%	12%
Make somewhat less likely	19%	15%	25%	16%	23%	17%	19%	22%	15%	25%	18%	21%	14%	30%	25%	20%	20%	5%
Make significant less likely	30%	31%	36%	42%	33%	33%	29%	18%	18%	25%	34%	42%	44%	25%	26%	30%	29%	21%
Don't know	3%	13%	3%	4%	1%	4%	4%	1%	0%	0%	2%	5%	2%	3%	3%	5%	1%	3%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(50.B) If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Make significantly more likely	11%	3%	2%	0%	3%	3%	15%	25%	18%	10%	16%	5%	4%	3%	8%	12%	11%	*
Make somewhat more likely	18%	4%	9%	23%	7%	11%	22%	19%	26%	22%	19%	23%	13%	16%	13%	23%	18%	*
No significant impact	19%	28%	29%	19%	16%	16%	18%	19%	15%	20%	16%	16%	25%	27%	21%	18%	19%	*
Make somewhat less likely	19%	19%	18%	20%	15%	23%	23%	24%	15%	19%	19%	18%	22%	17%	20%	18%	19%	*
Make significant less likely	30%	33%	30%	34%	54%	43%	21%	11%	27%	29%	28%	35%	29%	32%	32%	28%	30%	*
Don't know	3%	13%	12%	4%	4%	4%	2%	1%	0%	1%	2%	3%	7%	6%	6%	1%	3%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(50.C) If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Make significantly more likely	11%	22%	7%	3%	3%	2%	8%	5%	26%	21%	2%	8%	19%
Make somewhat more likely	18%	24%	10%	24%	16%	26%	25%	9%	13%	14%	13%	21%	9%
No significant impact	19%	20%	21%	14%	30%	16%	18%	12%	18%	12%	24%	26%	25%
Make somewhat less likely	19%	12%	23%	16%	13%	33%	25%	23%	16%	23%	19%	16%	9%
Make significant less likely	30%	21%	35%	43%	32%	17%	22%	48%	23%	29%	34%	27%	37%
Don't know	3%	2%	3%	0%	6%	6%	3%	2%	4%	2%	8%	3%	0%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(50.D) If the Government introduced a new online sales tax at 20 per cent, what impact do you think this would have on the likelihood of you continuing to offer online sales in the future?

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Make significantly more likely	11%	0%	0%	5%	24%	0%	10%	5%	3%	3%	23%	11%	12%	11%	15%	0%	12%	11%	2%	10%
Make somewhat more likely	18%	0%	100%	22%	48%	0%	10%	14%	27%	34%	26%	26%	6%	11%	24%	0%	6%	15%	7%	11%
No significant impact	19%	21%	0%	21%	0%	0%	11%	18%	16%	22%	12%	32%	19%	25%	31%	45%	20%	20%	21%	13%
Make somewhat less likely	19%	20%	0%	22%	28%	100%	35%	17%	18%	17%	19%	9%	13%	20%	7%	25%	18%	22%	20%	18%
Make significant less likely	30%	59%	0%	29%	0%	0%	34%	42%	36%	20%	18%	22%	47%	30%	22%	29%	38%	28%	40%	35%
Don't know	3%	0%	0%	0%	0%	0%	0%	4%	0%	3%	2%	0%	4%	3%	0%	0%	7%	5%	9%	12%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(51.A) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses? By a small and medium sized business, we mean a business with fewer than 250 employees.

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	74%	74%	71%	76%	83%	75%	71%	83%	77%	74%	70%	74%	70%	74%	69%	74%	74%	87%
No	17%	18%	14%	16%	15%	12%	17%	13%	17%	15%	20%	16%	23%	17%	21%	17%	17%	8%
Don't know	9%	7%	15%	8%	2%	13%	12%	4%	6%	11%	10%	10%	7%	8%	10%	9%	9%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(51.B) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses? By a small and medium sized business, we mean a business with fewer than 250 employees.

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	74%	76%	79%	67%	74%	70%	73%	73%	77%	72%	76%	72%	75%	74%	74%	74%	78%	64%
No	17%	13%	13%	25%	13%	20%	16%	22%	15%	18%	14%	22%	14%	22%	17%	17%	14%	22%
Don't know	9%	11%	8%	9%	13%	10%	11%	5%	8%	9%	11%	7%	11%	3%	10%	9%	7%	13%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(51.C) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses? By a small and medium sized business, we mean a business with fewer than 250 employees.

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	74%	76%	74%	77%	75%	65%	71%	74%	70%	70%	75%	88%	63%
No	17%	15%	18%	21%	11%	15%	17%	19%	17%	23%	15%	10%	31%
Don't know	9%	9%	8%	2%	14%	20%	13%	7%	13%	7%	10%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(51.D) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses? By a small and medium sized business, we mean a business with fewer than 250 employees.

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	74%	61%	0%	68%	49%	53%	68%	85%	71%	90%	80%	68%	74%	76%	64%	58%	69%	77%	82%	74%
No	17%	34%	100%	24%	35%	47%	26%	11%	14%	10%	14%	23%	11%	14%	23%	15%	12%	15%	11%	14%
Don't know	9%	5%	0%	8%	16%	0%	6%	4%	14%	0%	6%	10%	14%	10%	13%	27%	19%	7%	8%	12%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(52.A) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	62%	60%	55%	57%	64%	62%	61%	72%	65%	70%	60%	63%	54%	58%	57%	56%	71%	75%
No	26%	16%	35%	33%	27%	26%	25%	21%	29%	23%	30%	26%	35%	28%	24%	30%	21%	23%
Don't know	12%	24%	10%	11%	10%	13%	15%	7%	6%	7%	10%	11%	11%	14%	19%	14%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(52.B) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Total	Employee Number								Area				Grouped Employee Count		Online Sales?		
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	62%	59%	57%	53%	55%	56%	66%	61%	71%	63%	66%	61%	59%	54%	59%	65%	64%	57%
No	26%	16%	24%	26%	34%	28%	21%	28%	25%	27%	24%	29%	25%	30%	25%	27%	25%	27%
Don't know	12%	25%	19%	21%	11%	15%	13%	11%	4%	10%	10%	10%	16%	15%	16%	8%	11%	16%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(52.C) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	62%	68%	56%	60%	59%	48%	64%	64%	63%	66%	63%	64%	69%
No	26%	22%	34%	33%	22%	30%	26%	27%	27%	23%	21%	30%	10%
Don't know	12%	11%	10%	8%	20%	22%	10%	9%	10%	12%	15%	6%	21%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(52.D) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	62%	56%	0%	62%	64%	43%	58%	68%	65%	59%	73%	52%	60%	68%	53%	52%	54%	52%	45%	70%
No	26%	28%	100%	27%	36%	57%	26%	21%	32%	32%	22%	33%	33%	22%	29%	21%	23%	34%	25%	19%
Don't know	12%	16%	0%	11%	0%	0%	16%	11%	3%	9%	5%	14%	7%	10%	18%	28%	23%	15%	30%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(53.A) If the Government was to introduce a new tax on things bought online, do you think this should exclude food bought online (including groceries and takeaway food delivery)?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	69%	62%	61%	67%	75%	63%	68%	78%	77%	80%	71%	70%	65%	78%	62%	71%	69%	79%
No	21%	24%	24%	23%	19%	26%	22%	15%	18%	16%	22%	22%	26%	16%	23%	21%	22%	18%
Don't know	9%	14%	16%	10%	5%	11%	11%	7%	5%	4%	7%	8%	9%	7%	15%	8%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(53.B) If the Government was to introduce a new tax on things bought online, do you think this should exclude food bought online (including groceries and takeaway food delivery)?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	69%	63%	62%	54%	69%	67%	72%	78%	79%	69%	72%	63%	72%	61%	68%	72%	72%	64%
No	21%	19%	32%	29%	22%	20%	16%	17%	18%	23%	20%	27%	19%	30%	21%	22%	20%	24%
Don't know	9%	19%	7%	16%	9%	14%	12%	5%	3%	8%	8%	10%	9%	9%	12%	7%	8%	13%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(53.C) If the Government was to introduce a new tax on things bought online, do you think this should exclude food bought online (including groceries and takeaway food delivery)?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	69%	75%	60%	77%	71%	67%	70%	69%	67%	66%	67%	82%	62%
No	21%	17%	34%	15%	15%	24%	25%	20%	14%	20%	24%	13%	18%
Don't know	9%	7%	6%	8%	14%	10%	5%	11%	19%	14%	9%	5%	20%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(53.D) If the Government was to introduce a new tax on things bought online, do you think this should exclude food bought online (including groceries and takeaway food delivery)?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	69%	65%	0%	72%	37%	88%	67%	79%	68%	72%	77%	65%	61%	73%	69%	67%	65%	64%	56%	66%
No	21%	30%	100%	25%	46%	12%	22%	15%	29%	25%	16%	20%	30%	19%	26%	23%	22%	17%	25%	21%
Don't know	9%	5%	0%	3%	17%	0%	11%	6%	4%	3%	7%	15%	8%	7%	5%	10%	13%	19%	19%	12%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(54.A) If the Government introduced a new tax on things bought online, do you think that consumers would do more of their shopping in person and on the high street?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	52%	45%	51%	55%	64%	44%	48%	67%	54%	65%	50%	58%	55%	61%	39%	49%	48%	69%
No	30%	30%	31%	24%	27%	33%	37%	24%	35%	15%	32%	25%	31%	25%	39%	31%	27%	26%
Don't know	18%	24%	18%	21%	9%	23%	15%	9%	10%	21%	17%	17%	14%	14%	22%	20%	25%	6%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(54.B) If the Government introduced a new tax on things bought online, do you think that consumers would do more of their shopping in person and on the high street?

