

*Opinions Of Small Business Professionals  
~ Issues Facing Small Business and the UK Overall ~*

**Presentation at The House Of Lords  
June 27, 2007**

**Presented by  
Michele Levine, Chief Executive  
Roy Morgan International**

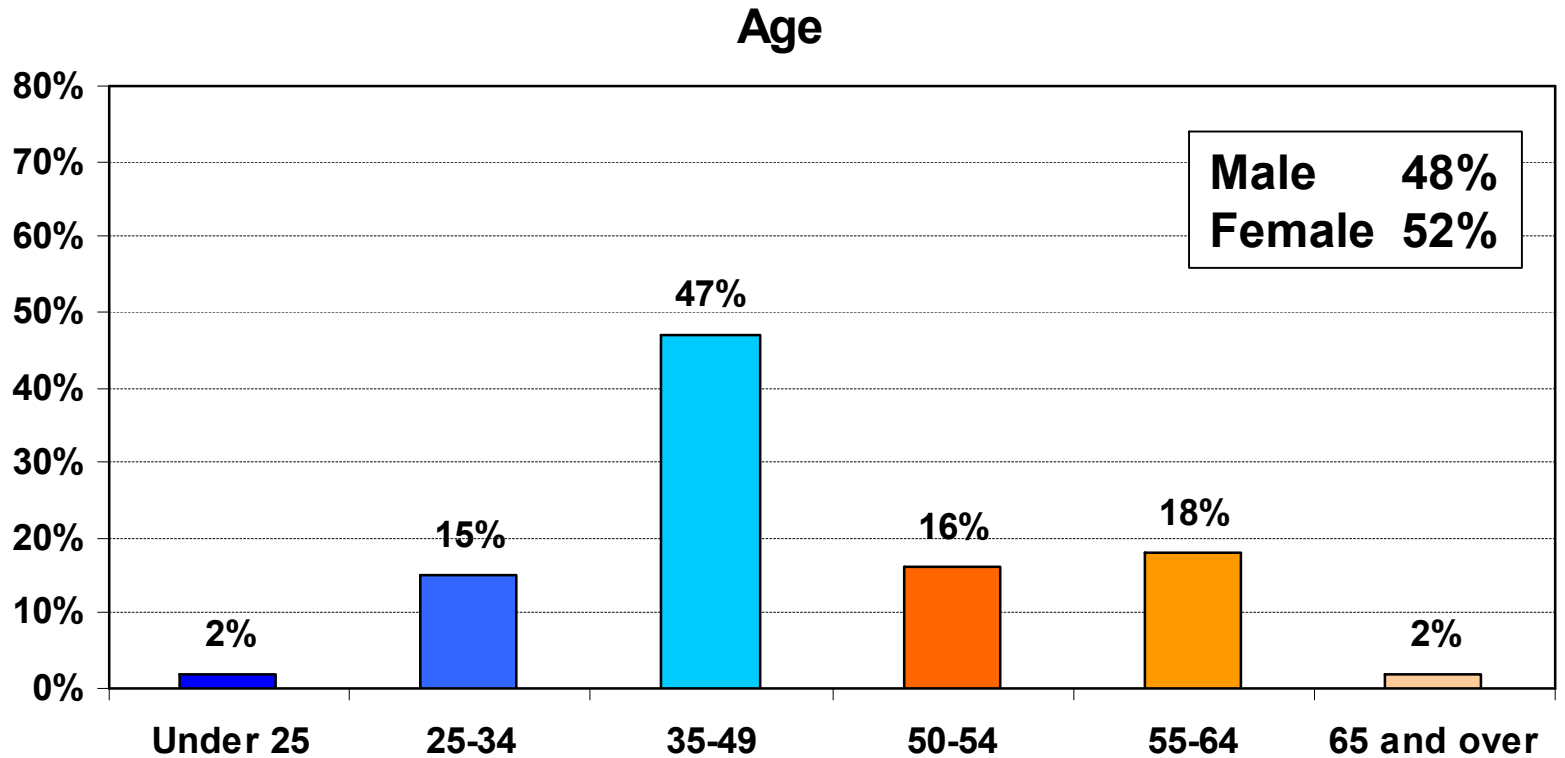


## *The Survey*

- *Between June 19 and 21, 2007 Roy Morgan Research conducted a survey of 623 UK Small Business Professionals*
- *The survey asked a series of opinion based questions around issues facing the United Kingdom and business today.*



# Respondent Profile - Demographics



Base: 623 UK Business Professionals

## Occupation

### Small Business Professionals

	%
Owner, Partner or Proprietor	37
Managing Director/ Chairman	14
Other worker; Clerk, Typist, Key Punch Operator, Secretary, Receptionist	9
Company Accountant Treasurer or Company Secretary	7
Other Director	5
Department Head, Administration Manager, Branch Manager	5
IT Professional, Data communication, Systems Analysts Engineer	4
Other professional: Teacher, Nurse, Social Worker, Policeman	4
General Manager	3
Professional: Doctor, Dentist, Chemist, Systems Analyst, University Lecturer, Geologist, Solicitor	3
Skilled Worker; Foreman, Tradesman, Technician, Printer	2
Sales Person, Sales Representative, Shop Worker	2
Member of Management Board or Executive Committee	1
Semiskilled Worker, Machinist, Driver	1
Other Manual Worker: Cleaner, Council Worker, Labourer	1
Other	14

(Respondents could give more than one response)

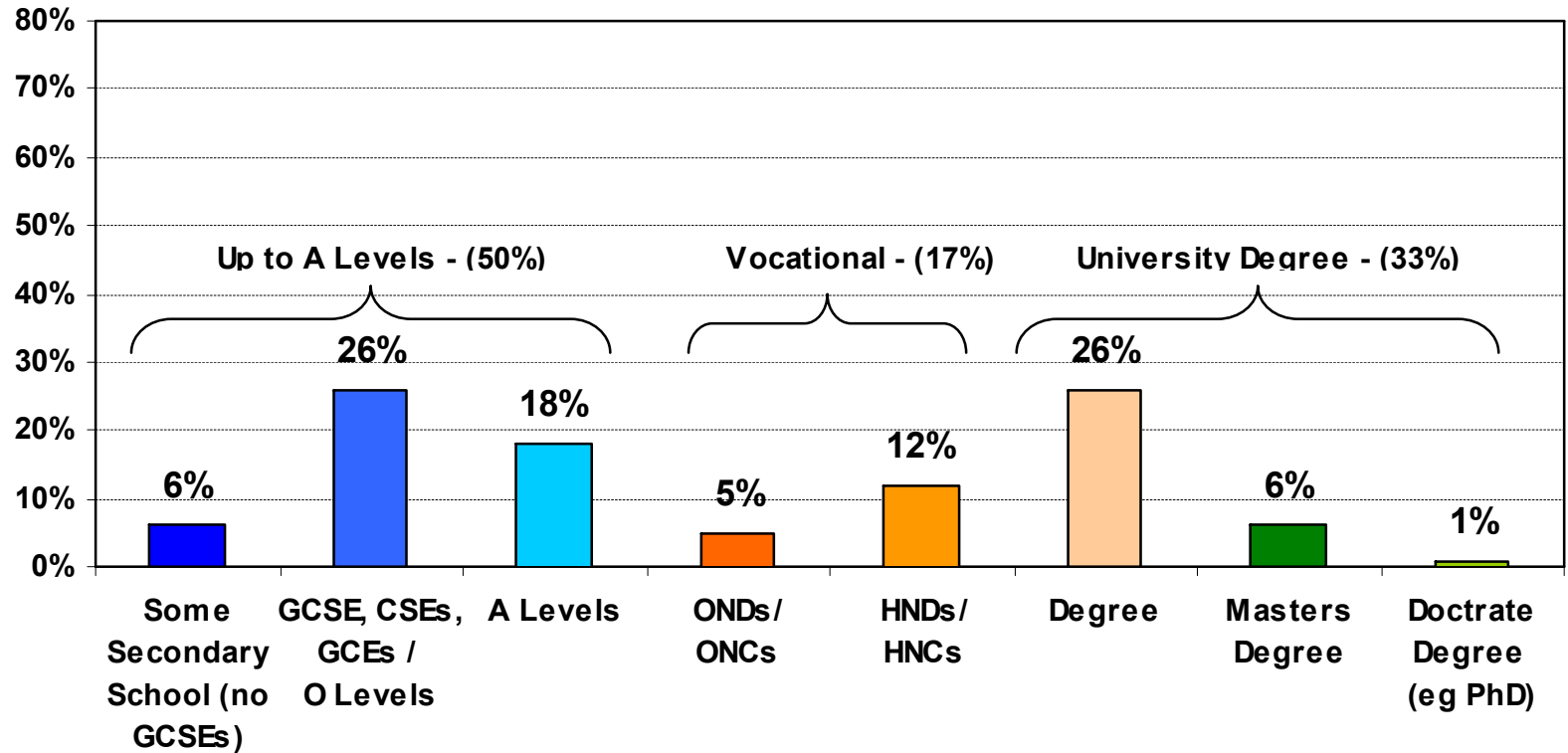
## Work Status

Full time	69
Part time	23
Other	8

Base: 623 UK Small Business Professionals



## Education



Base: 623 UK Business Professionals



## Industry

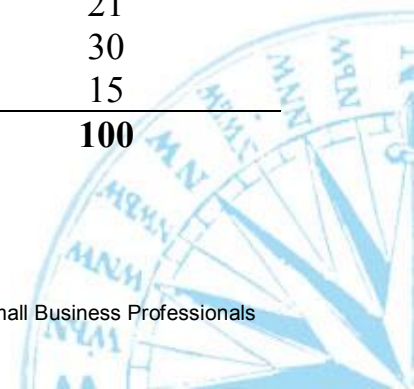
	<b>Small Business Professionals</b>
	%
Finance and Insurance	20
Business Services	17
Manufacturing	6
Construction	6
Retail	6
Education	3
Health	3
Other Community Services	3
Recreation and Personal services	3
Agriculture	2
Transport and Storage	2
Media	2
Public Administration and Defence	2
Electricity, Gas and Water	1
Wholesale	1
Telecommunications	1
Communication	1
Property	1
Mining	-
Other	20
<b>Total</b>	<b>100</b>

## Sector

	<b>Small Business Professionals</b>
	%
Public Service	13
Private Industry	47
Self employed	40
<b>Total</b>	<b>100</b>

## Size of Organisation

	<b>Small Business Professionals</b>
	%
Only self	34
2-4 people	21
5-99 people	30
100 people or more	15
<b>Total</b>	<b>100</b>

