

A photograph of three business professionals (two men and one woman) looking at a tablet together in an office setting. The image is semi-transparent, serving as a background for the title text.

Big Small Business Survey

Aberdeen City & Shire / Scotland Comparison



Respondents

Scotland (602)

- Accommodation and Food Services (20.8%), Other Service Activities (17.0%) and Wholesale/Retail/Motor trade (15.3%) were the most represented sectors.
- The largest group ran their business from home (34.2%).
- Those with 1-5 employees (44.0%) were most widely represented.
- Most respondents had been operating for over 20 years (30.9%) and were Limited Companies (53.8%)
- Over half (58.3%) were FSB members.

Aberdeen City & Shire (54)

- Manufacturing (24.1%), Wholesale/Retail/Motor trade (22.2%) and Other Service Activities (14.8%) were the most represented sectors.
- The largest group operated from an Industrial Park/Unit (35.2%).
- Those with 1-5 employees (46.3%) were most widely represented.
- Most respondents had been operating for over 20 years (44.4%) and were Limited Companies (61.1%)
- Over half (59.3%) were FSB members

Demography

Scotland

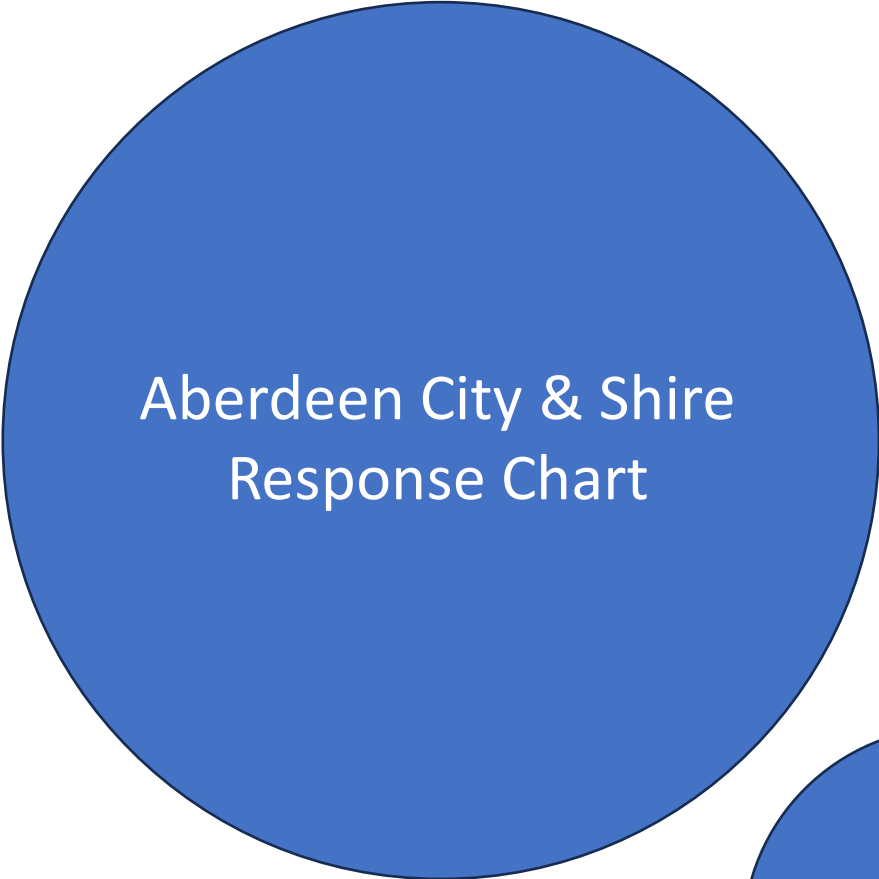
- Gender split was almost equal: 50.0% / 48.3% (male / female).
- The majority (35.2%) of respondents were aged 55-64.
- 81.5% did not have a disability or health condition that limited them either a little or a lot.
- 90.8% of respondents identified as White: English/Welsh/Scottish/Northern Irish/British

Aberdeen City & Shire

- Gender split was: 63.0% / 35.2% (male / female)
- The majority (33.3%) of respondents were aged 55-64
- 81.5% did not have a disability or health condition that limited them either a little or a lot.
- 98.1% of respondents identified as White: English/Welsh/Scottish/Northern Irish/British

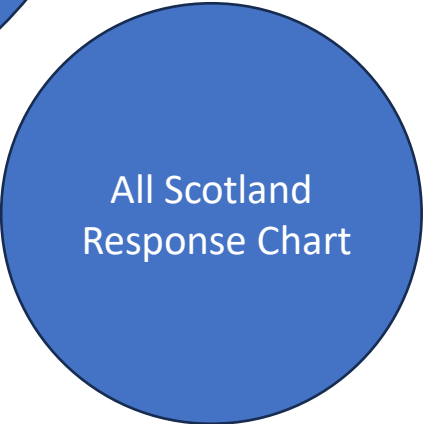
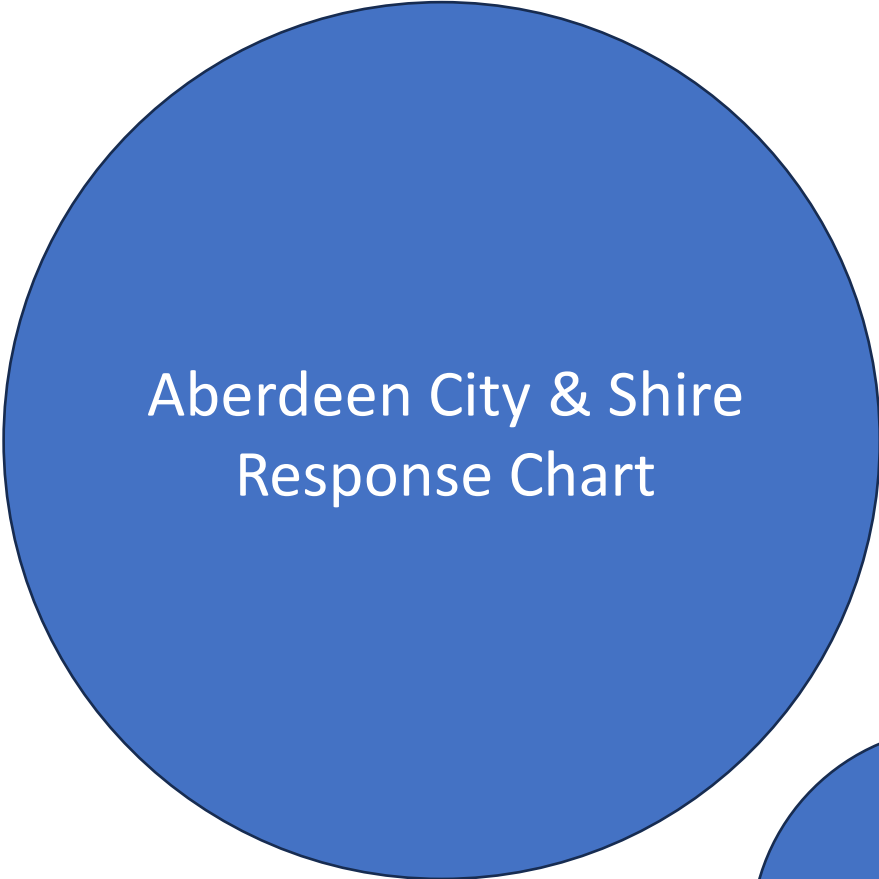


Survey question No. Survey question?



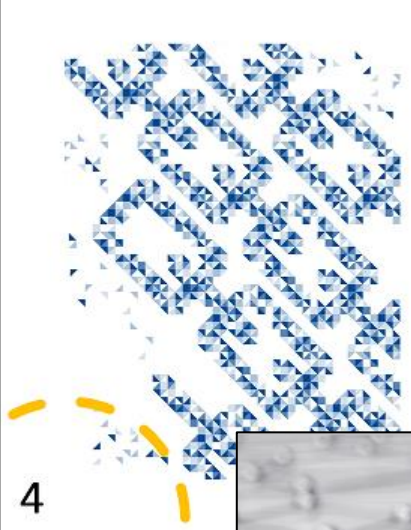
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Survey question No. Survey question?

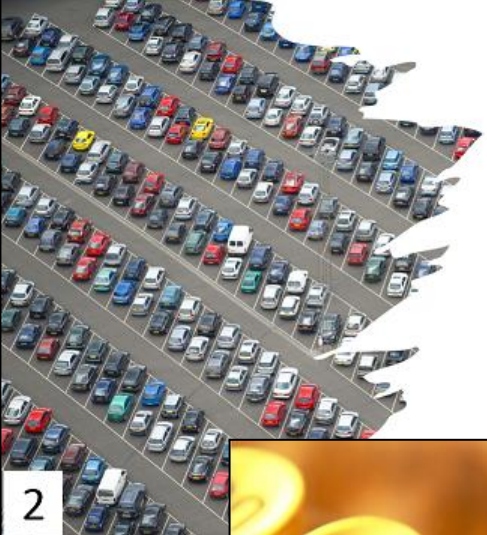




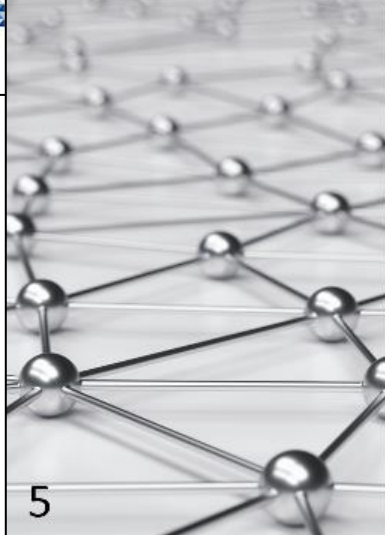
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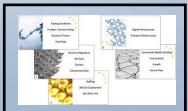


