

Public First Poll for Google

Fieldwork: 26th Apr - 4th May 2022
Interview method: Online Survey
Population represented: UK small and medium businesses
Sample size: 1008

Methodology:

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

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Online (directly)	51%	60%	44%	56%	42%	55%	49%	47%	52%	61%	49%	43%	33%	55%	50%	52%	51%
Direct negotiation and/or sales	47%	50%	47%	45%	46%	43%	48%	48%	55%	47%	48%	43%	55%	35%	50%	51%	46%
Online (through a third party)	33%	43%	28%	31%	24%	20%	28%	32%	39%	46%	33%	25%	21%	40%	31%	34%	32%
Telephone order	30%	27%	28%	32%	21%	35%	25%	35%	38%	36%	34%	30%	30%	19%	33%	37%	26%
Physical store	26%	33%	20%	26%	21%	29%	18%	31%	19%	30%	25%	37%	15%	22%	27%	30%	24%
Mail order	11%	16%	5%	15%	10%	3%	11%	7%	17%	16%	11%	4%	0%	10%	11%	11%	10%
Not applicable - we do not sell to customers or clients	11%	8%	15%	7%	11%	9%	8%	18%	12%	5%	20%	5%	12%	13%	10%	7%	13%
None of the above	6%	6%	5%	6%	8%	8%	6%	4%	8%	3%	3%	12%	13%	6%	6%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(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			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Online (directly)	51%	42%	50%	63%	56%	54%	58%	61%	49%	39%	59%	50%	66%	38%	46%	55%
Direct negotiation and/or sales	47%	42%	48%	54%	31%	30%	39%	49%	56%	49%	52%	47%	45%	49%	44%	51%
Online (through a third party)	33%	31%	27%	41%	30%	48%	40%	41%	30%	21%	37%	32%	48%	19%	33%	32%
Telephone order	30%	20%	34%	38%	3%	17%	29%	29%	30%	35%	36%	29%	40%	21%	26%	34%
Physical store	26%	17%	30%	33%	19%	18%	37%	27%	24%	23%	38%	24%	46%	9%	23%	29%
Mail order	11%	5%	8%	21%	5%	15%	12%	14%	9%	8%	17%	10%	18%	5%	7%	14%
Not applicable - we do not sell to customers or clients	11%	13%	11%	8%	7%	11%	6%	6%	10%	19%	5%	12%	1%	20%	12%	10%
None of the above	6%	8%	8%	2%	7%	7%	6%	4%	4%	8%	2%	7%	2%	10%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(2.A) How long has your company been in business?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Less than 1 year	2%	2%	0%	4%	3%	1%	3%	1%	4%	1%	3%	1%	6%	5%	2%	2%	2%
1- up to 2 years	5%	7%	6%	2%	4%	10%	5%	2%	8%	4%	8%	6%	0%	9%	4%	5%	6%
More than 2 – Up to 5 years	16%	22%	15%	18%	12%	16%	13%	20%	29%	14%	7%	18%	12%	32%	13%	12%	19%
More than 5 – Up to 10 years	23%	21%	22%	23%	28%	24%	23%	22%	19%	28%	29%	20%	19%	32%	21%	23%	24%
More than 10 - Up to 20 years	24%	26%	20%	27%	20%	23%	26%	28%	23%	28%	15%	23%	30%	15%	26%	26%	23%
Over 20 years	28%	22%	37%	26%	33%	27%	30%	26%	17%	23%	36%	32%	34%	8%	34%	32%	27%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	3%	0%	0%	0%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(2.B) How long has your company been in business?

	Total	Employee Number			Company Age						Minority-owned business		Retailled		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Less than 1 year	2%	5%	0%	1%	100%	0%	0%	0%	0%	0%	2%	2%	2%	2%	4%	0%
1- up to 2 years	5%	8%	3%	4%	0%	100%	0%	0%	0%	0%	8%	5%	6%	5%	7%	4%
More than 2 – Up to 5 years	16%	20%	16%	12%	0%	0%	100%	0%	0%	0%	19%	16%	22%	11%	21%	12%
More than 5 – Up to 10 years	23%	23%	24%	23%	0%	0%	0%	100%	0%	0%	29%	22%	28%	20%	25%	22%
More than 10 - Up to 20 years	24%	24%	20%	27%	0%	0%	0%	0%	100%	0%	25%	24%	22%	25%	24%	23%
Over 20 years	28%	20%	35%	32%	0%	0%	0%	0%	0%	100%	17%	31%	19%	37%	19%	37%
Don't know	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(3.A) To your knowledge, before your company became a business was it any of the following?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	604	86	94	71	48	42	50	55	16	75	26	32	9	200	404	240	364
Weighted	512	65	79	60	52	34	40	46	20	57	27	19	14	159	353	202	310
A hobby	18%	22%	11%	19%	19%	23%	15%	8%	38%	29%	11%	21%	10%	30%	13%	16%	20%
A regular form of additional revenue stream alongside a full-time role	15%	19%	18%	11%	14%	13%	18%	17%	12%	11%	18%	29%	0%	14%	16%	15%	15%
An ad-hoc form of additional revenue	6%	4%	5%	7%	4%	7%	6%	6%	6%	7%	11%	6%	0%	7%	5%	6%	5%
Other	4%	6%	2%	6%	7%	4%	0%	3%	0%	4%	4%	6%	0%	3%	4%	4%	4%
No, the business was a new endeavour	56%	48%	65%	56%	55%	53%	58%	62%	44%	47%	57%	38%	90%	45%	61%	58%	54%
Don't know	1%	2%	0%	0%	2%	0%	2%	5%	0%	2%	0%	0%	0%	1%	1%	1%	1%

Note:

BASE: Founders and companies of less than 5 employees

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(3.B) To your knowledge, before your company became a business was it any of the following?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	604	500	67	37	26	45	124	144	148	116	75	529	266	337	566	38
Weighted	512	371	100	41	20	36	108	123	125	99	64	448	227	284	483	29
A hobby	18%	21%	5%	26%	42%	40%	25%	21%	11%	4%	23%	18%	29%	10%	19%	15%
A regular form of additional revenue stream alongside a full-time role	15%	15%	14%	22%	17%	16%	20%	16%	16%	9%	17%	15%	19%	13%	16%	11%
An ad-hoc form of additional revenue	6%	6%	4%	6%	8%	8%	8%	7%	4%	2%	3%	6%	6%	5%	5%	14%
Other	4%	5%	3%	0%	3%	0%	2%	5%	2%	9%	3%	4%	2%	5%	4%	0%
No, the business was a new endeavour	56%	52%	73%	44%	27%	36%	44%	51%	66%	74%	54%	56%	43%	65%	55%	58%
Don't know	1%	1%	1%	2%	3%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%

Note:

BASE: Founders and companies of less than 5 employees

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(4.A) You said that your business was less than two years old. Were any of the following factors why you chose to recently start a new business? Please select all that apply

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	566	82	85	65	44	41	48	53	15	73	21	30	9	191	375	224	342
Weighted	483	62	72	55	48	33	38	44	18	56	22	18	14	153	330	189	294
Lost old job or was furloughed as a result of the pandemic	7%	3%	10%	9%	6%	2%	6%	5%	0%	8%	9%	11%	10%	7%	7%	8%	6%
Saw a new opportunity or gap in the market during the pandemic	27%	35%	26%	21%	27%	28%	37%	21%	27%	31%	33%	11%	0%	31%	25%	30%	25%
Reassessed priorities in the pandemic	15%	15%	8%	14%	14%	24%	22%	17%	7%	19%	13%	16%	0%	15%	15%	17%	13%
None of the above	58%	56%	60%	62%	61%	52%	39%	63%	67%	50%	53%	61%	90%	57%	58%	51%	62%

Note:

BASE: Founders and co-founders

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(4.B) You said that your business was less than two years old. Were any of the following factors why you chose to recently start a new business? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	566	462	67	37	25	42	116	139	137	106	69	497	250	315	566	0
Weighted	483	342	100	41	20	34	102	120	116	91	60	423	215	267	483	0
Lost old job or was furloughed as a result of the pandemic	7%	6%	7%	10%	27%	15%	6%	8%	3%	3%	12%	6%	9%	5%	7%	*
Saw a new opportunity or gap in the market during the pandemic	27%	21%	40%	49%	37%	54%	34%	32%	17%	13%	35%	26%	34%	21%	27%	*
Reassessed priorities in the pandemic	15%	13%	12%	36%	34%	30%	15%	18%	10%	6%	17%	14%	21%	10%	15%	*
None of the above	58%	65%	48%	19%	18%	20%	52%	50%	73%	78%	47%	59%	46%	67%	58%	*

Note:

BASE: Founders and co-founders

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(5.A) In 2021, what was the approximate annual revenue of your business?

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Under £20,000	14%	8%	12%	18%	15%	18%	11%	20%	37%	13%	12%	23%	6%	38%	8%	11%	16%
£20,001 to £40,000	7%	5%	7%	12%	4%	9%	9%	6%	8%	6%	3%	6%	12%	13%	5%	7%	7%
£40,001 to £85,000	9%	6%	9%	11%	13%	9%	9%	5%	16%	15%	8%	7%	15%	11%	9%	13%	7%
£85,001 to £250,000	9%	6%	11%	12%	7%	6%	9%	9%	8%	6%	15%	12%	0%	9%	9%	10%	8%
£250,001 to £500,000	7%	8%	8%	8%	2%	7%	5%	7%	0%	7%	6%	14%	12%	3%	8%	7%	7%
£500,001 to £1 million	11%	11%	11%	10%	15%	13%	10%	12%	0%	14%	7%	16%	6%	9%	12%	12%	11%
£1 million to £2 million	12%	15%	9%	9%	17%	13%	8%	11%	0%	15%	14%	13%	6%	5%	14%	12%	12%
£2 million to £5 million	11%	12%	12%	12%	11%	9%	17%	5%	13%	8%	14%	4%	0%	4%	12%	12%	10%
£5 million to £10 million	7%	10%	4%	4%	5%	13%	8%	6%	0%	9%	5%	0%	13%	4%	8%	6%	7%
£10 million to £20 million	4%	6%	7%	0%	2%	2%	5%	6%	0%	5%	2%	0%	9%	0%	5%	4%	4%
£20 million to £50 million	3%	4%	4%	0%	4%	0%	1%	6%	0%	2%	4%	0%	9%	1%	3%	4%	2%
Over £50 million	2%	4%	1%	1%	2%	2%	1%	1%	13%	1%	4%	0%	0%	0%	3%	1%	3%
Don't Know	4%	4%	4%	3%	4%	0%	6%	6%	4%	1%	6%	5%	13%	2%	4%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(5.B) In 2021, what was the approximate annual revenue of your business?

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Under £20,000	14%	35%	1%	1%	72%	32%	20%	13%	12%	6%	11%	15%	12%	16%	29%	1%
£20,001 to £40,000	7%	15%	2%	2%	6%	19%	9%	7%	8%	3%	7%	7%	6%	7%	13%	1%
£40,001 to £85,000	9%	19%	2%	4%	12%	11%	15%	9%	10%	5%	10%	9%	10%	9%	15%	5%
£85,001 to £250,000	9%	14%	9%	2%	0%	13%	8%	10%	9%	7%	6%	9%	7%	10%	12%	6%
£250,001 to £500,000	7%	6%	11%	5%	3%	8%	13%	9%	4%	4%	7%	7%	10%	5%	7%	6%
£500,001 to £1 million	11%	5%	19%	12%	0%	6%	10%	14%	10%	13%	16%	10%	13%	10%	10%	13%
£1 million to £2 million	12%	3%	23%	13%	0%	2%	9%	12%	15%	14%	14%	12%	12%	12%	6%	18%
£2 million to £5 million	11%	1%	16%	18%	0%	3%	5%	12%	8%	16%	12%	10%	12%	9%	3%	17%
£5 million to £10 million	7%	0%	9%	14%	0%	4%	4%	7%	5%	11%	7%	7%	7%	6%	1%	12%
£10 million to £20 million	4%	0%	3%	10%	4%	0%	1%	1%	8%	6%	4%	4%	4%	4%	1%	7%
£20 million to £50 million	3%	0%	2%	8%	0%	2%	3%	1%	3%	6%	3%	3%	3%	3%	0%	5%
Over £50 million	2%	0%	0%	7%	0%	0%	1%	1%	3%	4%	3%	2%	2%	2%	1%	4%
Don't Know	4%	4%	4%	4%	3%	2%	2%	3%	4%	5%	2%	4%	2%	6%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(6.A) In 2021, how much did the revenue of your company change?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Declined by over 50%	7%	7%	7%	7%	5%	14%	7%	9%	4%	5%	5%	10%	6%	12%	6%	6%	8%
Declined by 25-50%	7%	6%	8%	10%	12%	13%	3%	5%	4%	8%	1%	9%	0%	9%	7%	7%	7%
Declined by 10-25%	11%	11%	7%	8%	8%	11%	11%	14%	16%	10%	13%	11%	34%	9%	12%	12%	10%
Declined by 6-10%	9%	9%	11%	6%	4%	7%	11%	5%	19%	12%	11%	9%	9%	6%	10%	12%	7%
Declined by 2-5%	8%	7%	6%	6%	6%	16%	4%	13%	7%	11%	12%	8%	0%	8%	8%	5%	10%
Stayed about the same size	25%	21%	32%	23%	30%	21%	26%	25%	25%	16%	27%	33%	18%	27%	24%	23%	25%
Grown by 0-5% a year	10%	12%	10%	8%	14%	6%	11%	8%	0%	14%	6%	10%	15%	9%	11%	11%	10%
Grown by 6-10%	10%	11%	8%	17%	9%	4%	10%	9%	7%	15%	7%	6%	0%	7%	11%	10%	10%
Grown by 11-20%	5%	8%	4%	4%	3%	4%	5%	3%	0%	3%	9%	1%	0%	4%	5%	5%	4%
Grown by 21-50%	3%	3%	2%	5%	5%	1%	3%	1%	0%	2%	2%	0%	6%	5%	2%	3%	2%
Grown by over 50%	2%	2%	3%	3%	1%	2%	1%	6%	11%	1%	0%	0%	0%	3%	2%	2%	2%
Don't know	4%	2%	2%	1%	5%	1%	8%	4%	8%	3%	6%	1%	13%	4%	4%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(6.B) In 2021, how much did the revenue of your company change?

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Declined by over 50%	7%	14%	3%	3%	11%	7%	7%	6%	9%	7%	9%	7%	5%	9%	11%	3%
Declined by 25-50%	7%	11%	8%	2%	0%	8%	5%	10%	11%	4%	8%	7%	8%	6%	9%	5%
Declined by 10-25%	11%	11%	11%	11%	4%	9%	12%	11%	12%	11%	11%	11%	12%	10%	11%	11%
Declined by 6-10%	9%	7%	8%	12%	3%	3%	8%	11%	8%	10%	10%	9%	11%	7%	8%	10%
Declined by 2-5%	8%	3%	9%	13%	0%	4%	7%	8%	7%	12%	10%	8%	9%	7%	5%	11%
Stayed about the same size	25%	32%	22%	18%	53%	32%	20%	19%	22%	31%	17%	26%	18%	30%	29%	21%
Grown by 0-5% a year	10%	7%	13%	12%	4%	9%	12%	11%	13%	7%	7%	11%	11%	9%	7%	13%
Grown by 6-10%	10%	5%	14%	12%	5%	2%	10%	11%	10%	10%	11%	10%	12%	8%	7%	13%
Grown by 11-20%	5%	3%	4%	7%	0%	10%	5%	5%	4%	4%	9%	4%	7%	3%	4%	5%
Grown by 21-50%	3%	2%	3%	2%	6%	4%	4%	3%	2%	1%	2%	3%	2%	3%	3%	2%
Grown by over 50%	2%	2%	1%	3%	8%	7%	5%	2%	0%	0%	4%	2%	3%	1%	3%	1%
Don't know	4%	4%	3%	4%	6%	6%	4%	2%	2%	4%	2%	4%	1%	6%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(7.A) In 2021, how did the headcount of your company change?

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Declined by over 50%	3%	2%	5%	2%	1%	7%	2%	0%	4%	1%	5%	1%	0%	5%	2%	2%	3%
Declined by 25-50%	3%	4%	0%	4%	4%	1%	1%	1%	0%	2%	8%	5%	0%	3%	3%	3%	2%
Declined by 10-25%	4%	5%	2%	9%	1%	4%	4%	4%	0%	6%	0%	3%	0%	1%	4%	4%	4%
Declined by 6-10%	6%	7%	6%	6%	2%	6%	3%	3%	11%	13%	3%	3%	22%	5%	7%	6%	6%
Declined by 2-5%	8%	9%	7%	3%	9%	12%	13%	10%	0%	9%	6%	9%	0%	5%	9%	8%	8%
Stayed about the same size	59%	48%	70%	61%	64%	61%	52%	59%	68%	56%	57%	62%	65%	68%	57%	61%	58%
Grown by 0-5% a year	6%	7%	3%	5%	8%	3%	8%	13%	0%	5%	4%	5%	0%	3%	6%	6%	5%
Grown by 6-10%	5%	10%	4%	3%	4%	5%	5%	0%	7%	4%	5%	9%	0%	3%	5%	5%	5%
Grown by 11-20%	2%	4%	2%	1%	0%	0%	5%	4%	4%	2%	4%	0%	0%	2%	2%	2%	3%
Grown by 21-50%	1%	1%	0%	2%	5%	0%	1%	1%	0%	0%	2%	0%	0%	1%	1%	0%	2%
Grown by over 50%	1%	2%	0%	1%	0%	2%	2%	1%	7%	1%	0%	0%	0%	1%	1%	1%	1%
Don't know	2%	1%	2%	3%	2%	0%	3%	3%	0%	1%	4%	3%	13%	4%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(7.B) In 2021, how did the headcount of your company change?

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Declined by over 50%	3%	4%	2%	2%	8%	7%	4%	2%	1%	2%	6%	2%	2%	3%	3%	2%
Declined by 25-50%	3%	3%	3%	3%	0%	5%	5%	2%	3%	1%	3%	3%	3%	2%	3%	2%
Declined by 10-25%	4%	2%	6%	3%	7%	0%	5%	5%	4%	2%	6%	3%	5%	2%	3%	4%
Declined by 6-10%	6%	1%	10%	9%	0%	4%	6%	6%	8%	7%	9%	6%	8%	4%	4%	8%
Declined by 2-5%	8%	2%	9%	15%	0%	8%	4%	9%	10%	9%	11%	7%	10%	7%	3%	13%
Stayed about the same size	59%	79%	53%	40%	80%	60%	49%	56%	58%	68%	42%	62%	50%	67%	73%	46%
Grown by 0-5% a year	6%	2%	7%	9%	0%	0%	9%	7%	5%	5%	3%	6%	8%	4%	3%	8%
Grown by 6-10%	5%	0%	7%	9%	3%	2%	5%	7%	6%	3%	10%	4%	7%	3%	1%	9%
Grown by 11-20%	2%	1%	2%	5%	0%	6%	6%	2%	2%	1%	3%	2%	3%	2%	1%	3%
Grown by 21-50%	1%	1%	1%	2%	0%	3%	3%	2%	1%	0%	3%	1%	1%	1%	1%	2%
Grown by over 50%	1%	1%	1%	2%	0%	4%	3%	1%	0%	0%	3%	1%	1%	1%	1%	1%
Don't know	2%	3%	2%	1%	3%	1%	2%	1%	2%	3%	0%	3%	1%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(8.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Shifting customer demand

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	22%	26%	23%	16%	19%	22%	18%	19%	34%	24%	13%	27%	24%	21%	22%	22%	21%
Somewhat important	41%	41%	40%	41%	43%	40%	37%	45%	33%	40%	52%	32%	30%	39%	41%	42%	40%
Neither important or unimportant	25%	22%	27%	26%	20%	26%	26%	28%	21%	24%	22%	28%	40%	26%	24%	26%	24%
Somewhat unimportant	7%	4%	6%	8%	10%	4%	12%	1%	4%	7%	10%	9%	0%	7%	7%	5%	7%
Very unimportant	4%	5%	4%	7%	5%	6%	3%	5%	8%	2%	1%	3%	6%	6%	4%	4%	5%
Don't know	2%	1%	1%	2%	3%	2%	3%	1%	0%	2%	2%	1%	0%	1%	2%	1%	2%
Total Important:	63%	68%	62%	58%	62%	62%	55%	65%	66%	65%	65%	58%	55%	60%	63%	64%	62%
Total Unimportant:	11%	9%	10%	15%	15%	10%	16%	6%	12%	10%	11%	12%	6%	13%	11%	9%	12%
Net:	52%	59%	53%	43%	46%	51%	39%	59%	54%	55%	54%	46%	49%	48%	52%	54%	50%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(8.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Shifting customer demand

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	22%	20%	18%	28%	34%	24%	29%	23%	22%	15%	31%	20%	28%	17%	21%	22%
Somewhat important	41%	39%	42%	42%	41%	42%	39%	43%	42%	38%	38%	41%	46%	36%	40%	42%
Neither important or unimportant	25%	25%	30%	19%	18%	21%	20%	20%	21%	37%	17%	26%	19%	30%	24%	25%
Somewhat unimportant	7%	7%	6%	7%	0%	9%	4%	9%	9%	5%	5%	7%	5%	9%	6%	7%
Very unimportant	4%	7%	4%	2%	7%	5%	4%	4%	4%	4%	7%	4%	3%	6%	7%	2%
Don't know	2%	2%	1%	2%	0%	0%	3%	1%	1%	2%	1%	2%	0%	3%	2%	2%
Total Important:	63%	59%	59%	70%	76%	65%	69%	66%	65%	53%	70%	61%	73%	53%	61%	64%
Total Unimportant:	11%	14%	9%	9%	7%	14%	8%	14%	13%	9%	12%	11%	7%	14%	13%	9%
Net:	52%	45%	50%	61%	69%	51%	60%	52%	52%	44%	58%	50%	66%	38%	48%	55%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(9.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Rising cost of living

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	44%	38%	46%	34%	40%	48%	50%	47%	31%	57%	39%	58%	40%	50%	43%	48%	42%
Somewhat important	40%	46%	40%	50%	43%	30%	37%	37%	43%	32%	48%	29%	33%	37%	41%	37%	42%
Neither important or unimportant	10%	12%	6%	10%	14%	9%	7%	9%	21%	7%	10%	13%	9%	8%	10%	9%	11%
Somewhat unimportant	3%	3%	6%	3%	0%	10%	4%	2%	4%	2%	3%	0%	0%	3%	4%	3%	4%
Very unimportant	2%	1%	0%	3%	2%	1%	2%	4%	0%	1%	0%	0%	19%	2%	2%	3%	1%
Don't know	0%	0%	0%	0%	2%	2%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%
Total Important:	84%	84%	87%	84%	83%	78%	87%	85%	75%	89%	87%	87%	72%	87%	84%	85%	84%
Total Unimportant:	5%	5%	6%	6%	2%	11%	6%	6%	4%	3%	3%	0%	19%	5%	5%	6%	5%
Net:	79%	79%	81%	78%	82%	67%	82%	79%	71%	86%	84%	87%	54%	82%	79%	79%	79%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(9.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Rising cost of living

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	44%	43%	46%	44%	63%	58%	44%	44%	44%	40%	43%	44%	51%	38%	48%	41%
Somewhat important	40%	41%	41%	40%	28%	27%	41%	42%	41%	41%	38%	41%	37%	44%	39%	42%
Neither important or unimportant	10%	11%	7%	12%	7%	4%	11%	9%	10%	12%	12%	10%	8%	12%	9%	11%
Somewhat unimportant	3%	3%	4%	3%	3%	9%	3%	2%	2%	5%	4%	3%	3%	4%	2%	5%
Very unimportant	2%	2%	2%	0%	0%	0%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%
Don't know	0%	0%	0%	1%	0%	3%	0%	1%	0%	0%	2%	0%	0%	1%	0%	1%
Total Important:	84%	83%	87%	83%	90%	85%	85%	87%	85%	81%	81%	85%	88%	81%	87%	82%
Total Unimportant:	5%	6%	6%	4%	3%	9%	5%	4%	5%	6%	6%	5%	4%	6%	4%	6%
Net:	79%	78%	81%	79%	87%	75%	80%	83%	80%	75%	76%	80%	84%	75%	82%	76%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(10.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Rising business costs (e.g supply chain costs, energy costs etc)

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	48%	50%	43%	35%	40%	62%	49%	56%	31%	55%	55%	51%	34%	43%	49%	51%	46%
Somewhat important	37%	37%	37%	45%	47%	22%	40%	30%	54%	38%	31%	40%	36%	39%	37%	37%	38%
Neither important or unimportant	9%	10%	15%	14%	8%	13%	5%	7%	0%	3%	8%	4%	19%	13%	9%	7%	11%
Somewhat unimportant	3%	2%	3%	2%	2%	4%	4%	3%	11%	3%	4%	1%	6%	3%	3%	3%	3%
Very unimportant	2%	2%	1%	3%	2%	0%	3%	3%	4%	0%	1%	3%	6%	3%	2%	1%	2%
Don't know	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Total Important:	85%	87%	80%	80%	88%	84%	89%	86%	85%	92%	86%	91%	70%	82%	86%	88%	84%
Total Unimportant:	5%	3%	4%	5%	4%	4%	6%	7%	15%	3%	5%	4%	12%	5%	5%	5%	5%
Net:	81%	84%	76%	74%	84%	80%	82%	80%	71%	89%	81%	87%	58%	76%	82%	83%	79%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(10.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Rising business costs (e.g supply chain costs, energy costs etc)

	Total	Employee Number			Company Age						Minority-owned business		Retailled		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	48%	38%	51%	58%	68%	50%	50%	46%	47%	47%	53%	47%	55%	42%	46%	50%
Somewhat important	37%	39%	40%	33%	15%	32%	35%	38%	38%	41%	32%	38%	36%	39%	36%	39%
Neither important or unimportant	9%	15%	8%	5%	7%	14%	9%	10%	10%	8%	10%	9%	6%	13%	12%	7%
Somewhat unimportant	3%	5%	1%	2%	3%	3%	3%	3%	4%	3%	2%	3%	2%	4%	4%	2%
Very unimportant	2%	3%	1%	1%	7%	2%	3%	3%	1%	0%	2%	2%	1%	2%	2%	1%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Total Important:	85%	77%	90%	91%	84%	81%	85%	84%	85%	89%	86%	85%	91%	80%	82%	89%
Total Unimportant:	5%	8%	2%	3%	10%	4%	6%	5%	5%	3%	4%	5%	3%	6%	6%	3%
Net:	81%	69%	88%	88%	74%	77%	79%	79%	79%	86%	82%	80%	88%	74%	75%	85%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(11.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Finding new staff

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	22%	32%	20%	17%	21%	16%	28%	25%	11%	20%	10%	28%	15%	13%	24%	20%	23%
Somewhat important	27%	30%	25%	24%	30%	30%	26%	20%	21%	34%	33%	19%	6%	16%	30%	27%	27%
Neither important or unimportant	25%	20%	28%	22%	26%	26%	21%	23%	19%	23%	33%	19%	61%	28%	24%	26%	24%
Somewhat unimportant	8%	7%	11%	10%	5%	12%	10%	9%	4%	3%	10%	11%	0%	11%	7%	12%	6%
Very unimportant	17%	9%	16%	26%	17%	16%	15%	20%	41%	18%	12%	23%	18%	30%	14%	15%	18%
Don't know	1%	0%	2%	1%	0%	0%	0%	3%	4%	2%	1%	0%	0%	1%	1%	0%	1%
Total Important:	49%	63%	44%	41%	51%	46%	54%	44%	32%	54%	43%	47%	21%	30%	54%	47%	50%
Total Unimportant:	25%	17%	27%	36%	22%	28%	25%	30%	45%	22%	22%	35%	18%	41%	21%	27%	24%
Net:	24%	46%	18%	5%	29%	18%	29%	15%	-13%	32%	21%	12%	3%	-12%	32%	21%	26%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(11.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Finding new staff

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	22%	7%	24%	39%	12%	20%	25%	18%	25%	22%	29%	21%	23%	21%	13%	30%
Somewhat important	27%	13%	36%	35%	22%	25%	22%	32%	24%	29%	31%	26%	33%	22%	17%	36%
Neither important or unimportant	25%	26%	31%	18%	19%	18%	28%	23%	20%	30%	19%	26%	24%	26%	26%	24%
Somewhat unimportant	8%	12%	5%	6%	3%	13%	9%	7%	9%	7%	8%	8%	8%	8%	11%	5%
Very unimportant	17%	40%	4%	1%	44%	19%	16%	19%	21%	11%	11%	18%	12%	22%	32%	4%
Don't know	1%	2%	1%	0%	0%	5%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Total Important:	49%	20%	60%	75%	33%	45%	47%	50%	49%	51%	60%	47%	55%	43%	30%	67%
Total Unimportant:	25%	52%	8%	7%	47%	32%	24%	26%	30%	18%	20%	26%	20%	30%	43%	9%
Net:	24%	-32%	52%	67%	-14%	12%	23%	24%	19%	33%	40%	21%	35%	13%	-13%	58%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(12.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Upskilling existing staff

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	25%	37%	18%	30%	19%	24%	27%	23%	17%	29%	16%	28%	19%	21%	26%	21%	28%
Somewhat important	36%	31%	43%	22%	30%	41%	44%	39%	23%	35%	52%	37%	19%	31%	37%	40%	33%
Neither important or unimportant	24%	20%	21%	25%	38%	27%	18%	20%	19%	25%	25%	12%	42%	28%	23%	25%	23%
Somewhat unimportant	5%	6%	8%	4%	2%	3%	4%	4%	12%	2%	3%	8%	9%	5%	5%	5%	5%
Very unimportant	9%	5%	8%	16%	12%	3%	8%	12%	21%	5%	4%	16%	6%	12%	8%	7%	9%
Don't know	2%	1%	1%	2%	0%	2%	0%	2%	8%	4%	0%	0%	6%	3%	1%	2%	2%
Total Important:	61%	68%	61%	52%	49%	64%	70%	63%	40%	64%	68%	65%	37%	52%	64%	62%	61%
Total Unimportant:	13%	11%	16%	20%	13%	6%	12%	16%	33%	7%	7%	24%	15%	18%	12%	12%	14%
Net:	48%	57%	44%	32%	36%	58%	59%	47%	7%	57%	61%	41%	22%	34%	51%	50%	47%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(12.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Upskilling existing staff

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	25%	12%	28%	40%	17%	21%	30%	26%	31%	19%	34%	24%	30%	21%	17%	33%
Somewhat important	36%	25%	42%	43%	31%	27%	33%	40%	28%	43%	28%	37%	38%	34%	28%	43%
Neither important or unimportant	24%	32%	25%	12%	27%	39%	23%	21%	23%	23%	21%	24%	21%	26%	29%	19%
Somewhat unimportant	5%	8%	2%	4%	0%	2%	7%	4%	4%	6%	7%	4%	3%	6%	7%	3%
Very unimportant	9%	20%	2%	0%	19%	6%	5%	8%	12%	7%	6%	9%	5%	11%	16%	1%
Don't know	2%	4%	0%	1%	6%	4%	2%	1%	1%	1%	3%	1%	2%	1%	3%	1%
Total Important:	61%	37%	70%	83%	48%	48%	63%	66%	59%	62%	63%	61%	68%	55%	44%	77%
Total Unimportant:	13%	27%	5%	4%	19%	8%	12%	12%	17%	13%	14%	13%	9%	18%	24%	4%
Net:	48%	9%	66%	79%	28%	40%	51%	53%	42%	49%	49%	47%	59%	37%	21%	73%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(13.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Growing your business

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	45%	52%	39%	48%	38%	47%	50%	46%	46%	56%	34%	34%	43%	51%	44%	50%	43%
Somewhat important	36%	33%	37%	27%	43%	36%	36%	34%	46%	34%	45%	45%	34%	32%	37%	33%	38%
Neither important or unimportant	11%	11%	17%	12%	12%	11%	7%	11%	4%	8%	13%	15%	12%	11%	12%	11%	12%
Somewhat unimportant	4%	3%	4%	11%	5%	5%	3%	5%	4%	1%	6%	3%	0%	5%	4%	3%	5%
Very unimportant	2%	1%	3%	2%	2%	0%	5%	4%	0%	1%	1%	3%	12%	1%	3%	3%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Total Important:	82%	85%	76%	74%	81%	84%	86%	80%	92%	90%	80%	79%	77%	83%	81%	83%	81%
Total Unimportant:	7%	4%	7%	13%	7%	5%	8%	8%	4%	2%	8%	6%	12%	6%	7%	5%	7%
Net:	75%	81%	68%	61%	74%	79%	78%	72%	88%	88%	72%	73%	65%	77%	75%	78%	73%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(13.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Growing your business

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	45%	42%	42%	54%	73%	50%	55%	48%	47%	33%	50%	45%	52%	40%	47%	44%
Somewhat important	36%	31%	45%	35%	10%	40%	36%	36%	30%	43%	35%	37%	36%	37%	30%	42%
Neither important or unimportant	11%	16%	9%	8%	14%	7%	5%	9%	13%	16%	9%	12%	8%	14%	14%	9%
Somewhat unimportant	4%	7%	3%	2%	3%	1%	2%	5%	6%	5%	5%	4%	3%	6%	5%	4%
Very unimportant	2%	5%	1%	1%	0%	1%	1%	2%	3%	3%	2%	2%	1%	3%	4%	1%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Total Important:	82%	72%	87%	89%	83%	90%	92%	84%	78%	76%	85%	81%	88%	76%	77%	86%
Total Unimportant:	7%	11%	4%	3%	3%	3%	3%	7%	9%	8%	6%	7%	4%	9%	9%	4%
Net:	75%	61%	82%	86%	79%	87%	88%	77%	69%	68%	78%	75%	84%	67%	68%	82%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(14.A) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Investing in technology

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very important	25%	32%	25%	24%	22%	31%	23%	24%	17%	25%	14%	31%	21%	16%	27%	23%	26%
Somewhat important	39%	39%	37%	30%	36%	35%	40%	31%	54%	41%	56%	40%	55%	36%	40%	40%	39%
Neither important or unimportant	22%	21%	24%	27%	34%	24%	22%	29%	8%	18%	15%	13%	13%	26%	22%	22%	22%
Somewhat unimportant	7%	4%	9%	11%	5%	4%	9%	6%	8%	8%	11%	10%	6%	10%	6%	8%	7%
Very unimportant	6%	4%	5%	8%	4%	5%	6%	9%	12%	6%	4%	6%	6%	12%	4%	6%	5%
Don't know	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%	0%	0%	0%	1%	0%	0%	0%
Total Important:	64%	71%	62%	54%	57%	66%	63%	54%	71%	66%	70%	71%	76%	52%	67%	63%	65%
Total Unimportant:	13%	8%	14%	19%	9%	10%	15%	15%	21%	14%	15%	15%	12%	22%	11%	14%	12%
Net:	51%	64%	49%	35%	49%	57%	49%	39%	51%	52%	55%	56%	64%	30%	57%	49%	53%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(14.B) How important, if at all, are the following potential challenges likely to be for your business in 2022?: Investing in technology

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very important	25%	13%	24%	42%	21%	22%	25%	31%	27%	20%	43%	22%	31%	20%	16%	33%
Somewhat important	39%	35%	40%	43%	30%	45%	38%	32%	38%	46%	31%	41%	39%	39%	37%	42%
Neither important or unimportant	22%	26%	29%	12%	14%	22%	26%	25%	23%	19%	18%	23%	21%	24%	26%	19%
Somewhat unimportant	7%	12%	7%	2%	26%	7%	7%	7%	4%	9%	5%	8%	5%	9%	10%	5%
Very unimportant	6%	13%	1%	1%	10%	4%	5%	4%	8%	5%	3%	6%	4%	7%	10%	1%
Don't know	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Total Important:	64%	49%	64%	85%	51%	67%	63%	63%	64%	66%	74%	63%	70%	59%	53%	75%
Total Unimportant:	13%	25%	8%	3%	35%	11%	11%	11%	12%	14%	7%	14%	9%	17%	20%	6%
Net:	51%	24%	56%	82%	16%	56%	52%	52%	52%	52%	67%	49%	61%	43%	33%	69%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(15.A) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Confident