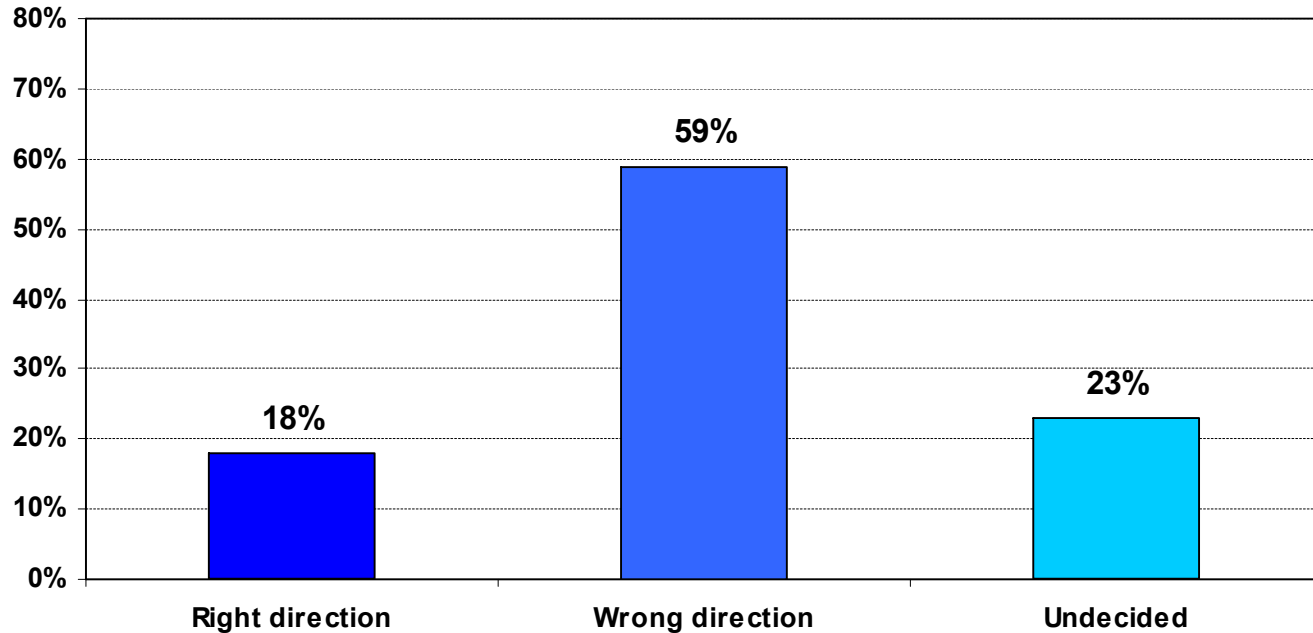


# *The Results*



# *Are things in the UK heading in the Right direction or the Wrong direction?*

## UK Going in Right / Wrong Direction



Base: 623 UK Business Professionals





# Most Important Problem Facing the UK Today

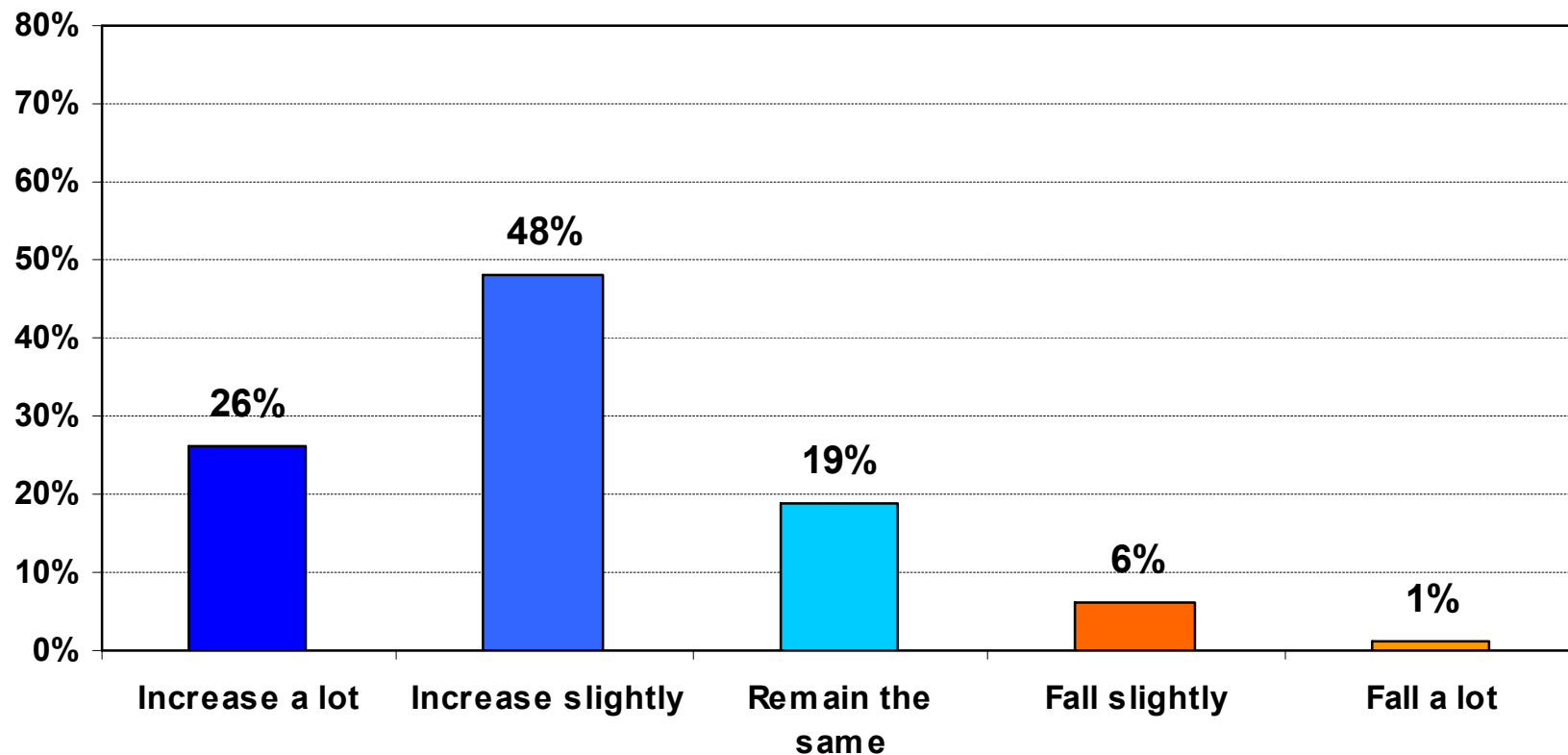
	<b>Small Business Professionals</b>
	%
Immigration, immigration policy	16
Legislation / Over regulation / Red tape / Government interference	8
Government, politics, political system	8
Economic problems	6
Tax Issues	6
Moral decline in society / Lack of respect for the law	4
Housing / Lack of housing / Housing for young / Lack of affordable housing / Housing grants	4
Lack of support for small business / Decline of small Business	3
Crime	3
Lack of quality / Qualified / Experienced / Suitable staff / Skills shortage	3
Terrorism	2
Over population	2
Off shoring of manufacturing / Outsourcing	2
Competition in business / Companies / Markets	2
Unemployment	2
Climate change / Global warming	1
Educational issues	1
Globalisation / fairer world trade	1
Law And Order	1
National Health Service (NHS)	1
Nanny State	1
Wars and conflicts	1
Security, safety	1
Demise of manufacturing / Industry	1
Lack of confidence	1
Poverty, the gap between rich and poor	1
Other health issues	1
Other	11
Can't Say	3
<b>Total</b>	<b>100</b>

Base: 623 UK Small Business Professionals



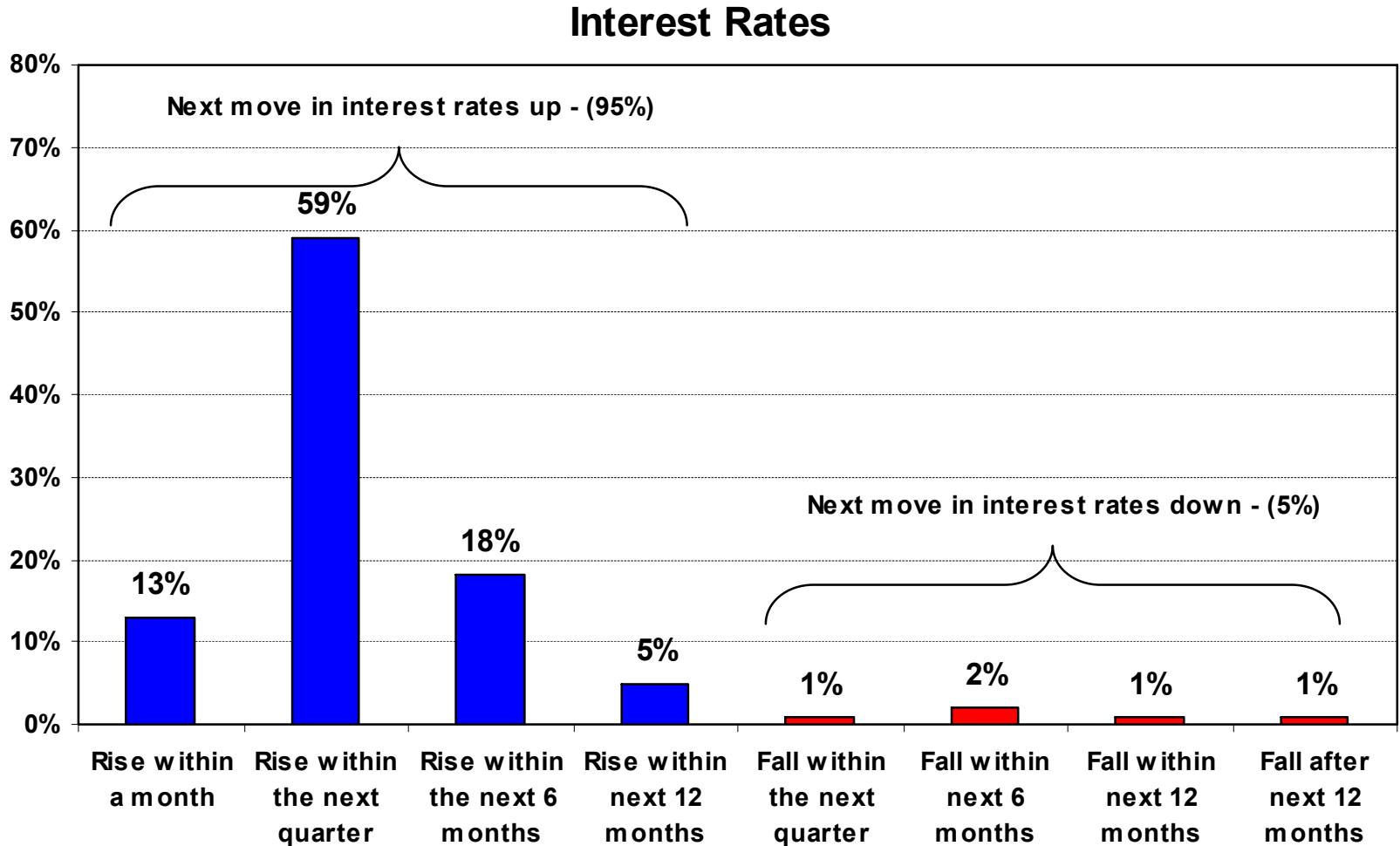
# *Expectation of Unemployment in the UK over the next 12 months*

