

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following areas outside of the UK does your business ever sell any products/ services to, or buy any products/ services from? (Please select all that apply in each column. If your business does not currently do either of the following, please select the appropriate "Not applicable" option)

Sell products or services to

	Unweighted base	2019	1464	555	14	193	351	576	885
Base: SME decision makers		2019	1485	534	13	206	366	587	847
Western Europe (e.g. France, Germany, Switzerland, Netherlands etc.)	34%	35%	29%	28%	32%	39%	36%	30%	
Eastern Europe, excluding Russia (e.g. Czech Republic, Poland, Ukraine etc.)	17%	19%	14%	8%	18%	22%	19%	14%	
Northern Europe (e.g. Denmark, Finland, Norway etc.)	22%	22%	20%	20%	25%	24%	24%	19%	
Southern Europe (e.g. Italy, Portugal, Spain, Greece etc.)	21%	22%	17%	8%	21%	25%	23%	18%	
Russia	11%	11%	9%	8%	13%	15%	10%	8%	
China	10%	11%	8%	13%	11%	13%	9%	9%	
India	9%	9%	8%	8%	8%	13%	8%	8%	
Japan, Korea or Taiwan	11%	12%	9%	5%	9%	14%	11%	10%	
Pacific Rim (Philippines, Vietnam, Thailand, Malaysia, Indonesia)	9%	10%	7%	-	9%	14%	9%	8%	
Middle East	13%	15%	10%	-	13%	16%	13%	13%	
Other countries in Asia	8%	8%	6%	-	10%	10%	7%	7%	
North America	22%	24%	18%	12%	21%	25%	24%	20%	
South America	9%	10%	7%	-	9%	13%	8%	9%	
Northern Africa	7%	8%	5%	-	4%	10%	7%	7%	
Central Africa	6%	6%	4%	-	5%	7%	6%	6%	
Southern Africa	9%	10%	7%	5%	7%	11%	9%	8%	
Australia or New Zealand	15%	15%	13%	5%	11%	19%	15%	14%	
Other area outside of the UK not listed above	6%	7%	4%	-	5%	7%	6%	5%	
Don't know	2%	2%	2%	12%	5%	3%	1%	1%	
Not applicable – my business does not currently do this	56%	54%	62%	34%	48%	51%	55%	61%	

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SME Sample : 18th - 27th August 2014

	Total	Gender		Age				
		Base	Male	Female	18-24	25-34	35-44	45-54
Buy products or services from								
Unweighted base	2019	1464	555	14	193	351	576	885
Base: SME decision makers	2019	1485	534	13	206	366	587	847
Western Europe (e.g. France, Germany, Switzerland, Netherlands etc.)	22%	24%	16%	31%	23%	24%	23%	20%
Eastern Europe, excluding Russia (e.g. Czech Republic, Poland, Ukraine etc.)	8%	9%	5%	28%	10%	6%	8%	7%
Northern Europe (e.g. Denmark, Finland, Norway etc.)	7%	8%	5%	28%	9%	8%	7%	6%
Southern Europe (e.g. Italy, Portugal, Spain, Greece etc.)	8%	9%	5%	8%	8%	10%	8%	8%
Russia	2%	2%	1%	-	4%	2%	1%	1%
China	9%	9%	7%	8%	13%	8%	11%	6%
India	4%	4%	4%	-	7%	4%	5%	3%
Japan, Korea or Taiwan	5%	5%	3%	-	6%	5%	6%	4%
Pacific Rim (Philippines, Vietnam, Thailand, Malaysia, Indonesia)	3%	3%	3%	-	6%	3%	4%	2%
Middle East	2%	2%	2%	-	1%	2%	3%	2%
Other countries in Asia	2%	2%	2%	-	6%	2%	3%	1%
North America	12%	14%	8%	12%	12%	14%	13%	11%
South America	2%	2%	2%	-	4%	2%	3%	1%
Northern Africa	1%	1%	-	-	2%	1%	1%	1%
Central Africa	1%	1%	0%	-	3%	1%	1%	1%
Southern Africa	2%	2%	1%	-	3%	2%	3%	1%
Australia or New Zealand	4%	4%	3%	-	5%	5%	4%	3%
Other area outside of the UK not listed above	1%	2%	1%	-	3%	1%	1%	1%
Don't know	3%	3%	2%	12%	6%	5%	1%	2%
Not applicable – my business does not currently do this	63%	60%	72%	34%	57%	57%	64%	68%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following areas outside of the UK does your business ever sell any products/ services to, or buy any products/ services from? RECODE