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - Does not describe me at all	2%	3%	0%	3%	3%	1%	2%	4%	4%	3%	1%	1%	6%	3%	2%	1%	3%
2	5%	3%	5%	9%	5%	3%	3%	7%	8%	7%	7%	4%	0%	7%	5%	5%	5%
3	25%	25%	26%	24%	22%	25%	26%	24%	31%	31%	30%	20%	0%	29%	24%	25%	25%
4	41%	36%	46%	36%	47%	43%	46%	46%	29%	31%	44%	50%	34%	37%	42%	42%	40%
5 - Very good description	26%	33%	23%	27%	22%	27%	22%	18%	27%	27%	18%	25%	60%	23%	27%	26%	26%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(15.B) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Confident

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - Does not describe me at all	2%	4%	1%	2%	11%	5%	1%	1%	4%	1%	3%	2%	1%	3%	2%	2%
2	5%	7%	4%	4%	8%	9%	4%	4%	7%	4%	3%	6%	5%	5%	6%	4%
3	25%	30%	24%	20%	20%	23%	25%	31%	24%	23%	22%	26%	25%	26%	28%	23%
4	41%	36%	46%	43%	47%	39%	38%	38%	37%	49%	42%	41%	40%	42%	36%	46%
5 - Very good description	26%	23%	24%	32%	14%	24%	32%	27%	27%	22%	31%	25%	28%	24%	27%	25%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(16.A) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Stretched

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - Does not describe me at all	14%	13%	12%	18%	13%	9%	12%	21%	15%	14%	15%	15%	12%	12%	14%	16%	13%
2	21%	18%	26%	15%	22%	24%	21%	24%	16%	20%	25%	12%	19%	26%	20%	23%	19%
3	31%	27%	29%	29%	28%	44%	34%	21%	35%	29%	33%	37%	45%	30%	31%	28%	32%
4	24%	24%	29%	31%	24%	19%	17%	22%	15%	28%	22%	28%	6%	23%	24%	23%	24%
5 - Very good description	11%	18%	5%	7%	13%	4%	16%	12%	19%	9%	4%	8%	19%	10%	11%	10%	11%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(16.B) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Stretched

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - Does not describe me at all	14%	21%	9%	10%	10%	12%	13%	8%	14%	18%	12%	14%	9%	18%	19%	9%
2	21%	23%	21%	19%	17%	25%	14%	24%	23%	20%	17%	22%	20%	22%	23%	19%
3	31%	32%	30%	29%	45%	28%	40%	32%	24%	28%	35%	30%	34%	28%	30%	31%
4	24%	18%	30%	25%	17%	25%	19%	25%	27%	24%	23%	24%	24%	24%	19%	29%
5 - Very good description	11%	6%	10%	17%	11%	9%	14%	10%	11%	9%	14%	10%	14%	8%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(17.A) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Time-poor

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - Does not describe me at all	30%	24%	29%	33%	17%	27%	37%	36%	25%	34%	28%	39%	49%	33%	29%	30%	29%
2	26%	23%	24%	24%	42%	28%	20%	20%	21%	26%	31%	26%	15%	24%	26%	28%	24%
3	24%	27%	29%	24%	15%	31%	19%	21%	51%	23%	19%	16%	12%	24%	24%	25%	23%
4	13%	18%	12%	12%	18%	10%	11%	13%	4%	9%	16%	14%	12%	11%	14%	11%	15%
5 - Very good description	8%	9%	6%	7%	8%	4%	12%	10%	0%	9%	6%	4%	13%	8%	8%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(17.B) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Time-poor

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - Does not describe me at all	30%	35%	27%	25%	27%	37%	31%	26%	30%	29%	30%	29%	26%	32%	37%	23%
2	26%	25%	27%	25%	27%	22%	26%	26%	26%	26%	20%	26%	27%	25%	26%	25%
3	24%	24%	24%	23%	33%	32%	18%	25%	20%	27%	24%	24%	24%	24%	22%	26%
4	13%	10%	13%	17%	8%	3%	13%	14%	18%	11%	16%	13%	13%	13%	10%	17%
5 - Very good description	8%	5%	9%	10%	4%	6%	11%	9%	6%	7%	10%	7%	10%	6%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(18.A) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Optimistic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - Does not describe me at all	3%	2%	0%	2%	5%	0%	5%	5%	0%	3%	1%	3%	24%	3%	3%	2%	4%
2	8%	7%	8%	13%	5%	4%	4%	13%	8%	9%	8%	10%	0%	10%	7%	7%	8%
3	26%	28%	24%	24%	23%	30%	23%	25%	31%	19%	37%	29%	12%	26%	25%	25%	26%
4	40%	38%	49%	35%	52%	36%	46%	36%	31%	41%	34%	30%	21%	38%	41%	43%	38%
5 - Very good description	24%	24%	19%	26%	15%	30%	23%	20%	29%	28%	20%	28%	43%	23%	24%	22%	24%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(18.B) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Optimistic

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - Does not describe me at all	3%	5%	2%	1%	14%	4%	1%	1%	5%	3%	2%	3%	2%	4%	4%	2%
2	8%	9%	7%	6%	3%	7%	7%	8%	12%	6%	7%	8%	8%	8%	9%	7%
3	26%	29%	24%	22%	17%	26%	24%	23%	24%	31%	26%	25%	24%	27%	24%	26%
4	40%	36%	45%	40%	37%	37%	42%	41%	34%	44%	31%	42%	39%	41%	38%	42%
5 - Very good description	24%	21%	21%	30%	28%	27%	27%	27%	25%	17%	33%	22%	27%	21%	25%	22%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(19.A) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Stressed

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - Does not describe me at all	18%	18%	18%	24%	15%	16%	14%	20%	17%	16%	18%	16%	15%	13%	19%	19%	17%
2	22%	22%	24%	18%	27%	19%	22%	18%	25%	17%	25%	17%	30%	21%	22%	23%	21%
3	28%	22%	30%	28%	24%	43%	27%	30%	34%	26%	25%	29%	15%	29%	27%	27%	28%
4	22%	25%	17%	20%	27%	13%	27%	16%	21%	28%	25%	26%	15%	23%	22%	19%	24%
5 - Very good description	11%	13%	11%	10%	8%	9%	9%	16%	4%	12%	7%	12%	24%	13%	10%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(19.B) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Stressed

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - Does not describe me at all	18%	18%	15%	20%	10%	19%	20%	20%	12%	19%	20%	17%	16%	19%	18%	17%
2	22%	24%	23%	18%	25%	23%	18%	21%	21%	25%	18%	22%	21%	22%	24%	20%
3	28%	29%	30%	24%	37%	32%	27%	24%	28%	29%	25%	28%	30%	26%	28%	27%
4	22%	20%	21%	26%	10%	17%	23%	25%	25%	18%	27%	21%	22%	22%	20%	24%
5 - Very good description	11%	9%	12%	13%	18%	9%	12%	10%	13%	10%	10%	11%	12%	10%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(20.A) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Ambitious

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - Does not describe me at all	4%	2%	3%	2%	6%	1%	3%	9%	0%	3%	3%	3%	12%	3%	4%	4%	3%
2	7%	8%	5%	10%	3%	12%	9%	2%	0%	11%	6%	4%	0%	9%	6%	6%	7%
3	27%	24%	28%	35%	38%	15%	23%	31%	27%	23%	35%	20%	6%	24%	27%	24%	28%
4	36%	34%	42%	29%	32%	51%	34%	35%	33%	31%	41%	43%	40%	36%	36%	39%	35%
5 - Very good description	27%	32%	23%	24%	20%	21%	31%	23%	40%	32%	16%	30%	43%	27%	27%	27%	27%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(20.B) When thinking about your experience as a small or medium business owner or senior decision maker, which of the following phrases are a good description for how you feel about your business? Please answer on a scale from 1 to 5, with 1 being 'does not describe me at all' and 5 being a 'very good description': Ambitious

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - Does not describe me at all	4%	7%	2%	1%	14%	1%	1%	3%	6%	3%	3%	4%	2%	5%	5%	2%
2	7%	9%	5%	6%	3%	4%	7%	5%	8%	8%	8%	6%	5%	8%	7%	6%
3	27%	32%	28%	18%	9%	27%	16%	27%	28%	32%	24%	27%	22%	31%	30%	24%
4	36%	32%	36%	42%	35%	32%	39%	36%	30%	42%	30%	38%	40%	33%	31%	41%
5 - Very good description	27%	20%	28%	33%	39%	35%	36%	29%	28%	16%	34%	25%	31%	23%	26%	27%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(21.A) To what extent do you agree or disagree with the following statements: My work-life balance has improved since the pandemic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	15%	19%	9%	10%	11%	19%	15%	10%	21%	10%	21%	13%	37%	10%	16%	13%	15%
Somewhat Agree	31%	29%	29%	35%	25%	33%	32%	27%	39%	31%	39%	33%	27%	30%	31%	36%	28%
Neither Agree or Disagree	32%	28%	39%	28%	36%	36%	26%	36%	31%	34%	24%	30%	18%	38%	30%	32%	31%
Somewhat Disagree	16%	18%	14%	18%	20%	9%	23%	18%	4%	17%	13%	9%	13%	15%	16%	13%	18%
Strongly Disagree	7%	6%	8%	10%	7%	3%	4%	10%	4%	8%	2%	15%	6%	7%	7%	6%	8%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Agree:	45%	48%	38%	45%	36%	52%	47%	37%	61%	42%	60%	46%	64%	40%	47%	49%	44%
Total Disagree:	23%	24%	22%	27%	27%	13%	27%	28%	8%	25%	15%	24%	19%	22%	23%	19%	25%
Net:	23%	24%	16%	18%	9%	39%	20%	9%	52%	17%	45%	22%	45%	18%	24%	30%	18%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(21.B) To what extent do you agree or disagree with the following statements: My work-life balance has improved since the pandemic

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	15%	10%	13%	21%	19%	24%	12%	18%	15%	11%	17%	14%	16%	13%	12%	17%
Somewhat Agree	31%	29%	33%	31%	35%	33%	36%	29%	34%	26%	31%	31%	35%	28%	29%	33%
Neither Agree or Disagree	32%	40%	28%	23%	38%	30%	26%	31%	28%	38%	31%	32%	28%	35%	36%	28%
Somewhat Disagree	16%	13%	20%	16%	4%	6%	16%	16%	16%	19%	11%	17%	14%	18%	16%	16%
Strongly Disagree	7%	7%	5%	8%	3%	7%	9%	6%	7%	6%	10%	6%	8%	6%	8%	6%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Agree:	45%	39%	46%	52%	54%	57%	48%	47%	49%	37%	48%	45%	50%	41%	41%	50%
Total Disagree:	23%	20%	25%	24%	8%	13%	25%	23%	23%	25%	21%	23%	22%	24%	23%	23%
Net:	23%	20%	21%	28%	47%	44%	22%	24%	26%	13%	27%	22%	29%	17%	17%	27%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(22.A) To what extent do you agree or disagree with the following statements: I feel more confident using digital tools

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	20%	28%	12%	19%	17%	22%	26%	9%	4%	22%	22%	25%	30%	16%	21%	19%	21%
Somewhat Agree	42%	41%	40%	42%	37%	38%	43%	46%	44%	46%	53%	38%	27%	42%	42%	42%	42%
Neither Agree or Disagree	27%	23%	35%	25%	31%	31%	25%	35%	27%	24%	12%	25%	43%	28%	27%	26%	28%
Somewhat Disagree	8%	5%	12%	11%	8%	7%	5%	7%	16%	6%	10%	7%	0%	10%	7%	11%	6%
Strongly Disagree	3%	3%	1%	3%	5%	3%	0%	3%	4%	2%	3%	3%	0%	4%	2%	2%	3%
Don't know	0%	0%	0%	0%	2%	0%	1%	0%	4%	0%	0%	1%	0%	1%	0%	0%	1%
Total Agree:	62%	69%	51%	61%	55%	59%	69%	55%	48%	68%	75%	64%	57%	58%	63%	61%	62%
Total Disagree:	10%	8%	14%	14%	13%	10%	5%	10%	21%	8%	13%	10%	0%	14%	10%	13%	9%
Net:	51%	61%	38%	46%	42%	49%	64%	46%	28%	60%	63%	54%	57%	44%	53%	48%	54%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(22.B) To what extent do you agree or disagree with the following statements: I feel more confident using digital tools

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	20%	14%	18%	29%	25%	33%	22%	24%	17%	15%	34%	17%	24%	16%	17%	23%
Somewhat Agree	42%	40%	39%	47%	46%	41%	43%	38%	43%	44%	39%	42%	45%	39%	39%	44%
Neither Agree or Disagree	27%	31%	31%	18%	23%	24%	22%	26%	27%	32%	21%	28%	23%	31%	31%	24%
Somewhat Disagree	8%	9%	9%	4%	3%	2%	10%	9%	9%	6%	3%	9%	6%	10%	9%	7%
Strongly Disagree	3%	5%	2%	1%	0%	0%	2%	2%	4%	3%	4%	2%	2%	3%	4%	2%
Don't know	0%	1%	1%	0%	3%	0%	2%	1%	0%	0%	0%	1%	0%	1%	1%	0%
Total Agree:	62%	54%	57%	76%	71%	74%	65%	62%	60%	59%	73%	60%	70%	55%	56%	67%
Total Disagree:	10%	14%	11%	5%	3%	2%	12%	11%	13%	9%	6%	11%	8%	13%	13%	8%
Net:	51%	40%	46%	71%	68%	73%	53%	52%	47%	50%	66%	49%	62%	42%	43%	59%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(23.A) To what extent do you agree or disagree with the following statements: The pandemic has made me reevaluate my priorities as a business owner or senior decision maker

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	20%	29%	13%	14%	12%	22%	21%	23%	8%	20%	22%	24%	30%	26%	18%	18%	21%
Somewhat Agree	44%	44%	44%	41%	42%	40%	49%	35%	52%	50%	41%	46%	46%	42%	44%	45%	43%
Neither Agree or Disagree	21%	16%	25%	27%	27%	20%	20%	26%	29%	19%	22%	15%	0%	18%	22%	23%	20%
Somewhat Disagree	9%	6%	12%	14%	12%	10%	7%	7%	7%	7%	12%	12%	6%	9%	9%	9%	10%
Strongly Disagree	5%	5%	5%	5%	6%	8%	3%	9%	0%	3%	3%	4%	12%	3%	5%	5%	5%
Don't know	1%	0%	1%	0%	1%	1%	0%	0%	4%	0%	0%	0%	6%	1%	1%	1%	1%
Total Agree:	64%	73%	57%	55%	54%	62%	70%	58%	60%	70%	63%	69%	77%	69%	62%	63%	64%
Total Disagree:	14%	11%	17%	18%	18%	17%	10%	16%	7%	11%	16%	16%	18%	12%	15%	13%	15%
Net:	49%	63%	41%	36%	35%	45%	60%	41%	53%	59%	47%	54%	59%	56%	47%	50%	49%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(23.B) To what extent do you agree or disagree with the following statements: The pandemic has made me reevaluate my priorities as a business owner or senior decision maker

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	20%	19%	17%	24%	45%	23%	24%	22%	19%	14%	29%	18%	23%	17%	21%	19%
Somewhat Agree	44%	38%	44%	51%	38%	38%	46%	44%	45%	42%	44%	44%	48%	40%	38%	49%
Neither Agree or Disagree	21%	23%	26%	14%	15%	18%	16%	22%	19%	27%	14%	23%	18%	24%	22%	20%
Somewhat Disagree	9%	11%	10%	7%	3%	12%	8%	9%	11%	10%	6%	10%	7%	11%	11%	8%
Strongly Disagree	5%	8%	3%	4%	0%	6%	4%	3%	6%	7%	6%	5%	4%	6%	7%	3%
Don't know	1%	2%	0%	0%	0%	2%	2%	0%	1%	0%	1%	1%	1%	1%	1%	0%
Total Agree:	64%	57%	61%	75%	82%	62%	70%	66%	64%	56%	73%	62%	71%	57%	59%	68%
Total Disagree:	14%	18%	13%	11%	3%	18%	12%	12%	16%	16%	12%	15%	11%	18%	18%	12%
Net:	49%	38%	48%	64%	79%	43%	58%	54%	48%	40%	61%	47%	60%	40%	41%	56%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(24.A) To what extent do you agree or disagree with the following statements: I have changed my business radically as a result of the pandemic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	10%	16%	6%	12%	7%	0%	10%	10%	11%	9%	8%	6%	22%	11%	9%	9%	10%
Somewhat Agree	25%	28%	23%	28%	22%	30%	23%	22%	15%	29%	26%	36%	6%	24%	25%	26%	25%
Neither Agree or Disagree	26%	27%	25%	16%	28%	33%	36%	24%	29%	27%	21%	21%	34%	26%	26%	27%	26%
Somewhat Disagree	20%	15%	31%	22%	20%	19%	16%	23%	21%	18%	22%	19%	9%	18%	21%	20%	20%
Strongly Disagree	18%	15%	14%	21%	21%	19%	15%	21%	21%	16%	23%	19%	29%	20%	18%	17%	19%
Don't know	1%	0%	1%	0%	2%	0%	0%	0%	4%	1%	0%	0%	0%	1%	1%	0%	1%
Total Agree:	35%	44%	29%	40%	30%	30%	33%	31%	25%	38%	34%	42%	28%	35%	35%	35%	35%
Total Disagree:	38%	30%	45%	43%	41%	38%	31%	45%	41%	34%	45%	38%	39%	37%	39%	37%	39%
Net:	-4%	14%	-16%	-3%	-11%	-8%	2%	-13%	-16%	4%	-11%	4%	-11%	-2%	-4%	-2%	-4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(24.B) To what extent do you agree or disagree with the following statements: I have changed my business radically as a result of the pandemic

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	10%	7%	9%	13%	11%	7%	17%	14%	7%	5%	19%	8%	13%	6%	9%	11%
Somewhat Agree	25%	18%	23%	36%	17%	27%	25%	25%	28%	22%	29%	25%	31%	20%	21%	29%
Neither Agree or Disagree	26%	26%	30%	23%	44%	35%	28%	24%	24%	26%	25%	26%	26%	27%	25%	27%
Somewhat Disagree	20%	22%	22%	17%	21%	11%	17%	19%	20%	26%	16%	21%	17%	23%	20%	20%
Strongly Disagree	18%	26%	16%	11%	7%	12%	14%	17%	21%	21%	10%	20%	12%	23%	24%	13%
Don't know	1%	1%	0%	0%	0%	7%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%
Total Agree:	35%	26%	32%	49%	28%	34%	42%	39%	35%	27%	47%	33%	45%	26%	30%	40%
Total Disagree:	38%	48%	37%	27%	28%	23%	30%	36%	41%	47%	26%	41%	29%	46%	45%	33%
Net:	-4%	-22%	-5%	22%	0%	11%	11%	4%	-6%	-20%	21%	-8%	15%	-20%	-15%	7%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(25.A) To what extent do you agree or disagree with the following statements: I feel more time poor at work than ever before

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	5%	8%	5%	8%	5%	6%	8%	4%	0%	5%	0%	4%	0%	6%	5%	4%	6%
Somewhat Agree	21%	25%	17%	22%	20%	13%	18%	22%	19%	20%	22%	15%	34%	17%	21%	21%	21%
Neither Agree or Disagree	31%	28%	36%	29%	36%	34%	27%	32%	29%	30%	24%	23%	42%	29%	31%	32%	30%
Somewhat Disagree	23%	16%	26%	14%	27%	29%	27%	22%	43%	22%	31%	29%	0%	24%	23%	25%	23%
Strongly Disagree	19%	21%	14%	24%	12%	18%	21%	19%	8%	23%	23%	28%	19%	23%	18%	18%	20%
Don't know	1%	1%	1%	2%	0%	0%	0%	1%	0%	0%	0%	1%	6%	1%	1%	0%	1%
Total Agree:	26%	33%	22%	30%	25%	19%	26%	26%	19%	25%	22%	19%	34%	24%	26%	24%	27%
Total Disagree:	42%	37%	41%	38%	39%	47%	47%	41%	52%	44%	54%	57%	19%	47%	41%	43%	42%
Net:	-16%	-4%	-19%	-8%	-13%	-28%	-21%	-14%	-33%	-19%	-32%	-39%	15%	-23%	-15%	-19%	-15%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(25.B) To what extent do you agree or disagree with the following statements: I feel more time poor at work than ever before

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	5%	3%	4%	9%	12%	8%	7%	5%	4%	5%	9%	5%	8%	3%	3%	7%
Somewhat Agree	21%	18%	18%	26%	8%	18%	18%	27%	21%	18%	22%	20%	23%	18%	16%	25%
Neither Agree or Disagree	31%	30%	37%	25%	41%	23%	26%	29%	37%	31%	29%	31%	29%	33%	31%	30%
Somewhat Disagree	23%	23%	23%	23%	16%	17%	26%	23%	18%	28%	20%	24%	23%	23%	24%	23%
Strongly Disagree	19%	23%	17%	16%	20%	34%	20%	15%	19%	18%	19%	19%	16%	22%	24%	14%
Don't know	1%	2%	0%	0%	3%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%
Total Agree:	26%	21%	22%	35%	20%	26%	26%	32%	25%	23%	31%	25%	31%	21%	19%	32%
Total Disagree:	42%	46%	40%	39%	36%	51%	47%	39%	37%	46%	39%	43%	39%	45%	48%	37%
Net:	-16%	-25%	-18%	-4%	-16%	-25%	-21%	-7%	-13%	-23%	-8%	-18%	-8%	-24%	-29%	-5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(26.A) To what extent do you agree or disagree with the following statements: The internet has made it easier than ever to start a business

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	34%	34%	29%	31%	34%	33%	34%	42%	27%	39%	35%	35%	42%	36%	34%	33%	35%
Somewhat Agree	37%	39%	39%	51%	33%	38%	33%	25%	54%	38%	36%	33%	21%	39%	37%	38%	37%
Neither Agree or Disagree	19%	17%	27%	9%	28%	20%	19%	18%	15%	16%	21%	23%	6%	17%	20%	20%	19%
Somewhat Disagree	4%	6%	4%	1%	3%	6%	6%	6%	0%	1%	0%	3%	13%	3%	4%	4%	4%
Strongly Disagree	2%	2%	1%	3%	0%	1%	2%	5%	0%	3%	1%	3%	6%	2%	2%	3%	2%
Don't know	3%	2%	1%	4%	2%	3%	6%	3%	4%	3%	7%	3%	13%	2%	4%	3%	4%
Total Agree:	71%	73%	68%	82%	67%	70%	67%	68%	81%	77%	71%	68%	63%	75%	71%	71%	72%
Total Disagree:	6%	8%	5%	5%	3%	7%	8%	11%	0%	3%	1%	6%	19%	6%	6%	7%	6%
Net:	65%	64%	63%	77%	64%	64%	59%	57%	81%	74%	69%	62%	44%	69%	65%	64%	66%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(26.B) To what extent do you agree or disagree with the following statements: The internet has made it easier than ever to start a business

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	34%	32%	27%	44%	53%	53%	47%	36%	35%	20%	43%	32%	40%	29%	36%	32%
Somewhat Agree	37%	41%	38%	33%	28%	30%	33%	42%	37%	38%	36%	37%	38%	36%	37%	38%
Neither Agree or Disagree	19%	18%	25%	15%	16%	13%	15%	13%	20%	28%	11%	21%	15%	23%	20%	19%
Somewhat Disagree	4%	3%	4%	4%	0%	4%	4%	4%	3%	4%	6%	3%	3%	4%	3%	5%
Strongly Disagree	2%	3%	1%	1%	0%	0%	0%	3%	3%	2%	2%	2%	2%	2%	3%	1%
Don't know	3%	3%	4%	3%	3%	0%	1%	2%	2%	8%	1%	4%	1%	5%	2%	4%
Total Agree:	71%	72%	65%	77%	81%	83%	80%	79%	72%	58%	79%	70%	78%	66%	73%	70%
Total Disagree:	6%	6%	6%	5%	0%	4%	4%	6%	6%	7%	8%	6%	6%	6%	5%	6%
Net:	65%	66%	59%	71%	81%	78%	77%	72%	65%	51%	71%	64%	72%	60%	67%	64%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(27.A) To what extent do you agree or disagree with the following statements: It is harder than ever to find the talent the business needs to grow

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	14%	19%	11%	13%	19%	22%	13%	15%	12%	10%	12%	7%	6%	10%	16%	12%	16%
Somewhat Agree	28%	31%	30%	28%	27%	20%	28%	18%	34%	30%	27%	29%	19%	22%	29%	28%	27%
Neither Agree or Disagree	29%	28%	27%	19%	28%	25%	35%	38%	23%	28%	38%	27%	40%	34%	28%	31%	28%
Somewhat Disagree	15%	11%	14%	22%	15%	19%	12%	15%	11%	13%	20%	22%	24%	15%	15%	17%	14%
Strongly Disagree	11%	10%	11%	15%	8%	9%	9%	13%	16%	16%	1%	15%	0%	12%	10%	10%	11%
Don't know	3%	1%	5%	2%	3%	4%	3%	1%	4%	3%	1%	0%	12%	6%	2%	2%	4%
Total Agree:	42%	50%	42%	41%	46%	42%	41%	33%	46%	40%	39%	35%	24%	32%	45%	40%	43%
Total Disagree:	26%	20%	26%	37%	23%	29%	21%	27%	27%	29%	22%	38%	24%	28%	26%	27%	26%
Net:	16%	30%	16%	4%	23%	13%	21%	6%	19%	11%	17%	-3%	0%	4%	19%	13%	18%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(27.B) To what extent do you agree or disagree with the following statements: It is harder than ever to find the talent the business needs to grow

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	14%	7%	14%	24%	9%	8%	15%	14%	15%	16%	21%	13%	15%	14%	10%	19%
Somewhat Agree	28%	16%	35%	36%	17%	27%	25%	30%	28%	29%	28%	28%	29%	26%	18%	36%
Neither Agree or Disagree	29%	34%	31%	21%	36%	33%	30%	28%	31%	26%	25%	30%	29%	29%	33%	26%
Somewhat Disagree	15%	19%	13%	14%	26%	9%	17%	13%	13%	19%	13%	16%	14%	17%	18%	13%
Strongly Disagree	11%	18%	6%	6%	12%	17%	10%	12%	10%	8%	9%	11%	10%	11%	16%	5%
Don't know	3%	7%	1%	0%	0%	6%	3%	3%	3%	2%	3%	3%	2%	4%	5%	1%
Total Agree:	42%	23%	50%	59%	25%	35%	40%	44%	42%	45%	49%	41%	44%	40%	28%	55%
Total Disagree:	26%	37%	19%	20%	38%	25%	27%	25%	23%	27%	23%	27%	24%	28%	34%	19%
Net:	16%	-14%	31%	40%	-13%	10%	13%	19%	19%	18%	27%	14%	20%	12%	-6%	36%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(28.A) To what extent do you agree or disagree with the following statements: Improving my businesses digital skills will be key to growth

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	21%	30%	15%	21%	18%	13%	26%	17%	15%	21%	15%	28%	15%	19%	21%	21%	20%
Somewhat Agree	36%	33%	36%	32%	39%	43%	36%	38%	38%	39%	36%	28%	42%	40%	35%	35%	37%
Neither Agree or Disagree	24%	23%	31%	21%	20%	23%	22%	18%	23%	26%	32%	24%	31%	23%	25%	24%	25%
Somewhat Disagree	12%	10%	12%	10%	13%	18%	9%	19%	16%	8%	9%	14%	6%	10%	12%	11%	12%
Strongly Disagree	7%	4%	5%	15%	10%	4%	7%	8%	8%	5%	8%	6%	6%	8%	7%	9%	6%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Total Agree:	57%	64%	52%	53%	57%	56%	62%	55%	52%	61%	51%	56%	57%	59%	57%	56%	57%
Total Disagree:	18%	14%	16%	25%	23%	21%	16%	27%	25%	13%	17%	20%	12%	18%	18%	20%	18%
Net:	39%	50%	35%	28%	34%	34%	46%	28%	28%	48%	35%	36%	45%	41%	38%	37%	40%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(28.B) To what extent do you agree or disagree with the following statements: Improving my businesses digital skills will be key to growth

	Total	Employee Number				Company Age					Minority-owned business		Retailled		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	21%	14%	18%	33%	35%	24%	26%	20%	23%	14%	29%	19%	25%	17%	16%	25%
Somewhat Agree	36%	34%	38%	37%	30%	37%	39%	44%	32%	33%	33%	37%	42%	31%	35%	37%
Neither Agree or Disagree	24%	26%	28%	19%	18%	25%	20%	18%	28%	29%	25%	24%	18%	30%	25%	24%
Somewhat Disagree	12%	14%	11%	9%	10%	9%	10%	13%	9%	15%	11%	12%	11%	13%	13%	10%
Strongly Disagree	7%	12%	5%	2%	7%	6%	6%	4%	8%	8%	3%	8%	4%	10%	10%	4%
Don't know	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Total Agree:	57%	48%	56%	70%	65%	61%	65%	64%	56%	47%	61%	56%	67%	48%	52%	62%
Total Disagree:	18%	26%	16%	12%	17%	14%	16%	17%	17%	23%	13%	19%	14%	22%	23%	14%
Net:	39%	22%	41%	58%	48%	47%	49%	46%	39%	24%	48%	37%	53%	26%	28%	48%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(29.A) To what extent do you agree or disagree with the following statements: I find it hard to keep up with the latest technology needed for running a business online

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	8%	9%	6%	6%	13%	9%	7%	4%	4%	5%	11%	8%	15%	8%	8%	8%	8%
Somewhat Agree	23%	24%	20%	26%	22%	21%	24%	26%	25%	28%	13%	16%	18%	32%	20%	23%	23%
Neither Agree or Disagree	27%	22%	40%	19%	23%	24%	30%	23%	29%	22%	27%	34%	50%	28%	27%	28%	26%
Somewhat Disagree	24%	21%	21%	27%	20%	30%	26%	28%	27%	30%	28%	10%	6%	15%	26%	24%	24%
Strongly Disagree	18%	24%	12%	20%	18%	16%	12%	17%	15%	16%	20%	31%	12%	16%	18%	17%	18%
Don't know	1%	1%	1%	1%	4%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%
Total Agree:	30%	33%	26%	33%	35%	30%	32%	30%	29%	32%	25%	24%	33%	40%	28%	30%	31%
Total Disagree:	42%	44%	33%	47%	38%	46%	37%	46%	42%	46%	48%	41%	18%	31%	44%	41%	42%
Net:	-11%	-11%	-7%	-14%	-3%	-16%	-6%	-16%	-13%	-13%	-23%	-17%	15%	9%	-16%	-11%	-11%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(29.B) To what extent do you agree or disagree with the following statements: I find it hard to keep up with the latest technology needed for running a business online

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	8%	8%	5%	11%	8%	10%	8%	10%	7%	6%	11%	7%	10%	6%	6%	10%
Somewhat Agree	23%	24%	21%	23%	15%	17%	27%	28%	20%	19%	19%	23%	25%	20%	25%	21%
Neither Agree or Disagree	27%	28%	33%	20%	24%	27%	27%	21%	31%	29%	26%	27%	25%	28%	28%	26%
Somewhat Disagree	24%	20%	25%	27%	25%	20%	19%	21%	23%	30%	24%	24%	22%	25%	21%	26%
Strongly Disagree	18%	20%	15%	18%	25%	24%	17%	19%	18%	15%	19%	18%	17%	19%	19%	17%
Don't know	1%	1%	1%	1%	3%	3%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%
Total Agree:	30%	32%	26%	34%	23%	26%	35%	39%	27%	25%	29%	31%	35%	26%	31%	30%
Total Disagree:	42%	39%	40%	45%	50%	44%	36%	40%	41%	45%	43%	41%	39%	44%	40%	43%
Net:	-11%	-8%	-14%	-12%	-28%	-18%	-1%	-1%	-14%	-21%	-14%	-11%	-3%	-18%	-9%	-13%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(30.A) To what extent do you agree or disagree with the following statements: I find it hard to keep up with the latest skills needed for running a business online

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly Agree	7%	10%	5%	7%	10%	3%	5%	3%	4%	7%	11%	5%	0%	6%	7%	7%	6%
Somewhat Agree	23%	24%	26%	25%	22%	20%	24%	19%	33%	22%	17%	19%	18%	32%	20%	22%	23%
Neither Agree or Disagree	25%	21%	33%	22%	23%	35%	26%	30%	29%	21%	24%	22%	19%	27%	25%	27%	25%
Somewhat Disagree	26%	23%	24%	27%	21%	28%	29%	34%	25%	28%	28%	24%	40%	20%	28%	27%	26%
Strongly Disagree	17%	20%	11%	16%	17%	14%	16%	13%	8%	20%	18%	29%	12%	14%	17%	15%	17%
Don't know	2%	1%	1%	4%	8%	0%	0%	0%	0%	1%	2%	0%	13%	2%	2%	2%	2%
Total Agree:	29%	35%	31%	31%	31%	23%	30%	22%	37%	29%	28%	24%	18%	38%	27%	30%	29%
Total Disagree:	43%	43%	35%	43%	38%	42%	45%	47%	34%	49%	47%	53%	51%	34%	45%	42%	44%
Net:	-14%	-9%	-5%	-11%	-7%	-19%	-15%	-25%	3%	-20%	-19%	-29%	-34%	3%	-18%	-12%	-14%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(30.B) To what extent do you agree or disagree with the following statements: I find it hard to keep up with the latest skills needed for running a business online

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly Agree	7%	6%	4%	10%	11%	3%	5%	13%	5%	5%	14%	6%	11%	3%	5%	8%
Somewhat Agree	23%	23%	21%	23%	12%	28%	29%	24%	21%	19%	18%	23%	25%	20%	22%	23%
Neither Agree or Disagree	25%	28%	27%	21%	23%	23%	22%	25%	27%	27%	23%	26%	23%	27%	26%	25%
Somewhat Disagree	26%	22%	31%	28%	32%	22%	25%	20%	32%	29%	29%	26%	25%	28%	26%	26%
Strongly Disagree	17%	19%	15%	16%	19%	20%	17%	16%	13%	18%	13%	17%	15%	18%	18%	15%
Don't know	2%	2%	2%	2%	3%	5%	2%	2%	1%	2%	3%	2%	1%	3%	2%	2%
Total Agree:	29%	29%	25%	34%	23%	31%	34%	36%	27%	24%	32%	29%	36%	23%	28%	31%
Total Disagree:	43%	41%	46%	43%	51%	41%	42%	36%	45%	47%	42%	43%	40%	46%	45%	41%
Net:	-14%	-11%	-20%	-10%	-28%	-11%	-8%	0%	-18%	-24%	-10%	-14%	-4%	-23%	-17%	-10%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(31.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Overall revenue or sales

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	3%	0%	6%	3%	3%	4%	0%	1%	0%	4%	7%	3%	6%	4%	3%	3%	3%
10%	6%	7%	1%	5%	7%	8%	8%	10%	12%	9%	1%	8%	0%	8%	6%	6%	6%
20%	6%	6%	6%	6%	2%	5%	9%	8%	0%	5%	10%	6%	9%	10%	5%	6%	6%
30%	7%	8%	5%	8%	9%	12%	7%	4%	4%	5%	5%	4%	9%	7%	7%	6%	7%
40%	7%	8%	10%	7%	8%	6%	6%	14%	0%	5%	3%	7%	6%	8%	7%	9%	6%
50%	12%	13%	17%	14%	15%	8%	13%	7%	12%	10%	6%	16%	6%	13%	12%	11%	13%
60%	11%	10%	8%	9%	15%	14%	13%	14%	15%	7%	11%	11%	0%	9%	11%	11%	10%
70%	18%	18%	19%	18%	13%	16%	12%	16%	11%	25%	30%	15%	13%	15%	19%	18%	18%
80%	11%	10%	10%	15%	10%	13%	12%	11%	11%	16%	10%	8%	15%	9%	12%	11%	12%
90%	6%	9%	7%	8%	4%	3%	10%	1%	8%	5%	3%	8%	6%	4%	7%	7%	6%
100%	5%	4%	7%	3%	7%	6%	4%	4%	19%	3%	1%	5%	6%	4%	5%	7%	4%
Not relevant to your business	4%	3%	5%	0%	8%	2%	4%	5%	8%	3%	8%	3%	0%	5%	4%	1%	6%
Don't Know	3%	3%	0%	3%	0%	2%	3%	5%	0%	3%	4%	7%	24%	3%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(31.B) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Overall revenue or sales