## Unemployment in the UK



Base: 623 UK Business Professionals

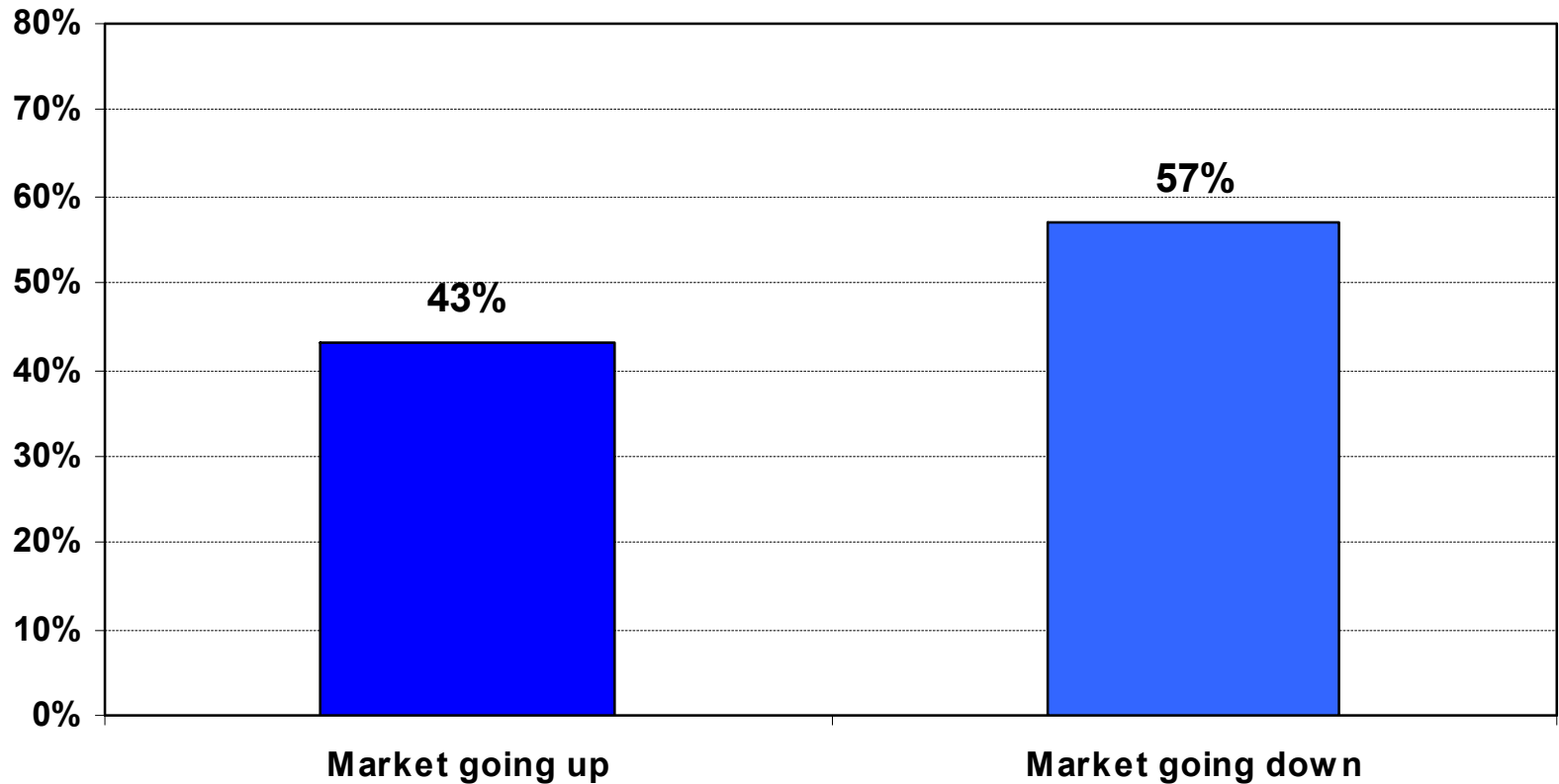
# *Will the next move in Interest Rates be up or down?*