	Unweighted base	2019	1464	555	14	193	351	576	885
Base	2019	1485	534	13	206	366	587	847	
Sell products or services internationally	42%	44%	37%	54%	47%	46%	44%	37%	
Buy products or services internationally	34%	37%	26%	54%	37%	38%	35%	30%	
Sell or buy products or services internationally	50%	52%	43%	54%	53%	55%	51%	46%	
Sell and buy products or services internationally	26%	28%	19%	54%	31%	29%	27%	21%	
Sell or buy products or services to/ from Western Europe	41%	43%	36%	40%	41%	47%	43%	38%	
Sell and buy products or services to/ from Western Europe	14%	16%	9%	20%	14%	17%	16%	12%	
Sell or buy products or services to/ from Eastern Europe, excluding Russia	21%	22%	16%	28%	22%	25%	21%	18%	
Sell and buy products or services to/ from Eastern Europe, excluding Russia	4%	5%	3%	8%	6%	3%	5%	3%	
Sell or buy products or services to/ from Northern Europe	25%	26%	22%	28%	29%	28%	27%	21%	
Sell and buy products or services to/ from Northern Europe	4%	4%	3%	20%	4%	4%	4%	3%	
Sell or buy products or services to/ from Southern Europe	25%	27%	20%	8%	25%	29%	26%	22%	
Sell and buy products or services to/ from Southern Europe	4%	5%	3%	8%	5%	6%	4%	4%	
Sell or buy products or services to/ from Russia	11%	12%	10%	8%	16%	16%	11%	9%	
Sell and buy products or services to/ from Russia	1%	1%	0%	-	2%	1%	1%	1%	
Sell or buy products or services to/ from China	16%	17%	13%	21%	20%	18%	17%	14%	
Sell and buy products or services to/ from China	2%	2%	2%	-	4%	2%	3%	1%	
Sell or buy products or services to/ from India	12%	13%	10%	8%	14%	15%	11%	11%	
Sell and buy products or services to/ from India	1%	1%	1%	-	1%	2%	2%	0%	
Sell or buy products or services to/ from Japan, Korea or Taiwan	14%	15%	11%	5%	14%	18%	15%	12%	
Sell and buy products or services to/ from Japan, Korea or Taiwan	2%	2%	1%	-	2%	1%	2%	1%	
Sell or buy products or services to/ from Pacific Rim	11%	12%	9%	-	13%	15%	12%	9%	
Sell and buy products or services to/ from Pacific Rim	1%	1%	1%	-	2%	1%	1%	1%	
Sell or buy products or services to/ from Middle East	14%	16%	11%	-	14%	17%	14%	13%	
Sell and buy products or services to/ from Middle East	1%	1%	1%	-	1%	1%	1%	1%	
Sell or buy products or services to/ from Other countries in Asia	9%	10%	7%	-	13%	11%	9%	8%	
Sell and buy products or services to/ from Other countries in Asia	1%	1%	1%	-	2%	1%	1%	0%	
Sell or buy products or services to/ from North America	27%	29%	21%	12%	23%	30%	28%	25%	

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SME Sample : 18th - 27th August 2014

	Total	Gender		Age				
		Base	Male	Female	18-24	25-34	35-44	45-54
Sell and buy products or services to/ from North America	8%	9%	5%	12%	10%	9%	9%	6%
Sell or buy products or services to/ from South America	11%	11%	8%	-	12%	14%	10%	9%
Sell and buy products or services to/ from South America	1%	1%	1%	-	2%	1%	1%	0%
Sell or buy products or services to/ from Northern Africa	7%	8%	5%	-	5%	10%	7%	7%
Sell and buy products or services to/ from Northern Africa	1%	1%	-	-	1%	1%	1%	1%
Sell or buy products or services to/ from Central Africa	8%	9%	5%	-	6%	10%	8%	7%
Sell and buy products or services to/ from Central Africa	0%	1%	-	-	1%	0%	0%	1%
Sell or buy products or services to/ from Southern Africa	10%	11%	8%	5%	9%	12%	10%	9%
Sell and buy products or services to/ from Southern Africa	1%	1%	0%	-	1%	1%	1%	1%
Sell or buy products or services to/ from Australia or New Zealand	17%	18%	14%	5%	14%	22%	17%	15%
Sell and buy products or services to/ from Australia or New Zealand	2%	2%	2%	-	2%	2%	2%	1%
Sell or buy products or services to/ from Other area outside of the UK	7%	7%	5%	-	6%	8%	7%	6%
Sell and buy products or services to/ from Other area outside of the UK	1%	1%	-	-	1%	0%	1%	1%
None of these	50%	48%	57%	46%	47%	45%	49%	54%