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Micro-business)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	3%	5%	2%	1%	9%	6%	2%	2%	5%	2%	3%	3%	2%	4%	4%	2%
10%	6%	7%	6%	5%	7%	7%	3%	8%	7%	5%	5%	6%	4%	8%	7%	6%
20%	6%	7%	6%	6%	10%	8%	5%	7%	4%	7%	8%	6%	7%	5%	6%	6%
30%	7%	8%	5%	8%	8%	5%	8%	8%	10%	4%	13%	6%	7%	6%	8%	6%
40%	7%	8%	8%	6%	12%	12%	12%	8%	5%	5%	6%	8%	8%	7%	8%	7%
50%	12%	14%	12%	10%	11%	10%	19%	13%	11%	9%	11%	12%	12%	12%	14%	10%
60%	11%	8%	12%	12%	17%	10%	9%	12%	12%	10%	14%	10%	14%	7%	10%	11%
70%	18%	13%	23%	19%	4%	10%	16%	16%	18%	23%	11%	19%	18%	18%	15%	21%
80%	11%	8%	9%	18%	3%	14%	9%	10%	13%	13%	14%	11%	13%	11%	10%	13%
90%	6%	6%	5%	8%	3%	6%	6%	6%	6%	6%	8%	6%	7%	6%	6%	7%
100%	5%	6%	5%	4%	12%	5%	5%	3%	6%	6%	4%	5%	5%	5%	6%	4%
Not relevant to your business	4%	5%	4%	2%	0%	6%	3%	4%	1%	7%	1%	5%	0%	7%	4%	4%
Don't Know	3%	4%	4%	1%	3%	0%	4%	3%	2%	4%	1%	3%	2%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(32.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Profitability

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	2%	2%	3%	3%	3%	3%	2%	0%	0%	2%	4%	3%	6%	3%	2%	3%	2%
10%	6%	6%	3%	3%	10%	9%	9%	7%	0%	13%	1%	1%	0%	9%	5%	5%	7%
20%	6%	6%	6%	8%	6%	6%	4%	6%	4%	9%	6%	8%	0%	10%	5%	6%	7%
30%	9%	10%	9%	11%	5%	9%	6%	12%	8%	4%	13%	8%	15%	11%	8%	10%	8%
40%	7%	11%	5%	7%	4%	6%	7%	8%	0%	6%	3%	9%	9%	8%	6%	7%	6%
50%	13%	11%	16%	16%	10%	8%	18%	18%	21%	9%	12%	13%	6%	13%	13%	14%	12%
60%	12%	13%	13%	10%	13%	10%	10%	9%	15%	14%	17%	11%	0%	8%	13%	13%	11%
70%	15%	14%	17%	8%	17%	17%	14%	13%	12%	14%	12%	21%	19%	13%	15%	13%	16%
80%	13%	10%	15%	15%	17%	19%	13%	6%	13%	18%	16%	5%	0%	10%	14%	14%	13%
90%	6%	5%	4%	12%	7%	2%	9%	3%	4%	4%	5%	6%	15%	5%	6%	5%	6%
100%	5%	7%	6%	4%	5%	6%	4%	9%	15%	3%	1%	5%	6%	5%	6%	6%	5%
Not relevant to your business	2%	2%	4%	1%	1%	1%	1%	1%	8%	3%	3%	6%	0%	3%	2%	0%	3%
Don't Know	4%	3%	0%	2%	4%	4%	3%	7%	0%	2%	7%	4%	24%	3%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(32.B) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Profitability

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	2%	5%	1%	1%	7%	3%	2%	2%	4%	1%	2%	2%	2%	2%	3%	2%
10%	6%	6%	6%	6%	10%	6%	3%	9%	7%	4%	7%	6%	5%	7%	7%	5%
20%	6%	7%	7%	5%	8%	9%	8%	8%	4%	6%	7%	6%	8%	5%	7%	6%
30%	9%	12%	5%	9%	14%	9%	11%	8%	9%	7%	11%	8%	9%	8%	10%	7%
40%	7%	6%	5%	9%	9%	14%	8%	7%	6%	5%	7%	6%	8%	5%	5%	8%
50%	13%	15%	14%	8%	21%	12%	18%	11%	12%	13%	14%	13%	14%	12%	14%	12%
60%	12%	8%	17%	11%	3%	5%	11%	13%	17%	10%	14%	12%	13%	11%	10%	14%
70%	15%	12%	15%	17%	3%	15%	14%	15%	14%	16%	9%	16%	14%	15%	14%	15%
80%	13%	10%	12%	19%	10%	12%	6%	15%	13%	17%	14%	13%	14%	13%	11%	15%
90%	6%	5%	6%	7%	0%	3%	8%	4%	6%	6%	6%	6%	5%	6%	6%	6%
100%	5%	6%	5%	5%	12%	8%	7%	4%	5%	5%	4%	6%	5%	6%	6%	5%
Not relevant to your business	2%	3%	2%	1%	0%	1%	2%	3%	0%	5%	0%	3%	0%	4%	2%	3%
Don't Know	4%	5%	4%	1%	3%	3%	3%	3%	2%	5%	4%	4%	3%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(33.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Online sales

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	6%	3%	9%	7%	8%	9%	4%	6%	4%	9%	4%	10%	6%	9%	6%	8%	6%
10%	7%	7%	4%	6%	4%	10%	13%	10%	0%	11%	3%	5%	0%	7%	6%	5%	7%
20%	7%	5%	9%	5%	2%	10%	6%	10%	12%	3%	7%	1%	27%	7%	7%	7%	6%
30%	7%	9%	5%	4%	9%	5%	10%	5%	7%	10%	5%	8%	0%	5%	7%	7%	7%
40%	5%	7%	3%	5%	6%	6%	4%	7%	8%	4%	2%	2%	0%	3%	5%	4%	5%
50%	8%	10%	7%	6%	12%	9%	8%	10%	8%	7%	8%	11%	0%	10%	8%	9%	8%
60%	8%	8%	5%	11%	9%	8%	5%	10%	21%	10%	11%	3%	0%	9%	8%	8%	8%
70%	11%	15%	10%	8%	3%	7%	16%	6%	4%	10%	18%	20%	0%	10%	11%	11%	10%
80%	8%	8%	8%	10%	5%	9%	6%	5%	11%	11%	3%	6%	15%	8%	8%	7%	8%
90%	5%	3%	6%	8%	8%	3%	4%	6%	0%	4%	4%	5%	0%	6%	5%	5%	5%
100%	3%	6%	3%	4%	3%	5%	3%	1%	0%	6%	0%	0%	0%	2%	4%	4%	3%
Not relevant to your business	22%	16%	30%	18%	30%	16%	21%	21%	25%	12%	28%	27%	40%	20%	22%	19%	24%
Don't Know	3%	2%	2%	7%	2%	2%	3%	5%	0%	2%	7%	1%	13%	3%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(33.B) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Online sales

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	6%	10%	6%	2%	11%	4%	5%	4%	8%	8%	5%	7%	5%	8%	9%	4%
10%	7%	5%	10%	5%	7%	5%	4%	8%	9%	5%	7%	6%	6%	7%	7%	6%
20%	7%	9%	5%	6%	19%	5%	8%	9%	6%	4%	5%	7%	7%	7%	8%	5%
30%	7%	5%	9%	7%	5%	9%	9%	8%	4%	7%	11%	6%	8%	6%	6%	8%
40%	5%	5%	5%	5%	9%	5%	8%	4%	5%	3%	8%	4%	7%	3%	4%	5%
50%	8%	8%	4%	13%	7%	13%	13%	9%	5%	8%	8%	8%	10%	7%	9%	8%
60%	8%	6%	7%	12%	4%	9%	10%	7%	12%	6%	12%	8%	11%	6%	7%	10%
70%	11%	7%	15%	11%	12%	13%	11%	11%	14%	7%	12%	10%	16%	6%	8%	13%
80%	8%	7%	4%	12%	4%	7%	8%	11%	8%	5%	9%	8%	9%	6%	6%	10%
90%	5%	2%	6%	7%	0%	2%	8%	6%	3%	5%	2%	5%	8%	2%	4%	6%
100%	3%	4%	3%	3%	3%	5%	4%	2%	4%	4%	5%	3%	5%	2%	4%	3%
Not relevant to your business	22%	29%	20%	15%	19%	20%	11%	17%	22%	33%	12%	24%	7%	35%	26%	19%
Don't Know	3%	3%	5%	2%	0%	3%	3%	2%	2%	5%	3%	3%	2%	5%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(34.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Digital strategy

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	4%	3%	2%	6%	4%	7%	5%	4%	4%	5%	4%	8%	6%	8%	4%	6%	4%
10%	7%	6%	5%	5%	6%	11%	8%	8%	8%	12%	3%	6%	0%	8%	6%	7%	6%
20%	6%	4%	7%	7%	4%	4%	6%	3%	8%	5%	13%	3%	6%	5%	6%	5%	6%
30%	7%	9%	10%	8%	4%	5%	5%	9%	12%	4%	0%	10%	9%	8%	7%	7%	7%
40%	7%	10%	8%	6%	3%	15%	6%	5%	7%	2%	3%	8%	6%	6%	7%	8%	6%
50%	12%	14%	10%	13%	17%	10%	14%	12%	4%	12%	8%	16%	13%	11%	13%	11%	13%
60%	9%	11%	9%	3%	6%	6%	14%	10%	11%	12%	13%	9%	9%	9%	10%	12%	8%
70%	11%	11%	13%	12%	17%	4%	7%	12%	4%	10%	6%	17%	6%	7%	12%	8%	13%
80%	11%	13%	9%	15%	7%	12%	11%	12%	13%	11%	18%	3%	0%	8%	12%	10%	12%
90%	6%	5%	4%	6%	5%	4%	10%	4%	0%	7%	7%	5%	9%	5%	6%	5%	6%
100%	4%	6%	7%	3%	5%	8%	0%	2%	0%	6%	2%	0%	6%	3%	5%	4%	4%
Not relevant to your business	11%	5%	13%	13%	19%	13%	12%	12%	25%	6%	9%	13%	12%	16%	10%	12%	11%
Don't Know	5%	4%	1%	3%	4%	2%	2%	6%	4%	8%	14%	1%	19%	5%	5%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(34.B) Looking at your business’ performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Digital strategy

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	4%	8%	3%	1%	7%	4%	4%	4%	5%	4%	3%	5%	3%	5%	7%	2%
10%	7%	7%	8%	5%	10%	6%	5%	6%	9%	5%	5%	7%	7%	7%	7%	6%
20%	6%	6%	5%	7%	3%	9%	4%	8%	3%	7%	7%	6%	7%	4%	5%	6%
30%	7%	5%	8%	9%	0%	13%	8%	11%	6%	4%	9%	7%	8%	6%	6%	8%
40%	7%	7%	6%	7%	11%	10%	9%	6%	5%	6%	7%	7%	7%	6%	7%	7%
50%	12%	12%	14%	11%	6%	17%	15%	14%	10%	12%	17%	12%	14%	11%	12%	13%
60%	9%	7%	10%	11%	5%	12%	9%	8%	9%	12%	8%	10%	9%	9%	10%	9%
70%	11%	7%	12%	14%	11%	8%	10%	10%	14%	10%	15%	10%	12%	10%	7%	14%
80%	11%	7%	12%	16%	11%	6%	12%	10%	12%	12%	6%	12%	13%	10%	8%	14%
90%	6%	3%	4%	10%	3%	5%	3%	8%	5%	6%	6%	5%	6%	5%	4%	7%
100%	4%	3%	4%	5%	10%	7%	5%	3%	5%	3%	7%	4%	5%	4%	4%	4%
Not relevant to your business	11%	22%	7%	2%	22%	3%	10%	9%	12%	14%	6%	12%	5%	17%	18%	5%
Don't Know	5%	6%	6%	2%	0%	0%	6%	4%	4%	5%	3%	5%	4%	6%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(35.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Upskilling staff

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	6%	5%	7%	6%	5%	6%	5%	2%	12%	8%	6%	13%	15%	11%	5%	7%	6%
10%	5%	6%	5%	2%	7%	10%	6%	8%	0%	5%	3%	5%	0%	6%	5%	5%	5%
20%	7%	6%	7%	7%	5%	10%	7%	5%	0%	11%	6%	3%	0%	5%	7%	7%	6%
30%	5%	5%	4%	7%	9%	4%	4%	9%	0%	6%	6%	3%	0%	4%	6%	8%	4%
40%	8%	14%	7%	4%	9%	6%	7%	7%	0%	6%	6%	14%	6%	6%	8%	9%	7%
50%	12%	16%	12%	8%	8%	10%	13%	20%	23%	9%	15%	5%	9%	12%	12%	13%	12%
60%	11%	8%	8%	11%	13%	5%	17%	8%	4%	18%	12%	12%	12%	9%	11%	11%	11%
70%	12%	14%	16%	14%	10%	15%	8%	6%	13%	11%	13%	10%	0%	8%	13%	9%	14%
80%	8%	6%	9%	7%	12%	4%	7%	8%	0%	7%	8%	13%	9%	5%	8%	7%	8%
90%	4%	5%	4%	4%	4%	7%	7%	3%	7%	2%	3%	2%	0%	3%	4%	3%	5%
100%	3%	5%	5%	6%	0%	3%	1%	2%	0%	4%	3%	0%	0%	2%	4%	6%	2%
Not relevant to your business	16%	8%	14%	21%	18%	17%	17%	18%	41%	10%	11%	19%	36%	27%	13%	12%	18%
Don't Know	3%	3%	2%	3%	0%	2%	4%	4%	0%	3%	9%	1%	13%	2%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(35.B) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Upskilling staff

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	6%	11%	3%	3%	12%	10%	6%	5%	8%	5%	6%	6%	4%	8%	10%	3%
10%	5%	4%	7%	6%	3%	2%	5%	7%	6%	5%	6%	5%	5%	5%	6%	5%
20%	7%	4%	9%	8%	4%	2%	5%	5%	6%	10%	6%	7%	7%	6%	4%	9%
30%	5%	4%	6%	7%	10%	6%	2%	9%	5%	4%	8%	5%	8%	3%	5%	6%
40%	8%	5%	10%	9%	9%	16%	12%	6%	6%	7%	11%	7%	9%	7%	6%	10%
50%	12%	10%	12%	16%	11%	13%	14%	10%	14%	13%	10%	13%	13%	12%	11%	13%
60%	11%	7%	14%	13%	8%	4%	14%	11%	12%	9%	9%	11%	13%	9%	10%	12%
70%	12%	6%	13%	18%	10%	7%	9%	16%	10%	13%	11%	12%	13%	11%	7%	16%
80%	8%	5%	10%	10%	0%	9%	6%	9%	7%	9%	11%	7%	7%	8%	6%	9%
90%	4%	1%	6%	7%	0%	5%	4%	4%	4%	4%	5%	7%	4%	5%	3%	7%
100%	3%	2%	4%	4%	6%	2%	4%	3%	4%	3%	4%	3%	4%	3%	3%	3%
Not relevant to your business	16%	37%	3%	1%	27%	23%	16%	15%	16%	14%	9%	17%	11%	20%	29%	3%
Don't Know	3%	4%	4%	0%	0%	0%	3%	2%	3%	4%	2%	3%	2%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(36.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Environmental sustainability

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	5%	5%	3%	7%	10%	6%	6%	2%	0%	5%	3%	4%	0%	5%	5%	5%	5%
10%	7%	7%	7%	4%	7%	9%	8%	9%	4%	11%	7%	8%	0%	6%	8%	8%	7%
20%	5%	7%	4%	6%	4%	8%	2%	6%	4%	5%	1%	3%	6%	6%	5%	6%	4%
30%	7%	8%	5%	9%	5%	5%	6%	9%	8%	5%	11%	6%	9%	5%	8%	7%	7%
40%	7%	7%	8%	12%	8%	7%	5%	3%	0%	9%	5%	5%	0%	5%	7%	9%	6%
50%	15%	13%	16%	11%	28%	11%	16%	17%	15%	11%	8%	13%	12%	13%	15%	15%	15%
60%	8%	9%	9%	4%	5%	11%	12%	9%	11%	9%	10%	7%	0%	8%	8%	9%	8%
70%	9%	9%	8%	7%	5%	8%	9%	10%	15%	8%	8%	19%	19%	8%	9%	8%	10%
80%	10%	13%	12%	14%	7%	11%	7%	2%	4%	9%	9%	7%	12%	10%	9%	10%	9%
90%	6%	5%	9%	8%	2%	3%	8%	7%	7%	5%	9%	4%	0%	6%	6%	5%	7%
100%	4%	5%	3%	3%	3%	2%	4%	2%	0%	6%	1%	5%	6%	4%	3%	5%	2%
Not relevant to your business	14%	8%	12%	13%	17%	17%	13%	19%	33%	12%	16%	15%	24%	19%	13%	10%	16%
Don't Know	4%	4%	3%	2%	0%	1%	4%	7%	0%	4%	11%	5%	13%	4%	4%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(36.B) Looking at your business’ performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Environmental sustainability

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	5%	6%	5%	3%	0%	5%	5%	6%	5%	4%	2%	5%	3%	7%	5%	5%
10%	7%	6%	8%	8%	6%	10%	6%	7%	8%	7%	9%	7%	8%	7%	6%	9%
20%	5%	4%	6%	6%	19%	6%	5%	5%	4%	5%	5%	5%	6%	4%	5%	5%
30%	7%	5%	7%	10%	10%	6%	8%	6%	6%	8%	11%	6%	8%	6%	6%	8%
40%	7%	6%	10%	5%	3%	8%	8%	9%	4%	7%	6%	7%	9%	5%	6%	8%
50%	15%	12%	16%	17%	0%	11%	13%	12%	20%	15%	14%	15%	15%	14%	14%	15%
60%	8%	7%	7%	11%	7%	11%	7%	9%	9%	7%	9%	8%	10%	7%	7%	10%
70%	9%	6%	13%	10%	6%	5%	12%	7%	6%	12%	9%	9%	9%	9%	6%	12%
80%	10%	8%	12%	9%	8%	16%	13%	10%	8%	8%	11%	9%	10%	9%	9%	10%
90%	6%	4%	4%	10%	6%	3%	7%	7%	7%	4%	6%	6%	8%	4%	6%	6%
100%	4%	5%	1%	4%	7%	5%	3%	2%	5%	3%	6%	3%	5%	2%	5%	2%
Not relevant to your business	14%	28%	5%	5%	21%	13%	11%	18%	13%	13%	8%	15%	8%	20%	22%	7%
Don't Know	4%	4%	6%	1%	6%	1%	3%	3%	4%	5%	3%	4%	3%	5%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(37.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Exporting abroad

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	20%	14%	23%	21%	15%	28%	19%	25%	12%	27%	17%	21%	15%	22%	20%	25%	17%
10%	7%	6%	5%	7%	12%	9%	7%	9%	4%	12%	3%	5%	0%	8%	7%	6%	8%
20%	5%	5%	6%	5%	5%	2%	2%	3%	7%	8%	6%	2%	9%	2%	6%	7%	3%
30%	3%	8%	3%	2%	1%	4%	2%	1%	0%	3%	3%	3%	0%	2%	4%	3%	4%
40%	4%	8%	2%	2%	6%	3%	3%	3%	7%	4%	2%	5%	6%	4%	4%	4%	5%
50%	5%	7%	3%	5%	6%	7%	8%	5%	0%	2%	5%	11%	0%	4%	5%	4%	6%
60%	4%	7%	5%	4%	1%	2%	4%	4%	0%	5%	6%	2%	0%	3%	5%	4%	5%
70%	3%	5%	4%	3%	2%	2%	4%	5%	0%	3%	0%	5%	0%	4%	3%	3%	4%
80%	5%	5%	3%	6%	4%	2%	7%	2%	7%	6%	0%	4%	22%	7%	4%	4%	5%
90%	2%	4%	2%	0%	3%	1%	4%	1%	7%	0%	0%	2%	0%	2%	2%	1%	2%
100%	2%	3%	3%	1%	2%	4%	0%	1%	0%	1%	0%	1%	6%	0%	2%	4%	1%
Not relevant to your business	37%	25%	39%	42%	42%	35%	40%	37%	58%	27%	55%	36%	23%	40%	36%	33%	39%
Don't Know	2%	3%	1%	2%	1%	1%	2%	4%	0%	2%	1%	1%	19%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(37.B) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Exporting abroad

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	20%	23%	25%	12%	25%	15%	22%	18%	23%	19%	14%	21%	18%	22%	24%	16%
10%	7%	5%	8%	10%	8%	14%	5%	9%	5%	7%	9%	7%	9%	5%	6%	8%
20%	5%	2%	3%	10%	3%	4%	5%	6%	4%	6%	2%	5%	6%	3%	1%	8%
30%	3%	2%	3%	5%	0%	7%	5%	5%	3%	1%	9%	2%	6%	1%	2%	5%
40%	4%	3%	4%	8%	6%	1%	8%	6%	4%	2%	5%	4%	6%	3%	4%	5%
50%	5%	3%	6%	7%	0%	6%	8%	4%	4%	5%	14%	4%	7%	3%	3%	7%
60%	4%	2%	4%	7%	5%	3%	5%	6%	4%	3%	8%	4%	6%	3%	3%	5%
70%	3%	2%	3%	6%	0%	4%	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%
80%	5%	3%	5%	7%	3%	4%	4%	6%	5%	4%	6%	4%	5%	4%	3%	6%
90%	2%	1%	2%	4%	0%	5%	2%	2%	1%	3%	3%	2%	2%	2%	1%	3%
100%	2%	2%	1%	3%	0%	4%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Not relevant to your business	37%	50%	34%	22%	49%	32%	28%	32%	38%	43%	24%	39%	27%	45%	45%	29%
Don't Know	2%	3%	3%	1%	0%	0%	2%	3%	2%	3%	1%	3%	2%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(38.A) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Customer growth

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
0	4%	1%	3%	3%	5%	8%	4%	4%	4%	3%	5%	4%	6%	5%	3%	4%	4%
10%	7%	4%	7%	10%	9%	4%	10%	11%	4%	10%	3%	5%	6%	10%	7%	8%	7%
20%	7%	8%	6%	9%	2%	11%	4%	4%	8%	8%	8%	5%	9%	7%	7%	8%	6%
30%	8%	11%	8%	5%	6%	7%	10%	8%	4%	4%	5%	10%	21%	10%	7%	9%	8%
40%	8%	9%	5%	8%	8%	7%	4%	15%	19%	6%	8%	12%	0%	7%	8%	7%	9%
50%	13%	14%	19%	10%	11%	12%	11%	17%	4%	15%	15%	13%	0%	14%	13%	13%	14%
60%	13%	13%	10%	6%	15%	19%	15%	7%	15%	17%	15%	20%	0%	12%	13%	14%	12%
70%	13%	13%	15%	19%	12%	8%	13%	12%	0%	11%	14%	19%	13%	11%	14%	15%	12%
80%	10%	7%	12%	11%	11%	9%	12%	8%	19%	7%	13%	1%	15%	10%	10%	8%	11%
90%	6%	7%	3%	7%	5%	7%	10%	1%	7%	11%	3%	6%	0%	5%	6%	4%	7%
100%	4%	7%	3%	5%	5%	3%	1%	2%	16%	4%	0%	0%	6%	3%	4%	5%	3%
Not relevant to your business	4%	3%	7%	2%	9%	3%	1%	7%	0%	1%	3%	4%	12%	2%	5%	3%	5%
Don't Know	3%	4%	1%	3%	1%	3%	5%	5%	0%	3%	8%	0%	13%	3%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(38.B) Looking at your business' performance in the following areas today, how well would you estimate that it is doing against your estimate of its full potential? Choose on a scale in 10% increments where 100% = full potential: Customer growth

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Micro-business)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
0	4%	7%	2%	1%	7%	3%	4%	2%	6%	3%	5%	3%	3%	4%	5%	2%
10%	7%	8%	8%	5%	10%	5%	3%	8%	9%	8%	7%	7%	6%	8%	8%	7%
20%	7%	7%	5%	8%	3%	9%	4%	8%	10%	4%	6%	7%	7%	7%	7%	6%
30%	8%	10%	7%	7%	18%	13%	9%	7%	8%	6%	6%	8%	8%	8%	9%	7%
40%	8%	8%	5%	10%	7%	9%	12%	6%	10%	6%	7%	8%	8%	8%	7%	9%
50%	13%	15%	14%	11%	16%	13%	13%	14%	11%	15%	13%	13%	14%	13%	16%	11%
60%	13%	11%	15%	13%	8%	12%	12%	11%	12%	16%	13%	13%	16%	10%	11%	14%
70%	13%	8%	19%	14%	6%	9%	15%	15%	13%	12%	11%	14%	15%	12%	11%	15%
80%	10%	7%	10%	13%	3%	3%	13%	13%	9%	8%	14%	9%	12%	8%	7%	12%
90%	6%	3%	6%	9%	4%	12%	4%	4%	5%	8%	8%	5%	5%	7%	4%	7%
100%	4%	4%	2%	5%	15%	9%	5%	4%	3%	2%	5%	4%	4%	4%	5%	3%
Not relevant to your business	4%	7%	3%	2%	0%	3%	2%	4%	3%	7%	2%	4%	1%	7%	5%	3%
Don't Know	3%	4%	4%	2%	3%	0%	3%	3%	2%	5%	2%	4%	2%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(39.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Building your online presence

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	11%	21%	11%	9%	5%	12%	7%	9%	0%	14%	11%	1%	19%	6%	12%	12%	11%
Somewhat strong	25%	26%	26%	26%	24%	31%	30%	24%	28%	27%	16%	19%	6%	25%	25%	24%	26%
Around average	30%	31%	29%	30%	25%	27%	31%	28%	39%	31%	38%	41%	9%	32%	30%	31%	30%
Somewhat weak	15%	13%	14%	17%	17%	19%	13%	19%	12%	11%	16%	15%	23%	17%	15%	17%	14%
Very weak	4%	2%	3%	4%	8%	2%	9%	3%	8%	4%	5%	3%	0%	8%	3%	3%	5%
Not relevant for your business	13%	6%	16%	14%	21%	8%	9%	15%	8%	10%	12%	20%	30%	11%	13%	12%	13%
Don't know	1%	1%	0%	0%	0%	1%	1%	3%	4%	2%	3%	0%	13%	1%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(39.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Building your online presence

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	11%	7%	9%	19%	21%	18%	15%	10%	12%	7%	20%	10%	15%	7%	10%	13%
Somewhat strong	25%	16%	28%	33%	21%	36%	29%	27%	22%	22%	23%	25%	33%	18%	20%	30%
Around average	30%	29%	32%	29%	25%	26%	28%	32%	29%	33%	32%	30%	30%	30%	28%	32%
Somewhat weak	15%	19%	14%	12%	22%	12%	16%	14%	16%	15%	9%	16%	12%	18%	17%	14%
Very weak	4%	7%	4%	1%	0%	4%	4%	6%	6%	2%	6%	4%	5%	4%	6%	3%
Not relevant for your business	13%	21%	10%	5%	11%	4%	7%	10%	14%	19%	9%	14%	4%	21%	19%	8%
Don't know	1%	1%	2%	1%	0%	0%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(40.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving your customer experience on your website

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	10%	21%	5%	9%	4%	15%	10%	5%	13%	12%	2%	1%	19%	7%	11%	10%	10%
Somewhat strong	27%	27%	32%	22%	19%	34%	27%	26%	19%	33%	35%	30%	0%	21%	29%	28%	27%
Around average	29%	29%	28%	36%	27%	30%	32%	32%	27%	33%	30%	26%	0%	29%	30%	29%	30%
Somewhat weak	11%	11%	11%	3%	18%	4%	14%	11%	16%	10%	11%	6%	12%	13%	10%	12%	10%
Very weak	4%	4%	4%	6%	5%	0%	4%	2%	8%	2%	3%	1%	12%	5%	4%	4%	4%
Not relevant for your business	17%	8%	19%	24%	26%	16%	13%	19%	16%	10%	16%	33%	45%	23%	16%	16%	18%
Don't know	1%	1%	0%	0%	0%	1%	0%	4%	0%	0%	3%	1%	13%	1%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(40.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving your customer experience on your website

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	10%	5%	6%	21%	12%	15%	15%	10%	12%	6%	23%	8%	15%	6%	8%	12%
Somewhat strong	27%	16%	32%	36%	20%	27%	28%	27%	23%	31%	28%	27%	35%	20%	18%	36%
Around average	29%	26%	38%	26%	25%	26%	23%	35%	30%	30%	24%	31%	30%	29%	29%	30%
Somewhat weak	11%	12%	11%	10%	14%	19%	12%	9%	11%	10%	10%	11%	8%	13%	11%	11%
Very weak	4%	5%	3%	3%	8%	0%	6%	3%	5%	2%	4%	4%	4%	4%	5%	3%
Not relevant for your business	17%	34%	8%	5%	20%	12%	15%	16%	18%	20%	10%	19%	8%	26%	28%	7%
Don't know	1%	2%	2%	0%	0%	0%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(41.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Building awareness of your products/organisation online or through social media

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	11%	20%	8%	6%	5%	13%	12%	7%	4%	9%	13%	1%	19%	9%	11%	11%	10%
Somewhat strong	23%	24%	20%	23%	13%	31%	27%	24%	17%	37%	19%	15%	9%	17%	25%	27%	21%
Around average	31%	33%	30%	28%	37%	27%	29%	33%	35%	32%	33%	39%	12%	38%	30%	27%	34%
Somewhat weak	12%	8%	17%	19%	14%	10%	10%	11%	25%	9%	3%	15%	12%	15%	11%	13%	12%
Very weak	7%	5%	6%	9%	13%	3%	12%	6%	4%	5%	7%	4%	6%	9%	6%	6%	7%
Not relevant for your business	15%	10%	20%	15%	19%	13%	11%	16%	15%	9%	21%	26%	30%	12%	16%	15%	16%
Don't know	1%	0%	0%	0%	0%	2%	0%	3%	0%	0%	4%	0%	13%	0%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(41.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Building awareness of your products/organisation online or through social media

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	11%	6%	9%	18%	12%	19%	15%	11%	13%	4%	23%	8%	16%	5%	9%	12%
Somewhat strong	23%	14%	21%	37%	35%	23%	20%	26%	20%	25%	23%	23%	29%	18%	18%	28%
Around average	31%	29%	39%	28%	24%	33%	37%	32%	27%	32%	28%	32%	34%	29%	27%	35%
Somewhat weak	12%	17%	10%	7%	14%	16%	12%	12%	15%	9%	8%	13%	10%	14%	15%	9%
Very weak	7%	10%	6%	4%	7%	3%	10%	7%	9%	3%	5%	7%	6%	7%	9%	4%
Not relevant for your business	15%	24%	13%	7%	7%	7%	5%	12%	17%	26%	11%	16%	4%	26%	21%	11%
Don't know	1%	1%	2%	0%	0%	0%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(42.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving the productivity of your team

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	12%	22%	9%	7%	8%	12%	12%	10%	7%	13%	14%	12%	9%	11%	13%	10%	13%
Somewhat strong	28%	25%	34%	25%	24%	39%	25%	26%	17%	34%	32%	23%	31%	16%	32%	34%	26%
Around average	32%	31%	37%	36%	38%	22%	34%	36%	23%	31%	34%	33%	6%	31%	33%	33%	32%
Somewhat weak	7%	9%	4%	3%	12%	4%	13%	6%	8%	6%	1%	5%	6%	9%	6%	6%	7%
Very weak	3%	5%	2%	3%	4%	4%	1%	0%	4%	3%	1%	0%	0%	3%	3%	2%	3%
Not relevant for your business	15%	7%	12%	24%	15%	18%	14%	18%	37%	11%	12%	28%	23%	29%	12%	13%	17%
Don't know	2%	1%	1%	1%	0%	1%	1%	3%	4%	3%	5%	0%	24%	1%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(42.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving the productivity of your team

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	12%	6%	12%	20%	18%	20%	16%	15%	11%	8%	21%	11%	16%	9%	11%	14%
Somewhat strong	28%	18%	31%	39%	19%	19%	32%	25%	28%	33%	24%	29%	30%	28%	22%	34%
Around average	32%	27%	40%	32%	17%	29%	24%	34%	35%	36%	33%	32%	32%	32%	28%	36%
Somewhat weak	7%	6%	10%	4%	7%	11%	7%	8%	5%	6%	7%	7%	7%	7%	5%	9%
Very weak	3%	1%	4%	3%	3%	0%	3%	3%	4%	2%	4%	2%	3%	3%	1%	4%
Not relevant for your business	15%	38%	0%	1%	35%	21%	15%	13%	17%	12%	10%	16%	11%	19%	30%	2%
Don't know	2%	3%	3%	0%	0%	1%	3%	1%	1%	3%	1%	2%	1%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(43.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Supporting remote working

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	19%	29%	20%	17%	20%	18%	15%	11%	4%	18%	14%	10%	34%	20%	19%	14%	22%
Somewhat strong	26%	31%	21%	24%	21%	26%	32%	20%	17%	32%	28%	25%	9%	16%	28%	24%	27%
Around average	22%	21%	20%	12%	23%	26%	20%	26%	34%	27%	10%	29%	27%	21%	22%	21%	22%
Somewhat weak	5%	5%	4%	9%	7%	5%	6%	7%	0%	1%	10%	5%	0%	7%	5%	7%	5%
Very weak	4%	3%	5%	7%	7%	1%	1%	7%	4%	2%	2%	0%	0%	1%	4%	6%	2%
Not relevant for your business	24%	11%	29%	31%	22%	23%	26%	27%	37%	20%	33%	31%	18%	34%	21%	27%	22%
Don't know	1%	0%	0%	1%	0%	0%	1%	2%	4%	1%	3%	0%	13%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(43.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Supporting remote working

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	19%	18%	16%	23%	21%	23%	22%	18%	24%	13%	29%	17%	19%	19%	20%	18%
Somewhat strong	26%	16%	25%	38%	13%	23%	21%	27%	23%	31%	23%	26%	28%	24%	18%	33%
Around average	22%	18%	25%	22%	23%	21%	25%	23%	22%	19%	26%	21%	24%	20%	18%	25%
Somewhat weak	5%	3%	8%	6%	3%	6%	5%	7%	4%	5%	5%	5%	6%	5%	3%	8%
Very weak	4%	2%	6%	3%	6%	3%	3%	5%	2%	4%	1%	4%	5%	3%	2%	5%
Not relevant for your business	24%	42%	17%	7%	34%	25%	23%	19%	24%	27%	14%	26%	19%	29%	38%	10%
Don't know	1%	1%	2%	0%	0%	0%	1%	1%	1%	1%	2%	1%	0%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(44.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Using digital tools to automate your operations and processes

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	12%	19%	12%	9%	8%	11%	9%	5%	7%	14%	15%	8%	9%	7%	13%	12%	11%
Somewhat strong	24%	26%	23%	29%	19%	27%	32%	15%	17%	23%	24%	19%	21%	19%	25%	23%	24%
Around average	33%	27%	33%	30%	37%	30%	24%	47%	27%	35%	34%	44%	40%	33%	33%	33%	33%
Somewhat weak	11%	15%	12%	8%	16%	9%	10%	7%	25%	9%	5%	5%	6%	15%	10%	11%	11%
Very weak	4%	3%	4%	3%	5%	3%	7%	4%	4%	2%	5%	3%	0%	5%	4%	4%	4%
Not relevant for your business	15%	10%	15%	21%	15%	19%	18%	19%	21%	14%	13%	21%	12%	19%	14%	14%	16%
Don't know	2%	1%	1%	0%	1%	1%	0%	3%	0%	2%	4%	1%	13%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(44.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Using digital tools to automate your operations and processes

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	12%	6%	11%	20%	15%	26%	13%	13%	11%	7%	20%	10%	16%	8%	8%	15%
Somewhat strong	24%	16%	21%	37%	23%	18%	26%	21%	24%	26%	26%	24%	26%	22%	17%	30%
Around average	33%	30%	43%	26%	32%	22%	28%	38%	29%	37%	28%	34%	33%	33%	33%	32%
Somewhat weak	11%	11%	11%	10%	7%	19%	11%	12%	11%	9%	7%	12%	12%	10%	10%	11%
Very weak	4%	6%	2%	3%	3%	5%	4%	4%	7%	1%	3%	4%	3%	4%	5%	3%
Not relevant for your business	15%	28%	10%	4%	21%	8%	17%	10%	18%	18%	15%	15%	10%	20%	24%	8%
Don't know	2%	2%	2%	0%	0%	2%	1%	2%	1%	2%	1%	2%	0%	3%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(45.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Search engine optimisation