Base: 623 UK B Business Professionals

# *The Stock Market over the next 12 months*

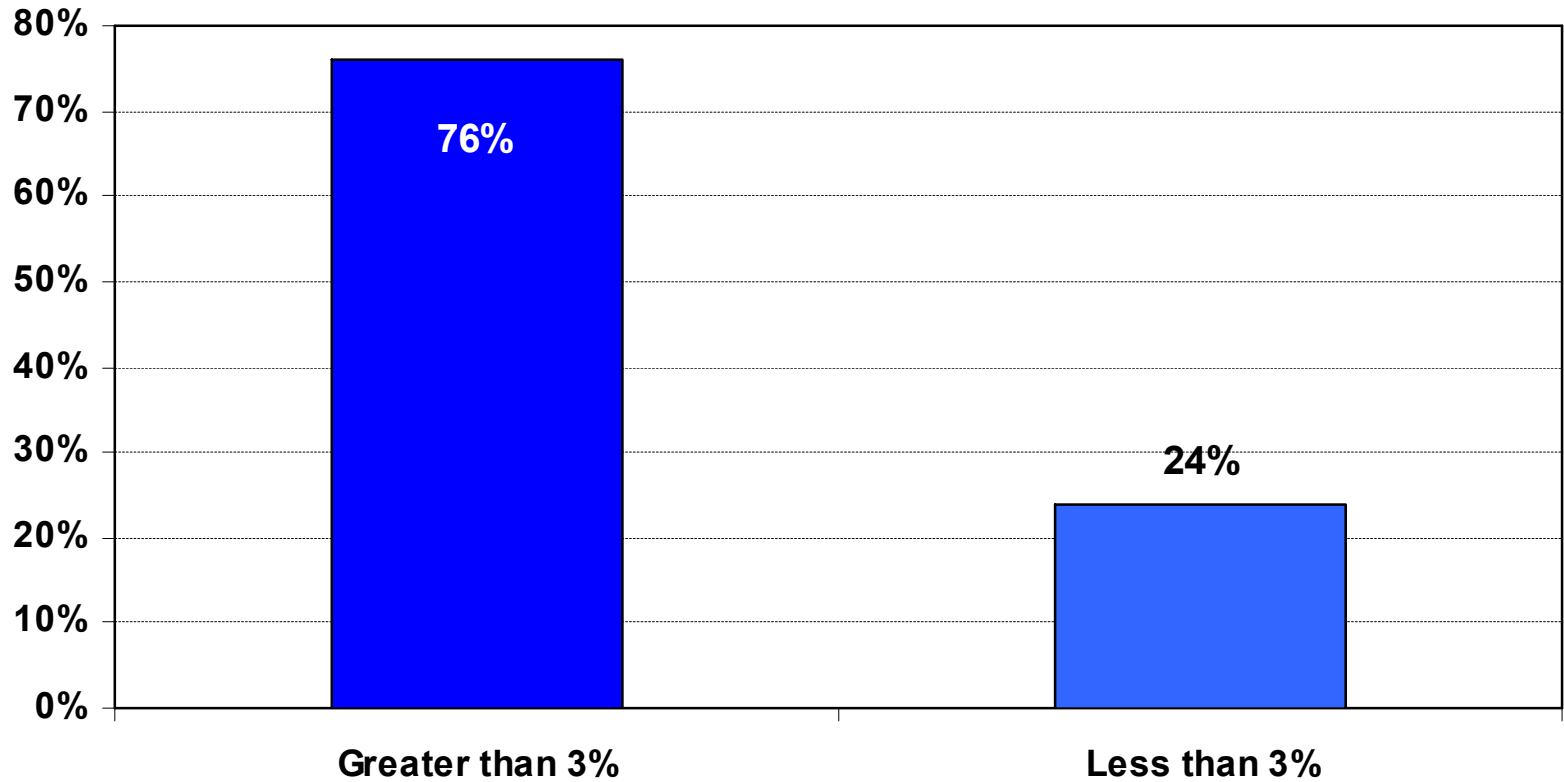
## Stock Market



Base: 623 UK Business Professionals

# *Inflation over the next 12 months*

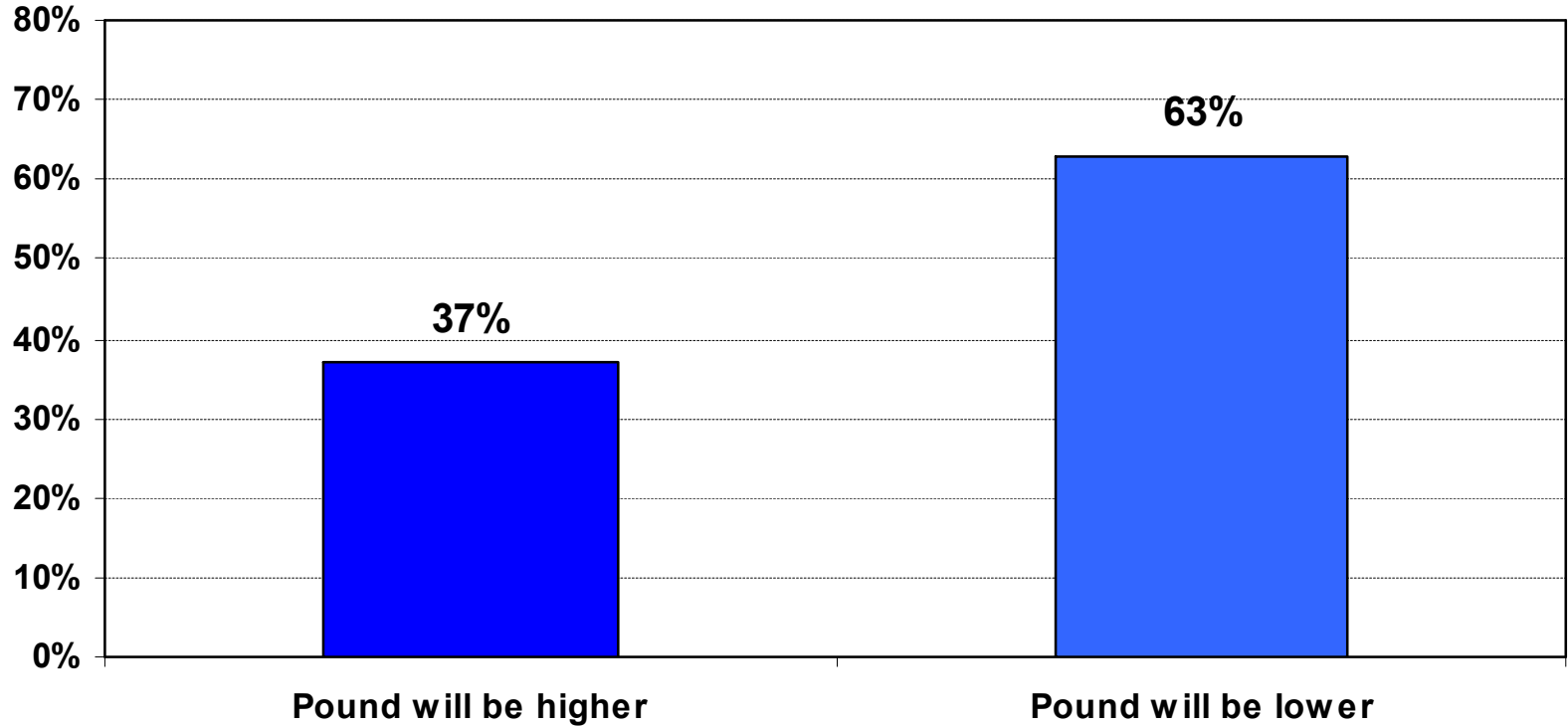
## Inflation



Base: 623 UK Business Professionals

# UK Pound over the next 12 months

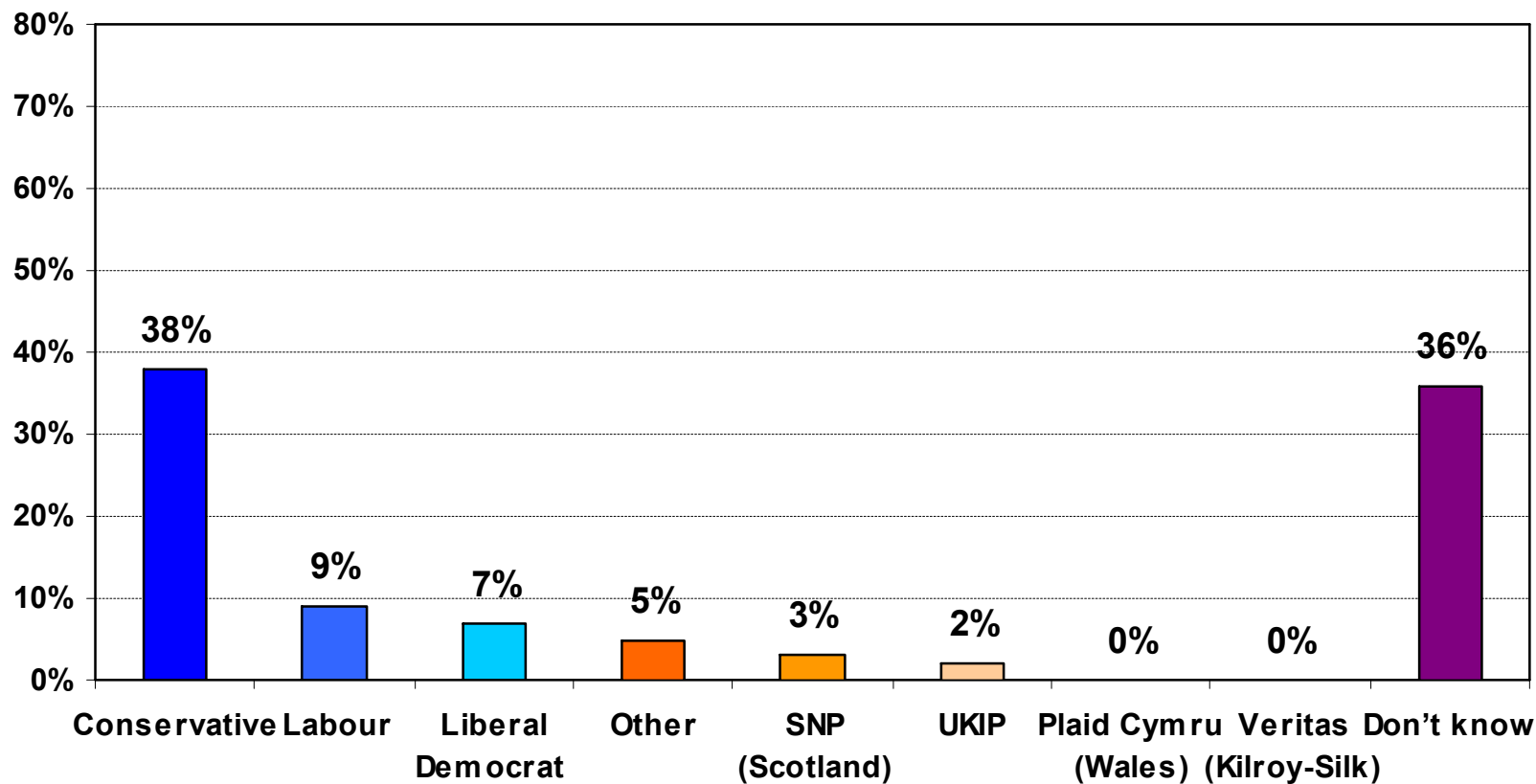
## UK Pound



Base: 623 UK Business Professionals

# Which Party is Better for Small Business?

## Party Better for Small Business

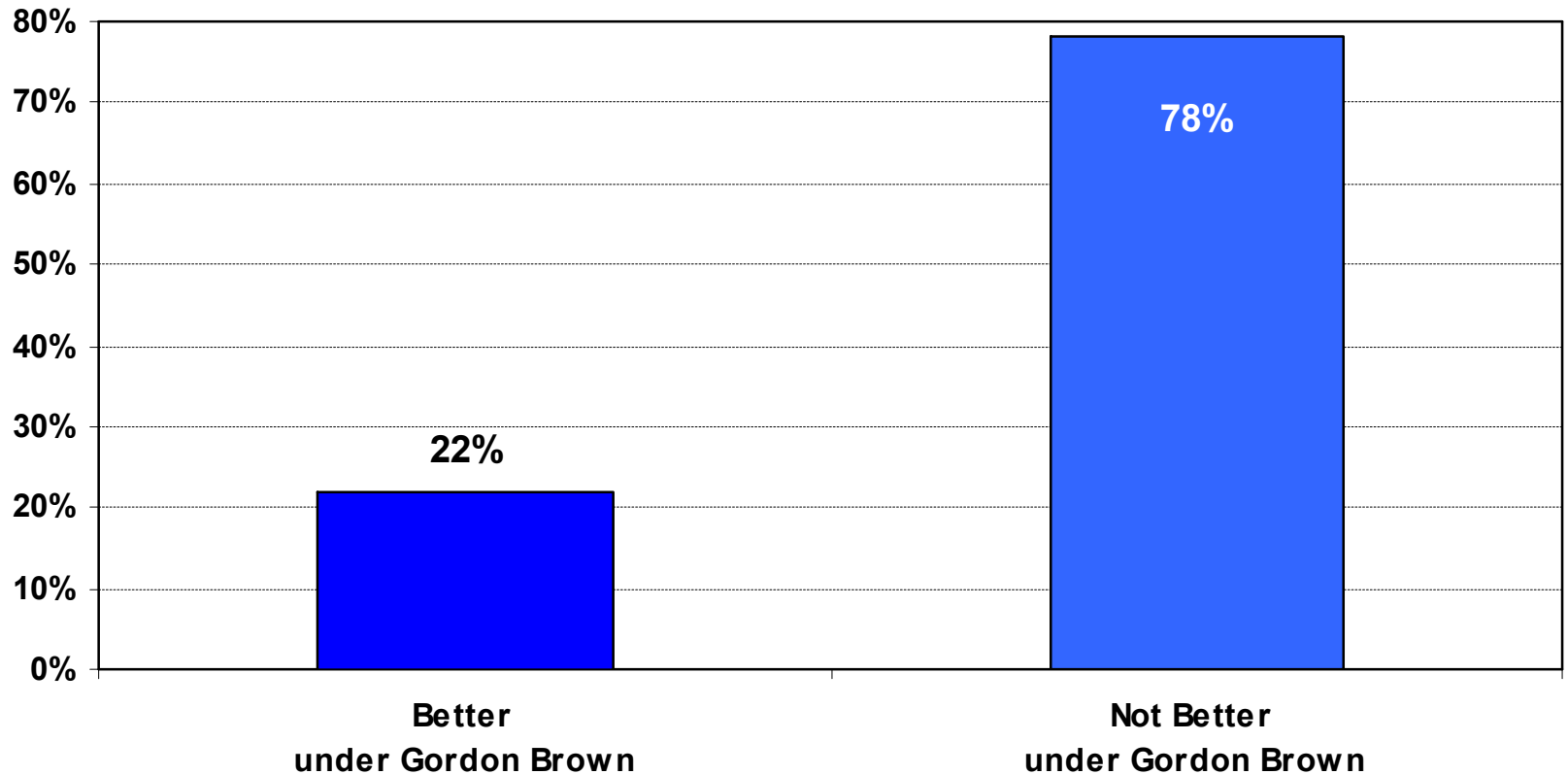


Base: 623 UK Business Professionals



# *Will your Business be better under Gordon Brown than Tony Blair?*

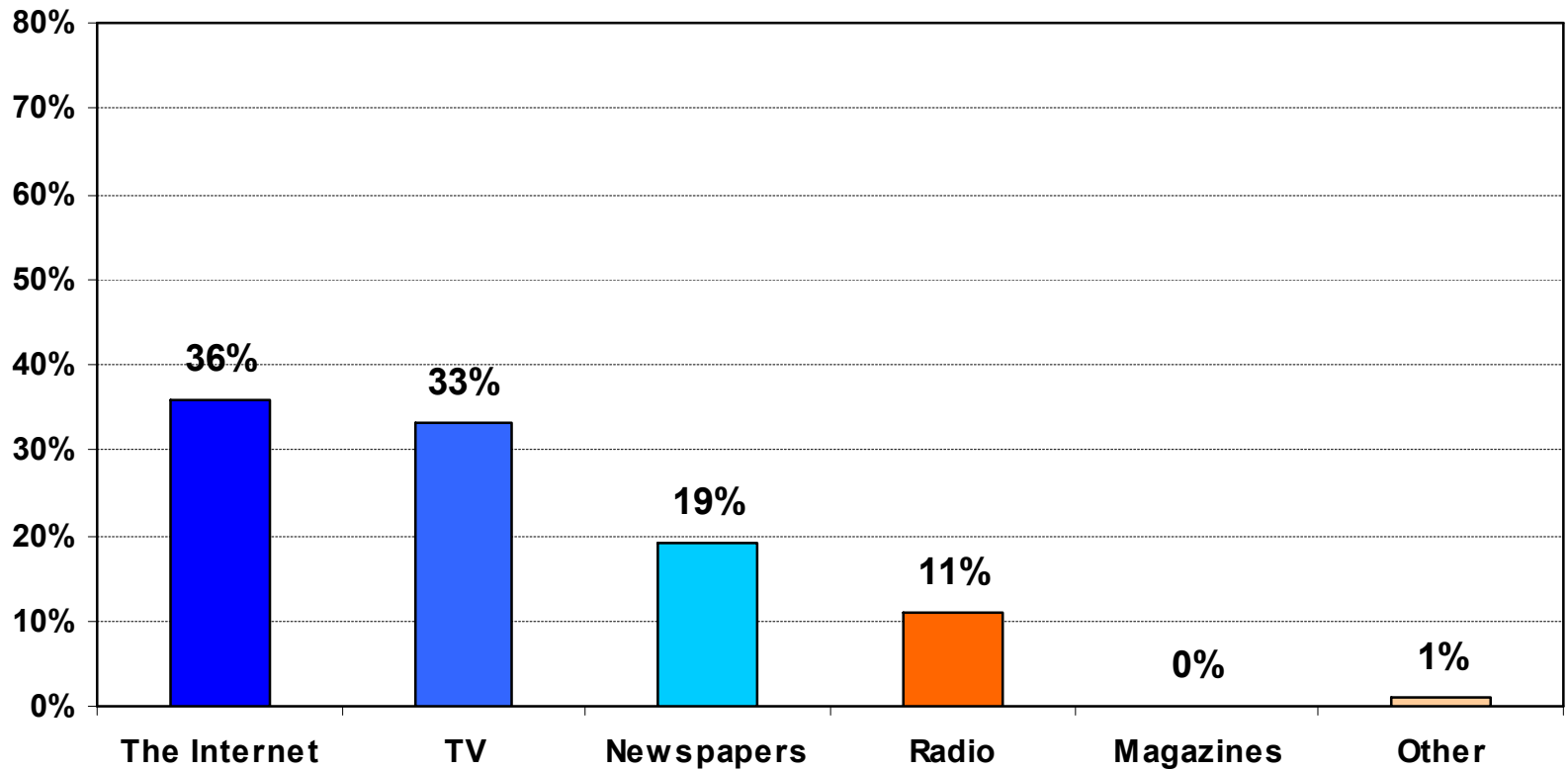