Trading Conditions

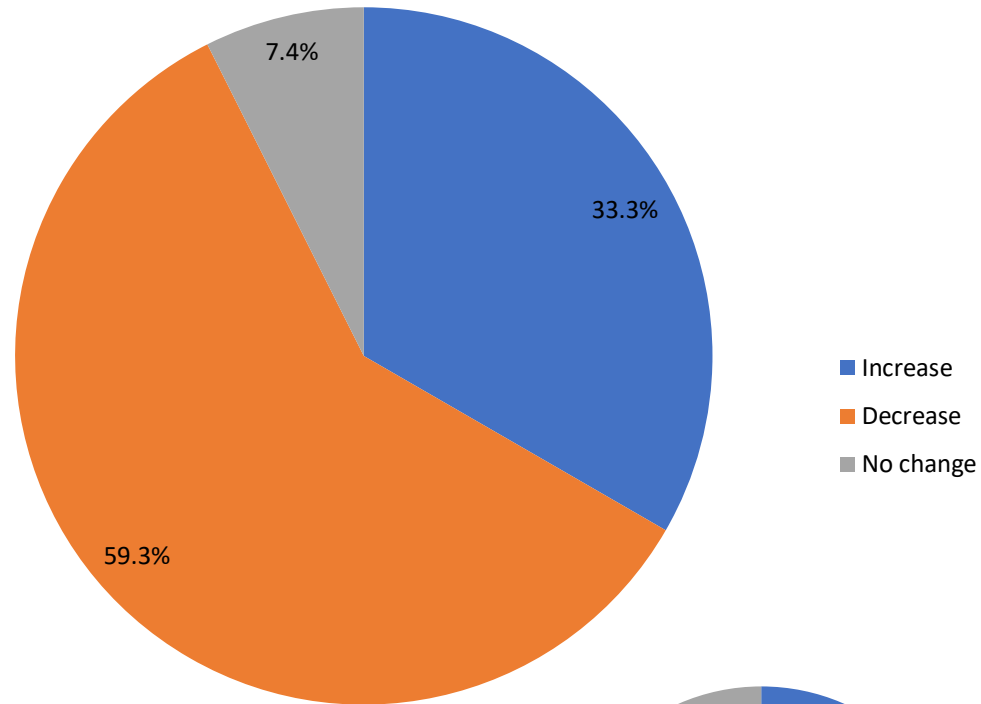
Product / Service Pricing

Business Finance

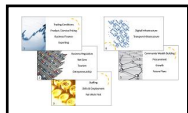
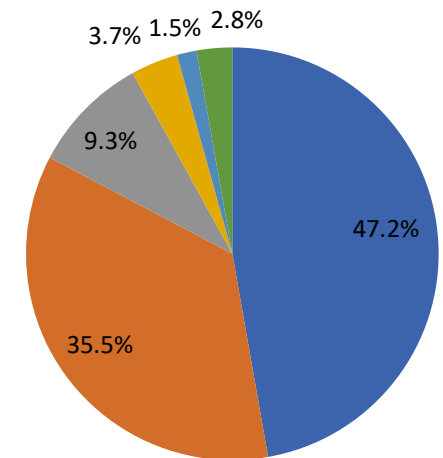
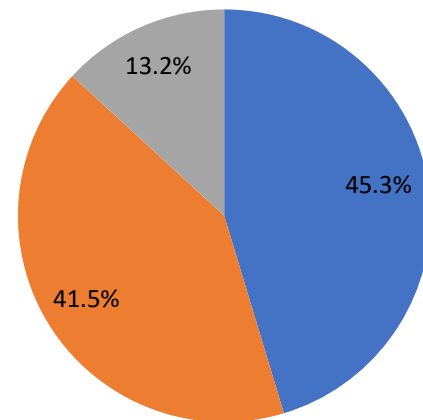
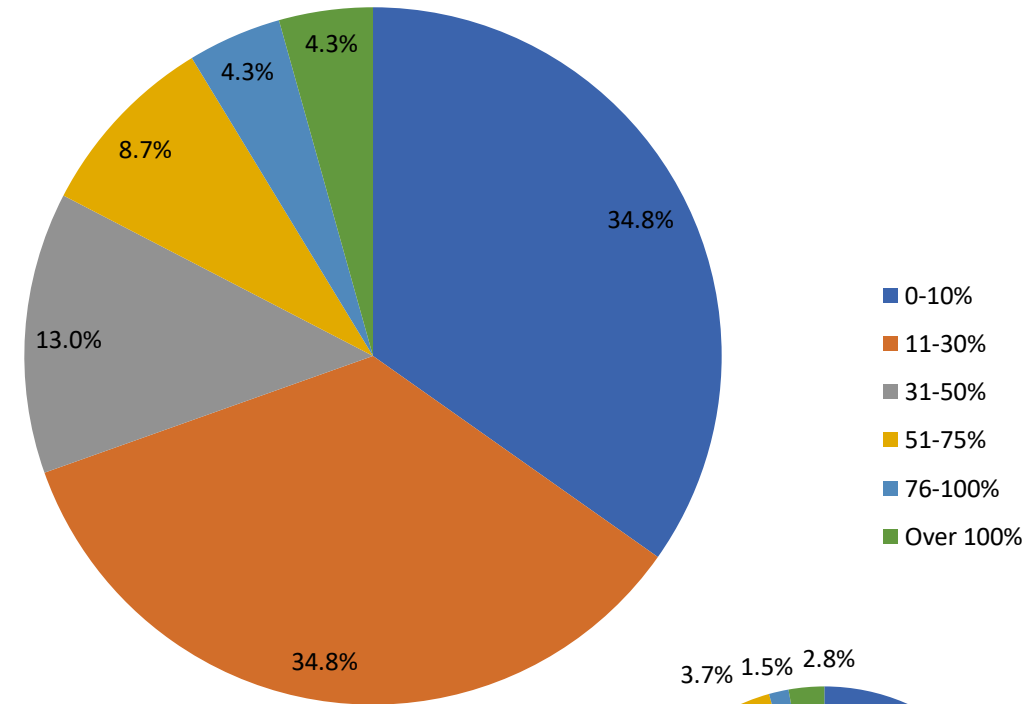
Exporting



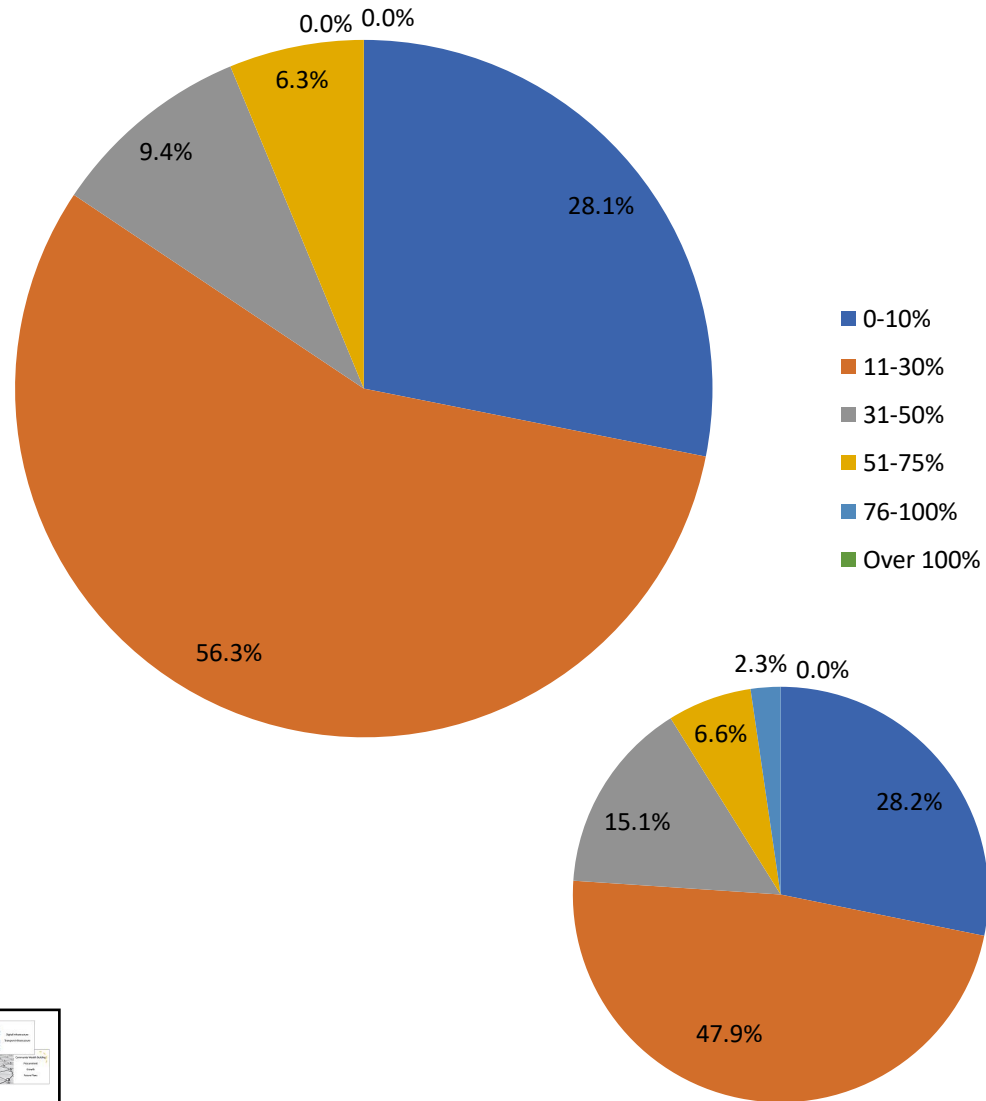
Q.14 Did you see an increase or decrease in turnover in the last year?