	Total	Employee Number								Area				Grouped Employee Count		Online Sales?		
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	52%	34%	42%	55%	50%	45%	57%	61%	61%	55%	59%	49%	42%	47%	48%	57%	55%	46%
No	30%	35%	32%	30%	32%	32%	27%	26%	24%	30%	27%	30%	28%	35%	31%	28%	28%	33%
Don't know	18%	31%	26%	15%	19%	23%	16%	13%	15%	15%	15%	21%	30%	17%	21%	15%	17%	21%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(54.C) If the Government introduced a new tax on things bought online, do you think that consumers would do more of their shopping in person and on the high street?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	52%	59%	53%	43%	44%	53%	54%	46%	57%	61%	48%	53%	36%
No	30%	29%	33%	39%	30%	22%	27%	37%	28%	23%	29%	23%	24%
Don't know	18%	12%	14%	18%	26%	25%	19%	16%	15%	16%	23%	23%	40%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(54.D) If the Government introduced a new tax on things bought online, do you think that consumers would do more of their shopping in person and on the high street?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	52%	48%	100%	56%	57%	30%	51%	55%	58%	64%	57%	51%	40%	50%	44%	32%	47%	45%	49%	57%
No	30%	23%	0%	32%	27%	38%	27%	26%	33%	33%	29%	25%	43%	32%	31%	31%	29%	30%	27%	29%
Don't know	18%	28%	0%	12%	16%	33%	22%	19%	9%	3%	14%	23%	17%	18%	25%	37%	25%	25%	25%	14%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(55.A) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	48%	40%	37%	45%	46%	46%	47%	56%	59%	54%	53%	48%	40%	61%	40%	50%	49%	58%
No	30%	31%	34%	30%	33%	31%	30%	26%	30%	23%	31%	30%	33%	21%	35%	30%	32%	28%
Don't know	22%	29%	30%	25%	21%	23%	23%	19%	11%	24%	15%	22%	27%	18%	25%	20%	19%	14%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(55.B) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Total	Employee Number								Area				Grouped Employee Count		Online Sales?		
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	48%	27%	35%	29%	48%	35%	47%	62%	62%	55%	54%	40%	44%	51%	41%	57%	48%	50%
No	30%	40%	32%	31%	28%	33%	27%	25%	26%	29%	28%	37%	23%	32%	31%	28%	30%	29%
Don't know	22%	33%	33%	40%	24%	32%	27%	13%	12%	17%	18%	23%	32%	17%	28%	15%	22%	22%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(55.C) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	48%	59%	39%	49%	45%	34%	47%	41%	50%	58%	48%	50%	50%
No	30%	26%	43%	29%	23%	32%	33%	35%	25%	23%	30%	30%	9%
Don't know	22%	15%	18%	22%	32%	34%	20%	24%	25%	19%	22%	20%	40%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(55.D) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	48%	65%	100%	41%	42%	53%	39%	47%	49%	44%	66%	53%	20%	49%	56%	42%	42%	56%	38%	45%
No	30%	24%	0%	38%	14%	19%	43%	27%	32%	40%	24%	29%	61%	23%	29%	29%	29%	16%	19%	34%
Don't know	22%	11%	0%	21%	44%	27%	18%	26%	18%	15%	10%	19%	19%	28%	15%	29%	30%	28%	43%	21%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(56.A) If the Government introduced a new tax on things bought online, do you think your business would experience reduced overall sales?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	50%	47%	48%	46%	58%	38%	54%	56%	58%	70%	47%	55%	53%	50%	42%	53%	48%	59%
No	37%	36%	36%	39%	30%	48%	39%	33%	33%	20%	42%	31%	38%	32%	39%	40%	40%	34%
Don't know	14%	17%	17%	15%	12%	14%	7%	11%	10%	10%	11%	14%	9%	18%	18%	7%	12%	7%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(56.B) If the Government introduced a new tax on things bought online, do you think your business would experience reduced overall sales?