## Better Under Gordon Brown?



Base: 623 UK Business Professionals

# *Which one Media is your Main Source of Information?*

## Main Source of Information



Base: 623 UK Business Professionals

# *Information Sources Recommend to People in your Business*

## Small Business Professionals

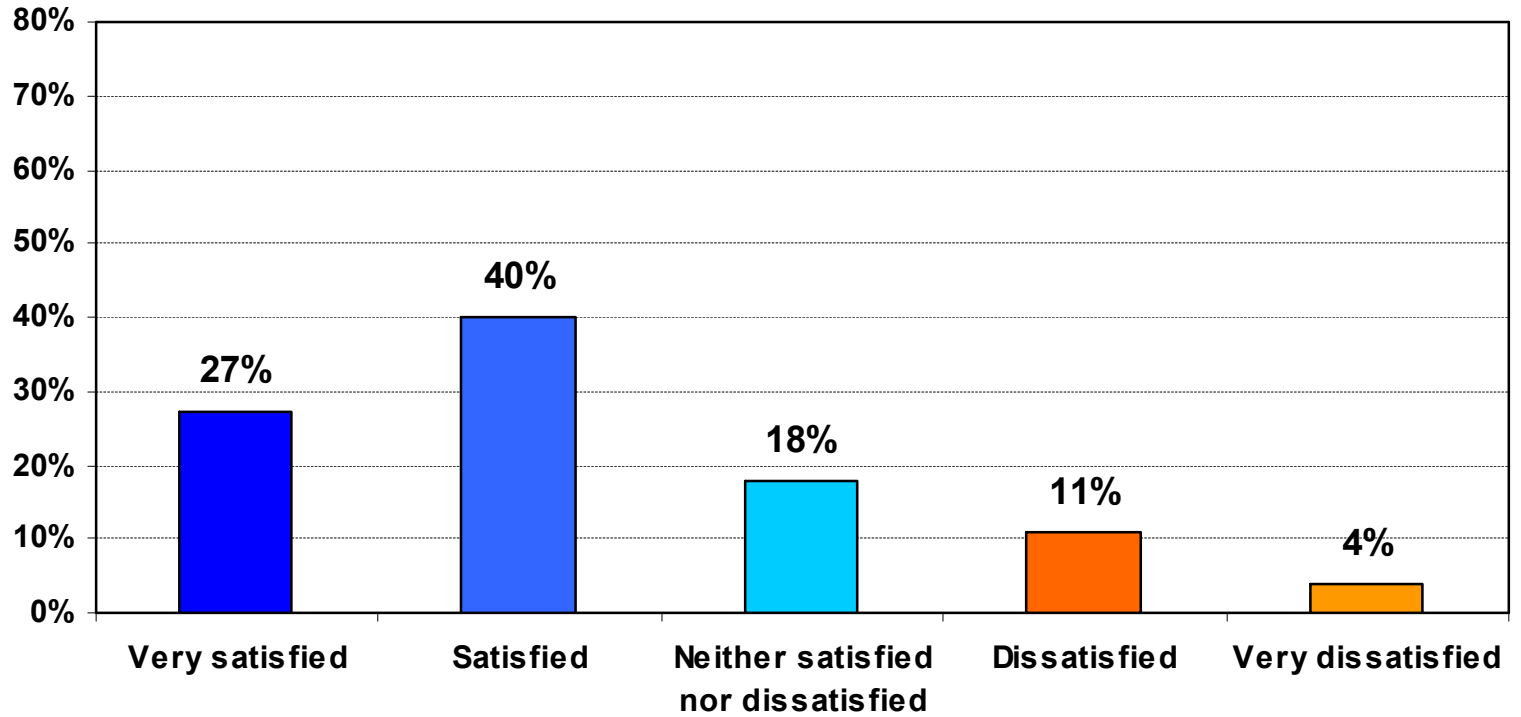
	%
Internet / Web Sites	44
Newspapers	14
Professional Trade Journals and Publications	10
TV	8
Professional Trade Associations / Organisations	5
Radio	4
Networking / Word of Mouth / Meeting with people	3
All / Any / Depends	2
PCG	2
Magazines	2
All media channels	1
Other	8
None	32

