

YouGov Survey Results

Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

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

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - General day-to-day running of the business

Base: All IT Decision Makers from small businesses	509	400	109	3	38	89	137	242
Very important	65%	64%	70%	67%	74%	75%	62%	62%
Fairly important	30%	31%	25%	33%	24%	19%	34%	33%
Not very important	4%	4%	5%	-	-	6%	4%	5%
Not at all important	0%	1%	-	-	-	-	1%	0%
Don't know	0%	-	1%	-	3%	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses	509	400	109	3	38	89	137	242
Very important	38%	38%	38%	67%	45%	42%	34%	37%
Fairly important	40%	40%	43%	33%	42%	38%	42%	40%
Not very important	16%	17%	13%	-	8%	19%	18%	15%
Not at all important	6%	6%	6%	-	5%	1%	6%	7%
Don't know	0%	0%	1%	-	-	-	1%	0%

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - HR

Base: All IT Decision Makers from small businesses	509	400	109	3	38	89	137	242
Very important	11%	10%	15%	67%	18%	17%	11%	7%
Fairly important	30%	30%	28%	33%	42%	30%	31%	26%
Not very important	33%	34%	30%	-	24%	30%	37%	33%
Not at all important	24%	24%	24%	-	13%	16%	20%	31%
Don't know	3%	2%	4%	-	3%	7%	1%	2%

YouGov Survey Results

Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

Work industry (short list)													
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - General day-to-day running of the business

Base: All IT Decision Makers from small businesses	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Very important	45%	50%	66%	76%	52%	60%	88%	74%	71%	56%	77%	71%	58%	61%
Fairly important	40%	39%	27%	24%	41%	33%	13%	26%	26%	38%	23%	29%	37%	31%
Not very important	12%	11%	7%	-	4%	7%	-	1%	3%	6%	-	-	5%	6%
Not at all important	-	-	-	-	4%	-	-	-	-	-	-	-	-	1%
Don't know	2%	-	-	-	-	-	-	-	-	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Very important	40%	17%	39%	48%	48%	20%	6%	44%	50%	25%	41%	36%	32%	34%
Fairly important	48%	28%	43%	43%	52%	60%	50%	37%	32%	50%	32%	43%	32%	39%
Not very important	7%	50%	14%	10%	-	7%	31%	14%	18%	13%	18%	7%	32%	19%
Not at all important	5%	6%	5%	-	-	13%	13%	6%	-	13%	5%	7%	5%	8%
Don't know	-	-	-	-	-	-	-	-	-	-	5%	7%	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - HR

Base: All IT Decision Makers from small businesses	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Very important	7%	6%	5%	24%	11%	-	-	14%	9%	19%	18%	14%	21%	8%
Fairly important	40%	39%	23%	38%	37%	40%	38%	34%	15%	31%	18%	29%	32%	21%
Not very important	33%	44%	36%	29%	44%	33%	56%	25%	35%	38%	27%	21%	26%	35%
Not at all important	17%	11%	36%	10%	7%	27%	6%	23%	35%	13%	36%	29%	21%	30%
Don't know	2%	-	-	-	-	-	-	3%	6%	-	-	7%	-	5%

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Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

		Company annual turnover						
Not applicable	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Not applicable	Prefer not to answer

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - General day-to-day running of the business

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Very important	-	69%	91%	62%	69%	80%	69%	-	67%
Fairly important	-	28%	9%	32%	27%	20%	31%	-	30%
Not very important	-	3%	-	6%	2%	-	-	-	3%
Not at all important	-	-	-	1%	-	-	-	-	-
Don't know	-	-	-	-	1%	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Very important	-	36%	73%	37%	36%	40%	38%	-	38%
Fairly important	-	50%	27%	40%	40%	30%	46%	-	44%
Not very important	-	8%	-	15%	21%	20%	15%	-	14%
Not at all important	-	6%	-	7%	3%	10%	-	-	5%
Don't know	-	-	-	1%	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - HR

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Very important	-	14%	27%	9%	14%	20%	8%	-	15%
Fairly important	-	39%	27%	27%	42%	20%	31%	-	24%
Not very important	-	31%	9%	31%	36%	40%	31%	-	41%
Not at all important	-	17%	18%	30%	8%	20%	23%	-	20%
Don't know	-	-	18%	3%	-	-	8%	-	-

YouGov Survey Results

Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

Region mainly work							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - General day-to-day running of the business

Base: All IT Decision Makers from small businesses	88	67	35	90	150	30	42	7
Very important	61%	60%	54%	71%	68%	63%	74%	43%
Fairly important	30%	34%	37%	29%	29%	33%	19%	43%
Not very important	7%	6%	6%	-	3%	3%	7%	14%
Not at all important	1%	-	3%	-	-	-	-	-
Don't know	1%	-	-	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses	88	67	35	90	150	30	42	7
Very important	41%	40%	40%	34%	38%	43%	26%	57%
Fairly important	42%	37%	34%	41%	41%	47%	45%	-
Not very important	10%	19%	23%	16%	16%	3%	21%	29%
Not at all important	7%	3%	3%	7%	5%	7%	7%	14%
Don't know	-	-	-	2%	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - HR