	Total	Employee Number								Area				Grouped Employee Count		Online Sales?		
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	50%	43%	39%	51%	40%	46%	60%	49%	60%	52%	57%	49%	39%	45%	46%	54%	58%	34%
No	37%	38%	39%	35%	49%	43%	28%	35%	35%	34%	30%	37%	45%	38%	39%	34%	29%	51%
Don't know	14%	19%	23%	14%	11%	11%	12%	16%	6%	14%	14%	15%	16%	17%	15%	12%	13%	14%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(56.C) If the Government introduced a new tax on things bought online, do you think your business would experience reduced overall sales?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	50%	55%	44%	52%	47%	41%	47%	40%	46%	60%	59%	54%	45%
No	37%	33%	47%	39%	34%	41%	39%	43%	37%	26%	29%	33%	33%
Don't know	14%	12%	9%	9%	19%	18%	14%	17%	17%	14%	12%	14%	21%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(56.D) If the Government introduced a new tax on things bought online, do you think your business would experience reduced overall sales?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	50%	53%	0%	52%	49%	74%	44%	53%	73%	48%	66%	43%	36%	51%	37%	24%	38%	27%	52%	55%
No	37%	36%	100%	39%	35%	0%	45%	25%	21%	35%	25%	46%	58%	38%	44%	40%	42%	55%	30%	31%
Don't know	14%	12%	0%	9%	16%	26%	11%	22%	6%	16%	9%	11%	6%	11%	18%	35%	20%	18%	19%	15%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(57.A) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	63%	51%	57%	63%	63%	65%	53%	72%	68%	81%	64%	63%	63%	71%	53%	64%	67%	69%
No	23%	26%	16%	23%	20%	18%	37%	22%	24%	11%	27%	21%	28%	15%	24%	26%	23%	24%
Don't know	14%	23%	27%	13%	17%	16%	10%	6%	9%	8%	10%	16%	9%	14%	23%	10%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(57.B) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	63%	43%	58%	56%	63%	55%	59%	67%	75%	68%	67%	55%	59%	59%	57%	69%	64%	61%
No	23%	28%	20%	25%	24%	26%	20%	21%	20%	23%	22%	26%	21%	29%	24%	22%	22%	25%
Don't know	14%	30%	21%	19%	13%	19%	21%	12%	5%	10%	11%	20%	20%	12%	19%	8%	14%	15%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(57.C) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	63%	65%	59%	69%	56%	51%	60%	65%	62%	68%	67%	66%	70%
No	23%	26%	27%	17%	18%	32%	30%	17%	16%	20%	19%	23%	20%
Don't know	14%	9%	15%	14%	26%	17%	10%	19%	22%	12%	14%	11%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(57.D) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	63%	84%	100%	66%	39%	81%	64%	60%	67%	70%	70%	60%	50%	61%	64%	52%	58%	49%	66%	61%
No	23%	11%	0%	25%	61%	19%	30%	22%	24%	14%	20%	20%	39%	21%	31%	33%	23%	28%	17%	17%
Don't know	14%	5%	0%	9%	0%	0%	6%	18%	9%	16%	10%	20%	11%	18%	5%	15%	19%	23%	17%	21%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(58.A) The Government has said that they could use the money raised through a tax on things sold online to improve local high streets. This could lead to an increase in the cost of things bought online. Suppose that a new online sales tax increased the cost of online goods by 2 per cent. In your view, what improvement to the high street would make this additional cost to things online worthwhile?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	442	57	26	19	39	43	30	48	41	38	93	73	32	43	62	66	78	83
Weighted	444	48	23	19	35	40	29	45	45	42	109	62	35	42	60	72	81	87
No improvement in the condition of the high street.	12%	24%	32%	10%	8%	14%	11%	4%	7%	19%	10%	19%	23%	10%	6%	17%	10%	7%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	36%	35%	33%	54%	46%	32%	29%	32%	43%	16%	39%	43%	52%	35%	54%	32%	35%	17%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	31%	23%	14%	25%	41%	33%	41%	36%	34%	39%	18%	25%	46%	31%	41%	43%	32%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	18%	11%	11%	23%	21%	13%	27%	23%	14%	31%	13%	20%	0%	9%	9%	10%	12%	44%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(58.B) The Government has said that they could use the money raised through a tax on things sold online to improve local high streets. This could lead to an increase in the cost of things bought online. Suppose that a new online sales tax increased the cost of online goods by 2 per cent. In your view, what improvement to the high street would make this additional cost to things online worthwhile?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	442	24	24	16	28	31	50	64	56	149	198	49	43	24	237	205	287	155
Weighted	444	19	19	11	28	31	40	50	69	177	194	49	45	26	198	246	293	151
No improvement in the condition of the high street.	12%	12%	22%	26%	22%	21%	6%	15%	10%	9%	9%	11%	11%	31%	16%	9%	10%	18%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	36%	50%	34%	38%	36%	28%	53%	35%	27%	35%	38%	41%	52%	27%	39%	33%	36%	35%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	30%	41%	26%	16%	43%	31%	28%	37%	37%	36%	32%	24%	28%	31%	37%	36%	31%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	18%	8%	3%	10%	25%	8%	10%	21%	27%	18%	18%	16%	13%	14%	14%	21%	18%	16%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(58.C) The Government has said that they could use the money raised through a tax on things sold online to improve local high streets. This could lead to an increase in the cost of things bought online. Suppose that a new online sales tax increased the cost of online goods by 2 per cent. In your view, what improvement to the high street would make this additional cost to things online worthwhile?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	442	144	47	23	30	28	34	23	15	55	19	19	5
Weighted	444	113	61	29	40	31	39	26	11	49	19	18	7
No improvement in the condition of the high street.	12%	7%	18%	12%	21%	13%	6%	16%	0%	13%	19%	11%	18%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	36%	38%	27%	48%	31%	41%	47%	21%	49%	34%	33%	32%	37%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	31%	36%	27%	40%	31%	42%	46%	17%	34%	26%	32%	45%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	18%	23%	20%	13%	8%	15%	6%	16%	34%	18%	22%	25%	0%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(58.D) The Government has said that they could use the money raised through a tax on things sold online to improve local high streets. This could lead to an increase in the cost of things bought online. Suppose that a new online sales tax increased the cost of online goods by 2 per cent. In your view, what improvement to the high street would make this additional cost to things online worthwhile?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	442	8	1	46	8	2	31	32	19	8	84	40	8	48	12	6	25	21	13	30
Weighted	444	7	1	47	8	2	32	30	22	8	87	42	8	50	12	6	24	23	10	26
No improvement in the condition of the high street.	12%	51%	100%	10%	25%	64%	17%	15%	15%	19%	7%	9%	0%	9%	35%	0%	11%	13%	11%	11%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	36%	36%	0%	36%	45%	0%	25%	41%	40%	34%	31%	28%	42%	49%	40%	36%	47%	42%	30%	28%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	0%	0%	37%	30%	36%	29%	38%	37%	18%	37%	43%	58%	31%	11%	53%	33%	36%	40%	22%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	18%	14%	0%	17%	0%	0%	29%	6%	7%	29%	25%	19%	0%	11%	15%	10%	9%	9%	19%	38%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(59.A) In your view, what reduction in business rates paid by high street shops would make this additional tax on purchases made online worthwhile?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	442	57	26	19	39	43	30	48	41	38	93	73	32	43	62	66	78	83
Weighted	444	48	23	19	35	40	29	45	45	42	109	62	35	42	60	72	81	87
A 0-1% reduction	4%	0%	10%	0%	5%	5%	4%	3%	5%	12%	2%	5%	3%	2%	7%	2%	5%	5%
A 2-5% reduction	28%	33%	20%	31%	23%	36%	25%	27%	21%	21%	35%	41%	23%	32%	25%	31%	29%	19%
A 6-10% reduction	39%	30%	36%	45%	37%	39%	56%	45%	35%	40%	39%	25%	44%	40%	41%	51%	40%	37%
A 11-20% reduction	18%	17%	20%	10%	22%	15%	9%	11%	27%	15%	20%	14%	16%	24%	21%	10%	17%	22%
A 21-50% reduction	7%	14%	11%	14%	5%	6%	5%	10%	10%	7%	2%	8%	10%	2%	5%	5%	6%	12%
More than a 50% reduction in business rates paid	3%	5%	3%	0%	7%	0%	0%	4%	1%	5%	3%	8%	4%	0%	0%	1%	4%	4%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(59.B) In your view, what reduction in business rates paid by high street shops would make this additional tax on purchases made online worthwhile?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	442	24	24	16	28	31	50	64	56	149	198	49	43	24	237	205	287	155
Weighted	444	19	19	11	28	31	40	50	69	177	194	49	45	26	198	246	293	151
A 0-1% reduction	4%	0%	5%	5%	0%	4%	4%	9%	8%	3%	6%	7%	0%	4%	4%	4%	5%	3%
A 2-5% reduction	28%	22%	22%	48%	34%	15%	30%	31%	27%	30%	28%	36%	33%	30%	28%	29%	29%	27%
A 6-10% reduction	39%	39%	24%	25%	44%	49%	42%	41%	37%	40%	38%	32%	37%	34%	40%	39%	40%	38%
A 11-20% reduction	18%	15%	25%	16%	15%	13%	22%	8%	13%	22%	19%	13%	15%	18%	15%	20%	17%	20%
A 21-50% reduction	7%	20%	20%	5%	4%	19%	2%	5%	11%	3%	5%	10%	15%	6%	9%	5%	7%	7%
More than a 50% reduction in business rates paid	3%	4%	4%	0%	3%	0%	2%	6%	5%	2%	4%	1%	0%	7%	3%	3%	2%	6%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(59.C) In your view, what reduction in business rates paid by high street shops would make this additional tax on purchases made online worthwhile?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	442	144	47	23	30	28	34	23	15	55	19	19	5
Weighted	444	113	61	29	40	31	39	26	11	49	19	18	7
A 0-1% reduction	4%	4%	4%	0%	7%	4%	4%	4%	0%	8%	0%	0%	15%
A 2-5% reduction	28%	31%	30%	25%	43%	32%	29%	26%	18%	27%	16%	4%	22%
A 6-10% reduction	39%	33%	45%	52%	28%	41%	43%	60%	40%	35%	45%	35%	18%
A 11-20% reduction	18%	21%	16%	17%	18%	8%	16%	5%	24%	18%	20%	35%	22%
A 21-50% reduction	7%	7%	2%	7%	5%	3%	6%	4%	13%	8%	15%	20%	22%
More than a 50% reduction in business rates paid	3%	3%	3%	0%	0%	11%	2%	0%	5%	4%	5%	6%	0%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(59.D) In your view, what reduction in business rates paid by high street shops would make this additional tax on purchases made online worthwhile?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	442	8	1	46	8	2	31	32	19	8	84	40	8	48	12	6	25	21	13	30
Weighted	444	7	1	47	8	2	32	30	22	8	87	42	8	50	12	6	24	23	10	26
A 0-1% reduction	4%	14%	0%	0%	16%	0%	0%	3%	0%	0%	6%	2%	0%	12%	23%	0%	5%	0%	0%	0%
A 2-5% reduction	28%	15%	0%	38%	21%	0%	30%	24%	31%	42%	19%	43%	12%	31%	21%	0%	30%	41%	15%	26%
A 6-10% reduction	39%	33%	0%	35%	41%	100%	48%	43%	47%	27%	44%	36%	67%	37%	42%	31%	36%	34%	29%	26%
A 11-20% reduction	18%	28%	100%	21%	22%	0%	3%	19%	22%	23%	24%	13%	12%	10%	7%	69%	16%	25%	16%	10%
A 21-50% reduction	7%	11%	0%	6%	0%	0%	15%	11%	0%	8%	4%	3%	8%	4%	0%	0%	8%	0%	31%	25%
More than a 50% reduction in business rates paid	3%	0%	0%	0%	0%	0%	5%	0%	0%	0%	2%	3%	0%	5%	8%	0%	5%	0%	8%	12%