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	10%	20%	10%	3%	6%	12%	9%	6%	0%	11%	6%	1%	9%	5%	11%	8%	11%
Somewhat strong	20%	22%	15%	25%	12%	22%	19%	15%	11%	29%	28%	13%	9%	12%	21%	23%	17%
Around average	33%	30%	33%	30%	35%	32%	36%	42%	48%	35%	30%	38%	9%	35%	33%	33%	33%
Somewhat weak	13%	13%	19%	17%	16%	13%	9%	10%	12%	9%	10%	15%	18%	16%	13%	15%	13%
Very weak	5%	4%	3%	4%	7%	3%	7%	7%	12%	6%	3%	3%	12%	11%	4%	4%	6%
Not relevant for your business	17%	8%	19%	20%	24%	18%	16%	16%	16%	9%	17%	30%	30%	19%	16%	14%	18%
Don't know	2%	3%	2%	2%	0%	0%	3%	4%	0%	1%	4%	0%	13%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(45.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Search engine optimisation

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	10%	5%	10%	16%	15%	16%	12%	10%	8%	8%	19%	8%	14%	6%	6%	13%
Somewhat strong	20%	10%	21%	29%	6%	20%	19%	24%	18%	18%	25%	18%	25%	15%	15%	23%
Around average	33%	27%	39%	36%	38%	29%	29%	33%	36%	35%	25%	35%	35%	31%	29%	37%
Somewhat weak	13%	16%	13%	11%	24%	20%	11%	14%	13%	13%	14%	13%	13%	14%	16%	12%
Very weak	5%	9%	3%	2%	4%	4%	12%	6%	4%	1%	4%	5%	5%	5%	8%	3%
Not relevant for your business	17%	30%	11%	5%	13%	12%	14%	11%	19%	22%	12%	17%	7%	25%	24%	9%
Don't know	2%	2%	4%	1%	0%	0%	4%	2%	1%	3%	1%	2%	1%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(46.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Selling to international customers

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	8%	17%	6%	5%	4%	6%	6%	5%	0%	10%	3%	3%	15%	5%	8%	9%	7%
Somewhat strong	12%	17%	14%	12%	8%	8%	17%	10%	7%	14%	3%	14%	0%	15%	11%	10%	13%
Around average	18%	26%	19%	17%	16%	14%	13%	13%	25%	19%	5%	15%	28%	15%	18%	20%	16%
Somewhat weak	8%	10%	4%	9%	12%	10%	3%	7%	8%	15%	10%	2%	6%	9%	8%	7%	9%
Very weak	6%	4%	5%	7%	5%	11%	9%	7%	0%	7%	6%	8%	15%	6%	6%	6%	7%
Not relevant for your business	46%	26%	51%	48%	53%	49%	50%	53%	53%	34%	72%	57%	18%	48%	45%	46%	45%
Don't know	2%	1%	2%	2%	2%	2%	1%	5%	7%	1%	0%	0%	19%	1%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(46.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Selling to international customers

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	8%	5%	4%	15%	4%	16%	10%	7%	8%	6%	16%	6%	10%	6%	6%	9%
Somewhat strong	12%	7%	11%	19%	9%	16%	15%	14%	9%	9%	15%	11%	15%	9%	10%	14%
Around average	18%	12%	20%	22%	14%	16%	16%	22%	15%	18%	21%	17%	21%	15%	13%	22%
Somewhat weak	8%	7%	9%	10%	3%	11%	9%	14%	7%	5%	8%	9%	12%	5%	6%	10%
Very weak	6%	6%	7%	6%	16%	6%	8%	5%	7%	5%	10%	6%	8%	5%	7%	6%
Not relevant for your business	46%	61%	46%	27%	53%	35%	42%	35%	52%	53%	29%	49%	33%	57%	56%	36%
Don't know	2%	2%	3%	2%	0%	0%	0%	3%	1%	4%	0%	3%	1%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(47.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Measuring the performance of your digital activities

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very strong	9%	15%	6%	11%	3%	8%	6%	4%	11%	10%	5%	3%	24%	7%	9%	9%	9%
Somewhat strong	20%	24%	13%	16%	26%	24%	20%	12%	4%	28%	22%	21%	0%	19%	20%	20%	20%
Around average	35%	30%	41%	32%	31%	38%	32%	51%	32%	33%	32%	37%	27%	30%	36%	36%	34%
Somewhat weak	13%	17%	18%	12%	13%	9%	16%	10%	21%	8%	3%	12%	12%	15%	13%	12%	13%
Very weak	4%	2%	5%	4%	4%	3%	6%	6%	0%	6%	6%	2%	0%	6%	4%	3%	5%
Not relevant for your business	16%	10%	15%	21%	21%	16%	16%	13%	29%	9%	21%	23%	24%	22%	15%	16%	16%
Don't know	3%	3%	1%	3%	2%	1%	4%	4%	4%	4%	11%	1%	13%	2%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(47.B) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Measuring the performance of your digital activities

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very strong	9%	6%	6%	15%	10%	16%	14%	9%	7%	5%	19%	7%	13%	5%	7%	10%
Somewhat strong	20%	10%	24%	27%	20%	9%	22%	19%	20%	21%	22%	19%	26%	14%	15%	24%
Around average	35%	31%	37%	38%	12%	39%	26%	38%	34%	40%	30%	36%	37%	34%	32%	38%
Somewhat weak	13%	13%	14%	11%	23%	14%	15%	14%	11%	13%	11%	14%	12%	14%	14%	12%
Very weak	4%	5%	4%	3%	9%	7%	6%	5%	5%	1%	5%	4%	5%	3%	5%	4%
Not relevant for your business	16%	32%	9%	4%	26%	5%	14%	12%	21%	17%	11%	17%	7%	25%	24%	9%
Don't know	3%	3%	5%	2%	0%	10%	4%	3%	3%	3%	2%	4%	1%	6%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(48.A) In the next year do you plan on making any investments in digital tools and technologies?

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
No	24%	13%	28%	29%	35%	25%	23%	30%	21%	17%	26%	21%	40%	26%	24%	25%	23%
Yes some	51%	55%	44%	47%	42%	60%	55%	44%	61%	60%	43%	55%	45%	48%	52%	49%	52%
Yes a lot	11%	25%	7%	9%	7%	2%	11%	7%	7%	9%	9%	11%	9%	6%	12%	11%	11%
Don't know	14%	8%	20%	15%	16%	13%	11%	18%	12%	14%	23%	13%	6%	20%	13%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(48.B) In the next year do you plan on making any investments in digital tools and technologies?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
No	24%	39%	18%	12%	31%	17%	21%	21%	27%	28%	16%	26%	17%	31%	33%	16%
Yes some	51%	37%	60%	59%	26%	60%	49%	54%	52%	48%	50%	51%	58%	45%	44%	57%
Yes a lot	11%	5%	6%	23%	16%	15%	16%	12%	10%	6%	24%	8%	14%	8%	7%	15%
Don't know	14%	19%	16%	7%	28%	7%	14%	14%	11%	17%	10%	15%	12%	16%	17%	12%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(49.A) You said you did not plan on making any investments in digital tools and technologies in the next year, which of the following best explains why? Select up to three

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	269	30	45	34	27	21	23	28	5	23	15	13	5	67	202	106	163
Weighted	244	23	42	27	33	18	19	23	6	17	18	8	10	52	191	93	150
I don't have the time to make investments	9%	3%	2%	6%	15%	15%	19%	5%	0%	11%	5%	7%	38%	10%	9%	8%	10%
It is not a priority for my business	59%	66%	60%	72%	47%	57%	66%	43%	60%	68%	56%	75%	62%	55%	61%	65%	56%
I don't think it would make a difference to the day-to-day running of my business	49%	60%	56%	48%	48%	38%	32%	57%	60%	39%	73%	35%	15%	50%	49%	54%	46%
Too expensive	26%	26%	26%	30%	22%	13%	36%	14%	20%	23%	33%	44%	38%	39%	22%	22%	28%
I am focused on survival	21%	18%	27%	9%	26%	11%	11%	20%	20%	32%	30%	42%	15%	23%	21%	24%	20%
We recently made investments in this space	13%	22%	15%	9%	19%	7%	10%	11%	0%	7%	22%	18%	0%	5%	16%	13%	13%
I would not know what to invest in	10%	8%	7%	17%	11%	17%	15%	7%	20%	11%	10%	0%	0%	17%	8%	9%	11%
Other (please specify)	4%	5%	3%	3%	0%	8%	11%	9%	20%	4%	0%	0%	0%	9%	3%	2%	6%
Don't Know	2%	5%	2%	0%	3%	0%	4%	6%	0%	0%	0%	0%	0%	0%	3%	4%	1%

Note:

BASE: Companies that do not plan on making any investments in digital tools and technologies in the next year

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(49.B) You said you did not plan on making any investments in digital tools and technologies in the next year, which of the following best explains why? Select up to three

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	269	206	33	30	9	12	39	51	74	84	29	240	89	180	199	70
Weighted	244	153	55	36	7	10	34	49	64	81	26	218	79	164	158	85
I don't have the time to make investments	9%	7%	7%	19%	0%	8%	20%	18%	7%	2%	22%	8%	12%	8%	7%	13%
It is not a priority for my business	59%	62%	57%	50%	32%	63%	66%	55%	60%	61%	60%	59%	55%	62%	63%	52%
I don't think it would make a difference to the day-to-day running of my business	49%	50%	55%	36%	45%	32%	53%	43%	44%	58%	37%	51%	40%	54%	52%	44%
Too expensive	26%	23%	19%	49%	22%	13%	26%	42%	24%	19%	31%	25%	34%	22%	26%	25%
I am focused on survival	21%	20%	30%	13%	10%	21%	24%	27%	18%	21%	13%	22%	34%	15%	20%	25%
We recently made investments in this space	13%	6%	18%	40%	0%	36%	11%	10%	9%	18%	15%	13%	18%	11%	9%	22%
I would not know what to invest in	10%	13%	6%	6%	22%	0%	10%	12%	19%	4%	8%	11%	9%	11%	13%	6%
Other (please specify)	4%	7%	0%	0%	10%	8%	4%	7%	5%	2%	5%	4%	5%	4%	7%	0%
Don't Know	2%	3%	0%	0%	23%	0%	0%	1%	2%	2%	2%	2%	1%	3%	3%	1%

Note:

BASE: Companies that do not plan on making any investments in digital tools and technologies in the next year

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(50.A) In your experience, which of the following changes have businesses like yours experienced since the arrival of the pandemic and the wider changes it caused, if any? Please select all that apply

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Digital tools have become more important	54%	66%	50%	41%	42%	59%	58%	51%	65%	50%	58%	62%	51%	50%	55%	50%	56%
Businesses like mine have to attract customers in different ways	42%	50%	39%	39%	30%	49%	43%	42%	50%	45%	42%	36%	36%	45%	41%	48%	39%
Digital tools have become less important	4%	6%	2%	4%	6%	3%	4%	4%	0%	5%	4%	0%	0%	4%	4%	4%	4%
It had become harder to find skilled staff	31%	34%	38%	38%	37%	32%	39%	22%	25%	18%	29%	21%	12%	15%	35%	30%	32%
It has become easier to launch a new business	17%	22%	11%	19%	17%	24%	17%	12%	19%	23%	11%	9%	23%	26%	15%	16%	18%
It has become harder to launch a new business	13%	22%	13%	8%	9%	6%	10%	13%	23%	12%	13%	14%	0%	14%	13%	15%	12%
None of the above	15%	7%	16%	15%	24%	12%	10%	25%	8%	11%	17%	17%	43%	17%	14%	14%	15%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(50.B) In your experience, which of the following changes have businesses like yours experienced since the arrival of the pandemic and the wider changes it caused, if any? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Digital tools have become more important	54%	43%	53%	69%	59%	64%	53%	52%	58%	50%	66%	52%	59%	50%	45%	62%
Businesses like mine have to attract customers in different ways	42%	39%	44%	46%	51%	55%	49%	40%	47%	33%	52%	40%	53%	33%	42%	42%
Digital tools have become less important	4%	3%	2%	7%	0%	6%	6%	8%	2%	1%	9%	3%	6%	2%	3%	5%
It had become harder to find skilled staff	31%	13%	42%	43%	8%	18%	30%	27%	34%	38%	34%	31%	31%	31%	20%	42%
It has become easier to launch a new business	17%	18%	12%	21%	31%	31%	26%	18%	14%	10%	25%	16%	24%	11%	19%	15%
It has become harder to launch a new business	13%	12%	10%	17%	30%	17%	13%	21%	12%	5%	20%	12%	17%	9%	11%	14%
None of the above	15%	27%	11%	3%	9%	3%	10%	15%	15%	21%	7%	17%	6%	23%	22%	8%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(51.A) Which, if any, of the following did the pandemic and the wider restrictions around it change in a significant way for your business? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Employee expectations around flexible and remote working	37%	47%	32%	40%	30%	38%	47%	30%	24%	33%	46%	25%	34%	19%	42%	36%	38%
Use of online tools	35%	44%	33%	32%	36%	29%	38%	27%	35%	40%	28%	34%	30%	35%	35%	31%	38%
Need for digital skills	34%	46%	30%	26%	23%	39%	42%	20%	44%	38%	28%	33%	30%	34%	34%	30%	36%
Use of online sales channels	28%	37%	25%	23%	22%	30%	30%	24%	19%	31%	28%	23%	21%	29%	27%	33%	25%
Higher customer service expectations	27%	32%	27%	24%	25%	28%	25%	26%	21%	25%	24%	28%	21%	22%	28%	32%	24%
Increase in the number of cancellations/no shows/refunds	26%	29%	24%	23%	23%	26%	17%	33%	38%	25%	37%	22%	19%	31%	25%	26%	26%
Increased competition	25%	32%	21%	21%	16%	29%	30%	26%	43%	26%	19%	34%	0%	36%	22%	29%	23%
Reduced customer loyalty	20%	20%	21%	18%	17%	26%	18%	15%	21%	23%	25%	11%	31%	18%	21%	20%	20%
None of the above	13%	7%	13%	21%	21%	13%	11%	22%	4%	9%	11%	13%	18%	13%	13%	13%	14%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(51.B) Which, if any, of the following did the pandemic and the wider restrictions around it change in a significant way for your business? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Employee expectations around flexible and remote working	37%	12%	48%	58%	28%	28%	29%	29%	43%	46%	43%	36%	36%	38%	21%	52%
Use of online tools	35%	27%	37%	44%	48%	44%	44%	33%	34%	30%	44%	34%	40%	32%	32%	39%
Need for digital skills	34%	23%	36%	46%	24%	34%	31%	33%	37%	35%	36%	34%	35%	33%	27%	41%
Use of online sales channels	28%	22%	27%	37%	29%	42%	29%	30%	31%	21%	35%	26%	39%	18%	26%	29%
Higher customer service expectations	27%	18%	28%	37%	32%	29%	22%	28%	27%	26%	37%	25%	32%	22%	20%	32%
Increase in the number of cancellations/no shows/refunds	26%	24%	29%	27%	27%	19%	31%	27%	29%	22%	29%	26%	29%	24%	25%	27%
Increased competition	25%	27%	18%	29%	29%	41%	38%	30%	23%	12%	33%	24%	33%	18%	27%	24%
Reduced customer loyalty	20%	21%	23%	16%	10%	18%	22%	23%	21%	16%	26%	19%	22%	18%	23%	18%
None of the above	13%	24%	8%	5%	16%	7%	8%	11%	14%	20%	11%	14%	5%	21%	20%	7%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(52.A) You said that the use of online tools in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	343	85	47	27	26	19	30	21	8	44	15	17	4	78	265	110	233
Weighted	355	80	49	29	34	20	31	21	11	40	20	14	8	70	285	113	242
Gone back to how it was pre-pandemic	11%	17%	20%	8%	10%	10%	6%	7%	12%	5%	0%	0%	31%	13%	11%	11%	11%
Has permanently changed	56%	50%	39%	69%	62%	64%	61%	65%	65%	60%	61%	52%	69%	56%	56%	58%	56%
Is somewhere in-between	32%	33%	41%	23%	25%	26%	33%	29%	23%	35%	39%	48%	0%	28%	33%	31%	33%
Don't Know	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%

Note:

BASE: Companies for which the use of online tools has changed in a significant way as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(52.B) You said that the use of online tools in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	343	145	76	122	13	26	72	74	79	77	68	275	179	164	171	172
Weighted	355	108	113	135	11	24	72	77	81	86	70	285	187	168	153	203
Gone back to how it was pre-pandemic	11%	9%	12%	12%	14%	6%	12%	6%	12%	15%	13%	11%	12%	10%	10%	12%
Has permanently changed	56%	54%	61%	55%	59%	78%	56%	54%	57%	50%	59%	56%	56%	57%	60%	54%
Is somewhere in-between	32%	36%	27%	33%	27%	15%	31%	40%	29%	35%	28%	33%	31%	33%	29%	34%
Don't Know	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%

Note:

BASE: Companies for which the use of online tools has changed in a significant way as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(53.A) You said that the need for digital skills in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	325	88	44	21	17	21	34	16	9	42	14	15	4	74	251	109	216
Weighted	342	83	44	24	22	27	34	15	13	38	20	13	8	67	275	110	232
Gone back to how it was pre-pandemic	8%	11%	14%	5%	0%	16%	4%	7%	0%	6%	0%	0%	0%	4%	9%	8%	8%
Has permanently changed	59%	55%	46%	77%	57%	49%	75%	78%	61%	46%	45%	73%	100%	65%	57%	57%	59%
Is somewhere in-between	33%	32%	37%	18%	39%	35%	21%	14%	39%	48%	55%	27%	0%	29%	34%	36%	32%
Don't Know	1%	2%	2%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%

Note:

BASE: Companies for which the need for digital skills has changed in a significant way as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(53.B) You said that the need for digital skills in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	325	121	74	130	7	20	56	74	85	81	54	271	161	162	146	179
Weighted	342	90	111	141	5	19	51	77	88	99	57	285	166	175	128	214
Gone back to how it was pre-pandemic	8%	8%	5%	9%	0%	8%	10%	7%	7%	7%	11%	7%	9%	6%	8%	7%
Has permanently changed	59%	61%	58%	58%	57%	89%	57%	50%	66%	55%	53%	60%	57%	59%	62%	56%
Is somewhere in-between	33%	30%	35%	33%	43%	3%	31%	43%	27%	36%	36%	32%	33%	33%	29%	35%
Don't Know	1%	2%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%

Note:

BASE: Companies for which the need for digital skills has changed in a significant way as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(54.A) You said that the use of online sales channels in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	275	72	37	19	18	19	26	16	4	35	15	11	3	67	208	116	159
Weighted	281	67	36	21	21	21	25	18	6	31	20	9	5	59	222	119	162
Gone back to how it was pre-pandemic	11%	22%	10%	0%	0%	9%	9%	0%	35%	16%	8%	10%	0%	13%	11%	10%	12%
Has permanently changed	56%	50%	59%	76%	65%	33%	59%	64%	65%	55%	45%	40%	100%	55%	56%	56%	56%
Is somewhere in-between	32%	28%	28%	24%	31%	58%	32%	36%	0%	29%	48%	49%	0%	32%	32%	33%	32%
Don't Know	1%	0%	3%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%

Note:

BASE: Companies for which the the use of online sales channels has changed in a significant way as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(54.B) You said that the use of online sales channels in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	275	116	56	103	8	27	49	70	72	49	55	220	182	92	143	132
Weighted	281	86	82	113	6	23	48	71	73	59	56	225	186	94	126	155
Gone back to how it was pre-pandemic	11%	8%	3%	20%	24%	9%	20%	4%	8%	17%	25%	8%	13%	9%	9%	13%
Has permanently changed	56%	60%	63%	47%	48%	60%	50%	58%	64%	47%	49%	57%	52%	63%	62%	51%
Is somewhere in-between	32%	31%	34%	32%	28%	31%	30%	36%	27%	37%	25%	34%	34%	28%	28%	36%
Don't Know	1%	1%	0%	1%	0%	0%	0%	2%	1%	0%	2%	0%	1%	0%	1%	1%

Note:

BASE: Companies for which the the use of online sales channels has changed in a significant way as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(55.A) You said that you experienced a significant reduction in customer loyalty channels in your business changed as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	201	38	29	16	14	16	17	13	5	31	13	6	3	47	154	74	127
Weighted	202	36	30	16	17	18	14	11	6	23	18	5	8	36	166	73	129
Gone back to how it was pre-pandemic	10%	12%	10%	5%	6%	22%	17%	6%	0%	3%	11%	28%	0%	3%	11%	10%	10%
Has permanently changed	42%	37%	46%	32%	53%	32%	58%	35%	20%	52%	30%	0%	100%	41%	43%	47%	40%
Is somewhere in-between	47%	51%	43%	64%	42%	46%	25%	59%	80%	45%	54%	72%	0%	56%	45%	42%	50%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	1%	0%	1%

Note:

BASE: Companies that experienced a significant reduction in customer loyalty channels as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(55.B) You said that you experienced a significant reduction in customer loyalty channels in your business changed as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	201	113	43	45	3	11	38	53	53	42	38	163	109	90	126	75
Weighted	202	83	69	49	2	10	36	55	51	46	41	161	106	94	109	93
Gone back to how it was pre-pandemic	10%	6%	16%	8%	0%	0%	13%	10%	9%	11%	20%	7%	9%	11%	5%	15%
Has permanently changed	42%	41%	36%	53%	59%	35%	30%	48%	45%	45%	29%	46%	42%	42%	41%	44%
Is somewhere in-between	47%	52%	48%	39%	41%	65%	54%	42%	46%	43%	51%	46%	49%	46%	53%	41%
Don't Know	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	1%	0%	1%	1%	0%

Note:

BASE: Companies that experienced a significant reduction in customer loyalty channels as a result of the pandemic

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(56.A) You said that you had a significant increase in the number of cancellations/no shows/refunds in your business as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	255	55	33	21	18	18	14	25	8	31	19	11	2	74	181	96	159
Weighted	263	52	35	21	22	18	14	25	11	26	27	9	5	62	201	97	167
Gone back to how it was pre-pandemic	28%	21%	49%	21%	24%	28%	23%	24%	50%	42%	21%	0%	0%	27%	28%	31%	26%
Has permanently changed	24%	31%	17%	25%	28%	12%	20%	30%	39%	32%	9%	28%	0%	24%	24%	27%	22%
Is somewhere in-between	47%	46%	34%	54%	48%	59%	56%	42%	11%	26%	70%	72%	100%	48%	47%	41%	50%
Don't Know	1%	2%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	1%	0%	1%

Note:

BASE: Companies that experienced a significant increase in the number of cancellations/no shows/refunds

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(56.B) You said that you had a significant increase in the number of cancellations/no shows/refunds in your business as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	255	124	57	74	7	11	50	66	66	54	43	212	132	121	140	115
Weighted	263	93	88	83	6	10	52	63	68	62	45	218	135	127	121	142
Gone back to how it was pre-pandemic	28%	24%	36%	23%	59%	26%	26%	28%	22%	34%	33%	27%	25%	31%	27%	29%
Has permanently changed	24%	23%	13%	38%	10%	28%	33%	23%	29%	15%	27%	24%	31%	15%	24%	25%
Is somewhere in-between	47%	53%	50%	38%	31%	46%	36%	50%	49%	51%	38%	49%	42%	53%	48%	46%
Don't Know	1%	0%	1%	1%	0%	0%	5%	0%	0%	0%	2%	1%	1%	1%	1%	1%

Note:

BASE: Companies that experienced a significant increase in the number of cancellations/no shows/refunds

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(57.A) You said that you had a significant increase in competition in your business as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	269	64	33	19	13	21	26	20	10	34	10	19	0	89	180	110	159
Weighted	253	58	30	19	15	20	25	20	13	26	14	14	0	73	180	107	146
Gone back to how it was pre-pandemic	15%	25%	9%	21%	6%	17%	16%	19%	19%	4%	0%	7%	*	11%	16%	14%	15%
Has permanently changed	43%	36%	43%	44%	66%	41%	49%	44%	43%	39%	48%	31%	*	44%	42%	46%	40%
Is somewhere in-between	42%	39%	46%	35%	28%	41%	35%	37%	38%	55%	52%	62%	*	44%	41%	40%	44%
Don't Know	1%	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	*	1%	0%	1%	0%

Note:

BASE: Companies that experienced a significant increase in competition

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(57.B) You said that you had a significant increase in competition in your business as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	269	146	38	85	8	27	67	75	60	31	52	217	164	103	157	112
Weighted	253	106	57	90	6	23	62	71	56	34	52	201	154	97	129	124
Gone back to how it was pre-pandemic	15%	9%	16%	21%	0%	20%	24%	10%	10%	16%	25%	12%	16%	13%	12%	17%
Has permanently changed	43%	44%	37%	45%	39%	30%	36%	43%	55%	42%	40%	43%	41%	46%	42%	44%
Is somewhere in-between	42%	46%	47%	34%	61%	50%	40%	46%	34%	42%	35%	44%	43%	41%	46%	38%
Don't Know	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%

Note:

BASE: Companies that experienced a significant increase in competition

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(58.A) You said that you had significantly higher customer service expectations in your business as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	253	62	36	20	18	18	20	18	4	28	11	15	3	45	208	113	140
Weighted	268	57	40	22	24	20	20	20	6	25	17	11	5	43	224	116	152
Gone back to how it was pre-pandemic	13%	30%	11%	11%	14%	12%	3%	0%	0%	5%	6%	8%	0%	15%	12%	11%	14%
Has permanently changed	47%	43%	34%	55%	50%	62%	60%	52%	31%	45%	45%	32%	56%	57%	45%	55%	40%
Is somewhere in-between	40%	26%	49%	34%	35%	26%	37%	48%	69%	50%	49%	59%	44%	29%	42%	33%	45%
Don't Know	1%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%

Note:

BASE: Companies that experienced a significant increase in customer service expectations

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(58.B) You said that you had significantly higher customer service expectations in your business as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	253	95	56	102	9	16	37	62	62	66	53	200	141	110	108	145
Weighted	268	69	86	113	7	16	37	67	66	74	58	209	150	116	99	169
Gone back to how it was pre-pandemic	13%	13%	11%	14%	35%	10%	21%	16%	8%	8%	21%	10%	15%	10%	8%	15%
Has permanently changed	47%	48%	41%	50%	8%	65%	50%	48%	43%	45%	38%	49%	47%	47%	47%	46%
Is somewhere in-between	40%	38%	47%	36%	56%	25%	29%	34%	46%	48%	41%	40%	38%	42%	44%	38%
Don't Know	1%	1%	2%	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	1%	1%	1%

Note:

BASE: Companies that experienced a significant increase in customer service expectations

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(59.A) You said that employee expectations around flexible and remote working in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	322	84	37	32	19	22	34	22	4	33	21	10	4	40	282	113	209
Weighted	375	85	46	36	29	27	38	23	7	33	33	10	8	38	338	130	245
Gone back to how it was pre-pandemic	13%	11%	21%	17%	12%	14%	6%	8%	28%	13%	9%	0%	28%	18%	12%	10%	14%
Has permanently changed	43%	43%	39%	56%	48%	52%	47%	23%	45%	45%	38%	31%	28%	43%	43%	49%	40%
Is somewhere in-between	44%	46%	40%	27%	40%	34%	47%	69%	28%	41%	52%	69%	45%	39%	45%	41%	46%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Companies that experienced a significant change in employee expectations around flexible and remote working

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(59.B) You said that employee expectations around flexible and remote working in your business changed in a significant way as a result of the pandemic. Which, if any, describes how you see that same factor today?

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	322	66	96	160	8	13	44	63	89	103	60	262	149	171	100	222
Weighted	375	49	146	180	6	16	47	69	103	131	68	307	172	202	100	275
Gone back to how it was pre-pandemic	13%	12%	8%	17%	15%	10%	18%	14%	11%	12%	20%	11%	13%	13%	10%	13%
Has permanently changed	43%	50%	39%	45%	36%	52%	48%	38%	52%	37%	33%	45%	37%	49%	45%	43%
Is somewhere in-between	44%	37%	53%	38%	49%	34%	34%	48%	37%	51%	46%	43%	50%	38%	44%	44%
Don't Know	0%	1%	0%	0%	0%	4%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%

Note:

BASE: Companies that experienced a significant change in employee expectations around flexible and remote working

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(60.A) To what extent do you agree or disagree with the following statements: My business is now in a ‘new normal’ post pandemic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	14%	15%	11%	15%	14%	12%	17%	17%	4%	15%	10%	15%	15%	14%	14%	13%	15%
Somewhat agree	46%	47%	47%	44%	38%	43%	50%	41%	62%	47%	56%	42%	40%	44%	47%	47%	45%
Neither agree or disagree	23%	26%	27%	25%	24%	29%	16%	21%	19%	15%	13%	23%	45%	24%	23%	22%	24%
Somewhat disagree	8%	6%	9%	8%	8%	8%	13%	12%	4%	8%	12%	4%	0%	8%	9%	10%	8%
Strongly disagree	4%	4%	4%	5%	10%	3%	1%	3%	7%	8%	0%	5%	0%	5%	4%	4%	4%
Don't know	1%	0%	0%	1%	0%	1%	2%	1%	4%	2%	8%	0%	0%	3%	1%	1%	2%
Not relevant for my business	3%	1%	1%	2%	6%	3%	1%	6%	0%	4%	0%	10%	0%	3%	3%	4%	2%
Total Agree:	60%	62%	58%	59%	51%	55%	67%	57%	66%	62%	66%	58%	55%	57%	60%	60%	60%
Total Disagree:	13%	10%	13%	13%	19%	12%	14%	14%	11%	16%	12%	10%	0%	13%	13%	14%	12%
Net:	47%	52%	45%	45%	32%	43%	53%	43%	56%	45%	55%	48%	55%	45%	48%	46%	48%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(60.B) To what extent do you agree or disagree with the following statements: My business is now in a ‘new normal’ post pandemic

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	14%	11%	13%	18%	5%	22%	20%	14%	14%	10%	17%	13%	14%	13%	11%	16%
Somewhat agree	46%	45%	46%	48%	52%	46%	43%	47%	47%	46%	52%	45%	48%	44%	45%	47%
Neither agree or disagree	23%	23%	28%	18%	28%	20%	23%	23%	21%	25%	20%	24%	23%	23%	25%	22%
Somewhat disagree	8%	7%	9%	10%	8%	4%	7%	8%	8%	10%	3%	9%	6%	10%	7%	10%
Strongly disagree	4%	6%	3%	4%	0%	4%	5%	5%	5%	4%	5%	4%	5%	4%	6%	3%
Don't know	1%	3%	0%	1%	3%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
Not relevant for my business	3%	6%	1%	1%	3%	4%	2%	2%	3%	4%	2%	3%	1%	4%	5%	1%
Total Agree:	60%	55%	59%	67%	58%	68%	62%	61%	61%	55%	68%	58%	63%	57%	56%	63%
Total Disagree:	13%	13%	12%	14%	8%	8%	12%	13%	13%	14%	8%	14%	12%	14%	12%	13%
Net:	47%	42%	47%	53%	50%	60%	51%	48%	48%	41%	60%	45%	51%	44%	44%	50%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(61.A) To what extent do you agree or disagree with the following statements: Employee expectations around remote and flexible working have been permanently changed because of the pandemic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	24%	43%	17%	22%	21%	24%	27%	14%	19%	26%	12%	20%	22%	23%	25%	22%	26%
Somewhat agree	32%	30%	29%	33%	30%	25%	42%	31%	19%	29%	44%	33%	33%	23%	34%	31%	32%
Neither agree or disagree	15%	12%	22%	12%	15%	24%	9%	15%	19%	12%	11%	15%	19%	19%	14%	17%	14%
Somewhat disagree	6%	4%	8%	3%	12%	3%	4%	8%	7%	5%	10%	10%	9%	4%	7%	8%	6%
Strongly disagree	3%	3%	3%	5%	4%	0%	1%	4%	0%	4%	1%	5%	6%	1%	4%	3%	3%
Don't know	1%	0%	0%	1%	1%	3%	0%	0%	0%	6%	4%	3%	0%	2%	1%	1%	2%
Not relevant for my business	18%	6%	21%	24%	17%	21%	17%	29%	37%	17%	18%	15%	12%	28%	15%	18%	18%
Total Agree:	56%	74%	46%	55%	51%	49%	69%	44%	38%	55%	55%	53%	55%	46%	58%	53%	58%
Total Disagree:	10%	7%	11%	9%	16%	3%	5%	12%	7%	9%	11%	15%	15%	5%	11%	11%	9%
Net:	47%	66%	36%	46%	35%	46%	64%	32%	31%	46%	44%	38%	40%	41%	48%	42%	49%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(61.B) To what extent do you agree or disagree with the following statements: Employee expectations around remote and flexible working have been permanently changed because of the pandemic

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	24%	15%	24%	37%	19%	35%	24%	23%	27%	22%	27%	24%	25%	24%	18%	31%
Somewhat agree	32%	24%	33%	40%	45%	25%	31%	32%	32%	31%	37%	31%	34%	30%	26%	37%
Neither agree or disagree	15%	15%	20%	10%	7%	11%	16%	17%	14%	16%	12%	16%	16%	14%	14%	16%
Somewhat disagree	6%	4%	9%	7%	4%	7%	6%	8%	4%	7%	7%	6%	7%	6%	5%	8%
Strongly disagree	3%	4%	3%	3%	0%	2%	3%	3%	3%	4%	4%	3%	2%	4%	4%	2%
Don't know	1%	2%	2%	0%	0%	0%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%
Not relevant for my business	18%	36%	9%	4%	25%	19%	18%	15%	19%	19%	12%	19%	14%	21%	31%	5%
Total Agree:	56%	39%	57%	77%	64%	60%	55%	55%	59%	53%	63%	55%	58%	54%	43%	68%
Total Disagree:	10%	8%	12%	9%	4%	9%	9%	11%	7%	11%	11%	9%	9%	10%	9%	10%
Net:	47%	31%	45%	68%	60%	51%	47%	44%	52%	42%	52%	45%	49%	44%	34%	58%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(62.A) To what extent do you agree or disagree with the following statements: Offering hybrid or remote working is now essential to help retain employees

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	22%	36%	13%	19%	23%	16%	23%	16%	15%	22%	22%	17%	15%	19%	22%	18%	24%
Somewhat agree	29%	34%	22%	26%	22%	42%	36%	25%	25%	27%	22%	29%	37%	27%	29%	28%	29%
Neither agree or disagree	16%	11%	20%	12%	21%	10%	14%	18%	11%	21%	21%	16%	30%	11%	18%	18%	15%
Somewhat disagree	6%	7%	12%	7%	7%	5%	6%	2%	0%	6%	6%	6%	0%	5%	7%	7%	6%
Strongly disagree	6%	5%	7%	8%	10%	4%	2%	6%	0%	5%	5%	8%	0%	3%	6%	7%	5%
Don't know	1%	0%	0%	2%	0%	4%	1%	1%	0%	1%	1%	3%	0%	1%	1%	2%	1%
Not relevant for my business	20%	7%	26%	26%	16%	19%	19%	32%	49%	19%	22%	20%	18%	34%	17%	21%	20%
Total Agree:	50%	70%	35%	45%	45%	58%	58%	41%	40%	49%	44%	47%	52%	46%	51%	46%	53%
Total Disagree:	12%	12%	19%	15%	17%	9%	8%	8%	0%	11%	11%	14%	0%	8%	13%	14%	11%
Net:	38%	58%	16%	31%	28%	49%	50%	33%	40%	38%	34%	33%	52%	38%	38%	32%	42%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(62.B) To what extent do you agree or disagree with the following statements: Offering hybrid or remote working is now essential to help retain employees