Base: All IT Decision Makers from small businesses	88	67	35	90	150	30	42	7
Very important	9%	9%	9%	12%	12%	10%	14%	14%
Fairly important	31%	34%	31%	29%	27%	37%	21%	43%
Not very important	31%	37%	34%	30%	35%	17%	40%	29%
Not at all important	27%	15%	26%	27%	25%	30%	19%	14%
Don't know	2%	4%	-	2%	1%	7%	5%	-

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Sample Size - 509 Small Business decision makers

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

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Finance/ accountancy

Base: All IT Decision Makers from small businesses

	509	400	109	3	38	89	137	242
Very important	55%	54%	60%	67%	55%	60%	56%	53%
Fairly important	35%	36%	31%	33%	45%	28%	34%	36%
Not very important	9%	9%	9%	-	-	12%	8%	10%
Not at all important	1%	2%	-	-	-	-	2%	2%
Don't know	-	-	-	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Training

Base: All IT Decision Makers from small businesses

	509	400	109	3	38	89	137	242
Very important	25%	24%	27%	67%	34%	31%	26%	20%
Fairly important	38%	38%	39%	33%	45%	36%	37%	38%
Not very important	23%	24%	20%	-	13%	24%	26%	23%
Not at all important	13%	13%	10%	-	3%	7%	10%	18%
Don't know	1%	1%	4%	-	5%	2%	1%	1%

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Information Technology (i.e. computers, telecommunications, software etc.)

Base: All IT Decision Makers from small businesses

	509	400	109	3	38	89	137	242
Increase	32%	34%	24%	-	47%	27%	35%	30%
No change	59%	57%	65%	67%	47%	58%	57%	61%
Decrease	7%	7%	7%	-	5%	10%	6%	7%
Don't know	3%	2%	4%	33%	-	4%	2%	2%

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Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

Work industry (short list)													
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Finance/ accountancy

Base: All IT Decision Makers from small businesses

	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Very important	57%	67%	55%	57%	52%	80%	50%	53%	62%	44%	45%	50%	79%	51%
Fairly important	29%	28%	39%	38%	33%	20%	50%	38%	21%	44%	36%	43%	11%	38%
Not very important	12%	6%	7%	5%	15%	-	-	8%	18%	13%	9%	7%	5%	9%
Not at all important	2%	-	-	-	-	-	-	1%	-	-	9%	-	5%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Training

Base: All IT Decision Makers from small businesses

	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Very important	14%	-	9%	33%	11%	20%	19%	45%	24%	25%	32%	21%	16%	20%
Fairly important	43%	44%	23%	38%	37%	60%	56%	34%	24%	38%	36%	43%	42%	45%
Not very important	21%	44%	43%	19%	44%	13%	25%	12%	21%	38%	18%	14%	21%	23%
Not at all important	17%	11%	23%	10%	7%	7%	-	9%	24%	-	14%	21%	21%	11%
Don't know	5%	-	2%	-	-	-	-	-	9%	-	-	-	-	1%

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Information Technology (i.e. computers, telecommunications, software etc.)

Base: All IT Decision Makers from small businesses

	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Increase	31%	17%	25%	38%	30%	40%	19%	42%	26%	44%	36%	14%	32%	28%
No change	57%	67%	61%	52%	59%	47%	69%	52%	62%	56%	59%	71%	58%	64%
Decrease	12%	6%	9%	5%	11%	13%	6%	4%	12%	-	5%	7%	11%	5%
Don't know	-	11%	5%	5%	-	-	6%	2%	-	-	-	7%	-	3%

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Sample Size - 509 Small Business decision makers

		Company annual turnover						
Not applicable	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Not applicable	Prefer not to answer

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Finance/ accountancy

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Very important	-	67%	82%	50%	71%	70%	69%	-	50%
Fairly important	-	31%	18%	37%	24%	20%	31%	-	44%
Not very important	-	3%	-	11%	4%	10%	-	-	6%
Not at all important	-	-	-	2%	1%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Training

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Very important	-	28%	55%	23%	24%	40%	23%	-	26%
Fairly important	-	47%	18%	37%	45%	10%	38%	-	39%
Not very important	-	17%	18%	23%	24%	40%	23%	-	23%
Not at all important	-	8%	-	15%	5%	10%	15%	-	12%
Don't know	-	-	9%	2%	1%	-	-	-	-

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Information Technology (i.e. computers, telecommunications, software etc.)