*Note:*

BASE: Approves of online sales tax

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(60.A) You said that you sell products online. If a new tax was to come in on online sales, how likely or unlikely would you be to pass that cost on to your customers through increased prices?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	655	114	29	25	61	58	36	61	57	52	145	86	57	61	127	103	105	102
Weighted	668	92	25	24	60	59	36	59	62	60	174	79	60	62	121	112	113	106
Very Likely	39%	40%	43%	32%	39%	29%	37%	33%	43%	45%	43%	46%	37%	29%	35%	32%	38%	54%
Somewhat Likely	43%	38%	46%	37%	40%	54%	43%	60%	44%	46%	38%	38%	41%	54%	40%	57%	40%	39%
Somewhat Unlikely	10%	8%	5%	16%	14%	10%	14%	6%	9%	7%	12%	6%	13%	12%	16%	6%	16%	2%
Very Unlikely	3%	3%	6%	8%	2%	3%	3%	1%	2%	2%	5%	4%	2%	3%	3%	2%	5%	4%
Don't Know	4%	11%	0%	7%	5%	4%	3%	0%	1%	0%	3%	6%	7%	2%	5%	3%	2%	1%
Total Likely:	83%	78%	89%	69%	78%	84%	81%	93%	88%	91%	80%	83%	78%	83%	75%	89%	78%	93%
Total Unlikely:	13%	11%	11%	24%	16%	12%	17%	7%	11%	9%	17%	11%	15%	15%	19%	8%	20%	6%
Net:	69%	67%	78%	45%	62%	71%	64%	86%	77%	82%	63%	73%	63%	69%	56%	81%	58%	87%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(60.B) You said that you sell products online. If a new tax was to come in on online sales, how likely or unlikely would you be to pass that cost on to your customers through increased prices?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	655	76	39	20	45	50	60	73	77	215	285	84	76	35	363	292	655	0
Weighted	668	61	30	16	46	54	48	56	97	260	278	87	81	35	311	358	668	0
Very Likely	39%	44%	44%	42%	33%	37%	31%	32%	37%	43%	36%	32%	46%	45%	37%	41%	39%	*
Somewhat Likely	43%	35%	23%	27%	48%	46%	58%	47%	48%	42%	47%	43%	38%	27%	43%	44%	43%	*
Somewhat Unlikely	10%	7%	18%	21%	7%	14%	6%	13%	11%	9%	11%	14%	8%	21%	11%	10%	10%	*
Very Unlikely	3%	3%	5%	0%	5%	2%	0%	5%	4%	3%	3%	3%	1%	3%	3%	3%	3%	*
Don't Know	4%	12%	10%	10%	7%	2%	5%	2%	0%	3%	4%	8%	6%	4%	6%	2%	4%	*
Total Likely:	83%	79%	67%	70%	81%	82%	89%	79%	85%	85%	83%	75%	85%	72%	80%	85%	83%	*
Total Unlikely:	13%	10%	23%	21%	11%	16%	6%	18%	15%	12%	13%	17%	9%	24%	14%	13%	13%	*
Net:	69%	69%	44%	49%	70%	66%	83%	61%	70%	73%	69%	58%	76%	48%	66%	72%	69%	*

