

YouGov Survey Results

Sample Size: 802

Fieldwork: 30th December - 4th January 2010

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

How much of an impact, if any, do you think the snow/ winter weather had on this?

All SME Decision makers	500	388	112	2	37	114	154	193	443	57
Very large impact	13%	12%	19%	-	14%	17%	12%	12%	12%	25%
Fairly large impact	32%	30%	39%	50%	41%	32%	36%	26%	31%	35%
Not too much of an impact	41%	43%	34%	50%	32%	37%	40%	45%	42%	32%
No impact at all	14%	16%	8%	-	14%	15%	11%	17%	15%	9%

Do you think your business suffered as a result of the snow/ winter weather over the past few weeks?

All SME Decision makers	500	388	112	2	37	114	154	193	443	57
Yes, significantly	14%	14%	16%	-	8%	13%	15%	16%	13%	23%
Yes, a little	37%	37%	35%	50%	38%	36%	35%	38%	37%	39%
No, I don't	47%	48%	46%	-	49%	49%	49%	46%	49%	35%
Don't know	2%	1%	4%	50%	5%	2%	1%	1%	1%	4%

The Federation of Small Businesses (FSB) has called for measures to be put in place to help small businesses through the continuing winter freeze. They want the government, banks and local authorities to give small firms financial breathing space to take account of their lost business over the Christmas period, due to the snow. To what extent do you agree with the FSB call for measures?

All SME Decision makers	500	388	112	2	37	114	154	193	443	57
Strongly agree	19%	19%	21%	50%	16%	18%	24%	17%	18%	30%
Agree	53%	49%	66%	-	68%	52%	50%	54%	54%	47%
Disagree	15%	18%	6%	-	14%	14%	15%	16%	16%	7%
Strongly disagree	4%	5%	-	-	-	4%	3%	5%	4%	4%
Don't know	9%	10%	6%	50%	3%	12%	8%	9%	9%	12%

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Total	Region							Business size	
	North	Midlands	East	London	South	Wales	Scotland	Small Business	Medium-sized Business

How much of an impact, if any, do you think the snow/ winter weather had on this?

All SME Decision makers	500	78	79	63	60	174	24	22	366	134
Very large impact	13%	15%	22%	10%	10%	10%	17%	18%	12%	16%
Fairly large impact	32%	29%	29%	35%	27%	34%	21%	50%	32%	31%
Not too much of an impact	41%	41%	30%	43%	47%	43%	58%	23%	40%	43%
No impact at all	14%	14%	19%	13%	17%	14%	4%	9%	16%	10%

Do you think your business suffered as a result of the snow/ winter weather over the past few weeks?

All SME Decision makers	500	78	79	63	60	174	24	22	366	134
Yes, significantly	14%	18%	24%	10%	8%	10%	17%	23%	12%	21%
Yes, a little	37%	35%	28%	33%	27%	44%	33%	64%	37%	37%
No, I don't	47%	46%	47%	56%	63%	44%	50%	14%	50%	40%
Don't know	2%	1%	1%	2%	2%	2%	-	-	1%	2%

The Federation of Small Businesses (FSB) has called for measures to be put in place to help small businesses through the continuing winter freeze. They want the government, banks and local authorities to give small firms financial breathing space to take account of their lost business over the Christmas period, due to the snow. To what extent do you agree with the FSB call for measures?

All SME Decision makers	500	78	79	63	60	174	24	22	366	134
Strongly agree	19%	26%	18%	19%	15%	16%	21%	36%	21%	13%
Agree	53%	49%	58%	56%	58%	49%	58%	55%	51%	60%
Disagree	15%	14%	9%	16%	12%	20%	13%	9%	15%	15%
Strongly disagree	4%	3%	6%	5%	5%	3%	-	-	4%	3%
Don't know	9%	9%	9%	5%	10%	12%	8%	-	9%	9%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Has your company started your 'Winter Sales' period (i.e. offering stock/ services at a discounted price) earlier this season than in previous years?