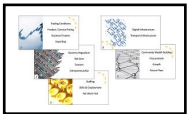
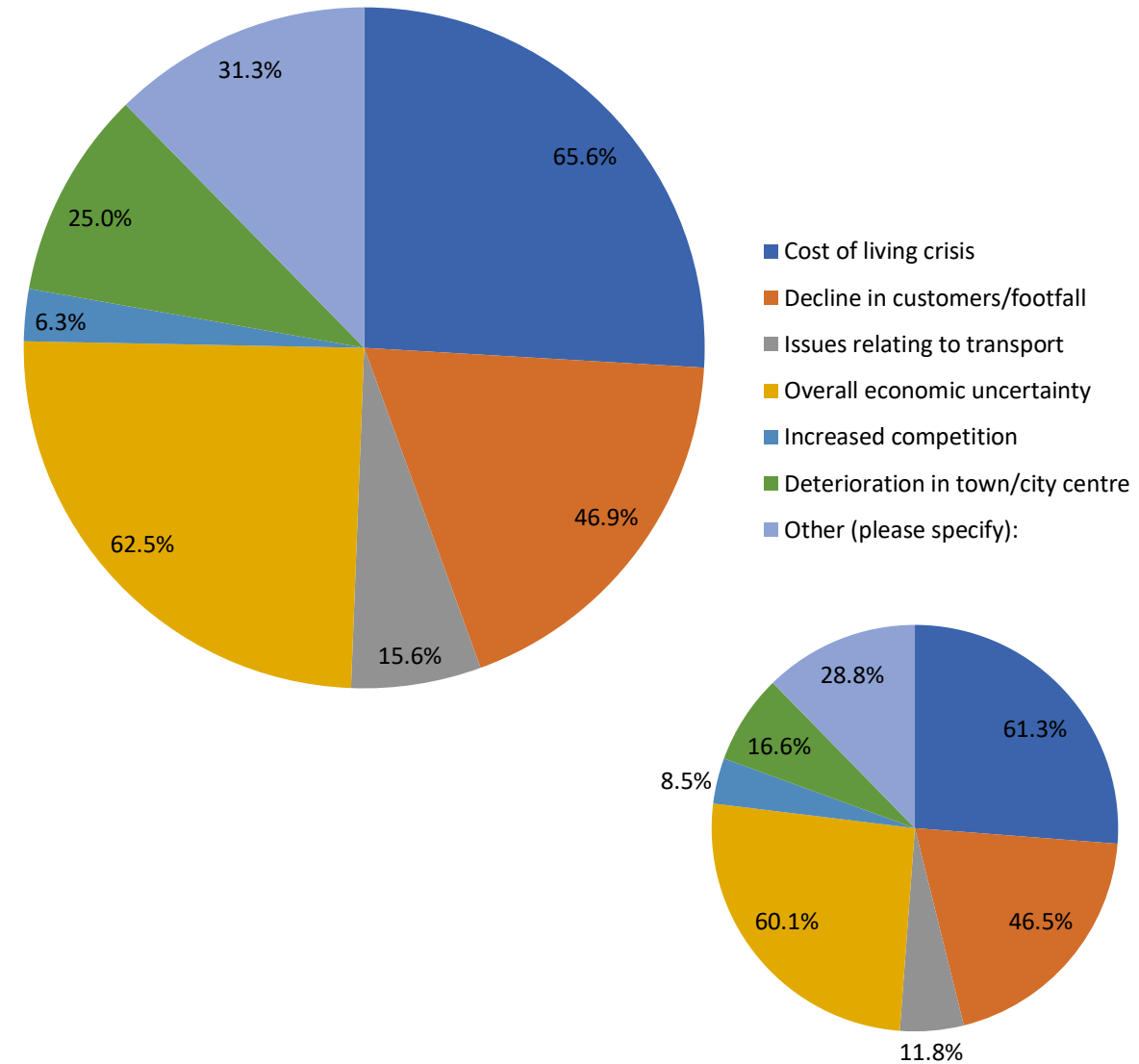
Q.15 In responding 'increase' to the above question, what was the percentage increase in your turnover?



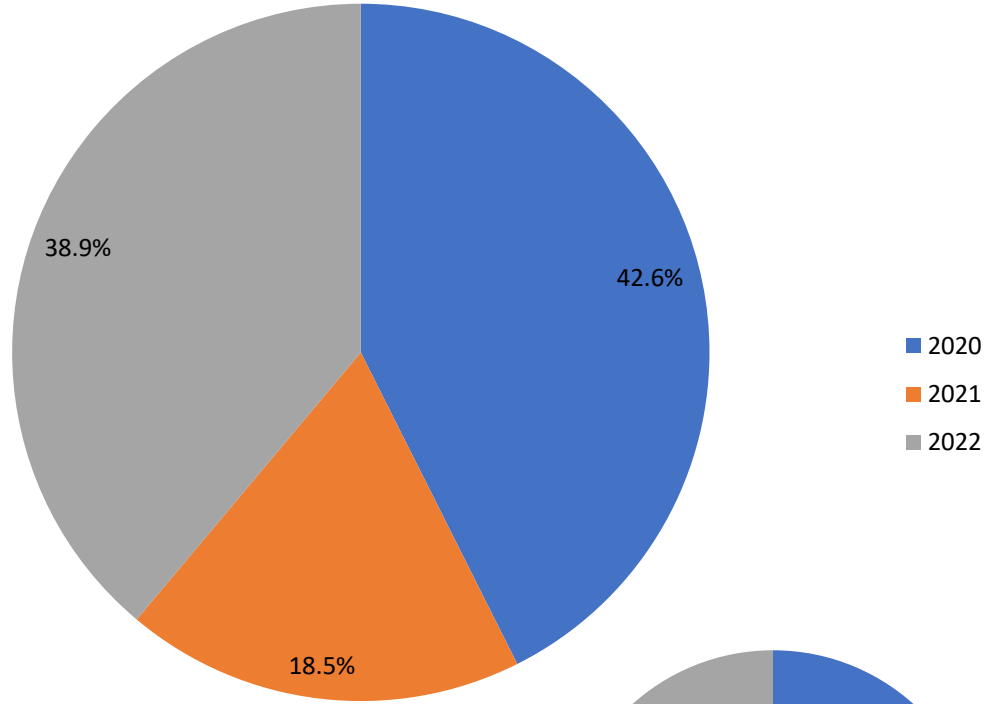
Q.16 In responding 'decrease' to the above question, what was the percentage decrease in your turnover?



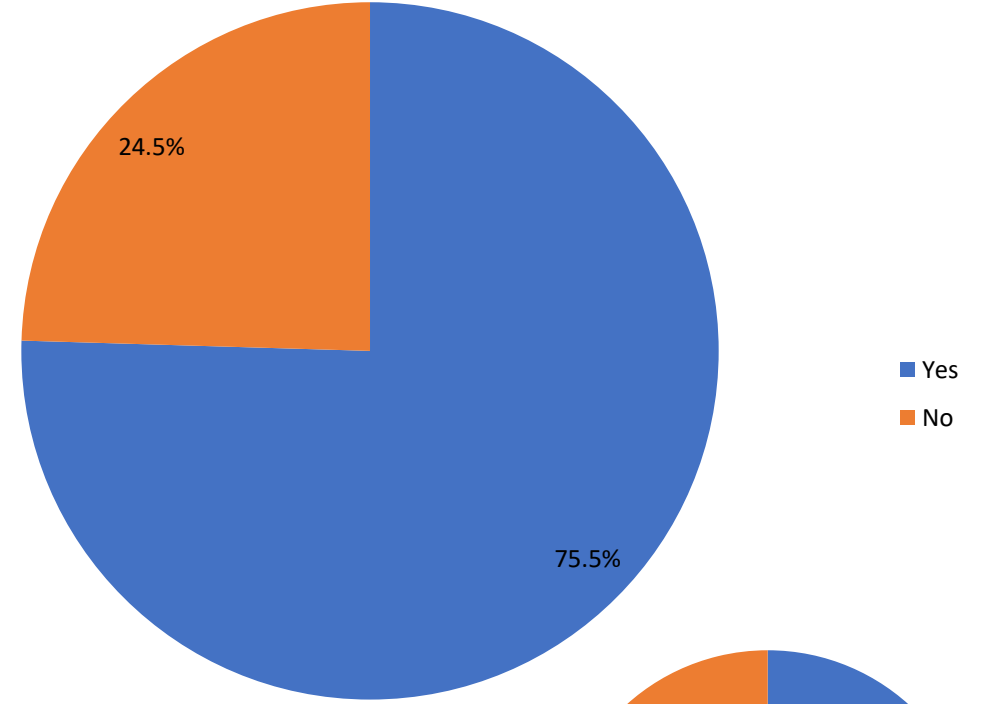
Q.17 If your business' turnover has decreased, what do you attribute this to?



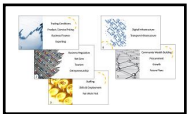
Q.18 Looking at the last three years, which of the following years would you say has been the most difficult in terms of trading conditions?