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	22%	14%	19%	34%	17%	24%	24%	19%	26%	18%	25%	21%	23%	21%	16%	27%
Somewhat agree	29%	22%	29%	37%	34%	38%	30%	30%	25%	27%	35%	27%	32%	25%	23%	33%
Neither agree or disagree	16%	14%	24%	12%	16%	8%	15%	16%	15%	20%	13%	17%	17%	16%	14%	18%
Somewhat disagree	6%	4%	10%	6%	0%	0%	6%	9%	5%	8%	7%	6%	6%	7%	5%	8%
Strongly disagree	6%	5%	6%	6%	0%	4%	3%	6%	7%	7%	7%	5%	4%	7%	5%	6%
Don't know	1%	2%	1%	0%	0%	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	0%
Not relevant for my business	20%	40%	11%	4%	33%	24%	22%	19%	21%	20%	13%	22%	17%	24%	35%	7%
Total Agree:	50%	36%	48%	71%	51%	62%	54%	50%	51%	45%	60%	48%	55%	46%	40%	60%
Total Disagree:	12%	9%	16%	13%	0%	4%	9%	15%	12%	14%	14%	12%	10%	14%	10%	14%
Net:	38%	27%	32%	59%	51%	58%	45%	35%	39%	31%	46%	37%	45%	32%	30%	46%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(63.A) To what extent do you agree or disagree with the following statements: The way my business attracts customers has permanently shifted since Covid-19

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	13%	21%	8%	12%	11%	3%	15%	9%	8%	15%	14%	13%	15%	10%	14%	13%	13%
Somewhat agree	29%	26%	29%	35%	25%	34%	38%	25%	27%	30%	22%	35%	6%	31%	28%	31%	27%
Neither agree or disagree	28%	27%	26%	17%	30%	33%	21%	25%	44%	31%	35%	21%	49%	26%	28%	27%	28%
Somewhat disagree	14%	13%	16%	11%	13%	14%	12%	23%	4%	14%	17%	13%	13%	12%	15%	14%	14%
Strongly disagree	9%	8%	13%	17%	12%	6%	7%	7%	8%	6%	8%	12%	6%	10%	9%	9%	10%
Don't know	1%	0%	0%	2%	0%	2%	1%	1%	4%	1%	3%	0%	0%	3%	0%	0%	1%
Not relevant for my business	6%	4%	8%	7%	9%	6%	5%	11%	4%	3%	1%	6%	12%	7%	6%	5%	6%
Total Agree:	41%	48%	37%	46%	36%	38%	53%	34%	35%	45%	35%	48%	21%	42%	41%	44%	40%
Total Disagree:	24%	21%	29%	28%	25%	20%	20%	30%	12%	20%	25%	25%	19%	22%	24%	23%	24%
Net:	18%	27%	8%	19%	10%	18%	33%	5%	23%	26%	10%	23%	2%	19%	17%	21%	16%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(63.B) To what extent do you agree or disagree with the following statements: The way my business attracts customers has permanently shifted since Covid-19

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	13%	11%	11%	18%	12%	15%	18%	15%	13%	7%	20%	12%	15%	11%	13%	13%
Somewhat agree	29%	24%	30%	32%	37%	37%	31%	27%	30%	25%	30%	28%	36%	22%	26%	31%
Neither agree or disagree	28%	27%	31%	26%	28%	15%	26%	32%	26%	29%	29%	27%	30%	26%	26%	30%
Somewhat disagree	14%	14%	16%	14%	0%	11%	13%	12%	15%	18%	9%	15%	13%	16%	15%	14%
Strongly disagree	9%	12%	8%	8%	4%	11%	5%	8%	10%	13%	8%	10%	4%	15%	11%	8%
Don't know	1%	2%	1%	0%	0%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not relevant for my business	6%	11%	4%	2%	19%	6%	6%	5%	5%	7%	2%	7%	2%	10%	8%	4%
Total Agree:	41%	35%	41%	50%	49%	53%	49%	43%	43%	32%	50%	40%	51%	33%	38%	44%
Total Disagree:	24%	26%	23%	21%	4%	23%	18%	20%	25%	31%	18%	25%	17%	30%	26%	21%
Net:	18%	9%	18%	29%	45%	30%	31%	23%	17%	1%	33%	15%	34%	3%	12%	23%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(64.A) To what extent do you agree or disagree with the following statements: Digital tools and skills are now more important than they were pre-pandemic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	25%	38%	19%	18%	13%	15%	31%	17%	21%	35%	20%	36%	15%	24%	25%	21%	27%
Somewhat agree	38%	34%	40%	46%	38%	43%	40%	41%	54%	29%	47%	22%	30%	37%	39%	41%	37%
Neither agree or disagree	21%	17%	28%	17%	25%	25%	17%	22%	12%	23%	17%	25%	37%	21%	21%	23%	20%
Somewhat disagree	6%	6%	6%	5%	6%	7%	7%	6%	4%	5%	4%	4%	12%	7%	6%	5%	7%
Strongly disagree	3%	2%	2%	7%	5%	4%	1%	2%	0%	3%	5%	4%	0%	2%	4%	4%	3%
Don't know	1%	0%	0%	2%	1%	0%	0%	1%	4%	2%	0%	1%	0%	2%	1%	0%	1%
Not relevant for my business	6%	4%	4%	4%	12%	6%	4%	11%	4%	4%	7%	7%	6%	7%	6%	6%	6%
Total Agree:	63%	72%	59%	64%	51%	58%	71%	58%	75%	64%	66%	58%	45%	61%	63%	62%	64%
Total Disagree:	9%	7%	8%	13%	11%	12%	8%	8%	4%	8%	9%	8%	12%	9%	9%	8%	9%
Net:	54%	65%	51%	51%	39%	46%	64%	50%	71%	56%	57%	50%	34%	52%	54%	53%	54%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(64.B) To what extent do you agree or disagree with the following statements: Digital tools and skills are now more important than they were pre-pandemic

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	25%	17%	23%	36%	40%	29%	30%	23%	29%	18%	31%	23%	29%	20%	21%	28%
Somewhat agree	38%	34%	40%	41%	27%	36%	38%	37%	39%	40%	40%	38%	40%	37%	36%	40%
Neither agree or disagree	21%	23%	27%	14%	20%	17%	17%	24%	16%	27%	15%	23%	20%	22%	22%	21%
Somewhat disagree	6%	7%	5%	5%	0%	8%	6%	8%	6%	4%	5%	6%	5%	7%	6%	6%
Strongly disagree	3%	6%	2%	1%	0%	3%	3%	2%	4%	4%	5%	3%	2%	4%	4%	2%
Don't know	1%	2%	0%	0%	0%	0%	2%	2%	0%	0%	1%	1%	1%	1%	1%	0%
Not relevant for my business	6%	11%	3%	1%	13%	7%	6%	4%	5%	7%	3%	6%	2%	9%	10%	2%
Total Agree:	63%	52%	63%	78%	67%	65%	68%	61%	68%	57%	71%	62%	69%	57%	57%	69%
Total Disagree:	9%	13%	7%	7%	0%	10%	8%	10%	10%	8%	10%	9%	8%	10%	10%	8%
Net:	54%	39%	56%	71%	67%	55%	59%	51%	58%	49%	61%	53%	62%	47%	47%	61%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(65.A) To what extent do you agree or disagree with the following statements: The pandemic has had little permanent impact on my business

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	11%	16%	9%	11%	18%	8%	4%	11%	4%	6%	11%	12%	12%	11%	11%	11%	11%
Somewhat agree	24%	25%	26%	28%	28%	19%	32%	22%	35%	25%	15%	16%	6%	22%	25%	26%	24%
Neither agree or disagree	16%	19%	17%	12%	15%	14%	16%	9%	7%	16%	16%	16%	21%	17%	15%	15%	16%
Somewhat disagree	26%	18%	30%	28%	19%	35%	24%	30%	29%	32%	27%	23%	19%	25%	26%	26%	26%
Strongly disagree	21%	20%	15%	20%	19%	20%	22%	25%	21%	20%	27%	31%	43%	21%	21%	21%	21%
Don't know	1%	1%	3%	0%	0%	0%	2%	1%	4%	1%	1%	0%	0%	1%	1%	0%	2%
Not relevant for my business	1%	1%	0%	1%	2%	4%	0%	2%	0%	0%	2%	1%	0%	2%	1%	1%	1%
Total Agree:	35%	41%	35%	39%	45%	27%	36%	33%	39%	32%	26%	29%	18%	34%	36%	37%	34%
Total Disagree:	47%	38%	44%	48%	38%	55%	46%	55%	50%	52%	54%	54%	61%	46%	47%	47%	47%
Net:	-12%	3%	-9%	-9%	7%	-28%	-10%	-22%	-11%	-20%	-28%	-25%	-44%	-13%	-12%	-10%	-13%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(65.B) To what extent do you agree or disagree with the following statements: The pandemic has had little permanent impact on my business

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	11%	11%	8%	13%	19%	17%	12%	14%	8%	9%	17%	10%	11%	11%	12%	10%
Somewhat agree	24%	25%	24%	25%	30%	21%	26%	28%	21%	24%	24%	25%	25%	24%	26%	23%
Neither agree or disagree	16%	16%	17%	14%	7%	18%	16%	15%	17%	15%	18%	15%	16%	15%	17%	14%
Somewhat disagree	26%	23%	28%	27%	15%	28%	23%	20%	27%	32%	18%	27%	27%	24%	23%	28%
Strongly disagree	21%	21%	22%	20%	27%	12%	21%	21%	26%	18%	21%	21%	20%	22%	20%	23%
Don't know	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Not relevant for my business	1%	3%	0%	0%	3%	1%	1%	1%	1%	2%	0%	1%	1%	2%	2%	0%
Total Agree:	35%	36%	32%	38%	49%	38%	37%	42%	28%	33%	41%	34%	36%	35%	37%	34%
Total Disagree:	47%	44%	50%	47%	41%	40%	43%	41%	53%	50%	38%	49%	47%	47%	43%	51%
Net:	-12%	-9%	-18%	-9%	8%	-2%	-6%	1%	-25%	-17%	3%	-14%	-11%	-12%	-6%	-17%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(66.A) To what extent do you agree or disagree with the following statements: Businesses need more support to help adapt to the permanent changes brought about by the pandemic

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Strongly agree	19%	26%	16%	17%	13%	17%	21%	17%	21%	18%	25%	23%	15%	21%	19%	20%	19%
Somewhat agree	41%	43%	38%	39%	37%	44%	49%	34%	48%	45%	41%	41%	28%	43%	41%	43%	40%
Neither agree or disagree	23%	18%	29%	27%	23%	20%	19%	27%	16%	20%	25%	20%	40%	19%	24%	20%	25%
Somewhat disagree	7%	5%	9%	8%	15%	11%	2%	12%	4%	5%	1%	9%	0%	7%	8%	8%	7%
Strongly disagree	3%	4%	3%	2%	4%	5%	2%	0%	7%	6%	1%	0%	12%	2%	4%	3%	4%
Don't know	2%	2%	2%	4%	0%	0%	3%	2%	4%	3%	3%	1%	6%	2%	2%	2%	2%
Not relevant for my business	4%	2%	3%	4%	8%	3%	4%	7%	0%	3%	3%	6%	0%	5%	3%	4%	4%
Total Agree:	60%	69%	54%	55%	50%	61%	70%	51%	69%	63%	66%	64%	43%	64%	59%	63%	59%
Total Disagree:	11%	9%	12%	10%	19%	15%	4%	12%	11%	11%	3%	9%	12%	9%	11%	11%	11%
Net:	49%	59%	42%	45%	31%	46%	65%	39%	58%	52%	63%	55%	31%	55%	48%	52%	48%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(66.B) To what extent do you agree or disagree with the following statements: Businesses need more support to help adapt to the permanent changes brought about by the pandemic

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Strongly agree	19%	16%	14%	29%	29%	23%	26%	20%	21%	12%	27%	18%	25%	14%	18%	20%
Somewhat agree	41%	38%	44%	41%	26%	47%	35%	46%	39%	41%	35%	42%	42%	41%	38%	44%
Neither agree or disagree	23%	22%	26%	21%	20%	17%	24%	20%	22%	27%	25%	23%	22%	24%	22%	24%
Somewhat disagree	7%	7%	10%	5%	3%	5%	7%	8%	6%	9%	5%	8%	6%	9%	7%	8%
Strongly disagree	3%	5%	2%	3%	7%	3%	3%	2%	4%	4%	6%	3%	3%	4%	4%	2%
Don't know	2%	3%	2%	1%	12%	2%	2%	1%	3%	2%	1%	2%	1%	3%	3%	1%
Not relevant for my business	4%	9%	1%	0%	3%	3%	3%	3%	4%	5%	2%	4%	2%	5%	7%	0%
Total Agree:	60%	54%	59%	70%	55%	70%	61%	66%	60%	53%	62%	60%	66%	55%	56%	64%
Total Disagree:	11%	12%	13%	8%	10%	8%	10%	10%	10%	12%	10%	11%	9%	12%	11%	10%
Net:	49%	42%	46%	62%	45%	62%	51%	56%	50%	41%	51%	49%	57%	42%	44%	54%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(67.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	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	110	18	22	8	8	7	8	16	3	6	10	2	2	28	82	28	82
Weighted	109	15	22	7	11	6	7	14	4	5	14	2	3	26	84	26	83
Not suitable in my sector or industry	83%	90%	90%	100%	64%	75%	74%	65%	67%	89%	100%	100%	50%	85%	82%	71%	86%
Get enough sales through other means	8%	0%	3%	12%	9%	0%	10%	5%	33%	22%	11%	0%	50%	8%	9%	16%	6%
Too expensive	4%	0%	0%	0%	9%	12%	10%	0%	33%	11%	0%	0%	0%	6%	3%	7%	3%
Don't know where to start	2%	0%	0%	0%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%
Don't have the skills necessary	2%	4%	3%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	2%	8%	0%
Too complicated	1%	0%	0%	0%	0%	12%	10%	0%	0%	0%	0%	0%	0%	3%	1%	3%	1%
Other (please specify)	8%	6%	10%	0%	0%	0%	26%	25%	0%	0%	0%	0%	0%	8%	7%	5%	8%
Don't Know	1%	0%	0%	0%	0%	12%	0%	5%	0%	0%	0%	0%	0%	3%	1%	3%	1%

Note:

BASE: Companies that currently do not sell any goods or services online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(67.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			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	110	68	21	21	2	6	14	15	25	48	10	100	3	107	71	39
Weighted	109	52	33	24	2	6	10	15	23	53	9	101	3	107	59	50
Not suitable in my sector or industry	83%	72%	94%	91%	100%	100%	65%	91%	74%	85%	92%	82%	44%	84%	75%	92%
Get enough sales through other means	8%	15%	0%	6%	0%	10%	0%	4%	21%	6%	33%	6%	0%	9%	16%	0%
Too expensive	4%	8%	0%	0%	0%	0%	13%	0%	12%	0%	0%	4%	0%	4%	7%	0%
Don't know where to start	2%	0%	6%	0%	0%	0%	0%	0%	0%	4%	0%	2%	0%	2%	0%	4%
Don't have the skills necessary	2%	4%	0%	0%	0%	0%	0%	0%	0%	4%	0%	2%	0%	2%	3%	0%
Too complicated	1%	3%	0%	0%	0%	0%	7%	0%	3%	0%	0%	1%	0%	1%	2%	0%
Other (please specify)	8%	12%	0%	9%	0%	0%	14%	9%	11%	6%	8%	8%	29%	7%	11%	4%
Don't Know	1%	3%	0%	0%	0%	0%	7%	0%	0%	1%	0%	1%	28%	1%	2%	0%

Note:

BASE: Companies that currently do not sell any goods or services online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(68.A) And how likely or unlikely do you think it is that your business will start selling online:: In the next year

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	110	18	22	8	8	7	8	16	3	6	10	2	2	28	82	28	82
Weighted	109	15	22	7	11	6	7	14	4	5	14	2	3	26	84	26	83
Very likely	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%
Somewhat likely	2%	4%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	2%	0%	2%
Neither likely or unlikely	8%	15%	6%	0%	28%	12%	10%	5%	0%	0%	0%	0%	0%	4%	9%	3%	10%
Somewhat unlikely	11%	4%	3%	12%	0%	26%	0%	16%	33%	0%	22%	0%	50%	11%	10%	28%	5%
Very unlikely	74%	78%	87%	88%	54%	49%	79%	66%	33%	89%	78%	100%	50%	83%	71%	60%	78%
Don't Know	5%	0%	0%	0%	19%	12%	10%	5%	33%	11%	0%	0%	0%	0%	7%	10%	4%
Total Likely:	2%	4%	3%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	3%	2%	0%	3%
Total Unlikely:	84%	81%	90%	100%	54%	75%	79%	82%	67%	89%	100%	100%	100%	94%	82%	87%	84%
Net:	-82%	-78%	-87%	-100%	-54%	-75%	-79%	-74%	-67%	-89%	-100%	-100%	-100%	-91%	-80%	-87%	-81%

Note:

BASE: Companies that currently do not sell any goods or services online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(68.B) And how likely or unlikely do you think it is that your business will start selling online:: In the next year

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	110	68	21	21	2	6	14	15	25	48	10	100	3	107	71	39
Weighted	109	52	33	24	2	6	10	15	23	53	9	101	3	107	59	50
Very likely	1%	1%	0%	0%	0%	0%	7%	0%	0%	0%	0%	1%	29%	0%	1%	0%
Somewhat likely	2%	1%	0%	5%	0%	0%	0%	0%	7%	0%	0%	2%	44%	1%	1%	2%
Neither likely or unlikely	8%	9%	10%	4%	58%	0%	0%	23%	7%	5%	19%	7%	0%	8%	6%	10%
Somewhat unlikely	11%	10%	9%	13%	0%	12%	7%	10%	19%	8%	24%	9%	0%	11%	11%	11%
Very unlikely	74%	71%	75%	79%	0%	65%	86%	67%	67%	80%	49%	76%	0%	76%	76%	71%
Don't Know	5%	8%	6%	0%	42%	22%	0%	0%	0%	7%	7%	5%	28%	5%	5%	6%
Total Likely:	2%	3%	0%	5%	0%	0%	7%	0%	7%	0%	0%	2%	72%	1%	2%	2%
Total Unlikely:	84%	81%	84%	91%	0%	78%	93%	77%	86%	88%	74%	85%	0%	86%	87%	82%
Net:	-82%	-79%	-84%	-87%	0%	-78%	-86%	-77%	-78%	-88%	-74%	-83%	72%	-86%	-85%	-79%

Note:

BASE: Companies that currently do not sell any goods or services online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(69.A) And how likely or unlikely do you think it is that your business will start selling online:: In the next two - three years

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	110	18	22	8	8	7	8	16	3	6	10	2	2	28	82	28	82
Weighted	109	15	22	7	11	6	7	14	4	5	14	2	3	26	84	26	83
Very likely	2%	4%	3%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	3%	2%	0%	3%
Somewhat likely	5%	8%	0%	0%	19%	0%	0%	16%	0%	0%	0%	0%	0%	0%	7%	8%	4%
Neither likely or unlikely	6%	15%	10%	0%	9%	12%	10%	0%	0%	0%	0%	0%	0%	6%	6%	0%	8%
Somewhat unlikely	10%	10%	0%	12%	0%	26%	10%	5%	33%	0%	22%	0%	50%	11%	10%	22%	6%
Very unlikely	71%	59%	87%	88%	54%	49%	69%	66%	33%	89%	78%	100%	50%	80%	68%	57%	75%
Don't Know	6%	4%	0%	0%	19%	12%	10%	5%	33%	11%	0%	0%	0%	0%	8%	12%	4%
Total Likely:	7%	12%	3%	0%	19%	0%	0%	24%	0%	0%	0%	0%	0%	3%	9%	8%	7%
Total Unlikely:	81%	69%	87%	100%	54%	75%	79%	71%	67%	89%	100%	100%	100%	91%	78%	79%	81%
Net:	-73%	-57%	-84%	-100%	-35%	-75%	-79%	-48%	-67%	-89%	-100%	-100%	-100%	-88%	-69%	-71%	-74%

Note:

BASE: Companies that currently do not sell any goods or services online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(69.B) And how likely or unlikely do you think it is that your business will start selling online:: In the next two - three years

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	110	68	21	21	2	6	14	15	25	48	10	100	3	107	71	39
Weighted	109	52	33	24	2	6	10	15	23	53	9	101	3	107	59	50
Very likely	2%	3%	0%	5%	0%	0%	7%	0%	7%	0%	0%	2%	72%	1%	2%	2%
Somewhat likely	5%	1%	14%	0%	0%	0%	0%	0%	9%	6%	15%	4%	0%	5%	1%	9%
Neither likely or unlikely	6%	9%	4%	4%	58%	0%	7%	23%	4%	1%	19%	5%	0%	6%	6%	6%
Somewhat unlikely	10%	10%	5%	17%	0%	12%	7%	10%	12%	10%	24%	9%	0%	10%	10%	10%
Very unlikely	71%	69%	71%	75%	0%	65%	79%	67%	64%	75%	34%	74%	0%	72%	74%	66%
Don't Know	6%	9%	6%	0%	42%	22%	0%	0%	3%	7%	7%	6%	28%	5%	6%	6%
Total Likely:	7%	4%	14%	5%	0%	0%	7%	0%	17%	6%	15%	7%	72%	6%	3%	12%
Total Unlikely:	81%	79%	76%	91%	0%	78%	86%	77%	77%	85%	59%	83%	0%	83%	85%	76%
Net:	-73%	-75%	-62%	-87%	0%	-78%	-79%	-77%	-60%	-79%	-44%	-76%	72%	-77%	-81%	-64%

Note:

BASE: Companies that currently do not sell any goods or services online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

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

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	614	142	74	56	40	43	52	43	13	86	30	29	6	154	460	232	382
Weighted	614	129	73	56	52	44	49	42	19	75	43	22	10	131	483	231	383
In the last year	7%	8%	5%	4%	6%	11%	4%	8%	7%	8%	7%	9%	15%	10%	6%	7%	7%
In the last two to three years	27%	32%	27%	17%	18%	31%	24%	36%	47%	23%	23%	33%	0%	34%	25%	28%	26%
Three to five years ago	23%	25%	19%	36%	20%	24%	24%	18%	13%	23%	16%	27%	30%	30%	21%	19%	25%
Five to ten years ago	25%	17%	23%	24%	34%	23%	27%	25%	23%	31%	31%	11%	54%	19%	26%	25%	24%
Over ten years ago	16%	15%	24%	17%	19%	12%	17%	11%	10%	12%	19%	17%	0%	6%	19%	18%	15%
Don't know	2%	2%	1%	3%	2%	0%	4%	2%	0%	3%	5%	3%	0%	1%	3%	3%	2%

Note:

BASE: Companies which sell online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

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

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	614	293	115	206	19	45	124	168	140	115	101	513	377	234	328	286
Weighted	614	215	174	226	15	38	115	169	143	130	105	509	380	232	281	333
In the last year	7%	10%	4%	7%	82%	21%	8%	4%	3%	3%	10%	6%	7%	7%	10%	5%
In the last two to three years	27%	34%	24%	22%	14%	64%	53%	27%	13%	10%	29%	26%	32%	18%	35%	20%
Three to five years ago	23%	18%	28%	25%	5%	9%	36%	28%	19%	17%	28%	22%	24%	22%	22%	24%
Five to ten years ago	25%	20%	26%	28%	0%	3%	3%	38%	36%	22%	20%	26%	24%	26%	19%	30%
Over ten years ago	16%	15%	16%	17%	0%	0%	0%	1%	26%	46%	13%	17%	12%	23%	11%	20%
Don't know	2%	3%	3%	1%	0%	2%	0%	3%	3%	3%	0%	3%	1%	4%	3%	2%

Note:

BASE: Companies which sell online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(71.A) And how likely or unlikely do you think it is that your business will continue to sell online for the foreseeable future?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	614	142	74	56	40	43	52	43	13	86	30	29	6	154	460	232	382
Weighted	614	129	73	56	52	44	49	42	19	75	43	22	10	131	483	231	383
Very likely	68%	68%	69%	75%	72%	63%	66%	64%	56%	62%	80%	72%	70%	69%	68%	71%	67%
Somewhat likely	23%	24%	18%	16%	19%	28%	27%	27%	38%	25%	13%	23%	30%	18%	24%	20%	25%
Neither likely or unlikely	5%	3%	9%	7%	5%	4%	0%	8%	0%	6%	7%	3%	0%	8%	4%	6%	4%
Somewhat unlikely	1%	2%	2%	0%	0%	2%	4%	2%	0%	1%	0%	0%	0%	1%	1%	1%	1%
Very unlikely	2%	2%	2%	0%	4%	3%	0%	0%	0%	4%	0%	3%	0%	2%	2%	1%	2%
Don't know	1%	1%	0%	1%	0%	0%	3%	0%	7%	2%	0%	0%	0%	1%	1%	1%	1%
Total Likely:	91%	92%	87%	92%	91%	91%	93%	90%	93%	87%	93%	95%	100%	88%	92%	90%	91%
Total Unlikely:	3%	3%	4%	0%	4%	4%	4%	2%	0%	5%	0%	3%	0%	3%	3%	2%	3%
Net:	88%	89%	83%	92%	87%	87%	89%	89%	93%	81%	93%	92%	100%	84%	89%	88%	88%

Note:

BASE: Companies which sell online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(71.B) And how likely or unlikely do you think it is that your business will continue to sell online for the foreseeable future?

	Total	Employee Number				Company Age					Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	614	293	115	206	19	45	124	168	140	115	101	513	377	234	328	286
Weighted	614	215	174	226	15	38	115	169	143	130	105	509	380	232	281	333
Very likely	68%	72%	63%	69%	74%	69%	73%	63%	66%	72%	72%	67%	68%	69%	73%	65%
Somewhat likely	23%	18%	27%	24%	14%	23%	21%	25%	22%	22%	23%	23%	25%	20%	18%	27%
Neither likely or unlikely	5%	4%	8%	4%	12%	5%	3%	7%	6%	2%	2%	5%	4%	6%	4%	6%
Somewhat unlikely	1%	3%	0%	1%	0%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Very unlikely	2%	3%	1%	1%	0%	2%	1%	2%	1%	2%	2%	2%	1%	3%	2%	1%
Don't know	1%	1%	2%	1%	0%	0%	0%	1%	3%	1%	1%	1%	1%	1%	2%	1%
Total Likely:	91%	90%	89%	93%	88%	92%	94%	89%	89%	93%	94%	90%	92%	89%	90%	91%
Total Unlikely:	3%	5%	1%	2%	0%	4%	3%	4%	2%	3%	2%	3%	3%	4%	4%	2%
Net:	88%	84%	88%	91%	88%	88%	91%	85%	87%	90%	92%	87%	90%	85%	86%	89%

Note:

BASE: Companies which sell online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

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

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	614	142	74	56	40	43	52	43	13	86	30	29	6	154	460	232	382
Weighted	614	129	73	56	52	44	49	42	19	75	43	22	10	131	483	231	383
Significantly increase	24%	37%	19%	23%	14%	15%	24%	31%	13%	22%	19%	30%	24%	22%	25%	27%	22%
Somewhat increase	42%	42%	38%	46%	54%	49%	38%	31%	47%	47%	27%	42%	30%	39%	43%	41%	43%
Stay around the same	28%	17%	37%	24%	32%	30%	26%	35%	34%	27%	40%	22%	46%	32%	27%	26%	29%
Somewhat decrease	2%	1%	3%	2%	0%	2%	2%	3%	0%	0%	4%	0%	0%	2%	1%	2%	1%
Significantly decrease	1%	1%	3%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	1%	1%
Don't Know	3%	2%	1%	5%	0%	3%	8%	0%	7%	2%	9%	5%	0%	4%	3%	3%	3%

Note:

BASE: Companies which sell online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(72.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			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	614	293	115	206	19	45	124	168	140	115	101	513	377	234	328	286
Weighted	614	215	174	226	15	38	115	169	143	130	105	509	380	232	281	333
Significantly increase	24%	18%	18%	35%	35%	42%	31%	24%	18%	20%	35%	22%	28%	19%	23%	25%
Somewhat increase	42%	34%	53%	41%	16%	39%	43%	41%	49%	40%	36%	43%	46%	35%	37%	46%
Stay around the same	28%	37%	26%	21%	38%	18%	20%	30%	29%	36%	24%	29%	21%	40%	32%	25%
Somewhat decrease	2%	2%	0%	2%	6%	0%	3%	1%	2%	1%	2%	1%	2%	1%	2%	1%
Significantly decrease	1%	2%	0%	0%	0%	2%	1%	1%	0%	0%	1%	1%	1%	0%	2%	0%
Don't Know	3%	6%	3%	0%	5%	0%	2%	4%	2%	4%	2%	3%	2%	5%	4%	2%

Note:

BASE: Companies which sell online

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(73.A) Which, if any, of the following purposes does your business use digital tools for?: Selling your products or services to your customers online

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	60%	67%	53%	56%	52%	61%	64%	53%	79%	72%	54%	54%	42%	62%	59%	62%	58%
We don't use online tools for this	13%	12%	14%	13%	13%	8%	13%	17%	4%	14%	19%	20%	12%	19%	12%	13%	13%
We don't do this at all	26%	20%	31%	29%	35%	31%	21%	28%	16%	12%	27%	26%	46%	19%	28%	23%	27%
Don't know	1%	1%	3%	2%	0%	0%	3%	2%	0%	2%	0%	0%	0%	1%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(73.B) Which, if any, of the following purposes does your business use digital tools for?: Selling your products or services to your customers online

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	60%	52%	56%	73%	67%	65%	69%	64%	62%	47%	69%	58%	76%	45%	57%	63%
We don't use online tools for this	13%	15%	14%	10%	11%	10%	12%	16%	13%	12%	14%	13%	11%	15%	14%	13%
We don't do this at all	26%	31%	28%	17%	22%	24%	18%	18%	23%	40%	17%	27%	12%	39%	28%	24%
Don't know	1%	2%	1%	0%	0%	0%	1%	2%	2%	1%	0%	2%	1%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(74.A) Which, if any, of the following purposes does your business use digital tools for?: Developing your own products or services

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	42%	50%	42%	37%	37%	39%	45%	32%	38%	48%	45%	46%	36%	41%	43%	41%	43%
We don't use online tools for this	30%	32%	33%	31%	26%	26%	30%	29%	42%	29%	33%	22%	12%	35%	29%	30%	30%
We don't do this at all	26%	17%	24%	29%	36%	36%	24%	37%	21%	20%	17%	26%	52%	23%	27%	27%	25%
Don't know	2%	1%	2%	3%	1%	0%	1%	2%	0%	3%	5%	6%	0%	1%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(74.B) Which, if any, of the following purposes does your business use digital tools for?: Developing your own products or services

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	42%	31%	42%	57%	35%	52%	46%	46%	44%	34%	50%	41%	48%	38%	35%	49%
We don't use online tools for this	30%	32%	30%	28%	51%	24%	35%	33%	24%	30%	30%	30%	33%	27%	31%	29%
We don't do this at all	26%	35%	25%	15%	14%	23%	18%	20%	31%	32%	19%	27%	17%	34%	32%	20%
Don't know	2%	2%	2%	1%	0%	1%	0%	1%	2%	4%	0%	2%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(75.A) Which, if any, of the following purposes does your business use digital tools for?: Advertising your products or services to your customers online

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	64%	70%	56%	60%	53%	70%	71%	64%	84%	73%	67%	56%	51%	69%	63%	65%	64%
We don't use online tools for this	15%	16%	19%	14%	15%	9%	14%	14%	4%	16%	13%	16%	12%	12%	15%	15%	14%
We don't do this at all	20%	14%	24%	26%	31%	21%	14%	21%	8%	11%	20%	26%	37%	18%	21%	18%	21%
Don't know	1%	1%	2%	0%	0%	0%	1%	1%	4%	0%	0%	1%	0%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(75.B) Which, if any, of the following purposes does your business use digital tools for?: Advertising your products or services to your customers online

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	64%	54%	70%	73%	81%	69%	74%	66%	64%	56%	69%	64%	74%	56%	59%	69%
We don't use online tools for this	15%	14%	12%	18%	8%	12%	12%	16%	14%	16%	20%	14%	17%	13%	13%	16%
We don't do this at all	20%	30%	18%	9%	11%	18%	13%	18%	20%	28%	10%	22%	8%	31%	27%	14%
Don't know	1%	1%	1%	0%	0%	0%	1%	1%	2%	0%	0%	1%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(76.A) Which, if any, of the following purposes does your business use digital tools for?: Spreading awareness about your products or services through social media

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	62%	68%	55%	55%	56%	62%	66%	61%	56%	76%	65%	50%	45%	67%	60%	60%	63%
We don't use online tools for this	15%	16%	19%	13%	11%	15%	18%	12%	21%	13%	14%	19%	12%	16%	15%	17%	14%
We don't do this at all	22%	15%	25%	32%	33%	22%	16%	25%	23%	10%	21%	31%	43%	17%	24%	22%	23%
Don't know	1%	2%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(76.B) Which, if any, of the following purposes does your business use digital tools for?: Spreading awareness about your products or services through social media

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	62%	51%	62%	76%	67%	69%	71%	65%	57%	57%	68%	61%	72%	53%	56%	67%
We don't use online tools for this	15%	17%	14%	14%	19%	17%	17%	16%	16%	12%	20%	14%	18%	12%	14%	16%
We don't do this at all	22%	32%	22%	10%	14%	13%	12%	18%	27%	30%	12%	24%	9%	34%	29%	16%
Don't know	1%	0%	2%	0%	0%	0%	0%	1%	0%	2%	0%	1%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(77.A) Which, if any, of the following purposes does your business use digital tools for?: Supporting remote working

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	54%	65%	54%	41%	54%	56%	57%	52%	47%	61%	47%	41%	49%	40%	58%	48%	58%
We don't use online tools for this	14%	21%	12%	14%	11%	14%	12%	9%	4%	13%	20%	16%	0%	18%	13%	14%	14%
We don't do this at all	29%	13%	29%	45%	33%	25%	27%	40%	45%	23%	29%	37%	51%	40%	26%	35%	26%
Don't know	3%	1%	4%	1%	2%	4%	4%	0%	4%	3%	3%	6%	0%	2%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(77.B) Which, if any, of the following purposes does your business use digital tools for?: Supporting remote working

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	54%	35%	61%	72%	38%	59%	51%	53%	56%	56%	58%	54%	55%	53%	40%	67%
We don't use online tools for this	14%	14%	12%	16%	13%	14%	14%	19%	13%	11%	22%	12%	17%	12%	13%	15%
We don't do this at all	29%	48%	24%	10%	50%	23%	33%	25%	29%	30%	19%	31%	25%	32%	43%	16%
Don't know	3%	4%	3%	1%	0%	5%	2%	3%	2%	3%	1%	3%	3%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(78.A) Which, if any, of the following purposes does your business use digital tools for?: Tracking inventory or orders

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	50%	53%	49%	49%	39%	50%	54%	53%	55%	53%	47%	50%	42%	45%	51%	50%	50%
We don't use online tools for this	22%	21%	20%	20%	32%	27%	22%	22%	12%	26%	22%	17%	6%	21%	22%	23%	22%
We don't do this at all	26%	25%	29%	28%	29%	24%	22%	24%	29%	18%	27%	30%	52%	30%	25%	26%	26%
Don't know	2%	2%	2%	2%	0%	0%	2%	1%	4%	3%	4%	3%	0%	3%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(78.B) Which, if any, of the following purposes does your business use digital tools for?: Tracking inventory or orders

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	50%	32%	57%	65%	36%	50%	56%	54%	49%	45%	62%	48%	62%	39%	42%	57%
We don't use online tools for this	22%	23%	21%	23%	33%	17%	23%	23%	21%	22%	23%	22%	24%	20%	22%	22%
We don't do this at all	26%	43%	20%	11%	28%	32%	20%	21%	28%	32%	13%	29%	12%	39%	34%	19%
Don't know	2%	3%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(79.A) Which, if any, of the following purposes does your business use digital tools for?: Analysing your internal data

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	48%	57%	46%	37%	45%	40%	52%	49%	55%	49%	42%	49%	43%	40%	50%	46%	49%
We don't use online tools for this	27%	27%	34%	31%	20%	38%	21%	25%	21%	27%	20%	27%	12%	27%	27%	27%	27%
We don't do this at all	23%	14%	16%	29%	32%	21%	25%	24%	25%	22%	28%	22%	45%	30%	21%	24%	22%
Don't know	3%	2%	4%	3%	2%	0%	1%	3%	0%	1%	9%	1%	0%	4%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(79.B) Which, if any, of the following purposes does your business use digital tools for?: Analysing your internal data