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(60.C) You said that you sell products online. If a new tax was to come in on online sales, how likely or unlikely would you be to pass that cost on to your customers through increased prices?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	172	69	44	48	40	56	46	24	70	46	28	12
Weighted	668	136	90	56	64	42	63	51	18	62	45	25	18
Very Likely	39%	41%	37%	44%	36%	34%	32%	42%	53%	41%	22%	51%	62%
Somewhat Likely	43%	45%	38%	45%	42%	54%	47%	41%	39%	42%	52%	41%	23%
Somewhat Unlikely	10%	8%	19%	6%	10%	6%	11%	11%	3%	15%	7%	3%	9%
Very Unlikely	3%	4%	5%	5%	6%	2%	0%	3%	5%	0%	2%	3%	0%
Don't Know	4%	2%	1%	0%	6%	4%	9%	3%	0%	2%	18%	3%	5%
Total Likely:	83%	86%	75%	89%	78%	88%	79%	82%	92%	83%	74%	92%	85%
Total Unlikely:	13%	12%	23%	11%	16%	8%	11%	14%	8%	15%	8%	5%	9%
Net:	69%	74%	52%	78%	62%	80%	68%	68%	84%	69%	66%	87%	76%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(60.D) You said that you sell products online. If a new tax was to come in on online sales, how likely or unlikely would you be to pass that cost on to your customers through increased prices?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	655	4	1	73	4	1	32	64	35	20	110	54	17	61	13	8	33	30	35	60
Weighted	668	4	1	77	4	1	32	64	40	21	114	59	16	65	11	10	34	32	28	56
Very Likely	39%	0%	0%	39%	24%	0%	23%	47%	30%	37%	45%	36%	49%	39%	43%	39%	40%	28%	37%	45%
Somewhat Likely	43%	78%	0%	42%	60%	100%	55%	40%	62%	46%	45%	45%	33%	39%	57%	24%	35%	49%	42%	29%
Somewhat Unlikely	10%	22%	100%	15%	16%	0%	16%	10%	6%	10%	5%	14%	8%	8%	0%	14%	17%	9%	7%	12%
Very Unlikely	3%	0%	0%	4%	0%	0%	2%	1%	2%	0%	2%	3%	6%	8%	0%	0%	0%	8%	2%	5%
Don't Know	4%	0%	0%	0%	0%	0%	3%	2%	0%	7%	3%	2%	4%	6%	0%	24%	8%	6%	11%	8%
Total Likely:	83%	78%	0%	81%	84%	100%	79%	87%	92%	83%	91%	81%	82%	78%	100%	63%	75%	77%	79%	75%
Total Unlikely:	13%	22%	100%	19%	16%	0%	18%	11%	8%	10%	7%	17%	14%	16%	0%	14%	17%	17%	9%	17%
Net:	69%	56%	-100%	63%	68%	100%	60%	76%	84%	72%	84%	64%	67%	62%	100%	49%	58%	60%	70%	58%

*Note:*

BASE: Sells online (directly or through a third party)

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(61.A) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. Around what level of transaction fee do you pay on average to payment systems?

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Less than 0%	9%	18%	14%	13%	5%	6%	6%	2%	4%	9%	8%	8%	6%	5%	17%	6%	7%	8%
0-0.5%	19%	13%	17%	28%	26%	25%	21%	13%	6%	17%	23%	22%	22%	24%	16%	26%	16%	13%
0.6-1%	20%	12%	25%	18%	29%	13%	19%	27%	27%	33%	19%	21%	31%	23%	17%	26%	22%	13%
1-2%	22%	16%	13%	19%	23%	32%	19%	32%	36%	20%	21%	19%	21%	27%	24%	21%	26%	22%
2-5%	8%	5%	11%	8%	8%	3%	12%	7%	12%	14%	10%	7%	2%	8%	4%	8%	11%	19%
More than 5%	3%	5%	1%	4%	4%	1%	5%	8%	3%	1%	3%	5%	2%	1%	2%	1%	1%	13%
Don't know	18%	31%	19%	10%	5%	20%	17%	12%	12%	6%	15%	19%	16%	12%	20%	12%	17%	13%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(61.B) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. Around what level of transaction fee do you pay on average to payment systems?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Less than 0%	9%	24%	15%	2%	9%	5%	5%	8%	6%	7%	5%	12%	15%	15%	11%	7%	7%	12%
0-0.5%	19%	10%	17%	25%	26%	21%	11%	18%	18%	21%	16%	23%	22%	19%	18%	21%	18%	21%
0.6-1%	20%	7%	15%	24%	19%	21%	30%	16%	27%	22%	24%	17%	20%	18%	18%	23%	23%	15%
1-2%	22%	15%	14%	24%	19%	21%	27%	40%	25%	21%	28%	18%	18%	14%	23%	22%	26%	16%
2-5%	8%	4%	6%	13%	6%	6%	5%	3%	12%	12%	11%	10%	2%	2%	5%	12%	10%	6%
More than 5%	3%	6%	0%	0%	2%	0%	5%	5%	4%	4%	3%	4%	2%	6%	3%	4%	4%	3%
Don't know	18%	34%	32%	13%	18%	25%	18%	12%	8%	13%	13%	16%	21%	26%	23%	12%	12%	28%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(61.C) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. Around what level of transaction fee do you pay on average to payment systems?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Less than 0%	9%	5%	10%	13%	15%	3%	15%	6%	9%	8%	8%	5%	7%
0-0.5%	19%	15%	26%	20%	23%	21%	15%	16%	4%	18%	18%	28%	17%
0.6-1%	20%	22%	21%	19%	10%	15%	21%	21%	17%	22%	27%	19%	34%
1-2%	22%	27%	20%	23%	26%	23%	23%	19%	12%	29%	16%	17%	6%
2-5%	8%	13%	5%	2%	6%	10%	12%	3%	15%	11%	8%	5%	6%
More than 5%	3%	6%	1%	4%	3%	0%	1%	3%	6%	3%	3%	12%	3%
Don't know	18%	11%	16%	19%	16%	29%	12%	33%	37%	11%	20%	15%	26%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(61.D) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. Around what level of transaction fee do you pay on average to payment systems?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Less than 0%	9%	6%	100%	8%	12%	0%	7%	6%	3%	8%	2%	10%	17%	13%	3%	19%	17%	11%	12%	11%
0-0.5%	19%	37%	0%	20%	33%	33%	20%	17%	26%	20%	10%	20%	23%	22%	23%	24%	17%	23%	14%	17%
0.6-1%	20%	35%	0%	27%	42%	19%	17%	32%	20%	41%	23%	25%	19%	19%	7%	5%	11%	14%	5%	12%
1-2%	22%	10%	0%	35%	14%	0%	22%	15%	27%	15%	36%	21%	17%	15%	22%	23%	17%	18%	24%	18%
2-5%	8%	0%	0%	5%	0%	22%	6%	11%	11%	5%	16%	10%	0%	6%	12%	0%	6%	6%	5%	11%
More than 5%	3%	6%	0%	1%	0%	0%	2%	5%	0%	3%	6%	1%	0%	8%	0%	0%	0%	2%	2%	7%
Don't know	18%	5%	0%	5%	0%	26%	27%	13%	13%	7%	7%	13%	24%	18%	33%	29%	32%	27%	39%	24%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(62.A) In which, if any, of the following situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee? Please select all that apply