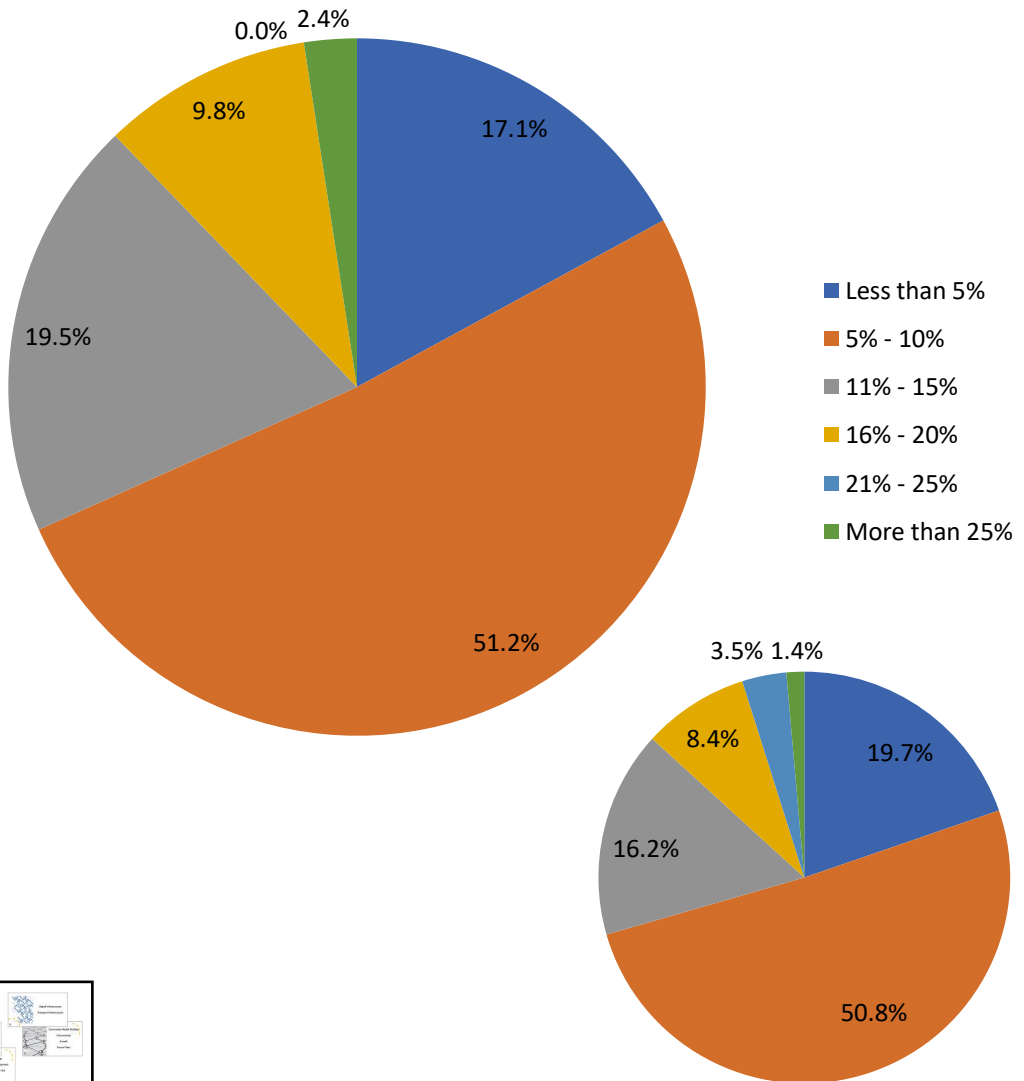
Q.45 Did you increase prices across your operations in the last year?



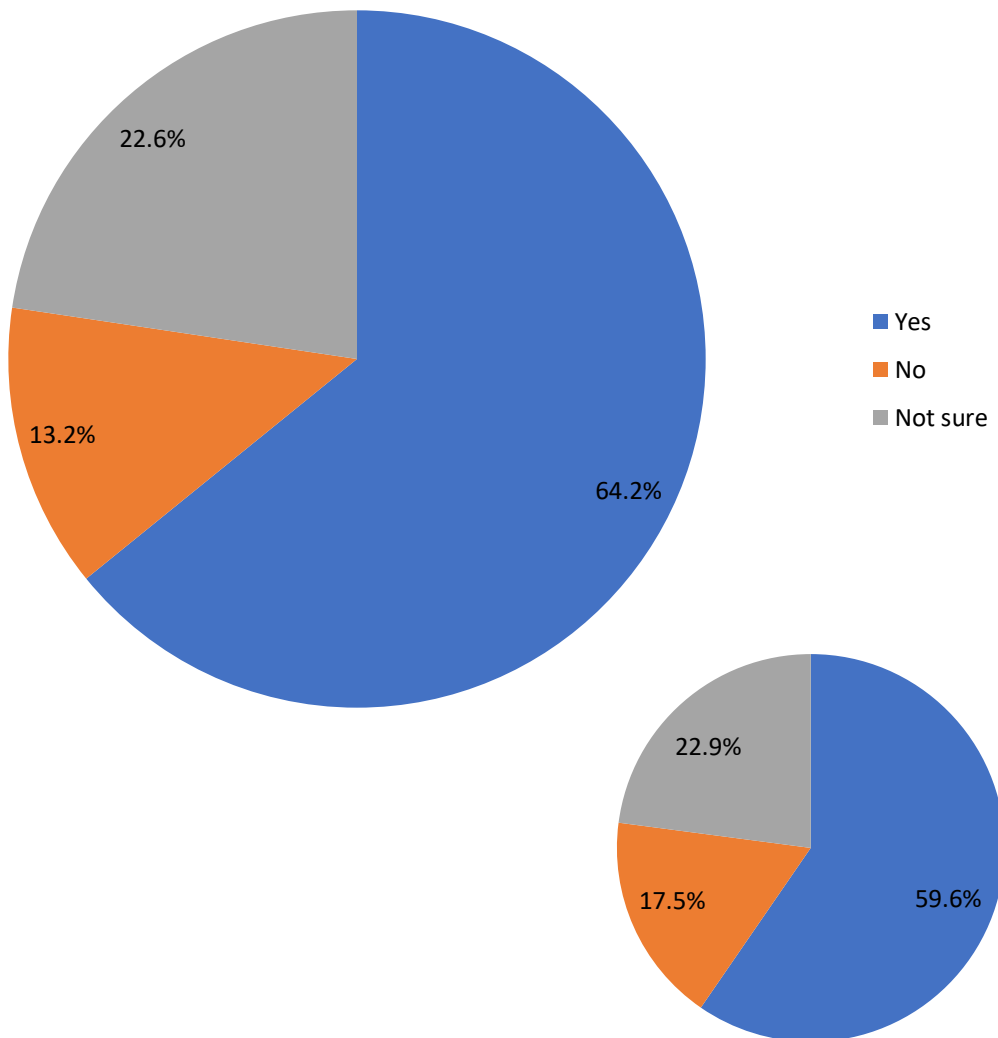
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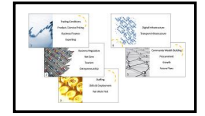
Q.46 If you answered yes to the above, can you please specify how much (roughly) you increased your prices overall in 2022?



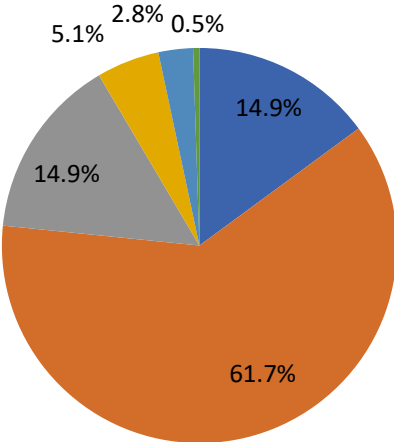
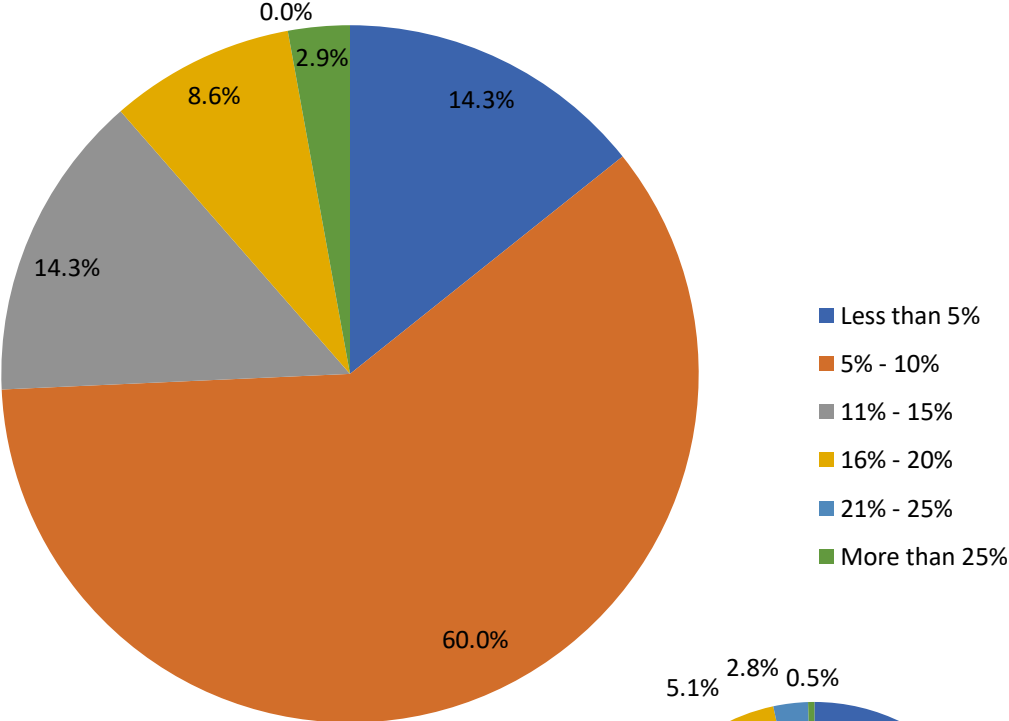
Q.47 Do you plan to increase your prices for 2023?