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	48%	31%	52%	65%	31%	54%	57%	47%	46%	45%	56%	46%	55%	41%	37%	58%
We don't use online tools for this	27%	25%	29%	27%	29%	27%	22%	28%	27%	29%	29%	26%	28%	26%	24%	29%
We don't do this at all	23%	41%	16%	6%	40%	14%	18%	21%	26%	25%	13%	25%	15%	29%	36%	10%
Don't know	3%	2%	3%	2%	0%	6%	3%	3%	1%	2%	2%	3%	2%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(80.A) Which, if any, of the following purposes does your business use digital tools for?: To store data online

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	66%	71%	65%	55%	59%	63%	66%	66%	63%	71%	72%	62%	94%	58%	68%	66%	66%
We don't use online tools for this	14%	15%	13%	20%	13%	12%	14%	11%	29%	12%	14%	13%	0%	18%	13%	13%	14%
We don't do this at all	17%	12%	19%	22%	25%	24%	18%	23%	8%	15%	8%	23%	6%	22%	16%	18%	17%
Don't know	2%	2%	3%	2%	3%	1%	2%	0%	0%	2%	6%	1%	0%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(80.B) Which, if any, of the following purposes does your business use digital tools for?: To store data online

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	66%	49%	75%	80%	63%	73%	69%	63%	63%	70%	68%	66%	69%	64%	56%	75%
We don't use online tools for this	14%	17%	10%	13%	12%	15%	16%	17%	16%	8%	18%	13%	16%	12%	14%	14%
We don't do this at all	17%	32%	11%	5%	25%	11%	12%	18%	19%	19%	13%	18%	13%	22%	28%	8%
Don't know	2%	2%	3%	1%	0%	1%	3%	2%	2%	2%	1%	3%	2%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(81.A) Which, if any, of the following purposes does your business use digital tools for?: Running your own custom internal applications

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We use online tools for this	38%	48%	37%	32%	25%	38%	34%	39%	36%	42%	36%	41%	36%	25%	41%	38%	38%
We don't use online tools for this	25%	22%	38%	24%	27%	29%	21%	23%	12%	26%	20%	19%	12%	27%	25%	26%	25%
We don't do this at all	32%	25%	22%	39%	40%	31%	40%	34%	48%	29%	37%	34%	52%	42%	30%	32%	33%
Don't know	4%	5%	2%	4%	8%	2%	5%	4%	4%	3%	7%	6%	0%	6%	4%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(81.B) Which, if any, of the following purposes does your business use digital tools for?: Running your own custom internal applications

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We use online tools for this	38%	19%	41%	60%	30%	38%	40%	41%	38%	35%	54%	35%	44%	33%	26%	49%
We don't use online tools for this	25%	24%	28%	24%	30%	23%	25%	24%	22%	29%	22%	26%	26%	24%	22%	28%
We don't do this at all	32%	54%	24%	14%	40%	37%	26%	30%	39%	32%	22%	34%	27%	38%	48%	18%
Don't know	4%	4%	8%	2%	0%	2%	9%	5%	1%	4%	2%	5%	4%	5%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(82.A) Which, if any, of the following types of digital tools does your business use?: Office suite (word processing, spreadsheets etc)

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	16%	13%	14%	21%	9%	29%	14%	24%	21%	11%	13%	27%	21%	20%	15%	16%	16%
We use this	83%	86%	86%	76%	90%	71%	86%	76%	75%	88%	85%	73%	79%	79%	84%	83%	83%
Don't know	1%	1%	0%	2%	1%	0%	0%	0%	4%	1%	2%	0%	0%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(82.B) Which, if any, of the following types of digital tools does your business use?: Office suite (word processing, spreadsheets etc)

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	16%	26%	8%	12%	36%	15%	15%	16%	22%	12%	20%	15%	17%	16%	22%	11%
We use this	83%	74%	91%	86%	64%	85%	84%	83%	78%	88%	78%	84%	82%	84%	77%	88%
Don't know	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(83.A) Which, if any, of the following types of digital tools does your business use?: Email

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	5%	6%	4%	2%	3%	10%	7%	7%	16%	2%	6%	3%	6%	9%	4%	4%	6%
We use this	95%	94%	96%	97%	97%	90%	93%	93%	84%	97%	94%	97%	94%	90%	96%	96%	94%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(83.B) Which, if any, of the following types of digital tools does your business use?: Email

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	5%	6%	4%	5%	7%	3%	7%	8%	5%	2%	6%	5%	6%	4%	6%	4%
We use this	95%	94%	96%	94%	93%	97%	92%	92%	95%	98%	94%	95%	93%	96%	94%	95%
Don't know	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(84.A) Which, if any, of the following types of digital tools does your business use?: Social media

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	29%	21%	33%	33%	37%	26%	26%	23%	29%	21%	34%	40%	42%	19%	31%	33%	26%
We use this	70%	78%	63%	63%	63%	72%	74%	75%	71%	78%	66%	60%	45%	80%	67%	65%	72%
Don't know	2%	1%	4%	4%	0%	2%	0%	2%	0%	1%	0%	0%	13%	1%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(84.B) Which, if any, of the following types of digital tools does your business use?: Social media

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	29%	39%	25%	20%	16%	21%	16%	22%	32%	41%	20%	30%	16%	40%	34%	23%
We use this	70%	61%	72%	79%	84%	77%	83%	74%	68%	57%	78%	68%	82%	58%	65%	74%
Don't know	2%	1%	4%	2%	0%	2%	2%	3%	0%	2%	2%	2%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(85.A) Which, if any, of the following types of digital tools does your business use?: Online video

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	41%	27%	40%	53%	49%	44%	44%	48%	41%	33%	43%	51%	51%	46%	40%	45%	39%
We use this	56%	72%	55%	45%	49%	55%	54%	48%	59%	64%	57%	49%	30%	51%	57%	52%	58%
Don't know	3%	1%	5%	2%	2%	1%	2%	4%	0%	3%	0%	0%	19%	3%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(85.B) Which, if any, of the following types of digital tools does your business use?: Online video

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	41%	60%	33%	25%	33%	46%	35%	39%	45%	44%	28%	44%	38%	44%	53%	30%
We use this	56%	38%	62%	74%	67%	52%	61%	59%	54%	52%	70%	54%	60%	53%	45%	66%
Don't know	3%	2%	5%	1%	0%	2%	4%	2%	1%	3%	2%	3%	2%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(86.A) Which, if any, of the following types of digital tools does your business use?: Online hiring

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	57%	41%	65%	67%	60%	55%	56%	61%	83%	53%	57%	70%	57%	69%	55%	61%	55%
We use this	39%	57%	31%	30%	37%	40%	41%	33%	17%	43%	40%	30%	30%	27%	42%	34%	42%
Don't know	3%	2%	4%	3%	3%	5%	3%	7%	0%	4%	2%	0%	13%	4%	3%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(86.B) Which, if any, of the following types of digital tools does your business use?: Online hiring

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	57%	82%	50%	34%	75%	58%	50%	52%	63%	61%	42%	60%	48%	66%	75%	41%
We use this	39%	15%	45%	64%	18%	36%	49%	43%	36%	34%	57%	36%	49%	30%	23%	54%
Don't know	3%	3%	6%	2%	7%	6%	1%	5%	1%	5%	2%	4%	3%	4%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(87.A) Which, if any, of the following types of digital tools does your business use?: Web hosting

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	39%	23%	45%	43%	50%	42%	34%	47%	48%	34%	41%	43%	60%	42%	39%	41%	38%
We use this	57%	73%	51%	51%	48%	52%	62%	49%	52%	64%	54%	55%	27%	52%	58%	55%	58%
Don't know	4%	4%	4%	6%	2%	6%	4%	4%	0%	2%	5%	1%	13%	5%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(87.B) Which, if any, of the following types of digital tools does your business use?: Web hosting

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	39%	53%	33%	28%	55%	34%	37%	37%	37%	45%	27%	42%	32%	46%	51%	29%
We use this	57%	44%	63%	67%	41%	56%	60%	59%	60%	51%	68%	55%	65%	50%	46%	66%
Don't know	4%	4%	4%	4%	4%	10%	4%	4%	3%	4%	5%	4%	4%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(88.A) Which, if any, of the following types of digital tools does your business use?: Instant messaging or employee collaboration

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	30%	21%	31%	36%	34%	39%	21%	30%	25%	28%	38%	29%	36%	35%	28%	31%	29%
We use this	68%	76%	65%	60%	65%	61%	77%	65%	71%	71%	61%	70%	51%	63%	69%	66%	69%
Don't know	3%	3%	4%	3%	1%	0%	2%	5%	4%	1%	1%	1%	13%	3%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(88.B) Which, if any, of the following types of digital tools does your business use?: Instant messaging or employee collaboration

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	30%	46%	23%	16%	26%	24%	24%	30%	30%	34%	18%	32%	28%	32%	37%	23%
We use this	68%	52%	74%	82%	63%	72%	74%	67%	69%	62%	78%	66%	70%	65%	60%	74%
Don't know	3%	3%	4%	2%	11%	5%	2%	3%	1%	3%	4%	3%	2%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(89.A) Which, if any, of the following types of digital tools does your business use?: Payments

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	15%	12%	19%	12%	14%	13%	12%	20%	16%	16%	10%	13%	24%	13%	15%	15%	14%
We use this	84%	86%	80%	88%	86%	86%	88%	75%	84%	84%	87%	87%	76%	86%	84%	85%	84%
Don't know	1%	2%	1%	0%	0%	1%	0%	5%	0%	1%	3%	0%	0%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(89.B) Which, if any, of the following types of digital tools does your business use?: Payments

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	15%	24%	9%	8%	20%	14%	13%	13%	18%	14%	9%	16%	9%	19%	20%	9%
We use this	84%	76%	89%	90%	80%	86%	87%	85%	82%	85%	88%	83%	90%	79%	80%	88%
Don't know	1%	0%	2%	2%	0%	0%	0%	2%	0%	1%	3%	1%	1%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(90.A) Which, if any, of the following types of digital tools does your business use?: Video calls

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	31%	19%	30%	35%	37%	38%	26%	38%	39%	32%	33%	34%	45%	34%	31%	37%	28%
We use this	67%	79%	67%	63%	63%	60%	71%	60%	61%	67%	64%	66%	55%	64%	68%	61%	70%
Don't know	2%	2%	2%	2%	0%	2%	3%	2%	0%	1%	3%	0%	0%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(90.B) Which, if any, of the following types of digital tools does your business use?: Video calls

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	31%	49%	25%	16%	46%	39%	37%	30%	28%	30%	27%	32%	33%	30%	42%	21%
We use this	67%	50%	75%	81%	54%	61%	61%	68%	71%	68%	70%	66%	65%	68%	57%	76%
Don't know	2%	1%	1%	3%	0%	0%	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(91.A) Which, if any, of the following types of digital tools does your business use?: Tracking inventory

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	48%	42%	58%	48%	49%	53%	42%	49%	37%	43%	47%	57%	55%	56%	46%	45%	49%
We use this	48%	54%	39%	51%	49%	42%	54%	48%	59%	54%	46%	43%	27%	41%	50%	51%	47%
Don't know	4%	4%	3%	1%	2%	5%	4%	4%	4%	3%	7%	0%	19%	3%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(91.B) Which, if any, of the following types of digital tools does your business use?: Tracking inventory

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	48%	68%	39%	31%	62%	48%	40%	43%	51%	54%	36%	50%	33%	61%	59%	38%
We use this	48%	29%	55%	65%	33%	48%	56%	52%	47%	43%	59%	46%	64%	34%	39%	57%
Don't know	4%	2%	6%	4%	6%	4%	4%	5%	2%	3%	5%	4%	3%	4%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(92.A) Which, if any, of the following types of digital tools does your business use?: Customer support / CRM

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	44%	31%	48%	54%	46%	48%	43%	51%	60%	41%	42%	58%	35%	52%	43%	48%	42%
We use this	51%	65%	48%	40%	46%	50%	55%	41%	32%	55%	54%	39%	52%	39%	54%	47%	52%
Don't know	5%	4%	5%	6%	8%	3%	2%	8%	8%	4%	3%	3%	13%	10%	4%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(92.B) Which, if any, of the following types of digital tools does your business use?: Customer support / CRM

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	44%	67%	39%	20%	51%	39%	43%	40%	49%	47%	31%	47%	34%	53%	61%	29%
We use this	51%	27%	54%	77%	49%	57%	50%	54%	49%	47%	64%	48%	61%	41%	35%	65%
Don't know	5%	5%	7%	3%	0%	4%	7%	6%	2%	6%	5%	5%	4%	6%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(93.A) Which, if any, of the following types of digital tools does your business use?: Time tracking

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	62%	52%	64%	69%	65%	64%	52%	62%	76%	65%	75%	62%	48%	66%	61%	62%	62%
We use this	34%	45%	31%	28%	31%	33%	47%	34%	17%	33%	23%	32%	40%	29%	36%	35%	34%
Don't know	4%	4%	5%	3%	4%	3%	1%	4%	7%	2%	1%	6%	13%	5%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(93.B) Which, if any, of the following types of digital tools does your business use?: Time tracking

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	62%	80%	56%	44%	77%	53%	54%	61%	65%	65%	53%	64%	56%	67%	73%	51%
We use this	34%	17%	39%	52%	21%	44%	41%	34%	34%	31%	44%	33%	40%	29%	25%	43%
Don't know	4%	2%	5%	4%	3%	3%	5%	5%	1%	4%	3%	4%	4%	3%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(94.A) Which, if any, of the following types of digital tools does your business use?: Managing expenses

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	31%	27%	32%	30%	33%	33%	29%	41%	29%	33%	32%	38%	12%	37%	30%	31%	31%
We use this	67%	70%	66%	69%	66%	67%	68%	55%	71%	64%	66%	61%	88%	61%	68%	68%	66%
Don't know	2%	3%	2%	1%	1%	0%	4%	4%	0%	3%	2%	1%	0%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(94.B) Which, if any, of the following types of digital tools does your business use?: Managing expenses

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	31%	47%	21%	20%	50%	33%	29%	26%	34%	33%	28%	32%	30%	32%	40%	23%
We use this	67%	51%	76%	78%	50%	64%	69%	72%	64%	65%	70%	66%	69%	65%	59%	74%
Don't know	2%	1%	3%	2%	0%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(95.A) Which, if any, of the following types of digital tools does your business use?: Enterprise Resource Planning (ERP)

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	60%	48%	63%	64%	59%	61%	58%	58%	64%	67%	76%	67%	41%	68%	58%	64%	58%
We use this	30%	43%	28%	25%	29%	27%	32%	31%	24%	27%	18%	24%	31%	20%	32%	27%	32%
Don't know	10%	10%	10%	10%	12%	13%	10%	12%	12%	6%	6%	9%	28%	12%	10%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(95.B) Which, if any, of the following types of digital tools does your business use?: Enterprise Resource Planning (ERP)

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	60%	81%	56%	37%	80%	57%	62%	56%	65%	57%	46%	63%	55%	65%	76%	45%
We use this	30%	10%	31%	55%	16%	25%	27%	36%	28%	31%	42%	28%	37%	23%	16%	43%
Don't know	10%	9%	13%	9%	3%	17%	11%	8%	7%	12%	12%	10%	8%	12%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(96.A) Which, if any, of the following types of digital tools does your business use?: Project management

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	46%	37%	46%	52%	46%	50%	36%	52%	79%	47%	44%	45%	33%	56%	43%	51%	42%
We use this	51%	57%	51%	47%	51%	49%	62%	41%	21%	51%	53%	51%	55%	41%	54%	45%	54%
Don't know	3%	5%	3%	1%	3%	2%	2%	7%	0%	2%	3%	5%	13%	3%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(96.B) Which, if any, of the following types of digital tools does your business use?: Project management

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	46%	68%	34%	29%	59%	43%	39%	44%	49%	48%	35%	47%	41%	50%	61%	32%
We use this	51%	29%	62%	69%	41%	46%	59%	54%	49%	49%	59%	50%	56%	47%	37%	64%
Don't know	3%	3%	5%	2%	0%	10%	3%	2%	2%	4%	6%	3%	4%	3%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(97.A) Which, if any, of the following types of digital tools does your business use?: Accounting

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	20%	17%	18%	21%	23%	27%	13%	25%	29%	17%	25%	19%	6%	33%	17%	17%	21%
We use this	78%	79%	79%	78%	75%	73%	85%	75%	63%	81%	72%	81%	94%	66%	81%	81%	76%
Don't know	2%	4%	3%	1%	2%	0%	2%	0%	8%	2%	3%	0%	0%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(97.B) Which, if any, of the following types of digital tools does your business use?: Accounting

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	20%	34%	9%	12%	32%	23%	21%	24%	22%	13%	16%	21%	17%	22%	30%	10%
We use this	78%	64%	88%	85%	62%	67%	76%	75%	77%	87%	82%	77%	81%	76%	69%	86%
Don't know	2%	1%	3%	2%	6%	10%	3%	1%	1%	1%	2%	2%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(98.A) Which, if any, of the following types of digital tools does your business use?: Invoicing

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	21%	19%	23%	21%	18%	22%	17%	29%	29%	16%	17%	24%	18%	29%	18%	19%	21%
We use this	77%	79%	77%	76%	81%	78%	78%	69%	57%	81%	77%	76%	82%	69%	79%	80%	75%
Don't know	2%	2%	0%	3%	1%	0%	5%	1%	15%	3%	5%	0%	0%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(98.B) Which, if any, of the following types of digital tools does your business use?: Invoicing

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	21%	34%	11%	13%	35%	28%	25%	18%	18%	20%	17%	21%	20%	21%	29%	13%
We use this	77%	64%	87%	83%	59%	69%	72%	80%	82%	77%	81%	76%	77%	77%	70%	84%
Don't know	2%	1%	3%	4%	6%	2%	3%	2%	0%	3%	2%	3%	3%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(99.A) Which, if any, of the following types of digital tools does your business use?: Data dashboards or analytics

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	43%	29%	51%	47%	53%	36%	42%	57%	37%	42%	42%	51%	33%	53%	41%	47%	41%
We use this	53%	68%	45%	50%	44%	63%	58%	40%	59%	55%	49%	43%	55%	43%	56%	48%	56%
Don't know	4%	3%	4%	3%	3%	1%	0%	3%	4%	3%	9%	6%	13%	4%	3%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(99.B) Which, if any, of the following types of digital tools does your business use?: Data dashboards or analytics

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	43%	64%	38%	21%	48%	22%	37%	42%	47%	49%	31%	45%	34%	51%	59%	29%
We use this	53%	33%	56%	76%	52%	76%	57%	55%	51%	47%	65%	51%	63%	44%	38%	67%
Don't know	4%	3%	6%	2%	0%	2%	6%	3%	2%	4%	4%	4%	3%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(100.A) Which, if any, of the following types of digital tools does your business use?: Cloud computing

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
We don't use this	35%	20%	37%	44%	40%	42%	39%	46%	45%	32%	38%	32%	21%	47%	32%	37%	35%
We use this	61%	76%	56%	51%	59%	57%	57%	49%	51%	65%	57%	66%	79%	48%	64%	60%	61%
Don't know	4%	3%	7%	6%	1%	1%	4%	5%	4%	3%	4%	1%	0%	5%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(100.B) Which, if any, of the following types of digital tools does your business use?: Cloud computing

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
We don't use this	35%	55%	24%	21%	43%	30%	35%	35%	40%	33%	28%	37%	33%	37%	51%	21%
We use this	61%	41%	71%	76%	57%	65%	60%	61%	58%	64%	68%	60%	64%	58%	46%	75%
Don't know	4%	3%	6%	3%	0%	5%	5%	4%	2%	3%	4%	4%	3%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(101.A) And which, if any, of that same list of tools have you started using in the last couple of years? (ie since the beginning of 2020)

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1002	201	145	93	74	70	84	80	21	116	53	52	13	230	772	372	630
Weighted	1003	181	146	89	96	70	80	75	29	100	71	40	25	198	805	364	639
Project management	9%	14%	6%	8%	6%	5%	13%	8%	0%	12%	6%	8%	6%	6%	9%	8%	9%
Time tracking	8%	12%	5%	4%	3%	6%	13%	13%	0%	11%	5%	7%	19%	8%	8%	10%	7%
Enterprise Resource Planning (ERP)	5%	11%	3%	5%	3%	2%	2%	6%	7%	4%	4%	3%	9%	3%	6%	4%	6%
Video calls	36%	40%	36%	30%	24%	39%	42%	40%	28%	33%	43%	43%	24%	37%	36%	33%	38%
Social media	22%	24%	18%	18%	17%	24%	31%	26%	28%	25%	22%	22%	19%	27%	21%	24%	22%
Online video	22%	30%	25%	18%	17%	17%	23%	10%	13%	26%	24%	24%	15%	21%	22%	22%	22%
Instant messaging or employee collaboration	19%	21%	15%	18%	17%	16%	24%	20%	9%	22%	21%	22%	6%	19%	18%	15%	21%
Cloud computing	19%	24%	17%	20%	9%	18%	18%	15%	11%	24%	13%	15%	42%	12%	20%	22%	17%
Payments	18%	22%	17%	24%	16%	11%	21%	15%	24%	15%	17%	15%	9%	23%	17%	21%	16%
Email	17%	22%	15%	15%	19%	10%	22%	16%	17%	21%	12%	14%	15%	22%	16%	21%	15%
Invoicing	15%	14%	15%	17%	14%	20%	14%	12%	4%	17%	14%	23%	6%	19%	14%	18%	13%
Online hiring	14%	24%	9%	15%	9%	15%	14%	9%	11%	9%	15%	7%	19%	11%	14%	11%	15%
Accounting	14%	17%	16%	12%	9%	13%	17%	16%	13%	15%	9%	15%	0%	17%	13%	13%	14%
Web hosting	13%	18%	10%	12%	6%	15%	9%	17%	20%	13%	16%	13%	6%	17%	12%	16%	11%
Managing expenses	12%	19%	10%	11%	5%	12%	10%	13%	24%	10%	10%	15%	0%	12%	12%	13%	12%
Office suite (word processing, spreadsheets etc)	11%	16%	9%	10%	9%	8%	12%	7%	9%	13%	10%	4%	6%	17%	9%	12%	10%
Tracking inventory	11%	14%	10%	10%	8%	9%	13%	12%	15%	14%	4%	2%	6%	10%	11%	11%	10%
Customer support / CRM	10%	16%	9%	10%	8%	9%	10%	12%	4%	10%	9%	1%	6%	9%	10%	12%	9%
Data dashboards or analytics	10%	16%	5%	8%	5%	13%	7%	9%	13%	10%	19%	1%	19%	10%	10%	10%	10%
None of the above	24%	14%	22%	34%	34%	18%	19%	26%	24%	24%	28%	25%	30%	20%	25%	26%	22%

Note:

BASE: Companies which use at least one of the above

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(101.B) And which, if any, of that same list of tools have you started using in the last couple of years? (ie since the beginning of 2020)

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Micro-business)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1002	525	199	278	27	62	174	232	244	260	156	846	469	530	561	441
Weighted	1003	389	307	307	21	55	164	235	239	285	158	845	470	530	479	524
Project management	9%	5%	10%	12%	24%	14%	12%	7%	10%	5%	13%	8%	10%	7%	7%	10%
Time tracking	8%	5%	7%	13%	18%	12%	10%	7%	10%	5%	11%	8%	10%	6%	7%	9%
Enterprise Resource Planning (ERP)	5%	2%	3%	12%	3%	6%	7%	6%	6%	3%	11%	4%	8%	2%	3%	8%
Video calls	36%	27%	42%	42%	35%	39%	29%	31%	41%	39%	37%	36%	33%	38%	32%	40%
Social media	22%	18%	21%	30%	51%	31%	32%	26%	21%	12%	30%	21%	31%	15%	23%	22%
Online video	22%	15%	24%	29%	38%	21%	21%	22%	20%	23%	30%	20%	23%	21%	20%	24%
Instant messaging or employee collaboration	19%	13%	23%	21%	25%	18%	19%	20%	20%	16%	23%	18%	19%	18%	17%	20%
Cloud computing	19%	14%	18%	24%	30%	23%	18%	19%	20%	16%	24%	17%	19%	18%	16%	21%
Payments	18%	19%	18%	17%	42%	34%	22%	24%	15%	9%	24%	17%	22%	14%	20%	16%
Email	17%	19%	15%	17%	39%	32%	25%	17%	17%	9%	27%	16%	19%	16%	20%	15%
Invoicing	15%	17%	17%	10%	25%	28%	18%	19%	12%	10%	21%	14%	16%	14%	18%	12%
Online hiring	14%	4%	17%	22%	7%	17%	23%	14%	14%	7%	22%	12%	18%	10%	9%	18%
Accounting	14%	15%	15%	12%	16%	23%	24%	14%	12%	8%	23%	12%	16%	12%	17%	11%
Web hosting	13%	10%	13%	16%	25%	21%	16%	16%	12%	6%	17%	12%	16%	10%	12%	13%
Managing expenses	12%	10%	13%	14%	24%	31%	20%	10%	12%	6%	21%	10%	15%	9%	13%	12%
Office suite (word processing, spreadsheets etc)	11%	10%	11%	12%	29%	22%	17%	11%	7%	6%	16%	10%	12%	9%	13%	9%
Tracking inventory	11%	7%	14%	12%	13%	20%	16%	10%	11%	6%	14%	10%	16%	6%	12%	10%
Customer support / CRM	10%	6%	10%	15%	23%	24%	13%	13%	9%	3%	18%	9%	14%	6%	8%	12%
Data dashboards or analytics	10%	7%	10%	15%	18%	24%	15%	8%	9%	7%	14%	10%	13%	8%	9%	11%
None of the above	24%	34%	20%	14%	8%	9%	13%	21%	26%	33%	14%	25%	17%	29%	30%	18%

Note:

BASE: Companies which use at least one of the above

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(102.A) In general, would you say that your business is a relatively early or late adopter of digital tools compared to other businesses in your sector?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very late adopter	9%	9%	5%	9%	11%	9%	4%	7%	33%	5%	10%	9%	28%	11%	8%	10%	8%
Somewhat late adopter	25%	26%	31%	26%	29%	14%	25%	28%	4%	28%	13%	24%	24%	28%	24%	25%	25%
Around average for your sector	40%	31%	41%	42%	46%	45%	41%	39%	42%	37%	49%	39%	23%	38%	40%	42%	38%
Somewhat early adopter	18%	22%	20%	16%	6%	22%	23%	16%	15%	17%	18%	23%	6%	15%	19%	15%	20%
Very early adopter	7%	11%	3%	4%	5%	7%	3%	7%	7%	9%	8%	4%	19%	4%	7%	6%	7%
Don't Know	2%	1%	0%	4%	2%	3%	4%	3%	0%	3%	3%	1%	0%	5%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(102.B) In general, would you say that your business is a relatively early or late adopter of digital tools compared to other businesses in your sector?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very late adopter	9%	14%	4%	8%	20%	5%	7%	7%	11%	10%	11%	9%	6%	11%	12%	6%
Somewhat late adopter	25%	24%	28%	21%	17%	27%	19%	31%	25%	23%	22%	25%	24%	26%	25%	25%
Around average for your sector	40%	41%	44%	33%	44%	37%	43%	36%	36%	44%	32%	41%	39%	40%	39%	40%
Somewhat early adopter	18%	13%	18%	25%	16%	23%	21%	16%	19%	15%	22%	17%	21%	15%	15%	21%
Very early adopter	7%	4%	5%	12%	0%	7%	8%	8%	7%	5%	12%	6%	8%	6%	5%	8%
Don't Know	2%	4%	1%	1%	3%	3%	2%	1%	2%	2%	1%	2%	2%	2%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(103.A) Which, if any, of the following benefits of digital tools have you found tended to be true in your business? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
There are no benefits	7%	1%	6%	11%	10%	3%	7%	11%	8%	4%	6%	12%	19%	8%	6%	7%	6%
Save time	54%	56%	47%	59%	51%	57%	59%	52%	42%	59%	42%	63%	66%	52%	54%	54%	54%
Allow us to reach new customers	39%	38%	35%	38%	29%	58%	34%	26%	50%	49%	42%	39%	36%	45%	37%	43%	36%
Make it easier to collaborate	36%	45%	34%	34%	29%	31%	42%	33%	21%	40%	46%	22%	30%	27%	39%	36%	36%
Save money	32%	38%	32%	36%	32%	24%	28%	27%	29%	32%	28%	26%	36%	30%	32%	34%	30%
Make it easier to offer flexible working	32%	46%	29%	26%	22%	36%	37%	34%	0%	36%	29%	27%	24%	25%	34%	30%	34%
Make our processes more reliable	32%	34%	33%	22%	30%	33%	31%	25%	27%	37%	40%	27%	34%	25%	33%	31%	32%
Reduce running costs	32%	40%	36%	28%	31%	25%	28%	24%	19%	39%	26%	26%	44%	24%	34%	36%	30%
Increased profitability	27%	34%	25%	26%	19%	17%	23%	24%	44%	27%	25%	24%	42%	28%	26%	27%	26%
Helped us grow faster	26%	31%	24%	30%	12%	32%	24%	26%	34%	33%	25%	14%	34%	28%	26%	28%	26%
Make it easier to develop new products or services	18%	23%	14%	15%	14%	19%	19%	16%	21%	24%	14%	22%	19%	15%	19%	20%	17%
Reduce cyber-security threats	14%	22%	10%	7%	17%	15%	14%	12%	0%	20%	6%	16%	9%	9%	15%	14%	14%
Other (please specify)	1%	1%	1%	1%	0%	1%	0%	2%	4%	1%	0%	0%	0%	2%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(103.B) Which, if any, of the following benefits of digital tools have you found tended to be true in your business? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Micro-business)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
There are no benefits	7%	14%	2%	1%	6%	1%	3%	5%	8%	9%	5%	7%	4%	9%	11%	3%
Save time	54%	52%	55%	55%	54%	50%	57%	51%	52%	58%	50%	54%	53%	55%	52%	56%
Allow us to reach new customers	39%	39%	40%	37%	59%	48%	47%	38%	39%	30%	43%	38%	48%	31%	42%	36%
Make it easier to collaborate	36%	24%	42%	47%	19%	35%	33%	34%	39%	39%	48%	34%	35%	38%	30%	42%
Save money	32%	28%	29%	39%	32%	28%	34%	35%	30%	30%	37%	31%	36%	28%	29%	34%
Make it easier to offer flexible working	32%	17%	40%	44%	14%	33%	26%	28%	38%	36%	39%	31%	34%	31%	23%	41%
Make our processes more reliable	32%	23%	35%	39%	28%	35%	33%	28%	33%	32%	38%	30%	32%	31%	27%	35%
Reduce running costs	32%	26%	34%	39%	46%	22%	27%	34%	36%	32%	34%	32%	32%	33%	29%	35%
Increased profitability	27%	22%	22%	36%	35%	27%	37%	27%	26%	21%	32%	26%	33%	21%	25%	28%
Helped us grow faster	26%	20%	25%	36%	46%	23%	37%	32%	22%	19%	36%	25%	34%	19%	25%	28%
Make it easier to develop new products or services	18%	13%	16%	28%	25%	31%	20%	20%	17%	14%	27%	17%	22%	15%	15%	21%
Reduce cyber-security threats	14%	7%	17%	20%	18%	23%	13%	15%	14%	12%	20%	13%	16%	12%	13%	15%
Other (please specify)	1%	2%	0%	0%	0%	3%	0%	1%	2%	0%	0%	1%	0%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(104.A) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Prefer non digital systems

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - not an important reason	23%	20%	31%	31%	22%	28%	22%	23%	15%	21%	15%	14%	36%	23%	24%	24%	23%
2	11%	14%	9%	6%	12%	9%	11%	15%	8%	11%	17%	12%	6%	12%	11%	9%	13%
3	15%	8%	14%	11%	14%	17%	17%	15%	20%	17%	19%	19%	24%	12%	15%	17%	13%
4	25%	23%	26%	25%	30%	23%	27%	22%	21%	25%	23%	29%	13%	20%	26%	22%	26%
5	13%	17%	15%	15%	13%	9%	11%	9%	12%	13%	15%	12%	0%	17%	12%	14%	13%
6	7%	9%	3%	4%	5%	9%	9%	8%	12%	9%	4%	8%	0%	9%	6%	6%	7%
7 - very important reason	6%	9%	3%	8%	5%	4%	3%	9%	12%	4%	7%	6%	21%	7%	6%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(104.B) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Prefer non digital systems

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - not an important reason	23%	22%	24%	25%	18%	23%	26%	21%	23%	25%	25%	23%	18%	28%	23%	24%
2	11%	11%	12%	11%	13%	21%	9%	11%	13%	10%	6%	12%	12%	11%	11%	12%
3	15%	12%	18%	15%	13%	17%	15%	15%	11%	17%	15%	15%	17%	13%	14%	16%
4	25%	25%	27%	21%	28%	18%	19%	27%	25%	27%	23%	25%	23%	26%	24%	25%
5	13%	12%	13%	14%	7%	14%	17%	14%	12%	10%	14%	13%	16%	11%	14%	12%
6	7%	8%	4%	8%	9%	1%	9%	8%	8%	4%	9%	6%	10%	4%	6%	7%
7 - very important reason	6%	11%	2%	5%	12%	6%	4%	4%	9%	7%	8%	6%	5%	7%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(105.A) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't have staff with enough digital skills

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - not an important reason	26%	18%	33%	31%	22%	27%	27%	25%	25%	23%	20%	30%	42%	39%	22%	23%	27%
2	10%	8%	11%	14%	10%	7%	5%	9%	15%	12%	18%	7%	0%	8%	11%	11%	9%
3	15%	19%	9%	4%	17%	15%	22%	19%	15%	16%	16%	10%	6%	9%	16%	14%	15%
4	20%	22%	21%	16%	23%	17%	18%	20%	11%	17%	22%	17%	43%	15%	21%	21%	19%
5	14%	17%	10%	16%	15%	16%	17%	14%	0%	13%	12%	12%	0%	13%	14%	12%	15%
6	8%	9%	8%	6%	8%	9%	3%	4%	8%	12%	9%	17%	0%	8%	8%	9%	7%
7 - very important reason	8%	7%	8%	13%	5%	10%	8%	9%	27%	6%	2%	7%	9%	8%	8%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(105.B) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't have staff with enough digital skills

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - not an important reason	26%	40%	17%	15%	47%	25%	30%	23%	23%	25%	22%	26%	19%	31%	37%	15%
2	10%	8%	11%	11%	7%	8%	8%	9%	13%	11%	9%	10%	11%	10%	9%	11%
3	15%	13%	15%	16%	15%	23%	13%	16%	12%	15%	17%	14%	16%	14%	11%	18%
4	20%	16%	26%	19%	19%	22%	17%	20%	21%	21%	21%	20%	20%	20%	18%	22%
5	14%	9%	16%	18%	3%	8%	15%	14%	13%	14%	13%	14%	13%	14%	11%	16%
6	8%	6%	10%	9%	3%	8%	9%	9%	10%	6%	10%	8%	12%	5%	6%	10%
7 - very important reason	8%	8%	4%	12%	7%	7%	9%	10%	7%	7%	8%	8%	10%	7%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(106.A) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Too expensive

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - not an important reason	11%	12%	16%	14%	8%	10%	16%	9%	4%	9%	5%	10%	15%	11%	12%	15%	9%
2	7%	8%	9%	6%	5%	10%	11%	3%	4%	9%	3%	2%	19%	6%	8%	8%	7%
3	14%	12%	11%	9%	15%	12%	12%	17%	19%	16%	13%	23%	15%	13%	14%	14%	13%
4	22%	26%	19%	15%	22%	22%	24%	22%	38%	19%	28%	10%	18%	14%	24%	20%	23%
5	20%	20%	17%	21%	23%	25%	18%	23%	19%	17%	13%	16%	24%	21%	19%	18%	21%
6	14%	12%	12%	19%	13%	11%	11%	7%	8%	15%	21%	22%	9%	18%	12%	11%	15%
7 - very important reason	13%	9%	15%	16%	13%	11%	8%	18%	8%	15%	16%	16%	0%	17%	11%	14%	12%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(106.B) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Too expensive