	Total	Annual Revenue										Revenue Change						
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Don't know	6%	12%	7%	7%	6%	7%	4%	3%	1%	0%	4%	7%	5%	5%	9%	5%	2%	2%
When processing transactions of international customers	35%	25%	29%	37%	26%	31%	40%	40%	36%	34%	45%	33%	40%	33%	26%	41%	38%	40%
When processing the transactions of a larger business	31%	23%	16%	39%	33%	23%	30%	40%	43%	35%	33%	23%	32%	34%	24%	29%	35%	44%
When processing transactions that are very large	28%	21%	22%	27%	27%	21%	35%	29%	44%	44%	30%	22%	33%	31%	21%	20%	37%	42%
It is never reasonable	26%	37%	31%	17%	26%	28%	25%	22%	20%	18%	20%	31%	24%	10%	35%	23%	24%	18%
When processing transactions that are very small	17%	8%	11%	15%	16%	17%	18%	28%	23%	22%	19%	13%	17%	18%	11%	17%	19%	28%
When processing the transactions of a smaller business	14%	10%	8%	19%	23%	13%	20%	22%	12%	15%	13%	14%	7%	20%	9%	14%	17%	21%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(62.B) In which, if any, of the following situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee? Please select all that apply

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Don't know	6%	13%	11%	2%	7%	11%	8%	4%	1%	4%	4%	10%	7%	15%	9%	3%	4%	9%
When processing transactions of international customers	35%	24%	26%	31%	18%	33%	32%	37%	42%	43%	39%	31%	32%	26%	28%	43%	37%	32%
When processing the transactions of a larger business	31%	21%	18%	15%	21%	22%	28%	49%	36%	37%	36%	24%	29%	26%	26%	37%	34%	25%
When processing transactions that are very large	28%	14%	19%	21%	19%	21%	32%	42%	40%	32%	34%	26%	28%	28%	24%	34%	31%	23%
It is never reasonable	26%	46%	43%	30%	40%	30%	14%	17%	20%	18%	22%	18%	30%	31%	32%	18%	25%	27%
When processing transactions that are very small	17%	5%	9%	13%	16%	7%	20%	21%	26%	20%	18%	21%	11%	17%	13%	22%	19%	13%
When processing the transactions of a smaller business	14%	2%	6%	15%	10%	16%	20%	24%	16%	15%	18%	11%	11%	8%	13%	15%	16%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(62.C) In which, if any, of the following situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee? Please select all that apply

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Don't know	6%	3%	4%	5%	5%	17%	3%	5%	9%	6%	10%	6%	12%
When processing transactions of international customers	35%	47%	35%	43%	32%	20%	32%	35%	23%	30%	26%	34%	34%
When processing the transactions of a larger business	31%	35%	31%	24%	32%	22%	43%	34%	33%	33%	20%	30%	18%
When processing transactions that are very large	28%	36%	33%	33%	20%	15%	32%	31%	34%	21%	21%	26%	29%
It is never reasonable	26%	17%	32%	27%	25%	35%	20%	34%	35%	19%	33%	26%	22%
When processing transactions that are very small	17%	21%	14%	10%	18%	18%	12%	17%	15%	16%	16%	28%	14%
When processing the transactions of a smaller business	14%	23%	11%	7%	8%	13%	12%	10%	19%	18%	12%	13%	11%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(62.D) In which, if any, of the following situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee? Please select all that apply