In which, if any, of the following ways does your business ever sell any of its products/ services to areas outside of the UK? (Please select all that apply)

	Unweighted base	600	195	7	85	150	240	313
Base: SME decision makers whose businesses sell products/ services internationally	843	647	196	7	96	167	256	316
Via an online marketplace (e.g. eBay, Amazon, Alibaba.com etc.)	14%	13%	17%	45%	13%	15%	15%	12%
Via a distributor or agent	31%	33%	23%	15%	29%	31%	31%	32%
Direct to customers via the business' own website	45%	44%	48%	49%	48%	48%	48%	39%
Via local employee(s) (i.e. an employee of the company in that area)	24%	25%	19%	30%	26%	29%	23%	21%
Via an affiliate	14%	15%	11%	-	13%	15%	13%	14%
Other	24%	24%	23%	-	15%	23%	27%	25%
Don't know	1%	1%	2%	-	3%	1%	1%	1%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Thinking about the revenue currently generated from international sales in your business...

To what extent, if at all, do you expect annual revenue generated from international sales to have increased or decreased in 2 years' time (i.e. by August 2016) compared to now? (Please select the option that best applies. If you are unsure, please provide your best estimate)

	2019	1464	555	14	193	351	576	885
Unweighted base	2019	1464	555	14	193	351	576	885
Base: SME decision makers	2019	1485	534	13	206	366	587	847
Increased by over 100%	4%	5%	2%	-	4%	6%	5%	3%
Increased by about 100%	1%	1%	1%	8%	3%	2%	1%	0%
Increased by about 75%	1%	1%	1%	5%	2%	1%	1%	1%
Increased by about 50%	4%	4%	4%	12%	4%	3%	5%	4%
Increased by about 25%	7%	8%	3%	7%	11%	8%	6%	6%
Increased by less than 25%	10%	10%	11%	-	13%	8%	10%	11%
Stay the same	46%	46%	45%	27%	38%	45%	47%	47%
Decreased by less than 25%	1%	1%	1%	15%	-	2%	1%	0%
Decreased by about 25%	1%	1%	1%	-	2%	1%	0%	1%
Decreased by about 50%	1%	1%	1%	8%	3%	1%	1%	0%
Decreased by about 75%	1%	0%	1%	-	1%	0%	0%	1%
Decreased by about 100%	1%	1%	0%	-	0%	0%	1%	1%
Don't know	23%	20%	29%	19%	19%	22%	21%	25%

Thinking about the number of countries your business currently exports to, or buys from, in total...

Overall, in 2 years' time (i.e. by August 2016) do you think that your business will be selling to/ buying from more, less or about the same amount of countries outside the UK? (Please select the option that best applies. If you are unsure, please provide your BEST estimate)

	2019	1464	555	14	193	351	576	885
Unweighted base	2019	1464	555	14	193	351	576	885
Base: SME decision makers	2019	1485	534	13	206	366	587	847
Selling to/ buying from a lot more countries	5%	6%	2%	12%	8%	8%	4%	3%
Selling to/ buying from a few more countries	16%	16%	13%	42%	20%	18%	17%	12%
Selling to/ buying from about the same amount of countries	45%	46%	43%	27%	40%	42%	44%	49%
Selling to/ buying from a few less countries	2%	2%	2%	-	1%	2%	2%	2%
Selling to/ buying from a lot less countries	1%	1%	2%	-	2%	1%	1%	1%
Don't know	32%	29%	38%	19%	29%	28%	32%	34%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

In general, how important, if at all, do you think international customers/ suppliers will be to your business in 2 years' time (i.e. by August 2016)?