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - not an important reason	11%	14%	10%	9%	15%	9%	14%	9%	8%	14%	12%	11%	7%	15%	14%	9%
2	7%	5%	8%	9%	0%	5%	6%	8%	6%	10%	6%	8%	7%	7%	6%	8%
3	14%	11%	12%	18%	10%	9%	14%	13%	20%	10%	15%	13%	14%	13%	13%	14%
4	22%	20%	27%	20%	24%	24%	17%	20%	23%	24%	31%	20%	23%	21%	20%	24%
5	20%	18%	21%	21%	27%	21%	20%	24%	16%	18%	17%	20%	20%	20%	19%	21%
6	14%	14%	12%	15%	7%	11%	15%	16%	11%	14%	9%	14%	15%	12%	14%	13%
7 - very important reason	13%	18%	10%	8%	16%	22%	14%	10%	15%	10%	11%	13%	13%	13%	15%	10%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(107.A) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't have time to learn about new tools

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - not an important reason	20%	18%	24%	24%	17%	20%	23%	17%	15%	19%	17%	14%	21%	22%	19%	20%	20%
2	11%	12%	9%	11%	7%	9%	14%	9%	15%	13%	15%	7%	6%	14%	10%	9%	12%
3	17%	17%	18%	18%	12%	15%	11%	17%	15%	14%	24%	32%	18%	12%	18%	17%	17%
4	24%	23%	25%	17%	33%	28%	29%	24%	19%	26%	14%	14%	40%	21%	25%	24%	25%
5	15%	15%	13%	17%	16%	19%	11%	18%	25%	17%	14%	15%	6%	19%	14%	15%	16%
6	8%	11%	6%	3%	9%	4%	11%	7%	4%	9%	15%	11%	0%	8%	8%	9%	8%
7 - very important reason	5%	5%	5%	10%	6%	4%	1%	8%	8%	2%	1%	7%	9%	4%	5%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(107.B) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't have time to learn about new tools

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - not an important reason	20%	24%	15%	18%	29%	19%	24%	17%	16%	21%	18%	20%	14%	24%	24%	16%
2	11%	9%	9%	15%	9%	0%	10%	10%	14%	11%	10%	11%	11%	10%	9%	12%
3	17%	15%	18%	18%	14%	19%	18%	13%	16%	20%	18%	16%	18%	15%	14%	19%
4	24%	24%	29%	20%	21%	30%	21%	26%	24%	24%	26%	24%	26%	23%	24%	24%
5	15%	16%	16%	14%	12%	23%	15%	19%	13%	12%	15%	15%	15%	15%	16%	15%
6	8%	7%	8%	10%	7%	8%	9%	11%	9%	5%	10%	8%	10%	7%	7%	9%
7 - very important reason	5%	6%	4%	5%	7%	2%	4%	4%	6%	6%	4%	5%	5%	5%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(108.A) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't feel confident with digital tools

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - not an important reason	24%	21%	28%	29%	20%	26%	20%	24%	11%	25%	16%	20%	42%	21%	24%	23%	24%
2	14%	14%	14%	13%	11%	13%	13%	14%	8%	14%	28%	10%	6%	13%	14%	12%	15%
3	17%	17%	15%	9%	17%	22%	18%	15%	17%	15%	24%	16%	19%	15%	17%	18%	16%
4	21%	22%	22%	24%	22%	20%	21%	25%	19%	19%	14%	19%	13%	19%	21%	19%	22%
5	14%	15%	13%	17%	18%	11%	13%	9%	25%	13%	10%	24%	12%	18%	13%	15%	14%
6	5%	4%	5%	3%	5%	2%	12%	6%	4%	8%	3%	5%	0%	8%	4%	7%	4%
7 - very important reason	6%	7%	3%	4%	6%	6%	2%	7%	16%	6%	3%	6%	9%	6%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(108.B) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't feel confident with digital tools

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - not an important reason	24%	26%	22%	22%	25%	16%	27%	22%	25%	23%	27%	23%	18%	29%	28%	20%
2	14%	12%	11%	19%	9%	14%	9%	12%	14%	19%	9%	15%	14%	14%	12%	16%
3	17%	14%	19%	18%	18%	30%	15%	13%	15%	20%	13%	17%	16%	17%	15%	18%
4	21%	20%	26%	15%	15%	16%	19%	23%	23%	19%	25%	20%	23%	19%	18%	23%
5	14%	14%	15%	14%	16%	13%	22%	17%	10%	11%	10%	15%	17%	12%	15%	14%
6	5%	6%	4%	5%	10%	7%	3%	6%	6%	4%	8%	5%	8%	3%	6%	4%
7 - very important reason	6%	7%	3%	7%	7%	4%	5%	7%	6%	4%	9%	5%	5%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(109.A) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't know of any additional digital tools that would create a significant benefit

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
1 - not an important reason	13%	15%	14%	19%	6%	17%	15%	10%	15%	11%	8%	16%	12%	12%	13%	13%	13%
2	10%	7%	11%	6%	10%	8%	17%	4%	12%	12%	13%	8%	27%	9%	10%	10%	10%
3	12%	9%	9%	12%	15%	8%	13%	11%	11%	15%	23%	12%	9%	8%	13%	14%	11%
4	25%	27%	25%	20%	28%	22%	23%	31%	29%	23%	21%	21%	30%	23%	25%	25%	25%
5	18%	23%	21%	18%	20%	18%	17%	13%	8%	18%	13%	26%	0%	21%	18%	17%	19%
6	11%	9%	11%	10%	8%	17%	6%	13%	12%	13%	14%	8%	0%	12%	10%	11%	10%
7 - very important reason	11%	10%	10%	15%	13%	9%	9%	17%	12%	8%	9%	9%	22%	14%	10%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(109.B) On a scale of 1-7, how important would you say the following factors are in your choice not to use more digital tools?: Don't know of any additional digital tools that would create a significant benefit

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
1 - not an important reason	13%	15%	10%	13%	19%	16%	16%	13%	11%	11%	16%	13%	12%	14%	15%	11%
2	10%	9%	9%	11%	0%	13%	9%	8%	11%	11%	8%	10%	11%	9%	8%	12%
3	12%	10%	11%	16%	9%	12%	10%	9%	13%	15%	12%	12%	13%	11%	10%	14%
4	25%	22%	31%	23%	24%	18%	22%	27%	25%	26%	30%	24%	24%	26%	25%	25%
5	18%	16%	21%	19%	20%	17%	21%	18%	18%	17%	17%	18%	19%	18%	18%	18%
6	11%	12%	10%	10%	17%	14%	11%	14%	8%	9%	9%	11%	11%	10%	11%	11%
7 - very important reason	11%	16%	8%	8%	11%	11%	11%	11%	13%	10%	8%	12%	10%	12%	14%	8%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(110.A) How important, if at all, are digital skills to the day to day running of your business?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Essential - we couldn't operate without good digital skills	24%	29%	24%	21%	27%	20%	23%	14%	16%	26%	29%	19%	27%	25%	24%	21%	26%
Very important	30%	35%	26%	27%	23%	39%	27%	32%	34%	29%	30%	34%	36%	25%	31%	29%	31%
Somewhat important	25%	20%	29%	30%	22%	26%	29%	19%	21%	28%	30%	28%	13%	27%	25%	27%	24%
Neither important or unimportant	10%	10%	9%	9%	14%	4%	10%	16%	12%	13%	4%	12%	13%	9%	10%	13%	9%
Somewhat unimportant	5%	5%	9%	4%	11%	4%	3%	8%	8%	2%	3%	1%	0%	6%	5%	5%	5%
Very unimportant	5%	2%	3%	7%	3%	6%	8%	10%	8%	2%	4%	6%	12%	7%	4%	5%	5%
Don't know	0%	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(110.B) How important, if at all, are digital skills to the day to day running of your business?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Essential - we couldn't operate without good digital skills	24%	21%	26%	26%	35%	40%	29%	20%	25%	20%	26%	24%	24%	24%	22%	26%
Very important	30%	22%	28%	43%	20%	22%	27%	36%	27%	33%	35%	29%	34%	27%	24%	36%
Somewhat important	25%	26%	28%	21%	17%	18%	26%	24%	27%	26%	20%	26%	26%	24%	26%	24%
Neither important or unimportant	10%	14%	12%	4%	15%	12%	10%	9%	10%	11%	9%	10%	8%	12%	13%	8%
Somewhat unimportant	5%	7%	4%	4%	3%	5%	5%	7%	4%	5%	5%	5%	4%	7%	7%	4%
Very unimportant	5%	11%	1%	1%	9%	3%	4%	5%	7%	4%	4%	5%	3%	6%	9%	1%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(111.A) Do you have a person in your organisation who is tasked with developing digital skills?

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
No	59%	53%	64%	63%	62%	47%	55%	54%	70%	52%	62%	62%	91%	68%	56%	57%	60%
Yes	39%	45%	34%	33%	34%	48%	45%	45%	30%	46%	36%	37%	9%	29%	42%	41%	38%
Don't know	2%	2%	2%	4%	4%	4%	0%	1%	0%	2%	2%	1%	0%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(111.B) Do you have a person in your organisation who is tasked with developing digital skills?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
No	59%	77%	59%	34%	66%	65%	55%	56%	61%	60%	43%	61%	48%	68%	71%	47%
Yes	39%	20%	40%	63%	31%	30%	42%	43%	37%	38%	53%	37%	50%	30%	27%	51%
Don't know	2%	3%	1%	3%	3%	5%	4%	1%	2%	2%	4%	2%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(112.A) Which, if any, of the following types of digital skills are important to your business? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Documents or spreadsheets	56%	60%	68%	52%	43%	51%	61%	52%	54%	57%	66%	37%	55%	53%	57%	57%	56%
Online advertising	44%	48%	35%	45%	37%	52%	48%	42%	43%	53%	44%	46%	27%	48%	43%	50%	40%
Building or updating a website	42%	52%	45%	38%	28%	46%	43%	33%	58%	48%	45%	29%	21%	39%	43%	45%	41%
Digital Marketing	41%	51%	38%	36%	24%	49%	40%	37%	19%	47%	55%	29%	36%	41%	41%	41%	41%
IT administration	40%	47%	39%	32%	43%	45%	41%	34%	32%	38%	49%	35%	12%	30%	42%	36%	42%
Project management	34%	41%	38%	25%	29%	36%	32%	24%	26%	30%	35%	40%	55%	22%	37%	30%	36%
E-commerce	28%	30%	24%	20%	20%	40%	31%	36%	24%	34%	30%	23%	27%	27%	29%	32%	27%
Digital graphics, video and/or sound	25%	31%	22%	22%	18%	25%	23%	16%	27%	31%	28%	17%	27%	30%	23%	22%	26%
Data science or analysis	21%	35%	20%	6%	19%	19%	27%	17%	28%	23%	14%	16%	22%	14%	23%	17%	24%
Creating slide decks and other visual material	16%	27%	19%	9%	12%	12%	20%	14%	11%	11%	18%	6%	12%	16%	16%	10%	20%
Programming, or app development	15%	21%	16%	13%	8%	21%	19%	11%	0%	13%	10%	13%	19%	9%	16%	15%	15%
None of the above	10%	4%	7%	15%	18%	10%	9%	16%	8%	7%	7%	11%	19%	10%	9%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(112.B) Which, if any, of the following types of digital skills are important to your business? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Mi-crobusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Documents or spreadsheets	56%	49%	63%	58%	47%	59%	45%	50%	61%	65%	50%	58%	51%	61%	52%	60%
Online advertising	44%	41%	46%	46%	65%	56%	52%	48%	41%	34%	45%	44%	56%	33%	46%	43%
Building or updating a website	42%	35%	46%	48%	36%	43%	41%	43%	45%	40%	48%	41%	48%	38%	38%	47%
Digital Marketing	41%	30%	45%	50%	56%	62%	44%	40%	39%	35%	46%	40%	50%	32%	35%	46%
IT administration	40%	22%	48%	55%	20%	32%	34%	40%	43%	43%	48%	38%	44%	36%	26%	53%
Project management	34%	20%	39%	47%	20%	29%	30%	32%	43%	33%	42%	32%	33%	35%	26%	42%
E-commerce	28%	22%	29%	37%	26%	28%	31%	39%	25%	21%	35%	27%	43%	16%	24%	32%
Digital graphics, video and/or sound	25%	21%	27%	26%	31%	37%	28%	28%	22%	20%	28%	24%	29%	21%	23%	26%
Data science or analysis	21%	9%	24%	34%	3%	15%	21%	22%	24%	22%	29%	20%	21%	21%	14%	28%
Creating slide decks and other visual material	16%	12%	17%	22%	20%	16%	22%	17%	18%	11%	22%	15%	15%	18%	14%	18%
Programming, or app development	15%	9%	14%	23%	16%	21%	15%	15%	17%	11%	25%	13%	17%	13%	10%	19%
None of the above	10%	19%	5%	2%	18%	2%	6%	8%	11%	12%	6%	10%	5%	14%	16%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(113.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Documents or spreadsheets

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	549	118	94	50	32	33	48	39	12	64	34	18	7	122	427	204	345
Weighted	568	108	99	47	41	35	49	39	16	57	47	15	14	105	463	207	360
Very difficult	2%	1%	2%	6%	4%	5%	4%	0%	0%	0%	3%	0%	0%	1%	3%	3%	2%
Somewhat difficult	13%	15%	18%	9%	19%	16%	12%	15%	0%	11%	0%	34%	11%	11%	14%	11%	15%
Neither difficult or easy	25%	20%	23%	25%	42%	21%	20%	42%	8%	29%	20%	24%	45%	27%	25%	23%	27%
Somewhat easy	29%	33%	31%	27%	19%	24%	34%	22%	30%	33%	38%	20%	17%	35%	28%	29%	30%
Very easy	23%	29%	21%	17%	17%	24%	19%	18%	39%	23%	35%	18%	17%	14%	26%	29%	20%
Don't know	6%	2%	5%	14%	0%	11%	11%	4%	23%	4%	4%	4%	11%	13%	4%	5%	7%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(113.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Documents or spreadsheets

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	549	260	128	161	12	33	79	119	143	162	77	472	232	315	287	262
Weighted	568	194	194	179	10	32	75	118	145	185	79	489	238	327	251	317
Very difficult	2%	1%	2%	5%	0%	0%	4%	4%	1%	2%	1%	3%	4%	1%	2%	3%
Somewhat difficult	13%	5%	19%	17%	0%	16%	17%	13%	13%	14%	15%	13%	11%	15%	8%	18%
Neither difficult or easy	25%	32%	28%	16%	40%	25%	27%	31%	22%	23%	26%	25%	25%	25%	31%	21%
Somewhat easy	29%	25%	29%	34%	31%	36%	24%	24%	31%	32%	32%	29%	28%	30%	25%	33%
Very easy	23%	21%	21%	29%	9%	14%	19%	23%	27%	26%	23%	24%	25%	22%	22%	25%
Don't know	6%	16%	1%	1%	19%	8%	10%	5%	6%	4%	4%	6%	6%	6%	13%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(114.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Creating slide decks and other visual material

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	159	53	28	8	9	7	16	11	2	11	9	3	2	38	121	40	119
Weighted	165	49	28	8	12	9	17	10	3	11	13	2	3	32	132	38	127
Very difficult	3%	3%	0%	0%	17%	0%	0%	0%	0%	12%	0%	0%	0%	2%	3%	6%	2%
Somewhat difficult	20%	19%	19%	15%	15%	54%	35%	25%	0%	18%	0%	0%	0%	11%	22%	31%	17%
Neither difficult or easy	18%	13%	21%	24%	41%	0%	20%	28%	0%	14%	20%	0%	0%	26%	16%	7%	21%
Somewhat easy	41%	42%	35%	62%	20%	0%	28%	41%	61%	56%	65%	76%	100%	37%	42%	38%	42%
Very easy	15%	22%	20%	0%	8%	46%	7%	0%	39%	0%	8%	24%	0%	18%	14%	17%	15%
Don't know	3%	1%	5%	0%	0%	0%	11%	7%	0%	0%	8%	0%	0%	7%	3%	2%	4%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(114.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Creating slide decks and other visual material

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	159	62	34	63	5	9	36	41	40	27	35	124	67	92	75	84
Weighted	165	46	52	67	4	9	36	40	43	30	34	130	69	96	70	95
Very difficult	3%	1%	6%	1%	0%	0%	6%	4%	3%	0%	2%	3%	3%	3%	4%	2%
Somewhat difficult	20%	13%	33%	14%	29%	32%	26%	19%	18%	13%	22%	19%	21%	19%	18%	21%
Neither difficult or easy	18%	22%	25%	10%	0%	8%	17%	23%	14%	25%	15%	19%	16%	19%	23%	14%
Somewhat easy	41%	38%	30%	52%	50%	42%	31%	32%	47%	51%	32%	43%	39%	42%	32%	48%
Very easy	15%	17%	6%	21%	21%	18%	19%	18%	16%	5%	26%	12%	19%	13%	17%	14%
Don't know	3%	9%	0%	2%	0%	0%	2%	4%	3%	6%	4%	3%	2%	4%	6%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(115.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Building or updating a website

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	413	97	63	34	21	30	34	26	13	54	22	16	3	89	324	167	246
Weighted	427	93	66	35	27	32	35	25	17	48	32	12	5	78	349	164	263
Very difficult	4%	7%	1%	3%	7%	10%	3%	0%	14%	0%	0%	0%	0%	6%	4%	4%	4%
Somewhat difficult	23%	18%	26%	24%	16%	24%	24%	39%	7%	25%	27%	31%	28%	15%	25%	26%	22%
Neither difficult or easy	24%	23%	26%	19%	33%	29%	25%	23%	14%	27%	19%	15%	44%	29%	23%	21%	26%
Somewhat easy	31%	29%	27%	35%	33%	26%	31%	24%	35%	28%	48%	39%	28%	32%	31%	28%	33%
Very easy	14%	20%	15%	16%	12%	2%	13%	9%	22%	15%	6%	5%	0%	12%	14%	19%	11%
Don't know	4%	2%	4%	2%	0%	9%	4%	5%	7%	5%	0%	10%	0%	7%	3%	3%	4%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(115.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Building or updating a website

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	413	182	95	136	9	24	69	104	104	100	72	341	219	193	207	206
Weighted	427	136	142	149	8	24	67	102	107	115	75	351	226	200	181	246
Very difficult	4%	5%	4%	3%	21%	0%	5%	4%	4%	3%	5%	4%	3%	5%	5%	4%
Somewhat difficult	23%	17%	32%	20%	23%	29%	18%	19%	26%	25%	21%	24%	23%	24%	18%	27%
Neither difficult or easy	24%	25%	25%	22%	8%	23%	18%	27%	23%	28%	31%	23%	26%	22%	27%	22%
Somewhat easy	31%	29%	29%	35%	28%	20%	37%	28%	32%	32%	25%	32%	30%	32%	27%	34%
Very easy	14%	14%	8%	19%	12%	17%	20%	18%	9%	10%	14%	14%	14%	13%	15%	13%
Don't know	4%	10%	2%	0%	9%	11%	3%	3%	5%	2%	4%	4%	3%	4%	8%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(116.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Project management

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	312	80	50	21	20	21	24	18	4	32	18	17	7	45	267	106	206
Weighted	342	74	55	23	28	25	26	18	8	30	25	16	14	44	298	110	232
Very difficult	3%	6%	3%	5%	0%	0%	4%	0%	0%	0%	0%	0%	0%	1%	3%	5%	2%
Somewhat difficult	20%	16%	16%	16%	29%	25%	31%	18%	0%	16%	14%	22%	34%	15%	20%	21%	19%
Neither difficult or easy	29%	16%	35%	22%	33%	35%	30%	38%	25%	33%	37%	38%	21%	33%	29%	25%	31%
Somewhat easy	31%	41%	27%	32%	16%	29%	21%	30%	50%	30%	39%	25%	17%	34%	30%	32%	30%
Very easy	16%	18%	16%	21%	22%	5%	14%	14%	25%	21%	6%	15%	17%	16%	16%	16%	16%
Don't know	2%	2%	3%	3%	0%	6%	0%	0%	0%	0%	4%	0%	11%	2%	2%	1%	3%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(116.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Project management

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	312	105	78	129	5	16	49	70	94	78	61	251	143	167	131	181
Weighted	342	78	119	145	5	16	49	75	103	95	66	276	156	185	123	219
Very difficult	3%	1%	2%	4%	0%	0%	0%	1%	6%	2%	1%	3%	3%	2%	3%	2%
Somewhat difficult	20%	16%	23%	18%	46%	34%	12%	21%	20%	18%	18%	20%	15%	23%	19%	20%
Neither difficult or easy	29%	35%	37%	20%	21%	37%	28%	26%	27%	34%	35%	28%	24%	33%	36%	25%
Somewhat easy	31%	23%	28%	36%	17%	15%	30%	31%	31%	34%	33%	30%	38%	24%	21%	36%
Very easy	16%	18%	8%	22%	0%	14%	27%	18%	16%	11%	12%	17%	17%	15%	18%	15%
Don't know	2%	8%	1%	0%	17%	0%	3%	4%	0%	2%	0%	3%	2%	2%	4%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(117.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Digital graphics, video and/or sound

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	240	58	34	20	13	16	18	13	6	35	14	9	4	69	171	83	157
Weighted	248	56	32	20	17	18	19	12	8	32	20	7	7	59	189	82	166
Very difficult	3%	7%	0%	0%	0%	0%	8%	0%	0%	6%	0%	0%	0%	5%	3%	2%	4%
Somewhat difficult	22%	18%	25%	23%	17%	45%	23%	34%	15%	21%	5%	30%	22%	18%	23%	28%	19%
Neither difficult or easy	26%	23%	31%	33%	61%	18%	14%	34%	15%	18%	10%	25%	56%	33%	24%	30%	24%
Somewhat easy	32%	28%	29%	36%	17%	24%	33%	27%	15%	39%	66%	45%	0%	24%	34%	23%	36%
Very easy	12%	22%	7%	7%	5%	0%	19%	0%	54%	9%	15%	0%	0%	11%	13%	15%	11%
Don't know	5%	2%	9%	0%	0%	13%	4%	6%	0%	7%	5%	0%	22%	8%	4%	2%	7%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(117.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Digital graphics, video and/or sound

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	240	109	56	75	8	24	47	63	52	46	43	197	133	107	125	115
Weighted	248	82	84	82	7	21	46	65	53	56	44	204	135	113	112	136
Very difficult	3%	1%	6%	1%	0%	0%	0%	2%	7%	5%	4%	3%	4%	2%	2%	4%
Somewhat difficult	22%	17%	25%	23%	22%	40%	19%	19%	28%	16%	30%	20%	21%	23%	21%	23%
Neither difficult or easy	26%	28%	34%	15%	30%	39%	21%	28%	16%	31%	33%	24%	25%	27%	28%	24%
Somewhat easy	32%	26%	27%	42%	34%	14%	34%	30%	36%	34%	15%	35%	32%	32%	26%	36%
Very easy	12%	15%	6%	17%	14%	0%	22%	14%	9%	11%	16%	12%	14%	10%	14%	11%
Don't know	5%	12%	2%	1%	0%	7%	3%	8%	4%	4%	2%	6%	4%	6%	8%	2%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(118.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Digital Marketing

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	395	96	54	31	19	31	33	28	4	52	26	16	5	95	300	148	247
Weighted	411	93	56	33	23	34	32	28	6	47	39	11	9	82	329	149	262
Very difficult	3%	3%	1%	5%	4%	8%	2%	0%	0%	0%	8%	0%	0%	2%	3%	3%	3%
Somewhat difficult	23%	16%	31%	23%	29%	13%	35%	16%	0%	19%	23%	48%	26%	16%	24%	25%	21%
Neither difficult or easy	29%	30%	29%	23%	37%	27%	26%	37%	78%	21%	23%	29%	32%	38%	26%	30%	28%
Somewhat easy	29%	30%	19%	34%	16%	44%	21%	27%	0%	40%	34%	18%	42%	21%	31%	28%	30%
Very easy	12%	19%	15%	11%	10%	0%	8%	15%	0%	11%	12%	0%	0%	12%	11%	12%	11%
Don't know	5%	2%	5%	5%	4%	9%	8%	5%	22%	9%	0%	5%	0%	11%	3%	2%	6%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(118.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Digital Marketing

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	395	164	92	139	15	38	74	95	90	80	68	327	229	163	194	201
Weighted	411	120	138	154	12	34	72	95	94	100	72	339	237	171	171	240
Very difficult	3%	3%	2%	4%	5%	0%	4%	5%	3%	2%	7%	2%	4%	1%	2%	4%
Somewhat difficult	23%	13%	29%	25%	6%	24%	14%	25%	24%	28%	19%	23%	19%	28%	17%	26%
Neither difficult or easy	29%	35%	28%	23%	49%	40%	22%	33%	23%	27%	29%	28%	31%	25%	33%	25%
Somewhat easy	29%	24%	32%	31%	19%	15%	35%	19%	37%	33%	26%	30%	28%	32%	24%	33%
Very easy	12%	11%	8%	15%	21%	12%	17%	14%	11%	5%	16%	11%	13%	9%	14%	10%
Don't know	5%	14%	1%	1%	0%	8%	8%	5%	3%	4%	2%	5%	4%	5%	9%	2%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(119.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: E-commerce

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	278	60	33	17	17	24	27	26	4	41	14	11	4	62	216	113	165
Weighted	287	55	35	19	19	28	25	27	7	35	21	9	7	55	232	116	171
Very difficult	3%	4%	0%	0%	5%	0%	7%	0%	0%	4%	7%	0%	0%	4%	2%	2%	3%
Somewhat difficult	19%	10%	25%	36%	23%	25%	34%	8%	0%	11%	14%	34%	22%	11%	21%	22%	17%
Neither difficult or easy	25%	18%	25%	8%	34%	48%	11%	44%	0%	23%	26%	29%	0%	28%	24%	26%	24%
Somewhat easy	37%	43%	41%	45%	24%	11%	38%	41%	55%	38%	38%	37%	56%	43%	36%	38%	37%
Very easy	13%	25%	4%	6%	9%	13%	10%	4%	45%	17%	7%	0%	0%	10%	13%	12%	13%
Don't know	3%	0%	4%	4%	5%	3%	0%	3%	0%	7%	7%	0%	22%	5%	3%	1%	5%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(119.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: E-commerce

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	278	119	58	101	7	19	53	89	56	52	53	225	198	80	138	140
Weighted	287	86	88	113	6	16	51	92	59	61	56	231	202	84	118	169
Very difficult	3%	5%	0%	3%	10%	0%	6%	4%	0%	1%	6%	2%	3%	2%	3%	2%
Somewhat difficult	19%	14%	24%	19%	0%	18%	6%	18%	29%	25%	8%	22%	16%	27%	16%	22%
Neither difficult or easy	25%	30%	33%	14%	51%	36%	29%	19%	27%	24%	39%	21%	28%	17%	28%	22%
Somewhat easy	37%	29%	39%	42%	39%	36%	38%	43%	31%	36%	29%	39%	36%	41%	32%	41%
Very easy	13%	13%	3%	20%	0%	11%	17%	11%	13%	9%	14%	12%	14%	10%	15%	11%
Don't know	3%	10%	0%	1%	0%	0%	5%	6%	0%	4%	3%	4%	4%	2%	7%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(120.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Online advertising

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	441	96	49	39	29	36	40	32	10	61	22	23	4	115	326	184	257
Weighted	444	87	51	41	35	36	39	32	13	54	31	18	7	97	347	184	260
Very difficult	2%	2%	1%	7%	0%	0%	2%	0%	0%	3%	0%	0%	22%	2%	2%	2%	2%
Somewhat difficult	15%	14%	20%	13%	19%	8%	19%	22%	19%	13%	12%	18%	0%	13%	16%	14%	16%
Neither difficult or easy	28%	30%	32%	21%	43%	24%	22%	35%	9%	21%	32%	26%	35%	36%	26%	30%	27%
Somewhat easy	34%	36%	28%	33%	19%	47%	34%	37%	43%	32%	29%	46%	22%	25%	36%	34%	34%
Very easy	16%	18%	12%	16%	16%	9%	20%	6%	9%	27%	19%	3%	0%	13%	16%	18%	14%
Don't know	5%	0%	6%	9%	3%	12%	4%	0%	19%	2%	8%	6%	22%	10%	4%	2%	7%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(120.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Online advertising

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	441	216	95	130	18	35	92	115	95	84	69	372	263	176	250	191
Weighted	444	160	143	142	14	31	86	114	98	98	72	372	264	178	220	224
Very difficult	2%	4%	1%	1%	0%	2%	4%	2%	2%	1%	1%	2%	2%	2%	3%	2%
Somewhat difficult	15%	9%	23%	15%	0%	17%	12%	10%	20%	21%	8%	17%	12%	20%	11%	20%
Neither difficult or easy	28%	32%	29%	23%	41%	37%	17%	33%	24%	29%	30%	28%	29%	27%	31%	25%
Somewhat easy	34%	27%	36%	39%	34%	23%	33%	36%	39%	30%	39%	33%	32%	36%	28%	40%
Very easy	16%	15%	11%	21%	20%	8%	27%	14%	11%	14%	18%	15%	19%	10%	18%	14%
Don't know	5%	13%	0%	1%	5%	13%	6%	4%	3%	5%	3%	5%	5%	4%	9%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(121.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: IT administration

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	364	88	54	26	28	27	31	24	6	39	23	16	2	59	305	124	240
Weighted	402	85	58	29	41	31	33	26	10	38	35	14	3	59	343	131	271
Very difficult	3%	4%	3%	6%	4%	0%	3%	4%	0%	0%	0%	0%	0%	1%	3%	2%	3%
Somewhat difficult	19%	24%	17%	21%	24%	14%	15%	13%	0%	14%	19%	22%	50%	10%	20%	13%	21%
Neither difficult or easy	25%	21%	26%	34%	24%	30%	21%	28%	13%	22%	26%	33%	50%	33%	24%	26%	25%
Somewhat easy	34%	34%	33%	18%	40%	40%	38%	45%	46%	44%	27%	17%	0%	40%	33%	36%	34%
Very easy	17%	18%	16%	19%	7%	9%	23%	10%	41%	20%	22%	28%	0%	12%	18%	21%	15%
Don't know	2%	0%	6%	3%	2%	7%	0%	0%	0%	0%	5%	0%	0%	4%	2%	2%	2%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(121.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: IT administration

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	364	113	95	156	5	19	55	86	94	103	73	291	184	178	134	230
Weighted	402	85	147	170	5	17	56	95	103	123	76	326	207	194	125	277
Very difficult	3%	1%	2%	4%	0%	0%	3%	2%	4%	2%	1%	3%	3%	2%	2%	3%
Somewhat difficult	19%	8%	22%	21%	0%	9%	13%	19%	26%	17%	21%	18%	21%	16%	14%	21%
Neither difficult or easy	25%	31%	31%	17%	49%	24%	17%	27%	29%	22%	30%	24%	20%	30%	28%	24%
Somewhat easy	34%	32%	33%	38%	21%	42%	41%	31%	27%	40%	35%	34%	35%	35%	30%	37%
Very easy	17%	17%	13%	21%	30%	17%	21%	19%	14%	17%	13%	18%	20%	14%	20%	16%
Don't know	2%	11%	0%	0%	0%	8%	5%	2%	1%	2%	0%	3%	2%	3%	7%	0%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(122.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Programming, or app development

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	143	42	22	11	6	14	14	7	0	14	5	6	2	20	123	54	89
Weighted	149	38	24	12	8	15	16	8	0	13	7	5	5	18	131	54	95
Very difficult	9%	7%	0%	0%	57%	19%	11%	9%	*	10%	0%	0%	0%	8%	9%	9%	9%
Somewhat difficult	20%	14%	24%	0%	0%	32%	30%	32%	*	28%	29%	29%	0%	12%	22%	15%	23%
Neither difficult or easy	25%	15%	43%	51%	0%	29%	21%	19%	*	17%	14%	18%	50%	37%	23%	34%	20%
Somewhat easy	24%	31%	17%	16%	0%	5%	23%	32%	*	40%	57%	36%	0%	13%	25%	18%	28%
Very easy	18%	33%	10%	20%	31%	0%	14%	9%	*	5%	0%	18%	50%	22%	17%	20%	16%
Don't know	4%	0%	6%	13%	12%	15%	0%	0%	*	0%	0%	0%	0%	8%	4%	4%	4%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(122.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Programming, or app development

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	143	48	28	67	5	13	26	33	37	28	42	101	77	65	53	90
Weighted	149	34	43	72	4	11	25	36	41	32	40	109	79	69	47	102
Very difficult	9%	12%	8%	8%	26%	11%	6%	9%	9%	8%	6%	10%	7%	12%	13%	7%
Somewhat difficult	20%	6%	33%	20%	0%	7%	27%	15%	24%	25%	22%	20%	18%	23%	11%	25%
Neither difficult or easy	25%	31%	33%	17%	16%	21%	15%	24%	26%	36%	21%	27%	26%	24%	26%	24%
Somewhat easy	24%	19%	19%	29%	21%	22%	30%	27%	23%	15%	26%	23%	28%	18%	16%	28%
Very easy	18%	14%	7%	26%	16%	33%	19%	21%	14%	14%	22%	16%	18%	18%	21%	16%
Don't know	4%	18%	0%	0%	20%	7%	3%	4%	4%	3%	4%	4%	3%	6%	12%	1%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(123.A) And how easy or difficult is it for your business to find staff with those types of digital skills?: Data science or analysis

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	197	65	27	5	12	11	20	12	5	25	6	7	2	30	167	61	136
Weighted	216	63	29	5	18	13	22	13	8	23	10	6	5	28	188	61	155
Very difficult	10%	9%	9%	0%	34%	9%	5%	14%	0%	13%	0%	0%	0%	11%	10%	10%	10%
Somewhat difficult	25%	16%	31%	15%	21%	58%	34%	26%	23%	13%	16%	29%	58%	7%	27%	23%	25%
Neither difficult or easy	19%	24%	20%	0%	11%	18%	24%	20%	23%	22%	0%	29%	0%	29%	18%	20%	19%
Somewhat easy	25%	35%	23%	38%	19%	9%	26%	14%	0%	38%	21%	14%	0%	31%	24%	26%	25%
Very easy	19%	17%	14%	47%	16%	0%	11%	26%	38%	15%	53%	29%	42%	19%	19%	21%	19%
Don't know	2%	0%	2%	0%	0%	6%	0%	0%	15%	0%	10%	0%	0%	3%	2%	0%	2%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(123.B) And how easy or difficult is it for your business to find staff with those types of digital skills?: Data science or analysis

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	197	53	49	95	1	9	33	47	52	54	45	152	93	102	70	127
Weighted	216	37	75	104	1	8	35	53	57	62	46	170	101	113	67	149
Very difficult	10%	8%	11%	10%	0%	7%	23%	3%	12%	8%	7%	11%	10%	9%	14%	8%
Somewhat difficult	25%	21%	30%	22%	0%	29%	12%	19%	32%	29%	23%	25%	18%	30%	18%	27%
Neither difficult or easy	19%	15%	25%	17%	0%	23%	17%	13%	22%	23%	30%	16%	24%	16%	15%	21%
Somewhat easy	25%	23%	21%	28%	0%	7%	26%	33%	17%	29%	20%	27%	25%	26%	22%	27%
Very easy	19%	23%	13%	23%	100%	19%	20%	30%	17%	10%	18%	20%	23%	16%	25%	17%
Don't know	2%	10%	0%	0%	0%	15%	2%	2%	0%	1%	2%	2%	1%	3%	5%	0%

Note:

BASE: Companies for which the above skill is important

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(124.A) What do you think are the most in-demand digital skills for small and medium sized businesses? Select up to three