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Don't know	6%	5%	0%	4%	0%	0%	4%	5%	4%	0%	4%	3%	0%	8%	8%	15%	14%	7%	8%	8%
When processing transactions of international customers	35%	35%	100%	34%	23%	73%	30%	25%	44%	19%	42%	38%	43%	33%	48%	25%	38%	34%	32%	30%
When processing the transactions of a larger business	31%	17%	0%	35%	14%	27%	26%	31%	35%	26%	44%	36%	24%	27%	37%	18%	24%	38%	30%	15%
When processing transactions that are very large	28%	26%	0%	32%	36%	12%	18%	38%	28%	23%	41%	34%	22%	27%	32%	14%	17%	25%	23%	23%
It is never reasonable	26%	13%	0%	16%	16%	0%	36%	33%	18%	38%	11%	21%	34%	28%	27%	38%	33%	25%	38%	37%
When processing transactions that are very small	17%	26%	100%	20%	25%	16%	14%	13%	22%	15%	23%	29%	33%	15%	16%	10%	4%	12%	0%	14%
When processing the transactions of a smaller business	14%	13%	100%	20%	0%	17%	9%	13%	21%	16%	21%	22%	4%	10%	10%	0%	4%	22%	3%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(63.A) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Yes	23%	17%	20%	13%	24%	16%	29%	40%	36%	32%	24%	21%	13%	31%	10%	22%	28%	48%
No	67%	65%	63%	73%	69%	77%	61%	53%	61%	62%	69%	70%	74%	64%	78%	71%	59%	47%
Don't know	10%	18%	17%	14%	7%	7%	9%	7%	4%	6%	8%	9%	13%	5%	12%	8%	13%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(63.B) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Total	Employee Number								Area				Grouped Employee Count		Online Sales?		
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Yes	23%	10%	12%	9%	14%	14%	30%	34%	35%	28%	30%	21%	15%	18%	18%	30%	25%	20%
No	67%	72%	70%	75%	78%	71%	62%	64%	62%	63%	62%	65%	72%	72%	70%	63%	66%	68%
Don't know	10%	18%	18%	16%	8%	15%	8%	2%	3%	9%	8%	15%	13%	9%	12%	7%	9%	12%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(63.C) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Region												
	Total	Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Yes	23%	39%	18%	14%	22%	17%	22%	10%	22%	28%	18%	31%	21%
No	67%	53%	75%	78%	66%	67%	69%	81%	69%	60%	69%	65%	63%
Don't know	10%	8%	7%	8%	12%	16%	9%	9%	9%	12%	13%	4%	16%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(63.D) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Yes	23%	34%	100%	26%	36%	27%	13%	23%	21%	23%	44%	33%	13%	17%	17%	8%	14%	17%	10%	19%
No	67%	54%	0%	65%	48%	57%	80%	61%	70%	65%	51%	57%	84%	74%	78%	82%	75%	67%	71%	73%
Don't know	10%	12%	0%	8%	17%	16%	7%	15%	9%	12%	6%	10%	3%	9%	5%	10%	11%	16%	20%	9%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(64.A) An acquirer fee paid to the payment processor (e.g. the card terminal provider) A card scheme fee paid to the owner of the card scheme (e.g. Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
The card scheme fee	47%	36%	35%	42%	49%	49%	40%	59%	55%	50%	55%	32%	52%	44%	42%	56%	53%	57%
The acquirer fee	34%	32%	24%	28%	41%	35%	36%	37%	40%	30%	38%	32%	20%	39%	28%	38%	41%	44%
The interchange fee	21%	17%	10%	16%	20%	16%	28%	22%	22%	25%	31%	16%	23%	27%	14%	20%	19%	40%
None of the above	30%	48%	41%	33%	23%	27%	27%	20%	22%	29%	20%	38%	29%	22%	40%	21%	27%	19%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(64.B) An acquirer fee paid to the payment processor (e.g. the card terminal provider) A card scheme fee paid to the owner of the card scheme (e.g. Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
The card scheme fee	47%	32%	35%	38%	45%	43%	43%	60%	49%	54%	55%	43%	40%	45%	43%	53%	48%	45%
The acquirer fee	34%	21%	33%	13%	29%	36%	30%	40%	47%	35%	40%	31%	30%	30%	30%	38%	34%	34%
The interchange fee	21%	15%	15%	16%	12%	20%	21%	21%	20%	28%	20%	21%	21%	27%	17%	26%	24%	17%
None of the above	30%	58%	45%	44%	32%	36%	27%	21%	21%	21%	23%	34%	33%	38%	37%	21%	30%	30%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(64.C) An acquirer fee paid to the payment processor (e.g. the card terminal provider) A card scheme fee paid to the owner of the card scheme (e.g. Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
The card scheme fee	47%	55%	48%	38%	50%	44%	52%	39%	28%	49%	39%	42%	57%
The acquirer fee	34%	44%	33%	30%	30%	34%	35%	23%	42%	39%	28%	31%	17%
The interchange fee	21%	30%	21%	15%	15%	24%	14%	23%	38%	18%	15%	21%	27%
None of the above	30%	18%	33%	36%	33%	36%	26%	42%	33%	23%	42%	33%	28%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(64.D) An acquirer fee paid to the payment processor (e.g. the card terminal provider) A card scheme fee paid to the owner of the card scheme (e.g. Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
The card scheme fee	47%	49%	100%	57%	69%	19%	39%	46%	60%	34%	56%	49%	45%	53%	44%	61%	36%	38%	37%	35%
The acquirer fee	34%	63%	100%	29%	57%	43%	22%	35%	30%	36%	40%	45%	47%	40%	42%	26%	23%	38%	20%	25%
The interchange fee	21%	23%	0%	18%	26%	12%	17%	15%	28%	9%	27%	33%	22%	21%	30%	29%	11%	25%	11%	24%
None of the above	30%	12%	0%	22%	0%	26%	37%	38%	22%	29%	16%	27%	29%	28%	28%	31%	43%	32%	55%	43%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(65.A) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Sort code	77%	87%	65%	80%	81%	82%	84%	66%	70%	68%	73%	79%	76%	74%	83%	79%	72%	67%
Open banking	60%	55%	51%	60%	65%	63%	66%	60%	67%	61%	64%	56%	63%	70%	55%	64%	61%	66%
Interchange fee	36%	24%	17%	26%	42%	26%	48%	46%	42%	46%	44%	35%	34%	38%	27%	33%	40%	52%
None of the above	4%	4%	4%	3%	4%	2%	0%	4%	3%	8%	6%	5%	3%	4%	6%	2%	6%	2%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(65.B) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Total	Employee Number								Area				Grouped Employee Count		Online Sales?		
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Sort code	77%	93%	83%	74%	87%	85%	74%	75%	64%	72%	70%	75%	89%	86%	83%	70%	77%	77%
Open banking	60%	54%	52%	68%	59%	56%	62%	61%	68%	61%	65%	60%	57%	54%	58%	63%	67%	47%
Interchange fee	36%	14%	22%	26%	26%	34%	33%	41%	45%	45%	41%	35%	32%	30%	28%	45%	42%	22%
None of the above	4%	5%	4%	8%	2%	1%	4%	4%	9%	4%	5%	5%	2%	4%	4%	5%	4%	5%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(65.C) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Sort code	77%	65%	85%	83%	80%	84%	79%	82%	81%	67%	81%	67%	76%
Open banking	60%	67%	63%	60%	53%	52%	59%	70%	53%	62%	47%	72%	46%
Interchange fee	36%	47%	34%	32%	30%	34%	32%	31%	45%	38%	36%	29%	17%
None of the above	4%	4%	4%	1%	5%	5%	0%	3%	4%	6%	9%	4%	13%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(65.D) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Sort code	77%	64%	0%	70%	23%	73%	85%	78%	88%	91%	65%	65%	84%	74%	69%	90%	88%	89%	92%	78%
Open banking	60%	64%	100%	62%	58%	39%	50%	63%	80%	76%	66%	78%	61%	56%	63%	25%	47%	54%	61%	55%
Interchange fee	36%	29%	0%	38%	44%	17%	23%	40%	44%	41%	46%	48%	44%	28%	40%	21%	27%	28%	34%	33%
None of the above	4%	0%	0%	5%	0%	0%	4%	7%	2%	0%	4%	9%	0%	7%	0%	5%	7%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(66.A) Imagine the two hypothetical payments methods: Payment Method A involves a customer presenting a card to your Point-of-Sale terminal, tapping to pay via contactless. You receive 98% of the value of the transaction, with 2% going towards a range of fees charged by the payment processor. Payment Method B involves a customer scanning a QR code using their phone and then going through four to five screens on their mobile banking app, before consenting to pay using their fingerprint, face ID or password. You receive more than 99% of the value of the transaction, with less than 1% going towards a range of fees charged by the payment processor. Which of these two payment methods would you prefer?

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
Payment Method A	48%	45%	48%	59%	44%	43%	46%	63%	50%	54%	47%	45%	45%	47%	45%	46%	50%	60%
Payment Method B	41%	34%	32%	29%	47%	40%	50%	36%	47%	41%	47%	39%	46%	44%	33%	51%	45%	36%
Don't Know	11%	21%	20%	13%	9%	17%	5%	2%	3%	5%	6%	16%	9%	9%	22%	4%	5%	4%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(66.B) Imagine the two hypothetical payments methods: Payment Method A involves a customer presenting a card to your Point-of-Sale terminal, tapping to pay via contactless. You receive 98% of the value of the transaction, with 2% going towards a range of fees charged by the payment processor. Payment Method B involves a customer scanning a QR code using their phone and then going through four to five screens on their mobile banking app, before consenting to pay using their fingerprint, face ID or password. You receive more than 99% of the value of the transaction, with less than 1% going towards a range of fees charged by the payment processor. Which of these two payment methods would you prefer?

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
Payment Method A	48%	39%	48%	39%	44%	46%	43%	59%	51%	50%	53%	42%	52%	47%	46%	51%	46%	51%
Payment Method B	41%	34%	35%	40%	42%	37%	48%	39%	46%	43%	42%	48%	31%	38%	39%	44%	45%	33%
Don't Know	11%	27%	17%	21%	14%	18%	10%	2%	2%	7%	6%	10%	17%	15%	15%	6%	8%	16%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(66.C) Imagine the two hypothetical payments methods: Payment Method A involves a customer presenting a card to your Point-of-Sale terminal, tapping to pay via contactless. You receive 98% of the value of the transaction, with 2% going towards a range of fees charged by the payment processor. Payment Method B involves a customer scanning a QR code using their phone and then going through four to five screens on their mobile banking app, before consenting to pay using their fingerprint, face ID or password. You receive more than 99% of the value of the transaction, with less than 1% going towards a range of fees charged by the payment processor. Which of these two payment methods would you prefer?

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
Payment Method A	48%	45%	46%	47%	48%	45%	45%	49%	48%	53%	57%	55%	41%
Payment Method B	41%	46%	45%	41%	34%	41%	48%	39%	34%	37%	30%	36%	53%
Don't Know	11%	9%	10%	11%	18%	14%	7%	12%	18%	9%	13%	9%	6%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(66.D) Imagine the two hypothetical payments methods: Payment Method A involves a customer presenting a card to your Point-of-Sale terminal, tapping to pay via contactless. You receive 98% of the value of the transaction, with 2% going towards a range of fees charged by the payment processor. Payment Method B involves a customer scanning a QR code using their phone and then going through four to five screens on their mobile banking app, before consenting to pay using their fingerprint, face ID or password. You receive more than 99% of the value of the transaction, with less than 1% going towards a range of fees charged by the payment processor. Which of these two payment methods would you prefer?