\* Respondents could give more than one response

Base: 623 UK Small Business Professionals



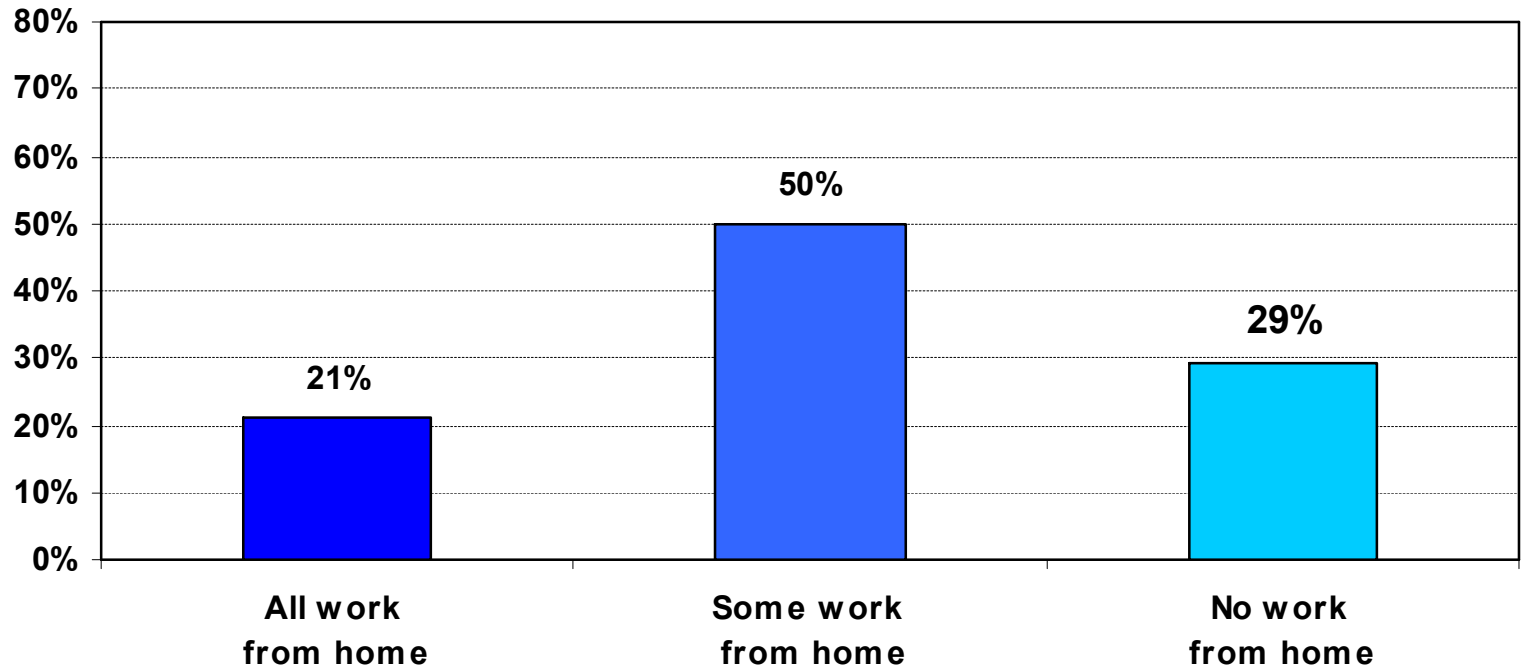
## Job Satisfaction



Base: 623 UK Business Professionals



## Work From Home



Base: 623 UK Business Professionals



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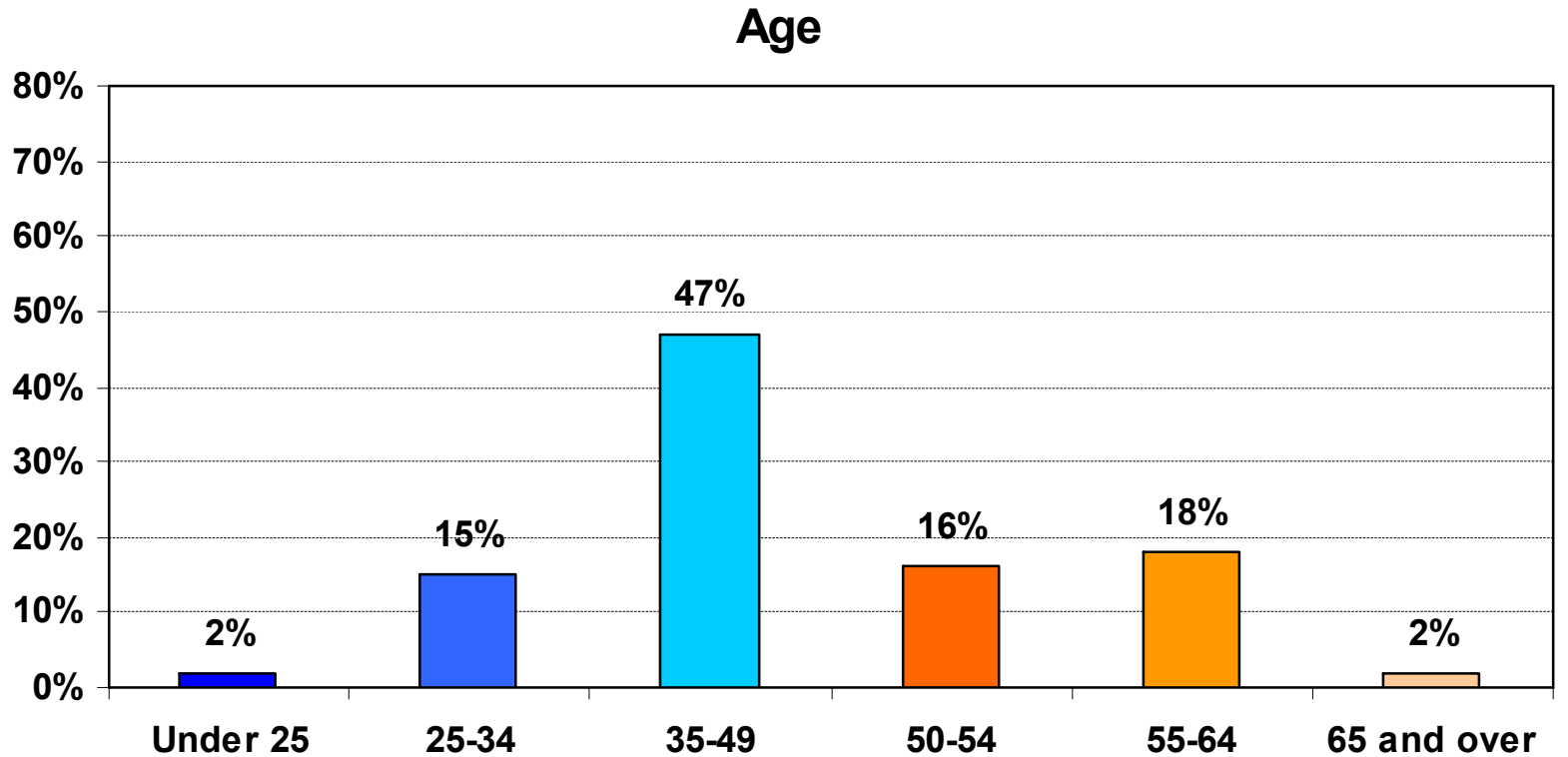
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Email: [Sally.Roberts@roymorgan.com](mailto:Sally.Roberts@roymorgan.com)