	Total	Region												Female-owned business		Family business	
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Creating slide decks and other visual material	5%	11%	5%	3%	5%	4%	4%	0%	4%	3%	3%	5%	0%	5%	5%	4%	5%
Digital Marketing	36%	34%	31%	39%	31%	42%	34%	36%	39%	44%	37%	36%	48%	43%	34%	34%	38%
Building or updating a website	35%	32%	34%	35%	21%	42%	36%	31%	65%	46%	32%	38%	21%	34%	35%	38%	32%
Online advertising	35%	37%	31%	38%	32%	39%	35%	33%	48%	37%	37%	34%	30%	42%	34%	41%	32%
IT administration	25%	29%	30%	16%	28%	24%	25%	29%	12%	23%	25%	27%	6%	19%	27%	24%	26%
Documents or spreadsheets	24%	20%	27%	25%	23%	27%	18%	29%	38%	22%	21%	17%	24%	20%	24%	22%	24%
E-commerce	21%	21%	18%	24%	23%	19%	24%	19%	21%	23%	18%	26%	18%	29%	19%	22%	21%
Project management	19%	24%	23%	17%	13%	20%	25%	14%	12%	14%	11%	24%	15%	14%	20%	17%	20%
Programming, or app development	15%	20%	15%	11%	18%	15%	17%	16%	0%	14%	14%	14%	9%	11%	16%	13%	16%
Data science or analysis	14%	23%	15%	5%	14%	8%	19%	12%	0%	14%	6%	8%	31%	10%	15%	13%	14%
Digital graphics, video and/or sound	11%	10%	11%	8%	8%	7%	13%	9%	11%	15%	13%	8%	23%	11%	11%	12%	10%
Other (please specify)	1%	0%	2%	2%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%
Don't Know	10%	6%	6%	17%	12%	10%	5%	15%	8%	6%	15%	7%	19%	10%	9%	10%	9%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(124.B) What do you think are the most in-demand digital skills for small and medium sized businesses? Select up to three

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Micro-business)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Creating slide decks and other visual material	5%	5%	4%	6%	13%	11%	7%	6%	4%	2%	7%	4%	5%	5%	5%	5%
Digital Marketing	36%	38%	33%	37%	48%	35%	46%	41%	33%	29%	40%	35%	43%	30%	38%	35%
Building or updating a website	35%	36%	36%	30%	64%	38%	30%	34%	37%	33%	33%	35%	37%	32%	36%	34%
Online advertising	35%	38%	36%	32%	38%	50%	47%	37%	33%	27%	33%	36%	44%	28%	40%	31%
IT administration	25%	18%	30%	31%	13%	16%	19%	22%	27%	31%	28%	25%	24%	27%	18%	32%
Documents or spreadsheets	24%	22%	27%	22%	12%	19%	21%	17%	26%	29%	15%	25%	17%	30%	24%	23%
E-commerce	21%	21%	19%	23%	24%	25%	23%	30%	14%	18%	19%	22%	28%	15%	24%	19%
Project management	19%	12%	19%	27%	13%	19%	19%	19%	21%	18%	27%	17%	18%	19%	15%	23%
Programming, or app development	15%	8%	18%	21%	13%	13%	18%	13%	17%	15%	17%	15%	17%	13%	10%	20%
Data science or analysis	14%	5%	17%	23%	4%	6%	13%	15%	15%	15%	15%	14%	14%	14%	8%	20%
Digital graphics, video and/or sound	11%	12%	10%	10%	10%	16%	14%	12%	10%	7%	14%	10%	12%	10%	12%	10%
Other (please specify)	1%	0%	1%	1%	0%	0%	0%	1%	2%	0%	1%	1%	0%	1%	1%	1%
Don't Know	10%	18%	5%	3%	9%	7%	5%	8%	10%	14%	8%	10%	5%	14%	14%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(125.A) You said you found it difficult to find staff with certain digital skills, has this changed since the pandemic?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	318	79	42	21	23	28	29	20	5	38	14	14	5	50	268	110	208
Weighted	352	75	50	26	32	33	32	20	7	32	21	12	10	46	305	122	230
Yes, it has got much harder	19%	17%	17%	26%	18%	13%	23%	25%	0%	21%	33%	8%	0%	17%	19%	20%	18%
Yes, it has got somewhat harder	40%	41%	53%	50%	41%	39%	42%	16%	28%	33%	19%	47%	38%	15%	43%	38%	41%
It has got neither harder or easier	31%	29%	29%	11%	33%	37%	18%	47%	36%	27%	48%	28%	62%	53%	27%	29%	32%
Yes, it has got somewhat easier	6%	10%	0%	6%	0%	7%	16%	9%	0%	10%	0%	8%	0%	7%	6%	7%	6%
Yes, it has got a lot easier	1%	2%	0%	0%	3%	4%	0%	0%	0%	0%	0%	0%	0%	1%	1%	2%	1%
Don't know	4%	1%	1%	6%	5%	0%	2%	3%	36%	10%	0%	10%	0%	7%	3%	4%	3%

Note:

BASE: Companies which found it difficult to find staff with certain digital skills

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(125.B) You said you found it difficult to find staff with certain digital skills, has this changed since the pandemic?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	318	104	89	125	9	23	47	79	80	79	68	250	162	154	126	192
Weighted	352	77	136	139	8	21	50	86	91	94	70	282	175	175	117	235
Yes, it has got much harder	19%	9%	15%	28%	12%	20%	26%	17%	20%	16%	26%	17%	20%	17%	16%	20%
Yes, it has got somewhat harder	40%	27%	45%	41%	0%	25%	42%	34%	47%	44%	35%	41%	43%	36%	34%	43%
It has got neither harder or easier	31%	43%	34%	21%	56%	38%	17%	33%	27%	35%	21%	33%	24%	38%	32%	30%
Yes, it has got somewhat easier	6%	7%	5%	7%	16%	7%	11%	11%	3%	1%	13%	5%	7%	5%	8%	6%
Yes, it has got a lot easier	1%	2%	0%	2%	0%	0%	4%	1%	1%	0%	1%	1%	1%	1%	2%	1%
Don't know	4%	13%	1%	1%	16%	10%	0%	4%	2%	4%	4%	3%	4%	3%	8%	1%

Note:

BASE: Companies which found it difficult to find staff with certain digital skills

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(126.A) What would most encourage you to learn more digital skills? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
If it was free	49%	46%	51%	49%	51%	46%	48%	46%	60%	44%	59%	68%	30%	58%	47%	48%	50%
If I was easily able to fit learning into my daily routine	48%	52%	51%	41%	41%	56%	50%	41%	59%	57%	43%	41%	36%	50%	48%	46%	49%
If I could do the training virtually/online	39%	51%	37%	36%	30%	39%	42%	33%	44%	38%	37%	40%	30%	44%	38%	39%	39%
If I could have in-person training	25%	30%	23%	24%	19%	35%	26%	31%	42%	26%	12%	10%	15%	27%	25%	27%	24%
If I could get tips or training from people I admire	15%	24%	12%	11%	13%	12%	17%	11%	15%	16%	9%	8%	9%	14%	15%	17%	13%
Other (please specify)	2%	1%	0%	2%	3%	2%	0%	2%	8%	3%	2%	0%	0%	2%	2%	1%	2%
Don't Know	10%	6%	12%	15%	8%	4%	8%	12%	0%	9%	17%	4%	43%	7%	11%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(126.B) What would most encourage you to learn more digital skills?Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
If it was free	49%	57%	47%	42%	54%	52%	52%	48%	52%	46%	44%	50%	47%	52%	53%	46%
If I was easily able to fit learning into my daily routine	48%	39%	52%	56%	52%	46%	44%	48%	51%	48%	52%	48%	51%	46%	41%	54%
If I could do the training virtually/online	39%	35%	39%	45%	47%	61%	42%	42%	38%	32%	44%	38%	42%	37%	37%	41%
If I could have in-person training	25%	20%	25%	32%	3%	20%	34%	27%	22%	24%	34%	23%	31%	20%	22%	28%
If I could get tips or training from people I admire	15%	9%	13%	23%	20%	20%	22%	14%	18%	7%	27%	12%	19%	11%	12%	17%
Other (please specify)	2%	3%	1%	1%	0%	4%	0%	2%	2%	2%	1%	2%	1%	2%	3%	1%
Don't Know	10%	14%	10%	5%	14%	1%	7%	8%	9%	16%	7%	11%	5%	15%	13%	7%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(127.A) What are the biggest barriers for you in learning more digital skills for work? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
I have no time to spend on training / had other priorities	38%	44%	42%	32%	34%	35%	43%	33%	31%	37%	39%	41%	30%	36%	39%	39%	38%
Cannot afford to pay for training courses	27%	28%	25%	33%	22%	33%	32%	17%	35%	27%	32%	29%	21%	45%	23%	29%	27%
Too focused on business survival	26%	31%	22%	22%	24%	37%	18%	25%	36%	34%	15%	23%	33%	26%	26%	28%	25%
I don't think I need digital skills to progress my business	19%	16%	20%	27%	16%	15%	19%	22%	27%	19%	17%	17%	6%	21%	18%	21%	18%
Don't know where to start	18%	18%	14%	19%	17%	20%	26%	23%	16%	11%	19%	14%	24%	21%	17%	18%	18%
Learning a new skills feels overwhelming	17%	28%	15%	10%	8%	15%	21%	12%	25%	15%	14%	19%	30%	19%	17%	16%	18%
Don't know how to access training	12%	15%	8%	12%	10%	10%	16%	20%	23%	10%	10%	7%	0%	19%	10%	12%	12%
I lack the confidence to learn something new	11%	14%	13%	7%	11%	9%	8%	9%	12%	15%	8%	10%	15%	16%	10%	11%	11%
Other (please specify)	2%	1%	2%	1%	3%	1%	3%	1%	4%	4%	0%	1%	0%	2%	2%	1%	2%
Don't Know	6%	3%	6%	5%	12%	6%	3%	6%	4%	10%	9%	6%	19%	4%	7%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(127.B) What are the biggest barriers for you in learning more digital skills for work? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailled		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
I have no time to spend on training / had other priorities	38%	30%	43%	43%	34%	37%	36%	31%	46%	40%	38%	38%	37%	39%	33%	43%
Cannot afford to pay for training courses	27%	36%	25%	19%	49%	38%	34%	33%	23%	19%	28%	27%	28%	27%	32%	24%
Too focused on business survival	26%	25%	25%	29%	26%	34%	34%	27%	22%	24%	31%	25%	32%	21%	27%	26%
I don't think I need digital skills to progress my business	19%	25%	17%	11%	34%	19%	13%	17%	21%	20%	17%	19%	14%	23%	24%	14%
Don't know where to start	18%	20%	16%	17%	29%	25%	19%	20%	16%	15%	19%	18%	20%	16%	17%	19%
Learning a new skills feels overwhelming	17%	15%	17%	21%	10%	23%	24%	19%	15%	12%	23%	16%	20%	14%	16%	18%
Don't know how to access training	12%	13%	12%	10%	6%	14%	14%	15%	13%	8%	15%	11%	13%	11%	15%	9%
I lack the confidence to learn something new	11%	11%	9%	13%	34%	21%	13%	12%	10%	6%	15%	10%	14%	9%	11%	12%
Other (please specify)	2%	3%	0%	2%	3%	1%	1%	2%	1%	3%	1%	2%	1%	3%	3%	1%
Don't Know	6%	8%	6%	5%	3%	0%	3%	8%	9%	6%	6%	6%	5%	8%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(128.A) How much time, if any, would you be willing to invest on a daily basis to learn new digital skills?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
I would not be willing to invest time on a daily basis	10%	4%	11%	16%	12%	11%	11%	13%	21%	5%	3%	6%	27%	13%	9%	10%	9%
Less than 5 minutes	1%	2%	1%	1%	0%	1%	1%	0%	0%	2%	1%	0%	0%	1%	1%	1%	1%
5 - 10 minutes	6%	5%	3%	7%	8%	11%	3%	10%	4%	7%	10%	3%	0%	8%	5%	4%	7%
11 - 15 minutes	12%	19%	13%	7%	14%	3%	10%	9%	8%	14%	13%	6%	15%	15%	11%	10%	13%
16 - 30 minutes	25%	27%	25%	24%	34%	24%	25%	17%	29%	23%	15%	33%	13%	23%	25%	22%	26%
31 minutes - to an hour	30%	27%	30%	28%	19%	36%	41%	34%	21%	28%	36%	31%	27%	24%	31%	34%	28%
Over an hour	10%	11%	11%	8%	6%	12%	3%	9%	13%	12%	11%	15%	6%	9%	10%	11%	9%
Don't know	7%	4%	6%	9%	7%	2%	7%	8%	4%	9%	10%	6%	13%	6%	7%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(128.B) How much time, if any, would you be willing to invest on a daily basis to learn new digital skills?

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
I would not be willing to invest time on a daily basis	10%	18%	5%	4%	23%	7%	8%	8%	12%	10%	10%	10%	7%	12%	14%	6%
Less than 5 minutes	1%	2%	0%	1%	0%	3%	1%	1%	2%	0%	1%	1%	1%	1%	2%	1%
5 - 10 minutes	6%	8%	6%	4%	10%	15%	10%	4%	5%	4%	10%	5%	6%	6%	7%	5%
11 - 15 minutes	12%	9%	14%	14%	10%	11%	15%	13%	12%	10%	11%	12%	14%	11%	9%	15%
16 - 30 minutes	25%	21%	28%	26%	12%	24%	22%	29%	24%	24%	22%	25%	25%	25%	23%	26%
31 minutes - to an hour	30%	26%	31%	34%	26%	20%	27%	31%	35%	29%	32%	29%	32%	27%	27%	32%
Over an hour	10%	10%	6%	13%	12%	15%	12%	9%	7%	10%	10%	10%	11%	9%	10%	9%
Don't know	7%	7%	9%	4%	7%	4%	5%	6%	3%	12%	4%	7%	5%	9%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(129.A) Does your company offer its employees the ability to gain digital skills through free training or a dedicated training budget?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
No, we do not offer any digital skills training	52%	41%	50%	62%	51%	54%	43%	60%	70%	46%	65%	51%	76%	64%	49%	56%	50%
Yes, we offer some employees free digital skills training or a dedicated training budget	33%	42%	32%	23%	28%	35%	47%	27%	17%	37%	27%	39%	9%	25%	35%	32%	34%
Yes, we offer all employees free digital skills training or a dedicated training budget	12%	16%	15%	10%	17%	8%	8%	9%	13%	10%	5%	7%	6%	7%	13%	11%	12%
Don't know	3%	1%	3%	4%	4%	2%	3%	5%	0%	6%	3%	3%	9%	5%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(129.B) Does your company offer its employees the ability to gain digital skills through free training or a dedicated training budget?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
No, we do not offer any digital skills training	52%	77%	45%	27%	69%	44%	47%	51%	54%	55%	33%	55%	43%	60%	68%	37%
Yes, we offer some employees free digital skills training or a dedicated training budget	33%	12%	43%	51%	18%	31%	38%	36%	33%	30%	46%	31%	43%	24%	18%	47%
Yes, we offer all employees free digital skills training or a dedicated training budget	12%	6%	10%	20%	10%	18%	10%	11%	10%	14%	16%	11%	12%	12%	10%	13%
Don't know	3%	5%	3%	2%	3%	7%	5%	2%	4%	2%	4%	3%	2%	4%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(130.A) You said your company did not offer its employees the ability to gain digital skills through free training or a dedicated training budget. Why is this? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	566	90	80	66	41	43	40	51	17	60	37	31	10	157	409	218	348
Weighted	524	73	73	58	49	38	35	45	21	47	46	21	19	128	397	203	321
My employees are not interested in learning digital skills	9%	5%	7%	8%	10%	10%	12%	15%	12%	9%	4%	9%	8%	7%	9%	11%	7%
Have not considered offering digital skills classes before	23%	22%	27%	14%	15%	35%	12%	23%	18%	28%	26%	21%	32%	17%	24%	25%	21%
My company cannot afford to provide free classes or training	21%	24%	22%	24%	23%	17%	18%	23%	18%	23%	27%	6%	8%	19%	22%	25%	19%
We do not have any employees	21%	14%	20%	25%	17%	23%	14%	21%	59%	21%	19%	29%	15%	41%	15%	13%	26%
Don't know where to go to find free classes	17%	20%	18%	12%	18%	7%	32%	21%	18%	13%	25%	12%	0%	18%	17%	18%	17%
Employees can train themselves in any digital skills needed	16%	25%	12%	14%	18%	4%	22%	12%	12%	21%	13%	20%	12%	9%	18%	20%	13%
Digital skills are not important for my business	13%	10%	14%	13%	19%	8%	14%	17%	6%	11%	11%	19%	0%	12%	13%	16%	10%
Don't know what digital skills to teach	10%	10%	7%	18%	20%	6%	10%	3%	18%	11%	6%	9%	0%	12%	9%	11%	10%
Other (Please specify)	6%	4%	5%	9%	4%	8%	10%	11%	6%	3%	7%	9%	0%	8%	6%	5%	7%
Don't Know	3%	3%	2%	3%	0%	4%	4%	0%	0%	1%	7%	0%	24%	1%	4%	5%	2%

Note:

BASE: Companies which do not offer their employees the ability to gain digital skills through free training or dedicated training budgets

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(130.B) You said your company did not offer its employees the ability to gain digital skills through free training or a dedicated training budget. Why is this? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	566	404	87	75	19	30	90	129	145	153	60	506	225	340	403	163
Weighted	524	303	139	82	15	24	78	120	130	157	53	471	203	321	328	196
My employees are not interested in learning digital skills	9%	8%	10%	9%	6%	9%	8%	12%	10%	6%	5%	9%	9%	8%	10%	6%
Have not considered offering digital skills classes before	23%	14%	30%	40%	18%	14%	20%	25%	22%	24%	28%	22%	28%	19%	14%	36%
My company cannot afford to provide free classes or training	21%	15%	25%	37%	0%	23%	19%	25%	19%	23%	22%	21%	25%	19%	16%	30%
We do not have any employees	21%	36%	0%	0%	61%	39%	32%	16%	25%	10%	21%	21%	18%	23%	33%	1%
Don't know where to go to find free classes	17%	14%	22%	20%	9%	6%	14%	15%	24%	17%	18%	17%	20%	15%	14%	22%
Employees can train themselves in any digital skills needed	16%	12%	21%	20%	0%	11%	12%	14%	18%	19%	15%	16%	14%	17%	12%	22%
Digital skills are not important for my business	13%	14%	12%	6%	20%	10%	6%	10%	10%	20%	13%	12%	8%	15%	15%	9%
Don't know what digital skills to teach	10%	10%	11%	11%	15%	6%	11%	13%	10%	7%	15%	10%	13%	8%	10%	11%
Other (Please specify)	6%	9%	5%	0%	0%	11%	8%	6%	7%	4%	1%	7%	7%	6%	9%	2%
Don't Know	3%	3%	2%	4%	0%	3%	3%	3%	1%	6%	2%	3%	2%	4%	3%	4%

Note:

BASE: Companies which do not offer their employees the ability to gain digital skills through free training or dedicated training budgets

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(131.A) Which, if any, of the following benefits do you think more digital skills could have for your business? Please select all that apply

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Reaching more customers	44%	46%	42%	35%	39%	48%	47%	43%	50%	54%	49%	40%	30%	51%	42%	47%	42%
Increased profitability	40%	47%	41%	36%	32%	45%	45%	28%	35%	44%	29%	38%	45%	42%	39%	40%	40%
Faster growth	39%	43%	38%	34%	37%	43%	36%	32%	48%	49%	35%	31%	36%	42%	38%	41%	38%
Digital marketing	34%	41%	28%	31%	29%	28%	38%	27%	29%	41%	37%	33%	21%	40%	32%	30%	36%
Reduce running costs	32%	40%	31%	29%	29%	33%	29%	31%	30%	28%	34%	25%	33%	21%	35%	35%	30%
Make it easier to develop new products or services	27%	29%	26%	17%	30%	27%	31%	32%	28%	27%	20%	25%	28%	23%	28%	27%	27%
Reduce cyber-security threats	18%	27%	20%	13%	12%	8%	21%	23%	7%	21%	13%	27%	9%	15%	19%	20%	17%
None of the above	11%	7%	14%	18%	14%	9%	8%	18%	12%	7%	8%	7%	24%	14%	11%	11%	12%
Don't Know	7%	3%	6%	10%	6%	5%	8%	6%	8%	6%	12%	11%	6%	5%	7%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(131.B) Which, if any, of the following benefits do you think more digital skills could have for your business? Please select all that apply

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Reaching more customers	44%	43%	42%	47%	57%	41%	48%	49%	45%	37%	44%	44%	52%	37%	46%	43%
Increased profitability	40%	33%	39%	48%	34%	41%	47%	39%	43%	34%	44%	39%	47%	33%	37%	42%
Faster growth	39%	33%	36%	49%	48%	59%	50%	41%	38%	27%	49%	37%	50%	30%	35%	43%
Digital marketing	34%	29%	35%	38%	50%	33%	37%	38%	35%	26%	38%	33%	40%	28%	34%	33%
Reduce running costs	32%	20%	41%	39%	16%	29%	28%	32%	33%	35%	43%	30%	33%	31%	25%	38%
Make it easier to develop new products or services	27%	19%	30%	34%	21%	32%	24%	28%	27%	26%	36%	25%	30%	24%	22%	31%
Reduce cyber-security threats	18%	11%	18%	28%	16%	11%	19%	25%	18%	15%	26%	17%	20%	17%	16%	21%
None of the above	11%	22%	5%	5%	13%	7%	5%	8%	13%	18%	10%	12%	4%	18%	17%	7%
Don't Know	7%	10%	7%	2%	7%	6%	6%	4%	7%	8%	2%	7%	5%	8%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(132.A) Would you be interested in any of the following? : Government or third-party funded business training to support you to grow your business

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very interested	29%	36%	22%	28%	28%	20%	33%	30%	19%	35%	17%	35%	30%	31%	28%	33%	26%
Somewhat interested	42%	40%	46%	27%	39%	59%	40%	38%	50%	38%	51%	40%	43%	38%	43%	42%	42%
Neither interested nor uninterested	17%	16%	21%	27%	16%	9%	15%	11%	19%	17%	20%	15%	15%	19%	17%	14%	19%
Somewhat disinterested	4%	3%	2%	5%	6%	4%	4%	5%	4%	4%	6%	2%	0%	6%	3%	3%	5%
Very disinterested	6%	4%	6%	11%	8%	5%	5%	13%	4%	5%	1%	6%	12%	5%	7%	5%	7%
Don't know	2%	1%	2%	2%	2%	2%	2%	2%	4%	1%	4%	1%	0%	1%	2%	2%	2%
Total Interested:	71%	76%	68%	55%	67%	80%	73%	69%	69%	73%	69%	75%	73%	69%	71%	75%	68%
Total Disinterested:	10%	7%	9%	16%	15%	9%	9%	18%	8%	9%	7%	8%	12%	11%	10%	9%	11%
Net:	60%	69%	59%	39%	52%	71%	64%	50%	61%	64%	61%	67%	61%	58%	61%	66%	57%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(132.B) Would you be interested in any of the following? : Government or third-party funded business training to support you to grow your business

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very interested	29%	24%	27%	37%	38%	28%	36%	31%	27%	23%	28%	29%	35%	23%	28%	29%
Somewhat interested	42%	38%	46%	43%	31%	41%	34%	44%	43%	45%	42%	42%	43%	41%	36%	48%
Neither interested nor uninterested	17%	17%	20%	15%	12%	20%	21%	15%	14%	19%	21%	17%	15%	19%	19%	16%
Somewhat disinterested	4%	6%	3%	2%	10%	8%	3%	3%	6%	2%	4%	4%	2%	6%	5%	3%
Very disinterested	6%	12%	3%	3%	10%	2%	5%	5%	7%	8%	4%	7%	3%	9%	9%	4%
Don't know	2%	4%	1%	0%	0%	1%	1%	1%	3%	2%	0%	2%	1%	2%	3%	1%
Total Interested:	71%	61%	73%	80%	69%	69%	70%	76%	69%	68%	71%	71%	78%	64%	64%	77%
Total Disinterested:	10%	19%	6%	4%	20%	10%	8%	8%	13%	10%	8%	11%	5%	15%	15%	6%
Net:	60%	43%	67%	76%	49%	59%	63%	68%	56%	58%	63%	60%	73%	48%	49%	70%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(133.A) Would you be interested in any of the following? : Government or third-party funded digital skills training for you and/or your employees

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very interested	31%	41%	27%	35%	24%	16%	36%	28%	23%	40%	18%	39%	21%	34%	30%	32%	30%
Somewhat interested	41%	37%	43%	28%	48%	61%	40%	32%	57%	36%	44%	41%	40%	34%	42%	41%	41%
Neither interested nor uninterested	16%	13%	19%	24%	15%	10%	11%	20%	4%	13%	23%	10%	28%	16%	16%	17%	16%
Somewhat disinterested	5%	3%	6%	2%	5%	8%	6%	9%	12%	4%	9%	1%	0%	9%	4%	3%	6%
Very disinterested	5%	5%	4%	10%	5%	2%	5%	10%	4%	5%	1%	7%	12%	5%	5%	5%	6%
Don't know	2%	2%	1%	1%	4%	3%	2%	2%	0%	1%	5%	1%	0%	2%	2%	2%	2%
Total Interested:	72%	77%	70%	63%	72%	77%	76%	60%	79%	76%	62%	80%	60%	69%	72%	73%	71%
Total Disinterested:	11%	8%	9%	12%	10%	10%	11%	19%	16%	9%	10%	9%	12%	14%	10%	8%	12%
Net:	61%	70%	61%	51%	62%	67%	65%	41%	63%	67%	52%	71%	49%	55%	62%	65%	59%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(133.B) Would you be interested in any of the following? : Government or third-party funded digital skills training for you and/or your employees

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No ³⁵	Yes	No ³⁷	Yes. ²	No ³⁹
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very interested	31%	24%	29%	42%	38%	28%	37%	34%	31%	25%	33%	30%	37%	26%	28%	33%
Somewhat interested	41%	37%	43%	44%	29%	47%	35%	41%	42%	43%	41%	41%	42%	39%	36%	45%
Neither interested nor uninterested	16%	17%	21%	10%	18%	13%	15%	17%	14%	18%	15%	16%	13%	18%	17%	15%
Somewhat disinterested	5%	8%	4%	3%	10%	9%	7%	4%	5%	5%	4%	6%	4%	7%	6%	4%
Very disinterested	5%	12%	1%	1%	6%	4%	4%	4%	6%	7%	6%	5%	3%	8%	9%	1%
Don't know	2%	3%	2%	0%	0%	0%	3%	1%	3%	2%	1%	2%	1%	2%	3%	1%
Total Interested:	72%	60%	72%	85%	67%	74%	71%	75%	73%	68%	74%	71%	79%	65%	65%	78%
Total Disinterested:	11%	19%	5%	5%	16%	13%	11%	8%	11%	12%	9%	11%	6%	14%	16%	6%
Net:	61%	41%	67%	81%	51%	62%	60%	67%	62%	56%	65%	60%	73%	51%	49%	72%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(134.A) Would you be interested in any of the following? : Better guidance on what type of digital tools your business should invest in

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very interested	27%	35%	20%	34%	26%	20%	28%	24%	4%	34%	18%	29%	15%	31%	26%	28%	26%
Somewhat interested	40%	37%	45%	23%	30%	56%	41%	38%	54%	42%	47%	39%	58%	35%	41%	42%	39%
Neither interested nor uninterested	21%	22%	22%	25%	24%	12%	19%	18%	25%	16%	23%	22%	15%	21%	20%	18%	22%
Somewhat disinterested	5%	3%	5%	6%	8%	7%	5%	7%	12%	3%	6%	3%	0%	6%	5%	4%	6%
Very disinterested	6%	3%	7%	10%	8%	4%	5%	12%	4%	5%	1%	7%	12%	6%	6%	5%	7%
Don't know	1%	1%	2%	2%	3%	2%	2%	0%	0%	0%	4%	0%	0%	1%	2%	2%	1%
Total Interested:	67%	72%	65%	57%	56%	75%	69%	62%	58%	77%	66%	68%	73%	66%	67%	70%	65%
Total Disinterested:	11%	6%	12%	16%	16%	11%	10%	19%	16%	8%	7%	10%	12%	12%	11%	9%	12%
Net:	55%	66%	53%	40%	40%	65%	59%	43%	42%	69%	58%	58%	61%	53%	56%	61%	52%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(134.B) Would you be interested in any of the following? : Better guidance on what type of digital tools your business should invest in

	Total	Employee Number				Company Age					Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very interested	27%	21%	24%	36%	29%	38%	36%	30%	25%	17%	27%	26%	32%	22%	25%	28%
Somewhat interested	40%	36%	42%	43%	37%	36%	39%	40%	37%	46%	38%	41%	43%	38%	37%	43%
Neither interested nor uninterested	21%	21%	25%	15%	22%	16%	18%	21%	21%	23%	25%	20%	17%	24%	20%	21%
Somewhat disinterested	5%	7%	5%	3%	6%	4%	3%	4%	8%	4%	4%	5%	4%	6%	6%	5%
Very disinterested	6%	13%	2%	2%	6%	4%	4%	4%	8%	7%	5%	6%	3%	9%	10%	2%
Don't know	1%	2%	2%	0%	0%	3%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%
Total Interested:	67%	57%	66%	79%	66%	73%	75%	70%	61%	63%	65%	67%	75%	59%	62%	71%
Total Disinterested:	11%	20%	7%	5%	12%	8%	6%	9%	17%	12%	9%	12%	7%	15%	16%	7%
Net:	55%	38%	59%	74%	53%	65%	68%	61%	45%	52%	57%	55%	68%	44%	46%	64%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(135.A) Would you be interested in any of the following? : Tax breaks for providing training

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
Very interested	34%	45%	26%	38%	35%	24%	38%	25%	29%	37%	25%	36%	27%	31%	35%	36%	33%
Somewhat interested	35%	28%	41%	23%	29%	42%	38%	39%	38%	33%	43%	41%	34%	26%	37%	38%	33%
Neither interested nor uninterested	17%	15%	20%	23%	25%	17%	9%	16%	8%	17%	19%	11%	22%	22%	16%	15%	19%
Somewhat disinterested	5%	3%	6%	2%	4%	7%	7%	7%	8%	3%	3%	1%	6%	8%	4%	3%	6%
Very disinterested	7%	5%	3%	13%	6%	3%	7%	11%	12%	7%	7%	9%	12%	10%	6%	6%	8%
Don't know	3%	3%	3%	1%	1%	6%	2%	2%	4%	3%	3%	1%	0%	4%	2%	3%	2%
Total Interested:	68%	73%	68%	61%	64%	66%	75%	64%	67%	70%	68%	77%	60%	56%	71%	74%	65%
Total Disinterested:	12%	8%	9%	15%	10%	10%	14%	18%	21%	10%	10%	10%	18%	18%	10%	9%	13%
Net:	57%	65%	58%	46%	54%	56%	62%	46%	47%	60%	58%	67%	43%	38%	61%	65%	52%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(135.B) Would you be interested in any of the following? : Tax breaks for providing training

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
Very interested	34%	25%	32%	46%	39%	24%	41%	33%	36%	30%	35%	34%	38%	30%	29%	38%
Somewhat interested	35%	27%	44%	35%	26%	34%	28%	37%	33%	39%	33%	35%	35%	34%	29%	40%
Neither interested nor uninterested	17%	22%	16%	13%	15%	20%	14%	19%	17%	18%	19%	17%	16%	19%	19%	16%
Somewhat disinterested	5%	8%	2%	3%	0%	7%	8%	5%	4%	2%	6%	4%	4%	5%	7%	3%
Very disinterested	7%	15%	2%	2%	19%	10%	5%	4%	7%	8%	6%	7%	5%	9%	12%	3%
Don't know	3%	4%	2%	1%	0%	4%	5%	2%	2%	3%	1%	3%	2%	3%	4%	1%
Total Interested:	68%	52%	77%	81%	65%	58%	68%	70%	69%	69%	68%	68%	73%	64%	58%	78%
Total Disinterested:	12%	22%	5%	5%	19%	17%	12%	9%	12%	10%	12%	12%	9%	14%	18%	5%
Net:	57%	30%	72%	76%	46%	41%	56%	61%	57%	59%	57%	57%	65%	50%	40%	73%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(136.A) Are you aware of any Government support to help your business adopt more digital technologies?

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
No	76%	67%	78%	80%	83%	76%	75%	77%	87%	70%	83%	76%	70%	81%	75%	75%	76%
Yes	18%	27%	17%	14%	15%	19%	13%	16%	13%	26%	12%	17%	21%	16%	19%	18%	19%
Don't know	6%	6%	6%	6%	2%	5%	11%	7%	0%	4%	5%	8%	9%	3%	6%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(136.B) Are you aware of any Government support to help your business adopt more digital technologies?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
No	76%	85%	76%	65%	70%	71%	74%	73%	75%	81%	59%	79%	69%	81%	82%	70%
Yes	18%	11%	17%	30%	23%	27%	23%	22%	17%	13%	35%	15%	26%	12%	13%	23%
Don't know	6%	5%	7%	6%	7%	2%	3%	5%	8%	6%	6%	6%	5%	6%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(137.A) Are you aware of any third-party support (eg charity or large business) to help your business adopt more digital technologies?

	Total	Region											Female-owned business		Family business		
		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	Yes	No ³¹	Yes	No ³³
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
No	78%	64%	82%	85%	83%	88%	75%	79%	96%	72%	83%	74%	85%	83%	77%	79%	78%
Yes	17%	31%	14%	12%	16%	10%	19%	17%	4%	21%	10%	14%	6%	13%	18%	17%	18%
Don't know	5%	5%	4%	3%	1%	2%	7%	4%	0%	7%	7%	12%	9%	3%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(137.B) Are you aware of any third-party support (eg charity or large business) to help your business adopt more digital technologies?

	Total	Employee Number			Company Age						Minority-owned business		Retailer		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
No	78%	88%	78%	66%	83%	84%	74%	71%	78%	85%	61%	81%	70%	85%	83%	74%
Yes	17%	9%	17%	29%	10%	16%	23%	25%	14%	11%	33%	14%	26%	10%	13%	21%
Don't know	5%	4%	5%	5%	7%	0%	3%	4%	9%	3%	6%	4%	5%	4%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(138.A) Google offers free training and tools to help businesses, are you aware of this?

	Total	Region											Female-owned business		Family business		
		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	Yes	No31	Yes	No33
Unweighted	1008	201	145	95	74	70	85	81	22	117	53	52	13	232	776	374	634
Weighted	1008	181	146	91	96	70	81	76	30	101	71	40	25	200	808	365	643
No and I am not interested in finding out more	18%	12%	21%	26%	22%	14%	12%	26%	25%	10%	17%	19%	34%	15%	19%	18%	18%
No but now I am aware I am interested in finding out more	51%	44%	47%	49%	50%	66%	58%	50%	44%	53%	60%	54%	51%	54%	51%	52%	51%
Yes but my business has not used it	18%	23%	24%	15%	18%	16%	15%	14%	16%	24%	11%	16%	6%	22%	18%	16%	20%
Yes and my business has made use of it	9%	18%	4%	8%	5%	3%	12%	6%	11%	11%	10%	9%	9%	6%	10%	10%	9%
Don't Know	3%	2%	4%	2%	5%	1%	4%	5%	4%	2%	2%	1%	0%	3%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions

(138.B) Google offers free training and tools to help businesses, are you aware of this?

	Total	Employee Number			Company Age						Minority-owned business		Retailed		Founder	
		0-9 (Microbusiness)	10-49 (Small business)	50-249 (Medium)	Less than 1 year	1-2 years	2-5 years	5-10 years	10-20 years	Over 20 years	Yes	No35	Yes	No37	Yes.2	No39
Unweighted	1008	530	199	279	28	62	175	233	244	262	157	851	471	534	566	442
Weighted	1008	393	307	308	22	55	165	236	239	286	159	849	472	533	483	525
No and I am not interested in finding out more	18%	27%	16%	9%	20%	10%	14%	14%	22%	22%	14%	19%	8%	27%	24%	13%
No but now I am aware I am interested in finding out more	51%	52%	49%	53%	49%	58%	48%	52%	51%	52%	49%	52%	53%	50%	49%	54%
Yes but my business has not used it	18%	14%	22%	20%	14%	21%	23%	20%	16%	17%	20%	18%	20%	17%	18%	19%
Yes and my business has made use of it	9%	4%	8%	17%	8%	9%	12%	14%	10%	3%	16%	8%	14%	5%	7%	11%
Don't Know	3%	2%	6%	1%	10%	2%	3%	1%	2%	5%	1%	3%	4%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 26th Apr - 4th May 2022

Data weighted by business size and region to Nationally Representative Proportions