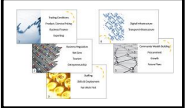
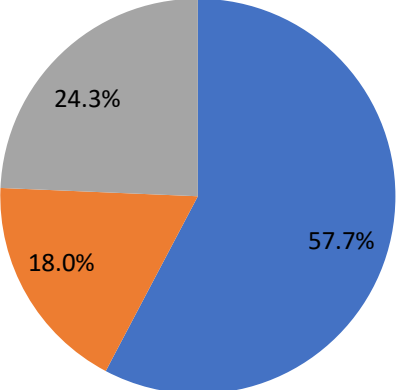
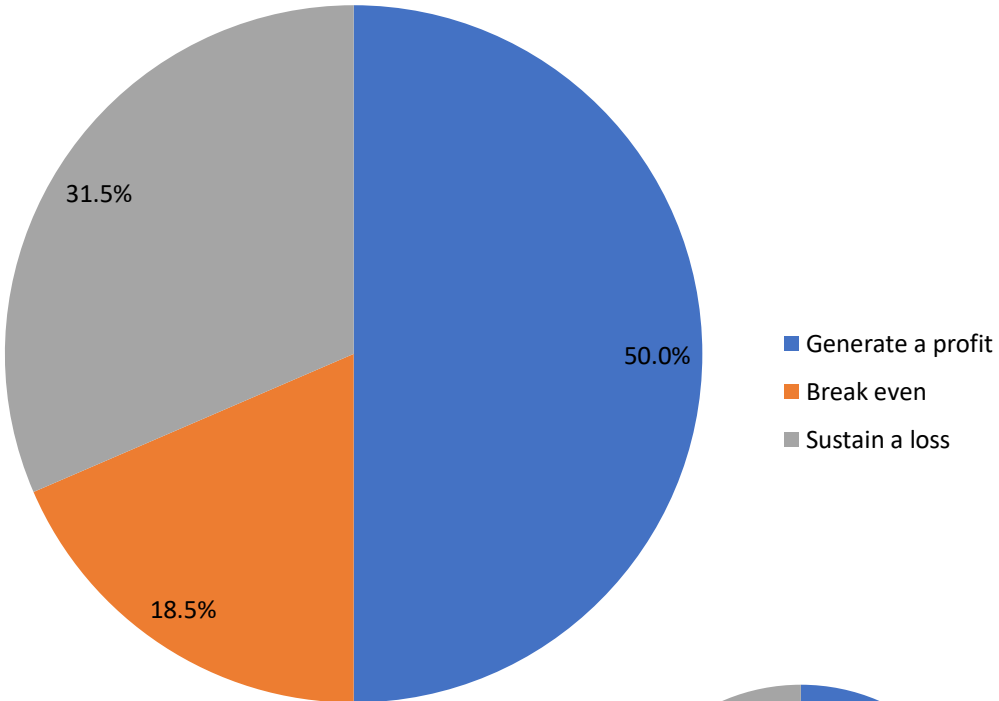
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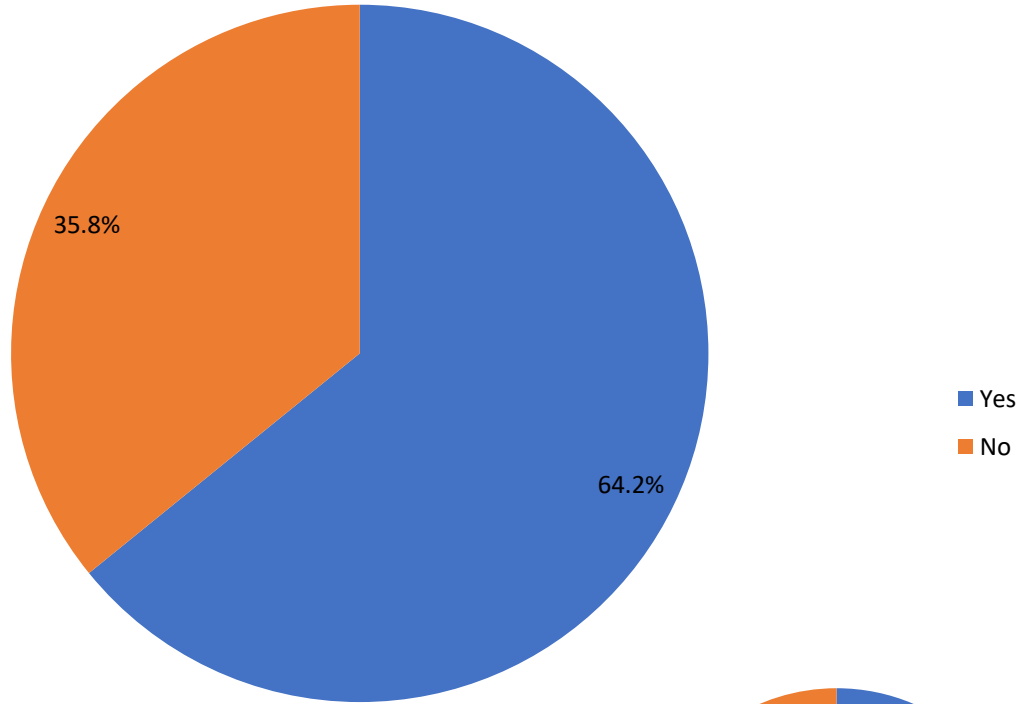
Q.48 If you do intend to increase your prices for 2023, can you please specify how much (roughly) you intend to do so?



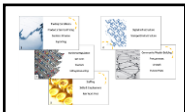
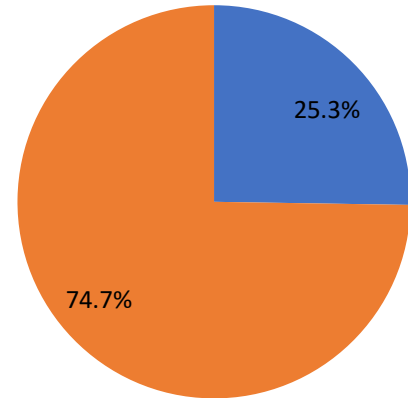
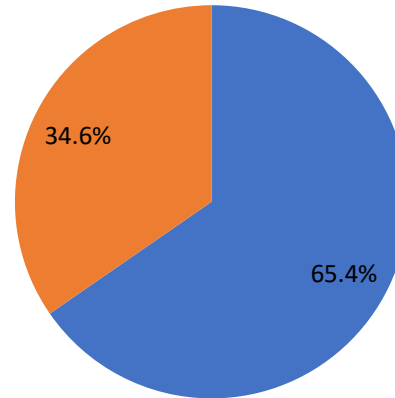
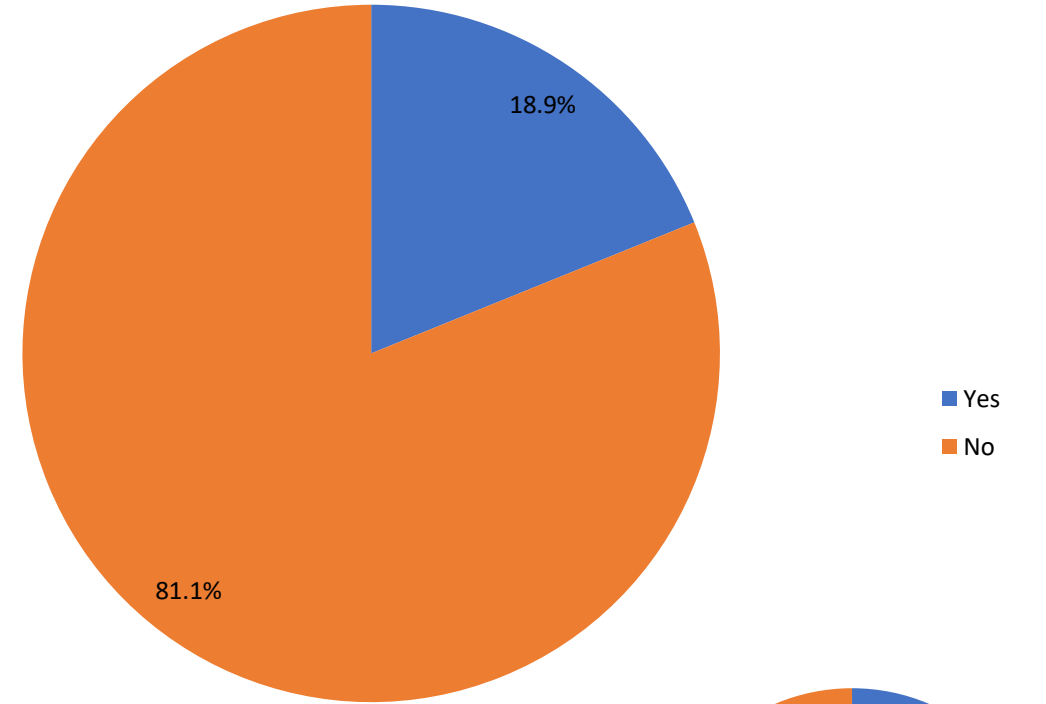
Q.57 Taking into account all sources of income in the last year, did you:



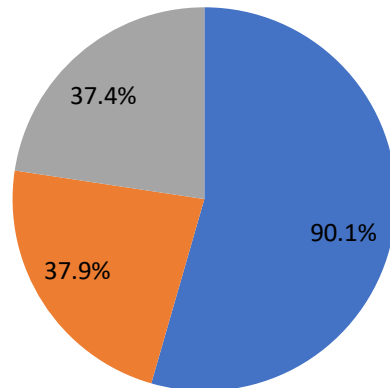
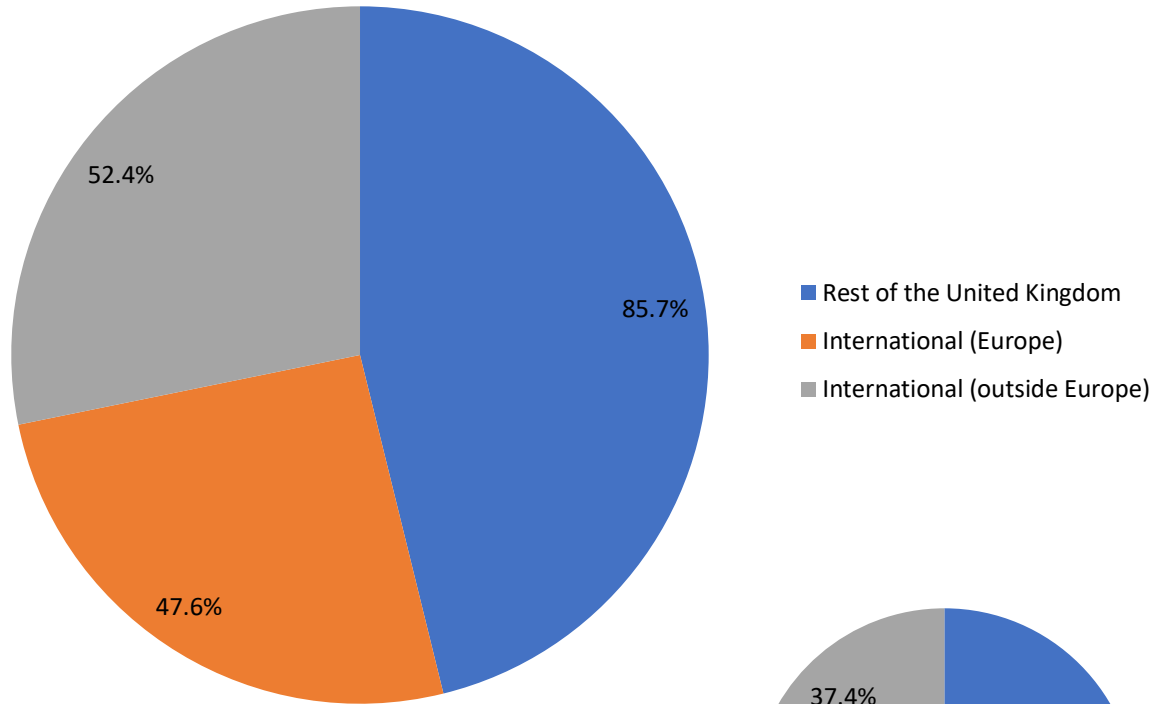
Q.58 Do you feel you have access to sufficient financial advice?



Q.59 Have you tried to obtain external finance for your business in the last twelve months?



Q.32 Do you export any goods or services? If so, please select export destinations below. (NB this includes posting orders to customers outside the UK)



Q.33 What percentage of your annual business comes from:

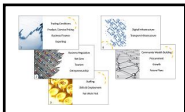
Aberdeen City & Shire - What percentage of your annual business comes from:

Answer Choice		Response Percent
1	Scotland	100.0%
2	Rest of the UK	55.6%
3	The EU	33.3%
4	The rest of the world	40.0%

All Scotland - What percentage of your annual business comes from:

Answer Choice		Response Percent
1	Scotland	98.6%
2	Rest of the UK	66.1%
3	The EU	40.9%
4	The rest of the world	40.1%

1



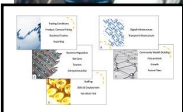


Business Regulation

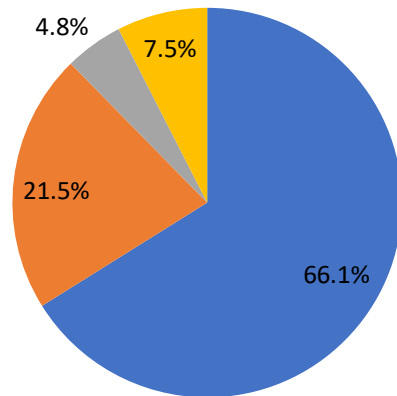
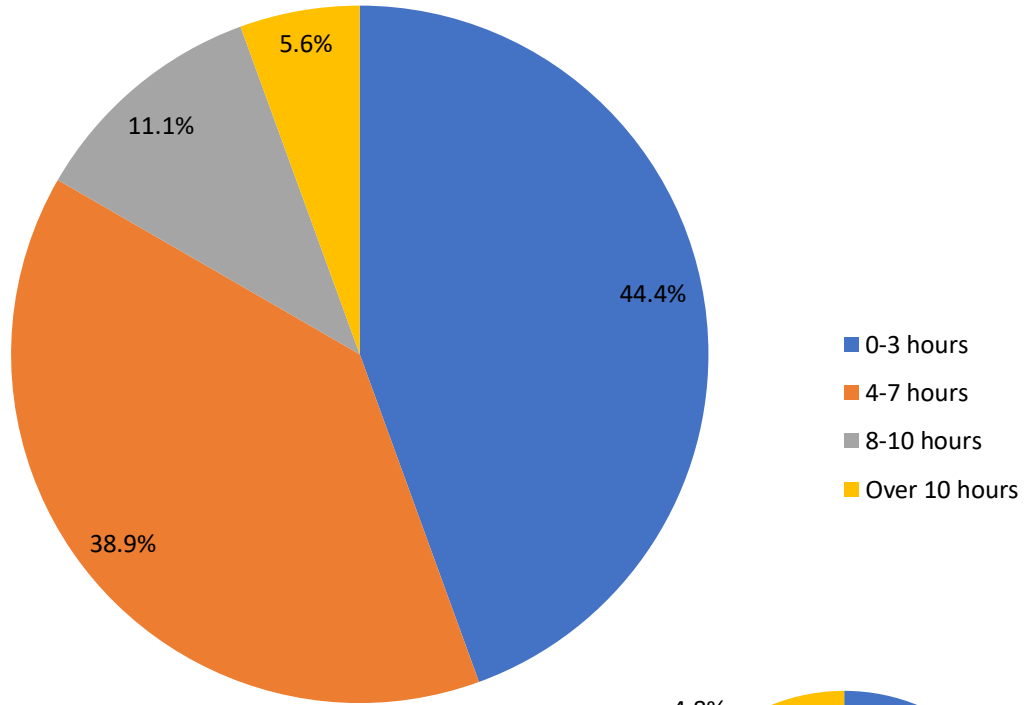
Net Zero

Tourism

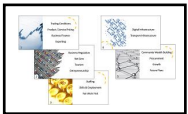
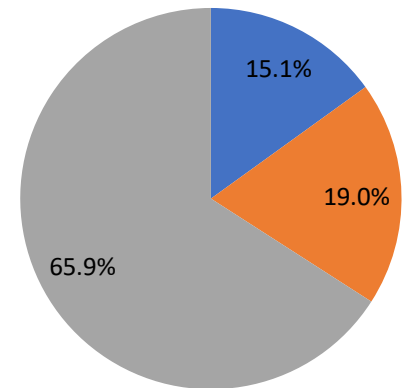
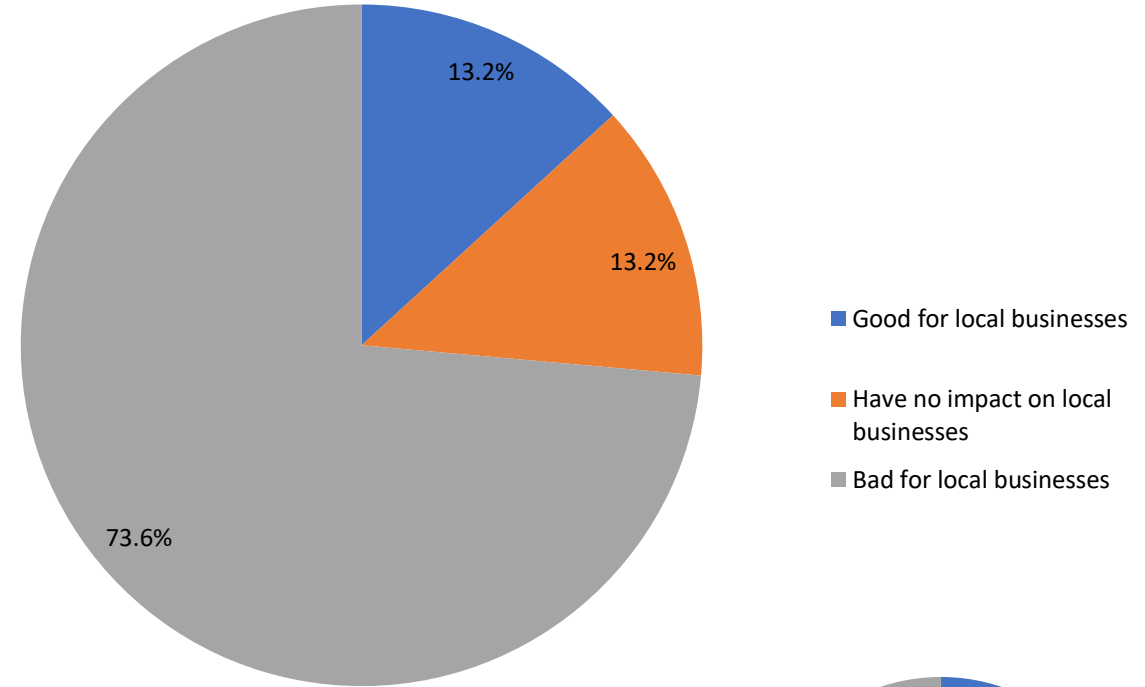
Entrepreneurship



