

## FSB *Voice of Small Business* Panel: June 2011 Survey Topline Results

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- Results are based on an online survey carried out by 1633 members of the FSB Voice of Small Business Panel. This represents a response rate of 38%.
- Surveys were completed between 13<sup>th</sup> and 24<sup>th</sup> June 2011.
- The national data has been weighted to the membership profile.
- Where results do not sum to 100%, this may be due to multiple responses or rounding.
- Results are based on all respondents (1633) unless otherwise stated.
- Study undertaken by Research by Design on behalf of the Federation of Small Businesses.

Q1. Which one of the following best describes your business's approach to online trading?

Base: 1626

<u>Currently sell</u> goods and/or services online	33%
<u>Previously sold</u> goods and/or services online	2%
<u>Actively considering</u> selling goods and/or services online	8%
<u>Likely to consider</u> selling goods and/or services online in the future	9%
<u>Do not sell and not considering</u> selling goods and/or services online	16%
Not applicable to my business	32%

Q2. How do you sell your goods and/or services online?

Base: 527

Through our company website	91%
Through third party websites	28%
Other	8%

Q3. What proportion of your total business turnover is generated through online trading?

Base: 529

Less than 10%	38%
11 - 20%	15%
21 - 30%	9%
31 - 40%	5%
41 - 50%	8%
51 - 60%	5%
61 - 70%	4%
71 - 80%	5%
81 - 90%	4%
91 - 99%	5%
100% - All turnover is generated through online trading	2%

Q4. In which countries or regions do you have online customers?

Base: 530

UK	97%
Other countries in European Economic Area	43%
Republic of Ireland	39%
North America/Canada	29%
Australasia	25%
Asia	15%
Middle East	11%
South/ Central America	10%
Other	3%
Don't know	1%

Q5. Which of the following actions, if any, have you undertaken to increase online sales to countries outside of the UK?

Base: 284

Changed settings on a third party platform	12%
Adapted website to determine the consumer's country of residence	9%
Translated website	9%
Trained/hired multilingual staff	5%
Translated terms and conditions	5%
Created an account with a third party platform	4%
Used an expert/lawyer	3%
Other	5%
None of these	66%

Q6. Have any of the following prevented you from trading online?

Base: 649-836

	Within the UK	With other EEA countries
Cost of developing and maintaining website(s)	22%	10%
Lack of IT/ web skills	19%	9%
Cost of payment methods	17%	7%
Broadband speed	12%	2%
Risk of card fraud / security failures	11%	8%
Legal or fiscal obligations in the context of trading online	7%	6%
Late payments	5%	2%
Bank charges in cross-border transactions	4%	9%
Poor delivery services	4%	5%
Problems related to VAT in cross-border trade	3%	6%
Sales disputes	3%	2%
Currency fluctuations	2%	7%
Cultural/language barriers	2%	7%
Other	4%	2%
None of these have prevented online trading	58%	75%

Q7. Which of the following, if any, would make it easier to sell within the EEA?

Base: 599

Harmonised VAT rules throughout the EEA	31%
Specialised advice services for small businesses	25%
Recognition by all countries of electronic signatures and authentication procedures	21%
If products carried the same consumer rights as in the UK	21%
An optional European-wide law regime for contracts	18%
Guaranteed delivery services	16%
European Trustmark	15%
Language training	9%
Other	8%
None of these	35%