All SME Decision makers	500	388	112	2	37	114	154	193	443	57
Yes, we have	4%	4%	4%	-	8%	3%	5%	3%	3%	7%
No, we have not	12%	12%	13%	-	11%	13%	11%	13%	12%	16%
Not applicable - we do not have a 'Winter Sales' period	84%	85%	82%	100%	81%	84%	84%	84%	85%	77%

And do you think starting your 'Winter Sales' period earlier this season will have a positive or negative effect on your business, or will it make no difference?

All SME Decision makers whose company started your sales earlier this winter period	19	14	5	-	3	3	7	6	15	4
Positive effect	42%	43%	40%	-	33%	67%	43%	33%	40%	50%
Make no difference	53%	50%	60%	-	67%	33%	57%	50%	53%	50%
Negative effect	-	-	-	-	-	-	-	-	-	-
Don't know	5%	7%	-	-	-	-	-	17%	7%	-

On 4th January 2011, VAT will increase from 17.5% to 20%. To what extent do you agree or disagree with the following statement? - Our business is prepared for the rise in VAT

All SME Decision makers	500	388	112	2	37	114	154	193	443	57
Strongly agree	23%	24%	19%	-	22%	24%	22%	23%	24%	16%
Agree	63%	63%	64%	100%	57%	57%	66%	65%	63%	65%
Disagree	8%	8%	8%	-	16%	7%	7%	7%	8%	7%
Strongly disagree	2%	1%	4%	-	-	3%	2%	1%	1%	4%
Don't know	5%	5%	5%	-	5%	10%	3%	3%	4%	9%

Do you think the VAT increase from 17.5% to 20% will have a positive or negative effect on your business, or will it make no difference?

All SME Decision makers	500	388	112	2	37	114	154	193	443	57
Positive effect	0%	0%	-	-	-	-	-	1%	0%	-
Make no difference	57%	61%	44%	50%	65%	61%	49%	60%	58%	49%
Negative effect	41%	37%	54%	50%	35%	37%	47%	39%	40%	46%
Don't know	2%	2%	3%	-	-	3%	5%	1%	2%	5%

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Base	North	Midlands	East	London	South	Wales	Scotland	Small Business	Medium-sized Business

Has your company started your 'Winter Sales' period (i.e. offering stock/ services at a discounted price) earlier this season than in previous years?

All SME Decision makers	500	78	79	63	60	174	24	22	366	134
Yes, we have	4%	3%	10%	3%	3%	2%	4%	-	3%	7%
No, we have not	12%	13%	14%	19%	7%	10%	17%	9%	12%	13%
Not applicable - we do not have a 'Winter Sales' period	84%	85%	76%	78%	90%	87%	79%	91%	86%	80%

And do you think starting your 'Winter Sales' period earlier this season will have a positive or negative effect on your business, or will it make no difference?

All SME Decision makers whose company started your sales earlier this winter period

	19	2	8	2	2	4	1	-	10	9
Positive effect	42%	50%	38%	50%	50%	50%	-	-	40%	44%
Make no difference	53%	50%	50%	50%	50%	50%	100%	-	60%	44%
Negative effect	-	-	-	-	-	-	-	-	-	-
Don't know	5%	-	13%	-	-	-	-	-	-	11%

On 4th January 2011, VAT will increase from 17.5% to 20%. To what extent do you agree or disagree with the following statement? - Our business is prepared for the rise in VAT

All SME Decision makers	500	78	79	63	60	174	24	22	366	134
Strongly agree	23%	21%	19%	21%	23%	24%	29%	32%	22%	25%
Agree	63%	56%	66%	67%	63%	66%	50%	59%	63%	63%
Disagree	8%	9%	13%	8%	5%	6%	8%	9%	8%	8%
Strongly disagree	2%	5%	-	2%	-	1%	4%	-	2%	-
Don't know	5%	9%	3%	3%	8%	3%	8%	-	5%	4%

Do you think the VAT increase from 17.5% to 20% will have a positive or negative effect on your business, or will it make no difference?

All SME Decision makers	500	78	79	63	60	174	24	22	366	134
Positive effect	0%	-	-	-	-	1%	-	-	-	1%
Make no difference	57%	54%	54%	51%	65%	58%	54%	64%	57%	57%
Negative effect	41%	44%	44%	46%	35%	38%	42%	36%	40%	42%
Don't know	2%	3%	1%	3%	-	3%	4%	-	3%	1%