	Sector																			
	Total	Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
Payment Method A	48%	60%	100%	53%	52%	53%	38%	33%	35%	40%	50%	58%	41%	47%	49%	80%	42%	55%	49%	51%
Payment Method B	41%	35%	0%	41%	39%	47%	50%	51%	60%	57%	44%	32%	41%	43%	47%	10%	34%	31%	26%	39%
Don't Know	11%	5%	0%	6%	10%	0%	12%	15%	5%	2%	5%	10%	18%	10%	4%	10%	23%	14%	24%	10%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(67.A) The Payments Regulator is thinking about introducing new tools to enable Merchants to compare between payment processors and make it easier for them to switch. Which of the following tools do you think your business would find helpful? Please select all that apply

	Total	Annual Revenue									Revenue Change							
		Under £85,000	£85,001 to £250,000	£250,001 to £500,000	£500,001 to £1 million	£1 million to £2 million	£2 million to £5 million	£5 million to £10 million	£10 million to £20 million	£20 million to £50 million	Over £50 million	Declined by 10%+	Declined by 6-10%	Declined by 2-5%	Stayed about the same size	Grown by 0-5%	Grown by 6-10%	Grown by 10%+
Unweighted	1004	190	67	51	86	98	60	87	73	63	187	172	84	91	202	129	149	142
Weighted	1004	156	58	47	84	97	58	83	79	73	226	154	88	90	193	138	158	145
A price comparison tool of payment processors for merchants to use	53%	38%	37%	60%	55%	51%	56%	58%	55%	58%	61%	48%	53%	51%	45%	63%	53%	62%
Mandating that all point-of-sale terminals must be compatible with all payment processors, meaning that a merchant could always choose to keep the same terminal when they switch payment processors	49%	41%	40%	41%	42%	39%	60%	64%	55%	51%	56%	44%	50%	47%	45%	55%	48%	59%
An automatic trigger message to a merchant when their payment processing contract is coming up for renewal	42%	33%	31%	26%	44%	48%	44%	38%	54%	43%	45%	41%	53%	36%	33%	36%	45%	53%
A ban on fixed-term contracts for payment processors	24%	19%	34%	17%	26%	26%	28%	30%	25%	24%	20%	24%	19%	19%	21%	23%	25%	34%
None of the above	13%	26%	23%	12%	8%	16%	10%	5%	5%	2%	12%	15%	9%	10%	25%	4%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(67.B) The Payments Regulator is thinking about introducing new tools to enable Merchants to compare between payment processors and make it easier for them to switch. Which of the following tools do you think your business would find helpful? Please select all that apply

	Total	Employee Number									Area				Grouped Employee Count		Online Sales?	
		1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+	Large city or urban area	Suburb	Small town	Rural area	Less than 250 employees	250+ employees	Yes	No
Unweighted	1004	126	79	40	88	96	93	104	96	282	392	133	125	73	626	378	655	349
Weighted	1004	101	62	30	90	97	75	82	121	345	379	133	130	71	538	466	668	336
A price comparison tool of payment processors for merchants to use	53%	41%	48%	59%	47%	61%	47%	56%	48%	59%	56%	51%	51%	44%	50%	56%	59%	42%
Mandating that all point-of-sale terminals must be compatible with all payment processors, meaning that a merchant could always choose to keep the same terminal when they switch payment processors	49%	38%	35%	45%	41%	50%	41%	53%	57%	55%	53%	43%	52%	43%	44%	55%	54%	40%
An automatic trigger message to a merchant when their payment processing contract is coming up for renewal	42%	26%	36%	29%	40%	40%	42%	51%	42%	47%	50%	39%	38%	43%	38%	45%	46%	34%
A ban on fixed-term contracts for payment processors	24%	19%	17%	30%	18%	31%	22%	26%	29%	23%	24%	20%	16%	24%	23%	25%	25%	21%
None of the above	13%	33%	25%	16%	20%	13%	6%	7%	6%	9%	8%	17%	15%	27%	18%	8%	9%	21%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

## Public First Poll for Coadec (Employee Share)

(67.C) The Payments Regulator is thinking about introducing new tools to enable Merchants to compare between payment processors and make it easier for them to switch. Which of the following tools do you think your business would find helpful? Please select all that apply

	Total	Region											
		Greater London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1004	251	123	69	76	68	72	64	36	113	68	45	19
Weighted	1004	194	153	86	98	69	80	69	26	98	64	39	28
A price comparison tool of payment processors for merchants to use	53%	54%	57%	50%	49%	47%	55%	58%	63%	54%	44%	55%	56%
Mandating that all point-of-sale terminals must be compatible with all payment processors, meaning that a merchant could always choose to keep the same terminal when they switch payment processors	49%	55%	52%	43%	42%	41%	47%	48%	48%	48%	48%	62%	51%
An automatic trigger message to a merchant when their payment processing contract is coming up for renewal	42%	47%	46%	42%	34%	46%	40%	35%	24%	36%	41%	44%	51%
A ban on fixed-term contracts for payment processors	24%	25%	24%	24%	23%	22%	20%	18%	32%	22%	28%	28%	27%
None of the above	13%	7%	14%	11%	20%	20%	10%	16%	17%	11%	21%	9%	13%

*Note:*

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions

(67.D) The Payments Regulator is thinking about introducing new tools to enable Merchants to compare between payment processors and make it easier for them to switch. Which of the following tools do you think your business would find helpful? Please select all that apply

	Total	Sector																		
		Agri.	Mining	Manuf.	Electricity	Water	Const.	Retail	Transport	Accom. and Food	Info.	Financial	Real Estate	Profess. and Scientific	Admin.	Public Administration	Education	Health and Social Work	Arts	Other
Unweighted	1004	16	1	98	8	6	83	75	42	25	133	76	23	112	22	18	75	58	48	85
Weighted	1004	15	1	104	8	7	79	73	48	26	140	81	22	112	19	21	74	60	39	78
A price comparison tool of payment processors for merchants to use	53%	24%	100%	62%	28%	48%	48%	56%	64%	41%	55%	57%	43%	50%	64%	68%	53%	51%	43%	49%
Mandating that all point-of-sale terminals must be compatible with all payment processors, meaning that a merchant could always choose to keep the same terminal when they switch payment processors	49%	42%	0%	45%	67%	62%	49%	47%	42%	44%	62%	54%	36%	49%	48%	58%	40%	47%	40%	50%
An automatic trigger message to a merchant when their payment processing contract is coming up for renewal	42%	46%	100%	42%	28%	17%	31%	36%	44%	39%	48%	46%	32%	54%	42%	39%	32%	37%	35%	46%
A ban on fixed-term contracts for payment processors	24%	18%	0%	26%	26%	12%	20%	24%	19%	40%	28%	21%	19%	27%	36%	34%	18%	19%	21%	20%
None of the above	13%	11%	0%	7%	0%	0%	13%	18%	5%	12%	7%	16%	29%	15%	4%	10%	22%	12%	27%	18%

Note:

BASE: All Respondents

Fieldwork: 8th Apr - 17th Apr 2022

Data weighted by region and business size to Nationally Representative proportions