	2019	1464	555	14	193	351	576	885
Unweighted base	2019	1485	534	13	206	366	587	847
Base: SME decision makers								
Very important	22%	24%	17%	25%	21%	27%	22%	21%
Fairly important	17%	17%	17%	7%	24%	18%	18%	15%
Not very important	9%	10%	9%	23%	9%	9%	10%	9%
Not important at all	6%	6%	5%	-	7%	8%	6%	5%
Don't know	5%	5%	5%	12%	10%	5%	5%	3%
Not applicable – I do not expect that my business will have any international customers or suppliers in 2 years' time	40%	38%	46%	34%	29%	34%	39%	47%

Which, if any, of the following do you think are currently preventing your business from selling or buying any/ more products or services to/ from countries outside of the UK?

(Please select all that apply. If you do not think there anything preventing your business from buying or selling any/ more products or services to/ from countries outside of the UK, please select the "Not applicable" option)

	2019	1464	555	14	193	351	576	885
Unweighted base	2019	1485	534	13	206	366	587	847
Base: SME decision makers								
We don't have enough budget	9%	10%	7%	14%	10%	6%	10%	8%
We don't have enough resources	15%	17%	10%	7%	19%	16%	15%	14%
Not being able to talk the local language	7%	8%	6%	8%	10%	6%	9%	6%
Not understanding international payments and exchange rates	2%	2%	2%	14%	6%	1%	1%	2%
Not being able to find the right local partners	9%	10%	7%	16%	12%	11%	9%	8%
Our digital/ technology infrastructure isn't good enough	3%	3%	2%	8%	4%	4%	3%	2%
Our logistics/ distribution networks aren't good enough	4%	5%	3%	8%	7%	5%	4%	3%
Not understanding local business regulations and "red tape"	6%	7%	5%	8%	6%	7%	6%	6%
Not being able to establish a local presence	10%	11%	10%	18%	12%	10%	14%	8%
A lack of understanding of local markets/ cultures	6%	7%	3%	-	11%	9%	5%	4%
A lack of understanding of local business practices	5%	5%	4%	8%	6%	4%	5%	5%
A lack of international expertise within the business	8%	8%	7%	-	13%	9%	8%	7%
We see more opportunity for growth locally (i.e. within the UK) than we do internationally	15%	15%	14%	38%	21%	16%	13%	14%
The products/ services we buy/ sell aren't relevant to trading internationally	19%	18%	21%	28%	19%	19%	18%	19%
Other	8%	7%	10%	-	6%	7%	9%	9%
Don't know	5%	5%	4%	12%	7%	6%	6%	3%
Not applicable – I don't think there is currently anything preventing my business from buying/ selling any/ more products or services to/ from countries outside of the UK	35%	35%	36%	5%	22%	31%	35%	42%

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SME Sample : 18th - 27th August 2014

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

In which, if any, of the following ways does your business ever communicate with its customers/ suppliers outside of the UK for business purposes? (Please select all that apply)

	Unweighted base	953	721	232	7	98	181	281	386
Base: SME decision makers whose businesses buy or sell products/ services internationally		1010	778	232	7	109	200	302	392
Via telephone (i.e. voice calls via mobile or land-line telephones)	72%		73%	69%	37%	66%	70%	73%	75%
Via email	88%		88%	88%	55%	70%	83%	91%	93%
Via online video conferencing	32%		34%	26%	37%	36%	41%	30%	29%
Via face-to-face meetings	52%		55%	39%	42%	40%	55%	53%	52%
Via online project management platforms	13%		14%	11%	-	18%	18%	14%	9%
Via instant messaging tools/ apps (e.g. iMessage, Windows Lync, WhatsApp etc.)	21%		23%	14%	15%	24%	28%	24%	15%
Via fax	14%		14%	12%	15%	13%	10%	14%	15%
Via social networking services (e.g. Facebook, Twitter, LinkedIn etc.)	21%		22%	19%	30%	22%	28%	23%	16%
Other	4%		5%	2%	-	1%	2%	3%	7%
Don't know	2%		2%	3%	-	5%	3%	1%	1%