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Increase	-	39%	45%	30%	40%	40%	38%	-	24%
No change	-	50%	45%	63%	51%	30%	31%	-	62%
Decrease	-	8%	-	6%	8%	10%	31%	-	6%
Don't know	-	3%	9%	1%	1%	20%	-	-	8%

YouGov Survey Results

Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

Region mainly work							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Finance/ accountancy

Base: All IT Decision Makers from small businesses

	88	67	35	90	150	30	42	7
Very important	55%	55%	57%	57%	52%	60%	62%	43%
Fairly important	31%	37%	34%	36%	37%	33%	29%	43%
Not very important	13%	7%	9%	8%	9%	3%	10%	14%
Not at all important	2%	-	-	-	3%	3%	-	-
Don't know	-	-	-	-	-	-	-	-

In general, how important, if at all, do you think technology is to each of the following areas of your business? (Please tick ONE option on each row) - Training

Base: All IT Decision Makers from small businesses

	88	67	35	90	150	30	42	7
Very important	31%	22%	23%	30%	23%	20%	17%	29%
Fairly important	34%	39%	43%	32%	37%	57%	45%	29%
Not very important	18%	27%	17%	22%	25%	17%	31%	29%
Not at all important	15%	10%	17%	16%	12%	7%	7%	14%
Don't know	2%	1%	-	-	3%	-	-	-

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Information Technology (i.e. computers, telecommunications, software etc.)

Base: All IT Decision Makers from small businesses

	88	67	35	90	150	30	42	7
Increase	32%	21%	29%	34%	36%	40%	29%	29%
No change	57%	72%	60%	52%	59%	43%	64%	57%
Decrease	11%	7%	9%	10%	3%	7%	2%	-
Don't know	-	-	3%	3%	2%	10%	5%	14%

YouGov Survey Results

Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

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

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses

	509	400	109	3	38	89	137	242
Increase	25%	27%	17%	33%	42%	26%	23%	23%
No change	66%	65%	70%	33%	50%	64%	68%	69%
Decrease	6%	5%	9%	-	8%	6%	6%	6%
Don't know	3%	3%	5%	33%	-	4%	4%	3%

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Office supplies

Base: All IT Decision Makers from small businesses

	509	400	109	3	38	89	137	242
Increase	9%	9%	9%	-	21%	9%	10%	6%
No change	77%	78%	73%	67%	71%	76%	77%	79%
Decrease	12%	11%	14%	-	8%	11%	11%	13%
Don't know	2%	2%	4%	33%	-	3%	2%	2%

Cell Contents (Column Percentage)

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Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

Work industry (short list)													
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses

	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Increase	26%	17%	27%	38%	33%	27%	6%	23%	32%	31%	23%	14%	16%	24%
No change	62%	67%	57%	57%	63%	67%	75%	67%	65%	63%	73%	64%	79%	69%
Decrease	10%	11%	9%	-	4%	7%	13%	6%	3%	6%	5%	7%	5%	3%
Don't know	2%	6%	7%	5%	-	-	6%	3%	-	-	-	14%	-	4%

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Office supplies

Base: All IT Decision Makers from small businesses

	42	18	44	21	27	15	16	125	34	16	22	14	19	96
Increase	10%	6%	9%	14%	7%	20%	6%	8%	6%	38%	9%	7%	-	6%
No change	79%	83%	73%	76%	70%	67%	75%	80%	74%	44%	77%	71%	89%	82%
Decrease	12%	-	16%	5%	22%	13%	13%	10%	21%	6%	14%	14%	11%	9%
Don't know	-	11%	2%	5%	-	-	6%	2%	-	13%	-	7%	-	2%

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Fieldwork - 14th - 20th February

Sample Size - 509 Small Business decision makers

		Company annual turnover						
Not applicable	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Not applicable	Prefer not to answer

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Increase	-	33%	36%	24%	31%	20%	15%	-	20%
No change	-	61%	55%	69%	59%	60%	69%	-	65%
Decrease	-	3%	-	5%	8%	-	15%	-	6%
Don't know	-	3%	9%	2%	2%	20%	-	-	9%

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Office supplies

Base: All IT Decision Makers from small businesses

	-	36	11	314	95	10	13	-	66
Increase	-	17%	27%	10%	7%	10%	-	-	5%
No change	-	72%	73%	77%	80%	60%	69%	-	77%
Decrease	-	8%	-	12%	12%	20%	31%	-	9%
Don't know	-	3%	-	1%	1%	10%	-	-	9%

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Sample Size - 509 Small Business decision makers

Region mainly work							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Marketing

Base: All IT Decision Makers from small businesses

	88	67	35	90	150	30	42	7
Increase	28%	28%	23%	29%	22%	23%	14%	29%
No change	63%	64%	66%	66%	69%	57%	76%	57%
Decrease	6%	7%	9%	3%	7%	10%	2%	-
Don't know	3%	-	3%	2%	3%	10%	7%	14%

Thinking about the next 12 months...Will your business increase or decrease spending in each of the following areas compared to the previous 12 months, or will there be no difference? (Please tick ONE option on each row) - Office supplies

Base: All IT Decision Makers from small businesses

	88	67	35	90	150	30	42	7
Increase	14%	6%	-	9%	9%	20%	5%	-
No change	75%	75%	80%	76%	79%	63%	88%	86%
Decrease	10%	19%	17%	13%	10%	10%	5%	-
Don't know	1%	-	3%	2%	3%	7%	2%	14%