

FSB Voice of Small Business Panel: December 2011 Survey Topline Results

- Results are based on an online survey carried out by 1674 members of the FSB Voice of Small Business Panel. This represents a response rate of 36%.
- Surveys were completed between 5th and 19st December 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 (1674) unless otherwise stated.
- Study undertaken by Research by Design on behalf of the Federation of Small Businesses.

Q1. Which of the following best describes your business' overall expectations regarding the Olympic and Paralympic Games?

Base: 1660

We expect significant business benefit	1%
We expect some business benefit	6%
The Games will have no impact on my business	68%
We expect some negative impact on business	20%
We expect significant negative impact on business	5%

Q2. To what extent do you agree or disagree with the following statements...

	The Games authorities have been effective in promoting the commercial benefits/opportunities to small businesses	Local tourism bodies have been effective in informing businesses of opportunities that are available through increased visitors	The Games will have a long term positive impact on my business
Agree strongly	1%	0%	1%
Agree slightly	8%	6%	2%
Neither	24%	22%	26%
Disagree slightly	14%	13%	8%
Disagree strongly	33%	37%	54%
Don't know	19%	21%	8%
<i>Base</i>	<i>1653</i>	<i>1651</i>	<i>1650</i>