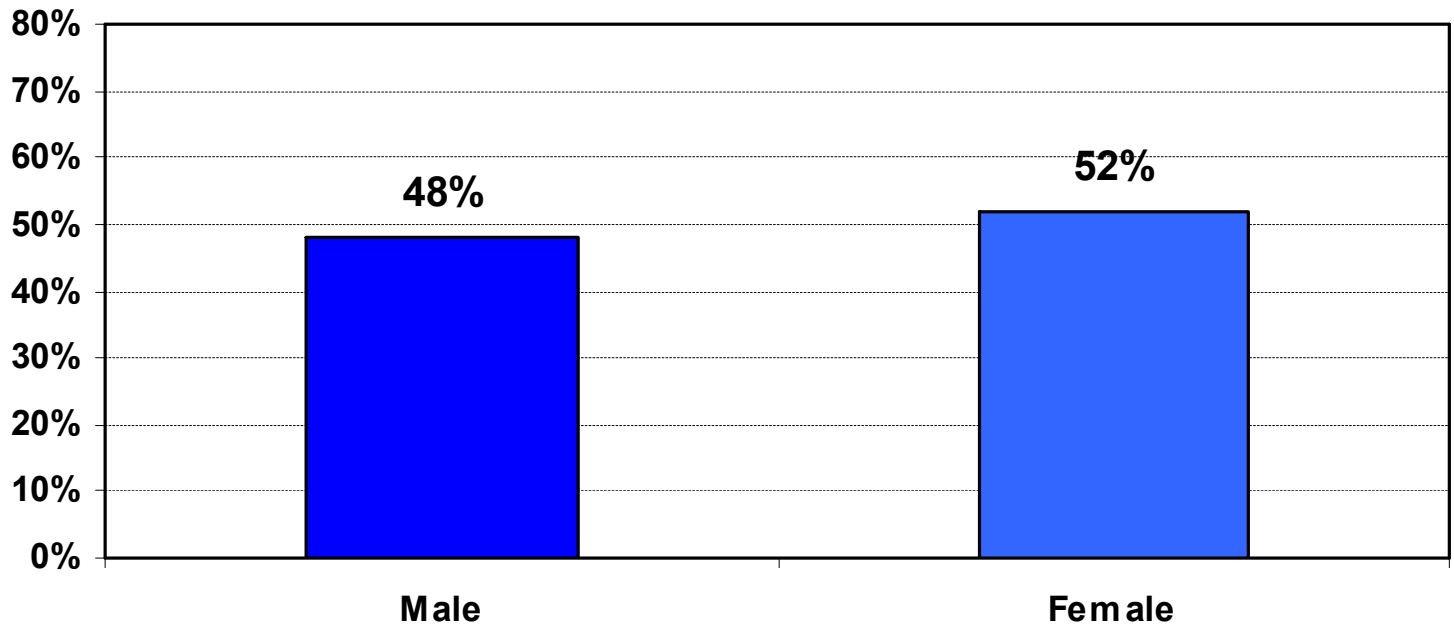


## Demographics in More Detail



Base: 623 UK Business Professionals

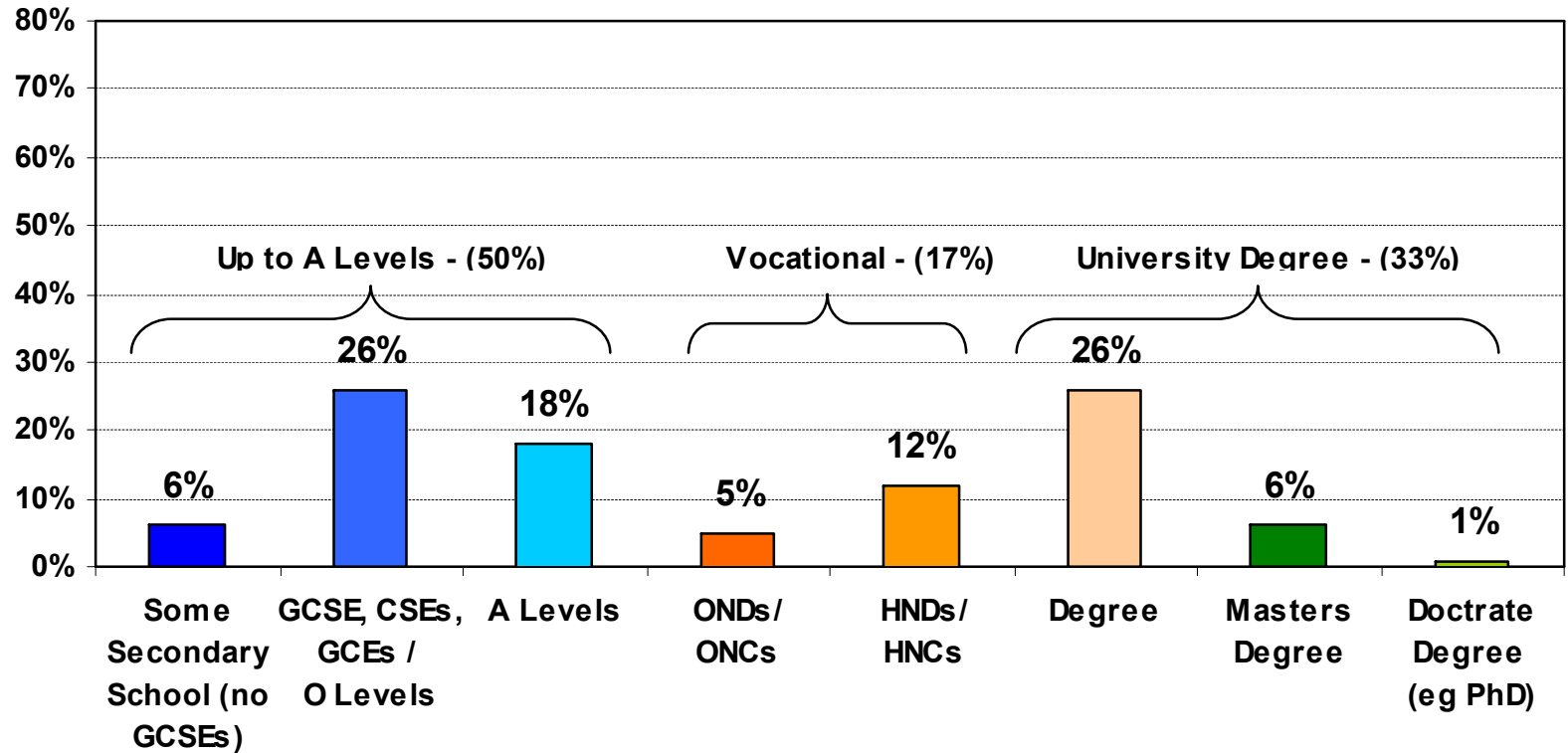
## Gender



Base: 623 UK B Business Professionals

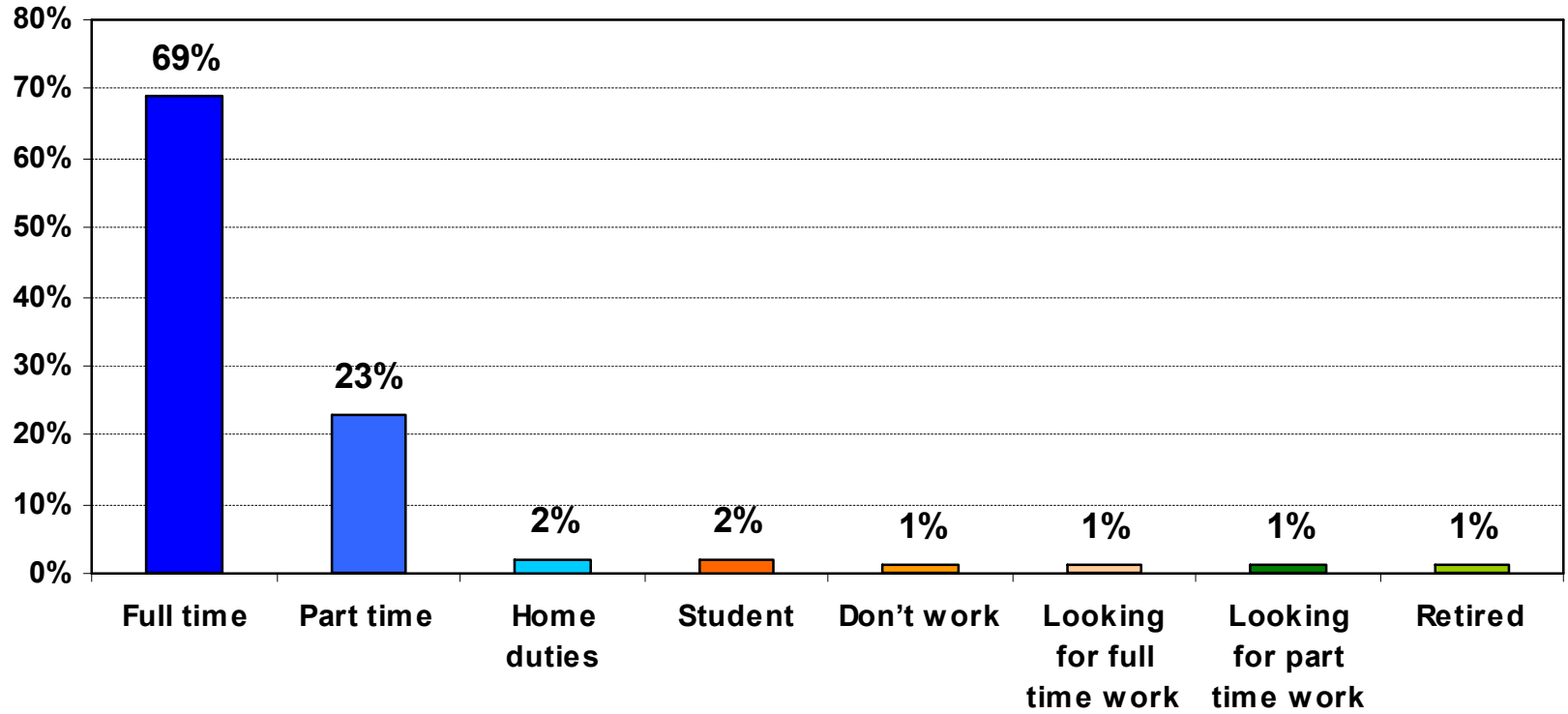


## Education



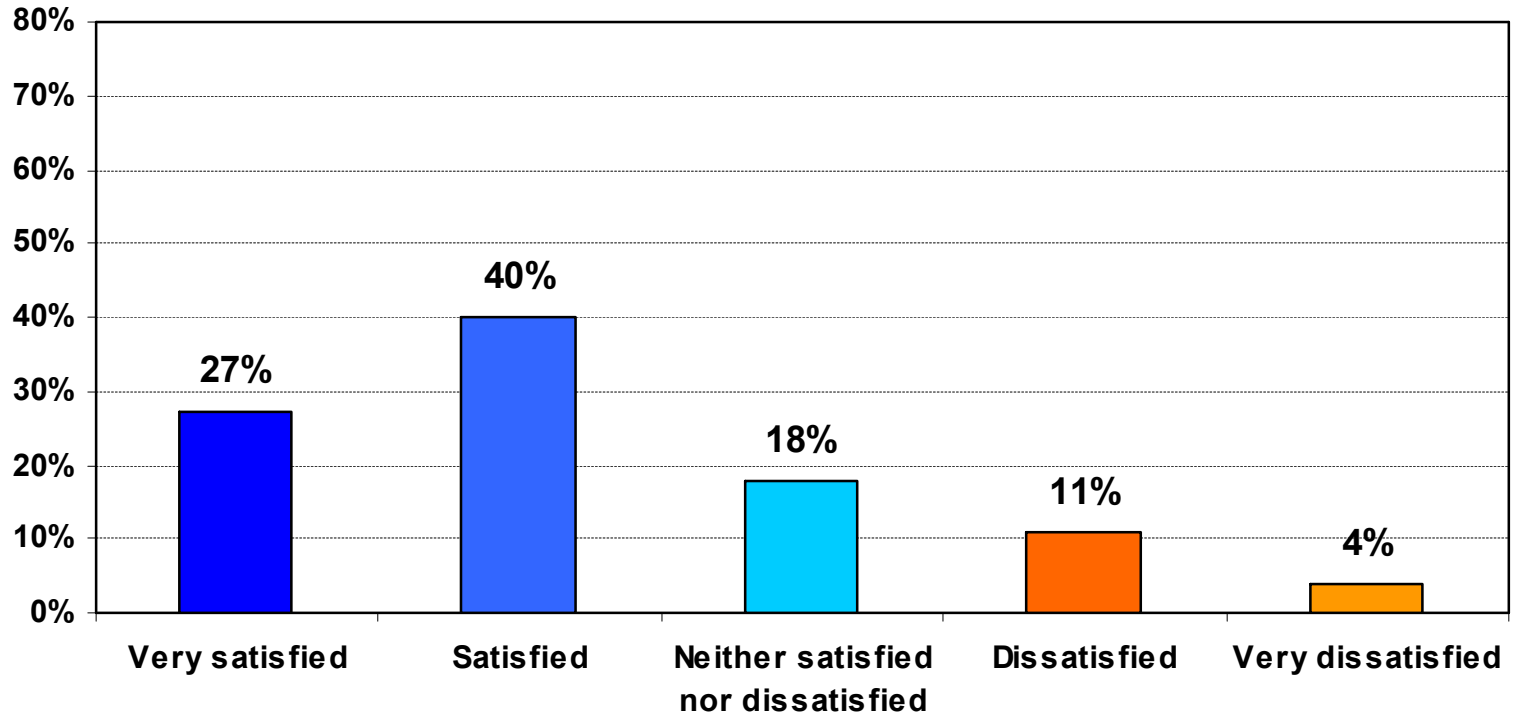
Base: 623 UK Business Professionals

## Work Status



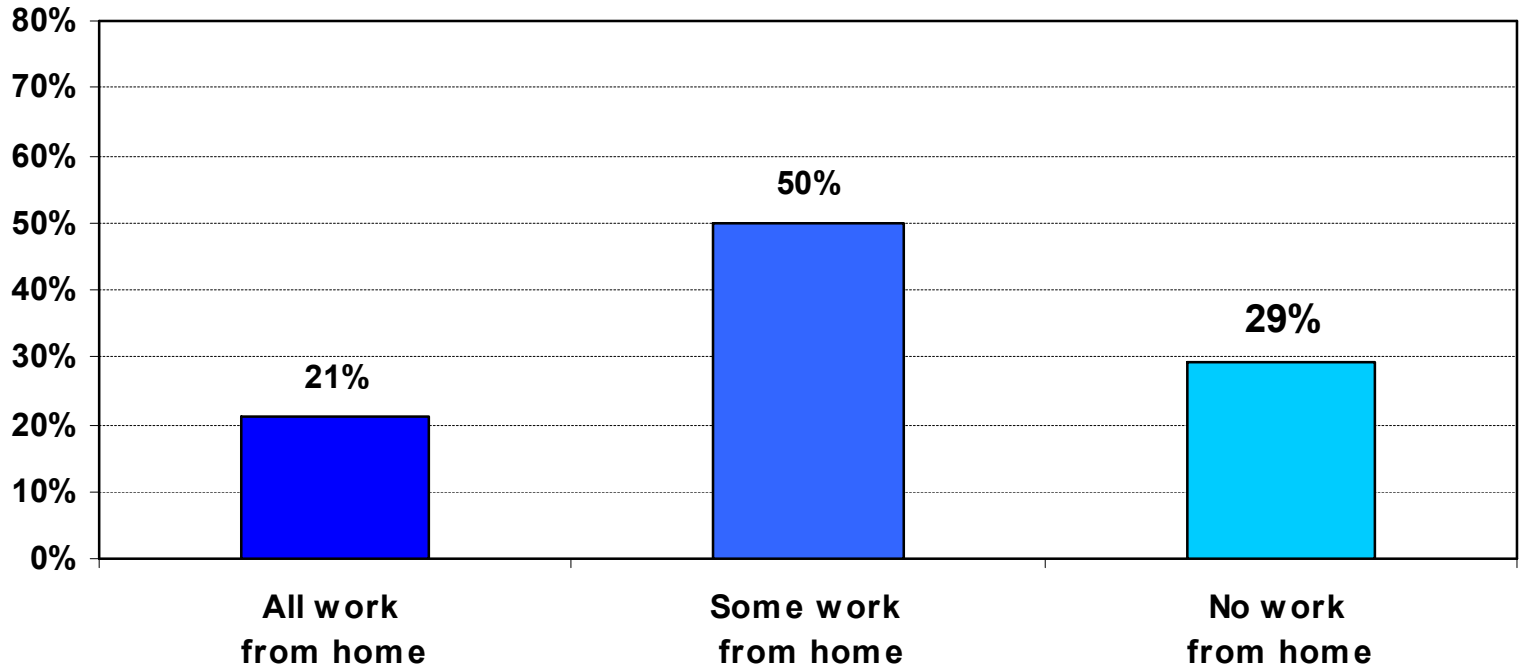
Base: 623 UK Business Professionals

## Job Satisfaction



Base: 623 UK Business Professionals

## Work From Home



Base: 623 UK Business Professionals

## Occupation

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Other worker; Clerk, Typist, Key Punch Operator, Secretary, Receptionist	9
Company Accountant Treasurer or Company Secretary	7
Other Director	5
Department Head, Administration Manager, Branch Manager	5
IT Professional, Data communication, Systems Analysts Engineer	4
Other professional: Teacher, Nurse, Social Worker, Policeman	4
General Manager	3
Professional: Doctor, Dentist, Chemist, Systems Analyst, University Lecturer, Geologist, Solicitor	3
Skilled Worker; Foreman, Tradesman, Technician, Printer	2
Sales Person, Sales Representative, Shop Worker	2
Member of Management Board or Executive Committee	1
Semiskilled Worker, Machinist, Driver	1
Other Manual Worker: Cleaner, Council Worker, Labourer	1
Other	14

