

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

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- Results are based on an online survey carried out by 1,710 members of the FSB Voice of Small Business Panel. This represents a response rate of 40%.
- Surveys were completed between 7<sup>th</sup> and 18<sup>th</sup> March 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 (1,710) unless otherwise stated.
- Study undertaken by Research by Design on behalf of the Federation of Small Businesses.

Q1. Have you invested in training and skills for yourself or your staff in the past year?

Base: 1704

Yes	53%
No	47%
Don't know	-

Q2. Thinking about your business' investment in training and skills over the past year, in which of the following areas, if any, have you invested?

Base: 614 – 737

	Business Owner	Staff
Sales/Marketing/PR	34%	24%
IT	33%	35%
Legal/Regulatory	32%	23%
Leadership & Management	23%	16%
Financial	19%	14%
Planning	12%	8%
Communication	10%	13%
Customer service	9%	27%
Environmental/low carbon procedures	9%	8%
HR	9%	8%
Project management	8%	9%
Languages	3%	2%
Literacy/ Numeracy	1%	6%
Other	22%	26%
None of these	7%	9%

Q3. Which of these did you use to deliver this training?

Base: 884

Private provider (outside the workplace)	56%
In-house staff	26%
Private provider (within the workplace)	17%
E-learning	15%
Local college (outside the workplace)	14%
Government programme	13%
Distance learning	9%
University course	6%
Local college (within the workplace)	5%
Other	8%
Don't know / None of these	2%

Q4. Considering this recent investment in training and skills, what affect has this had on ...?

	Base	Significantly increased	Increased	Neither increased nor decreased	Decreased	Significantly decreased	DK/ NA
Business productivity	880	2%	30%	61%	1%	0%	6%
Business profitability	867	1%	22%	68%	3%	0%	6%
Staff loyalty	859	2%	26%	49%	1%	-	22%
Staff retention	865	1%	20%	54%	2%	0%	23%
Staff motivation	867	3%	41%	36%	1%	0%	20%

Q5. Which of the following skills does your business need to improve or develop in order to grow?

Base: 1125 - 1536

	Business Owner	Staff
Sales/Marketing/PR	46%	34%
IT	29%	29%
Financial	23%	10%
Planning	23%	13%
Legal/Regulatory	23%	13%
Leadership & Management	19%	14%
Communication	15%	20%
Project management	13%	14%
Customer service	11%	32%
Environmental/low carbon procedures	9%	7%
HR	8%	4%
Languages	3%	3%
Literacy/ Numeracy	2%	6%
Other	4%	6%
None of these	22%	25%

Q6. Have you taken on an apprentice or graduate internship in the past year?

Base: 1700

Apprentice	8%
Graduate Internship	2%
No	70%
Not applicable to my business	20%

Q7. Which of the following, if any, would encourage you to take on an apprentice within your business?

Base: 1675

An apprentice is not suitable for my businesses	46%
A wage subsidy	38%
An upfront incentive payment	19%
An organisation that would handle the administration and HR aspects	14%
An apprentice shared with other businesses	5%
An increased workload	1%
Other	2%
Don't know	6%