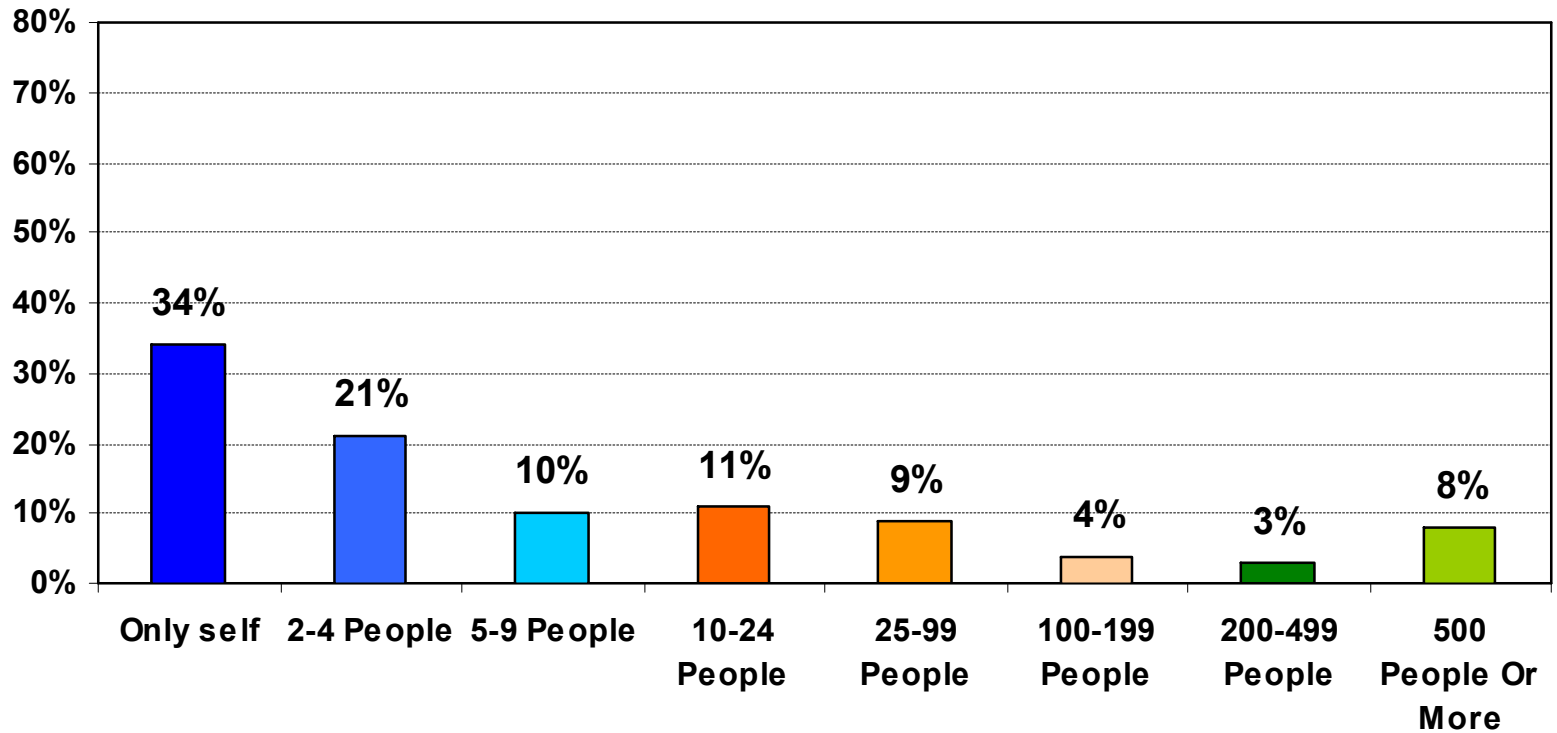
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## Industry

### Small Business Professionals

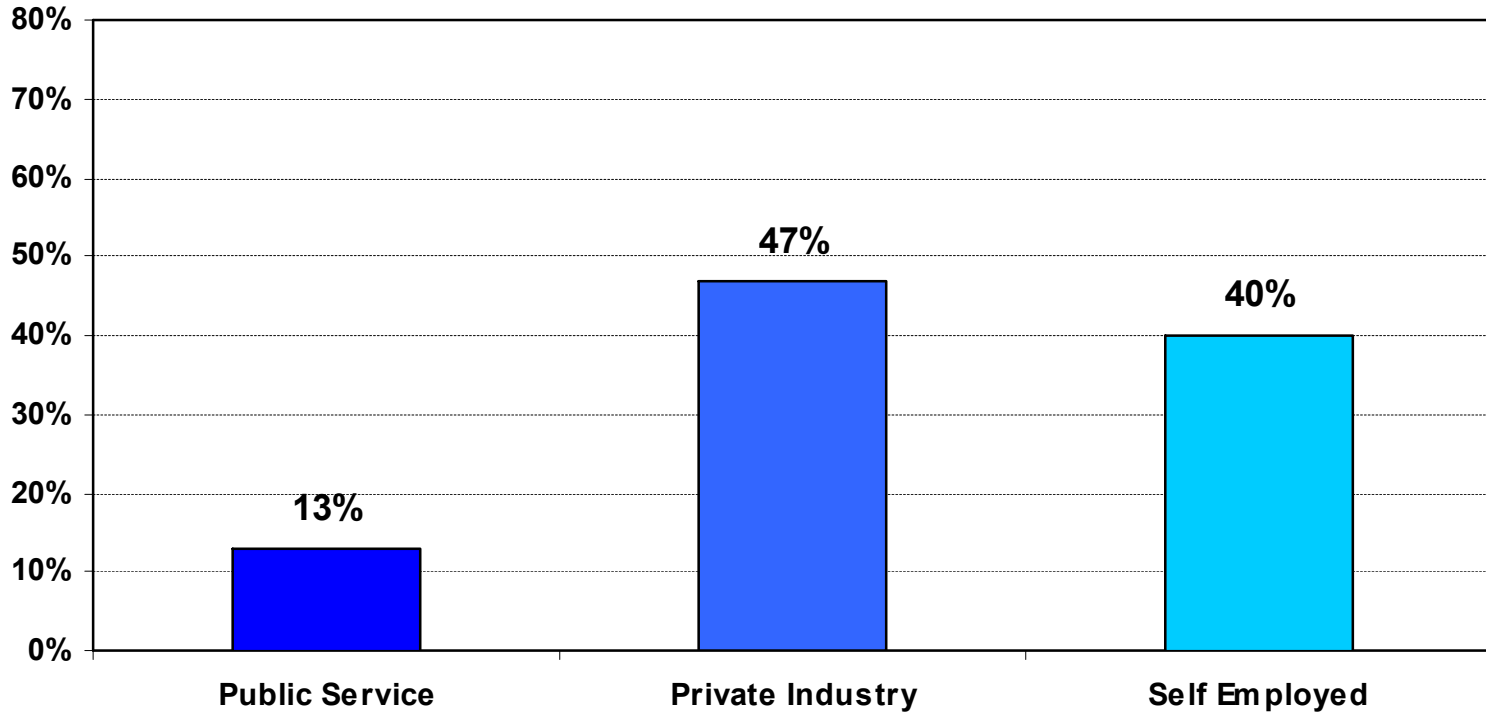
	%
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Business Services	17
Manufacturing	6
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Media	2
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Electricity, Gas and Water	1
Wholesale	1
Telecommunications	1
Communication	1
Property	1
Mining	-
Other	20
<b>Total</b>	<b>100</b>

## People Employed Where You Work



Base: 623 UK Business Professionals

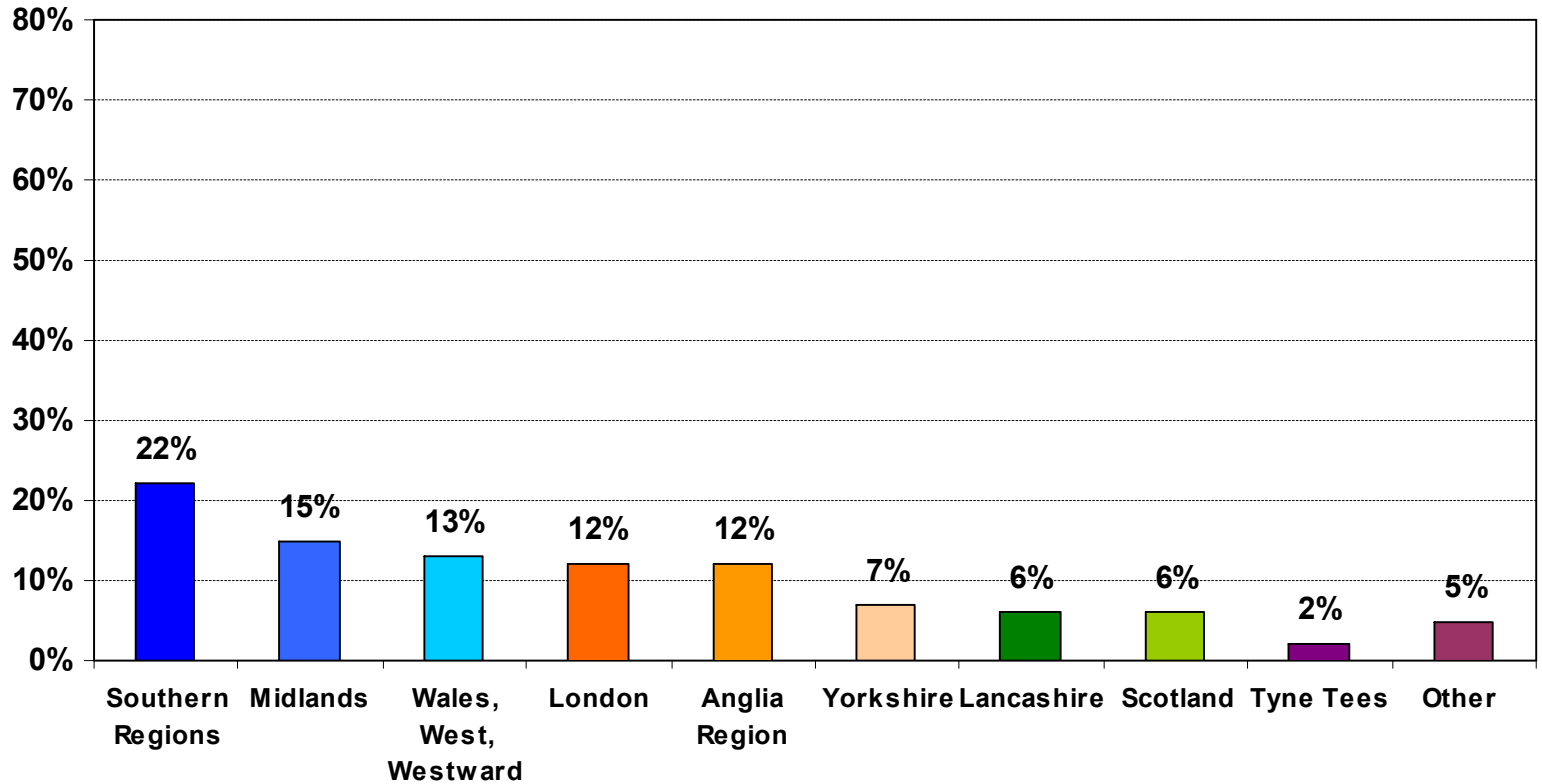
## Sector



Base: 623 UK Business Professionals



### ITV Region



Base: 623 UK Business Professionals

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