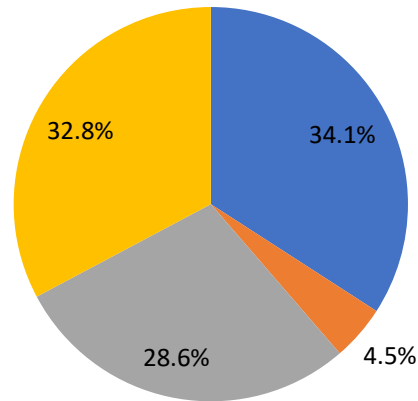
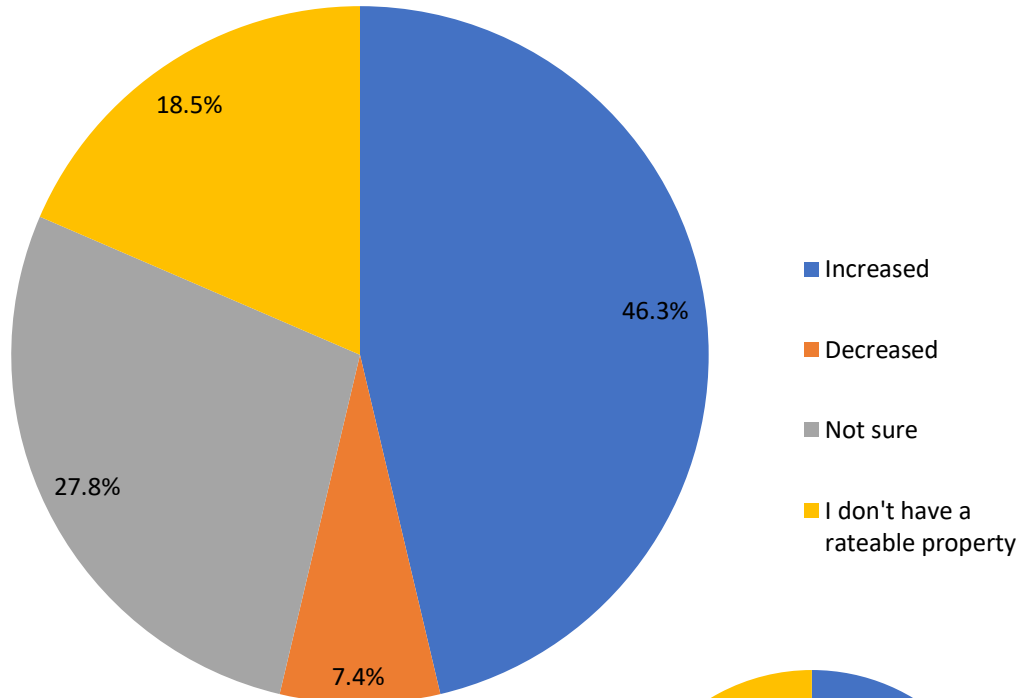
Q.23 How much time (roughly) do you spend on paperwork associated with regulatory compliance each week?



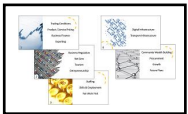
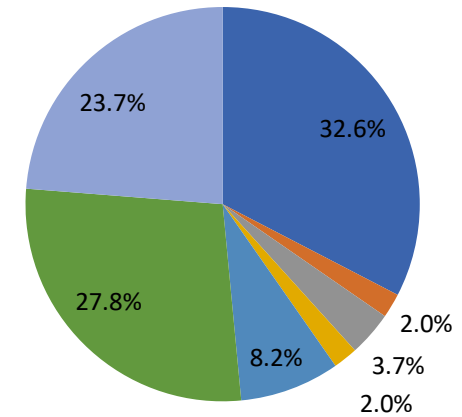
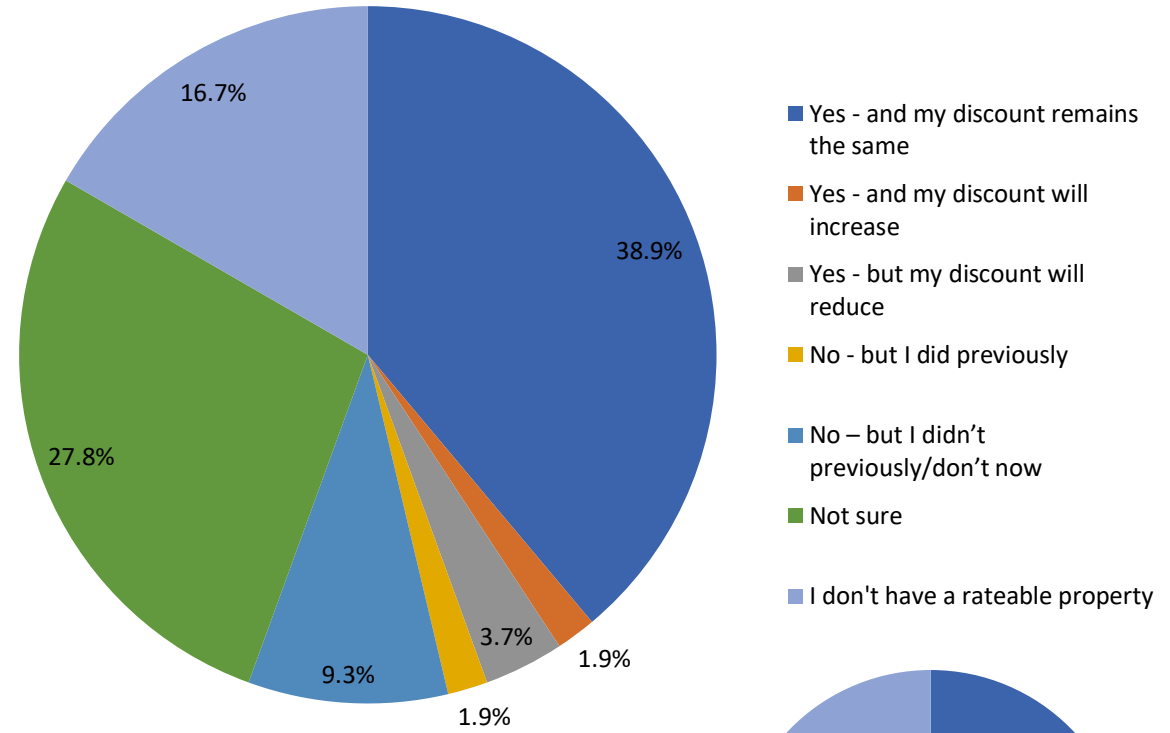
Q.24 If councils were given more powers over taxes and charges, such as introducing workplace parking or local visitor levies (tourist tax), would this be:



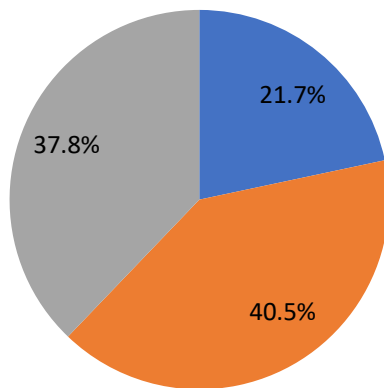
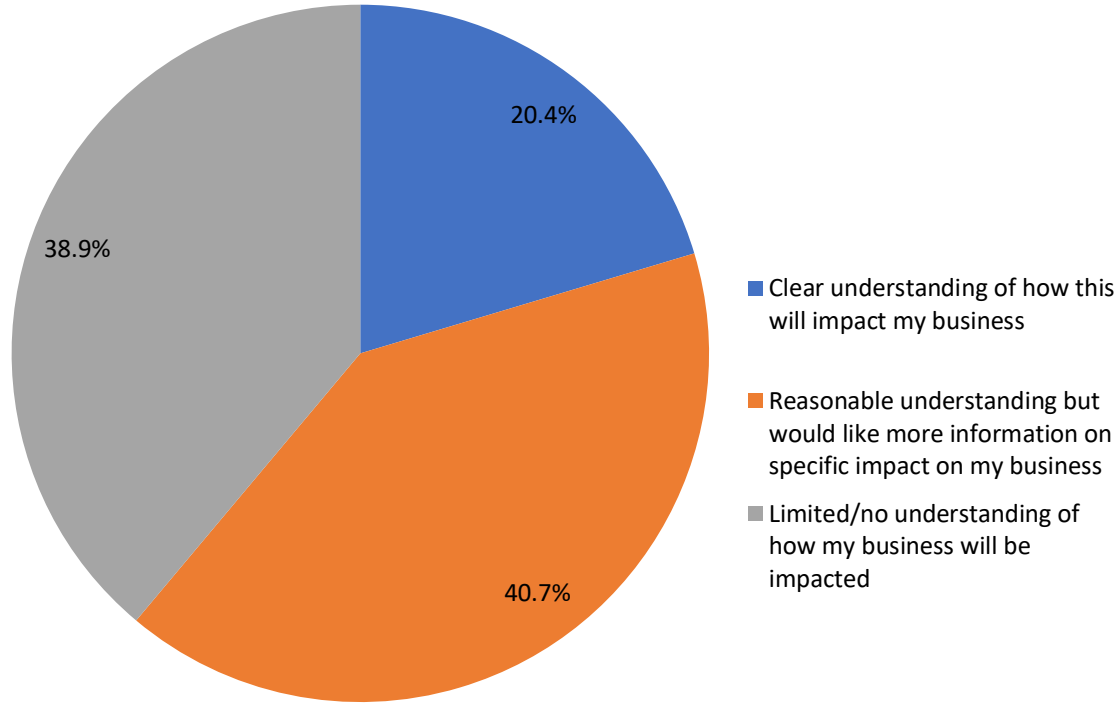
Q.25 Following the non-domestic rates revaluation, did your draft notice indicate that your rateable value has:



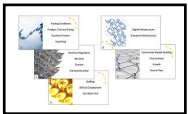
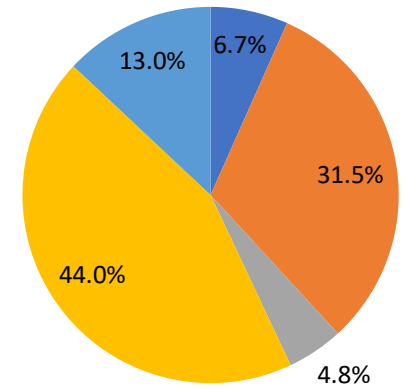
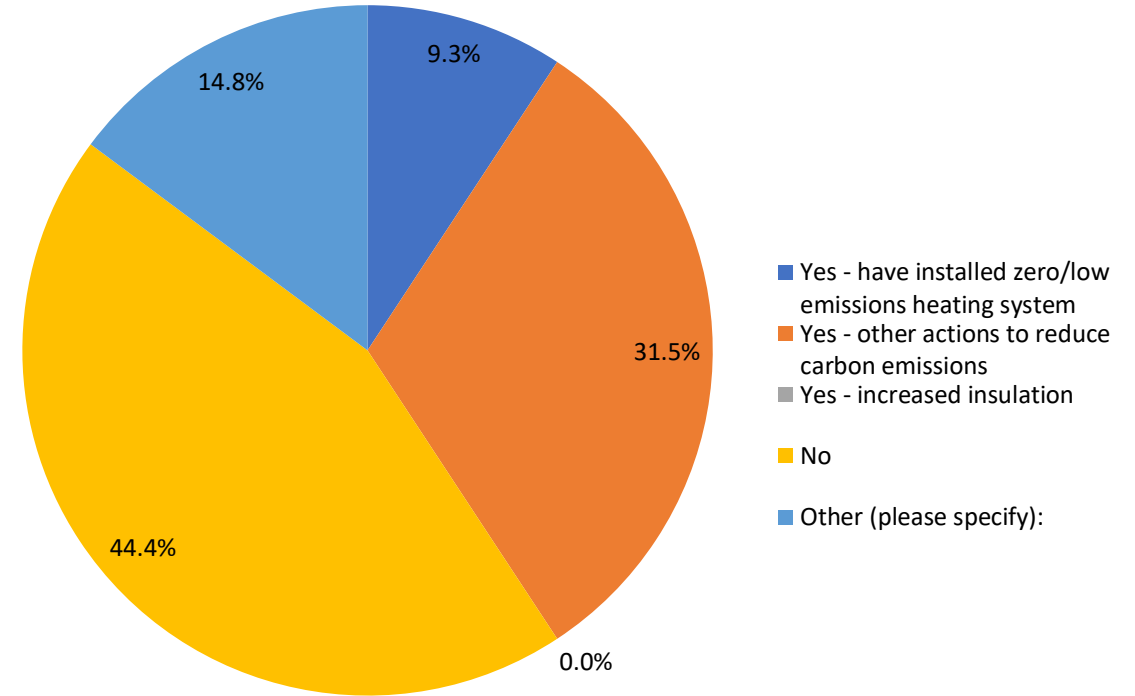
Q.26 Do you qualify for the Small Business Bonus Scheme - and will this change following the recent reforms announced by government?



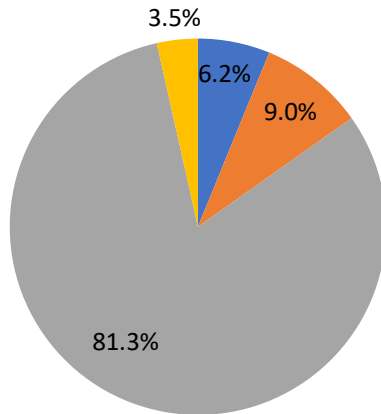
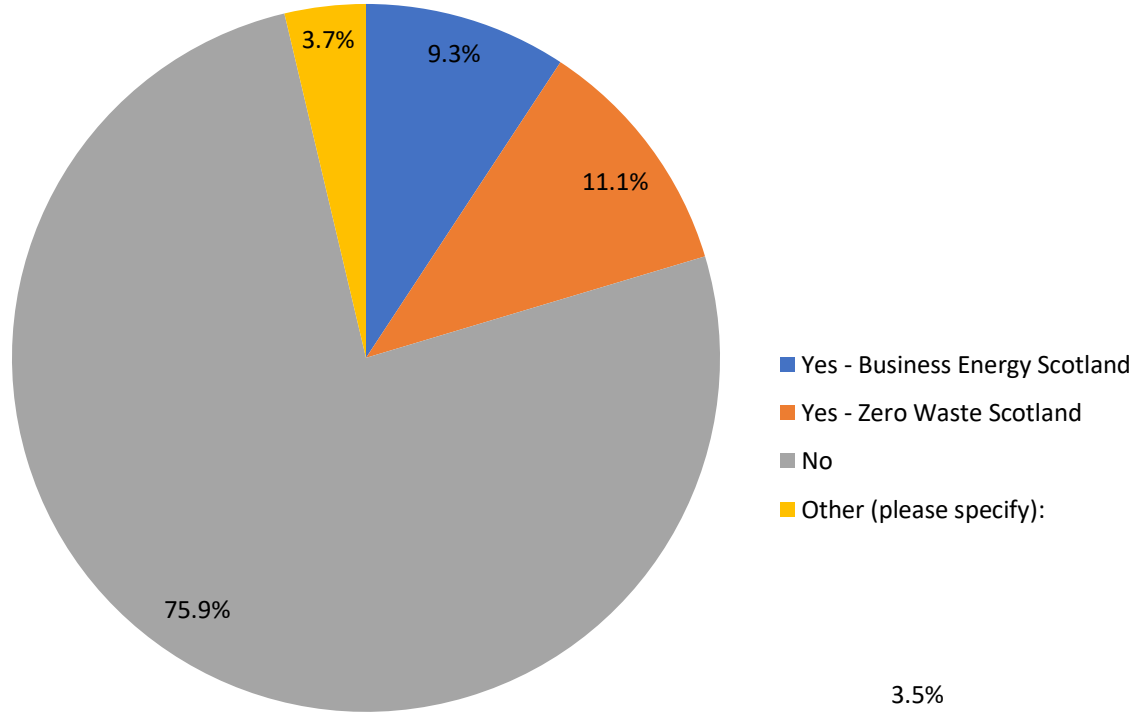
Q19. How would you describe your understanding of government targets related to Net Zero?



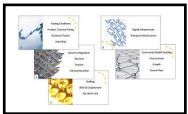
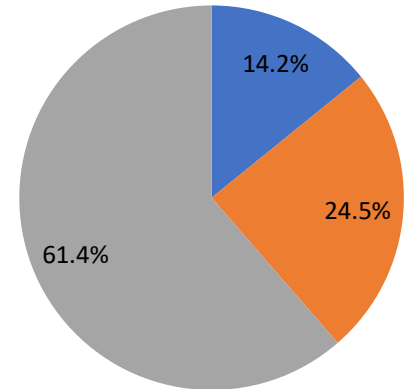
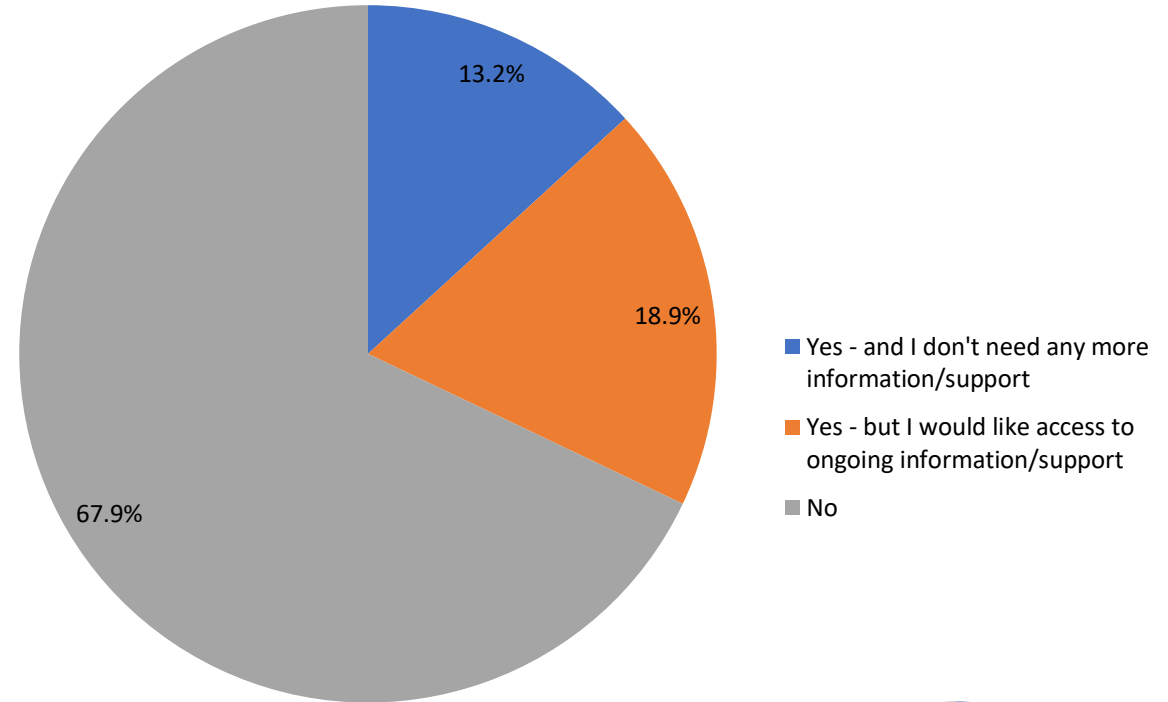
Q.20 Have you made any changes to your business with regards to Net Zero?



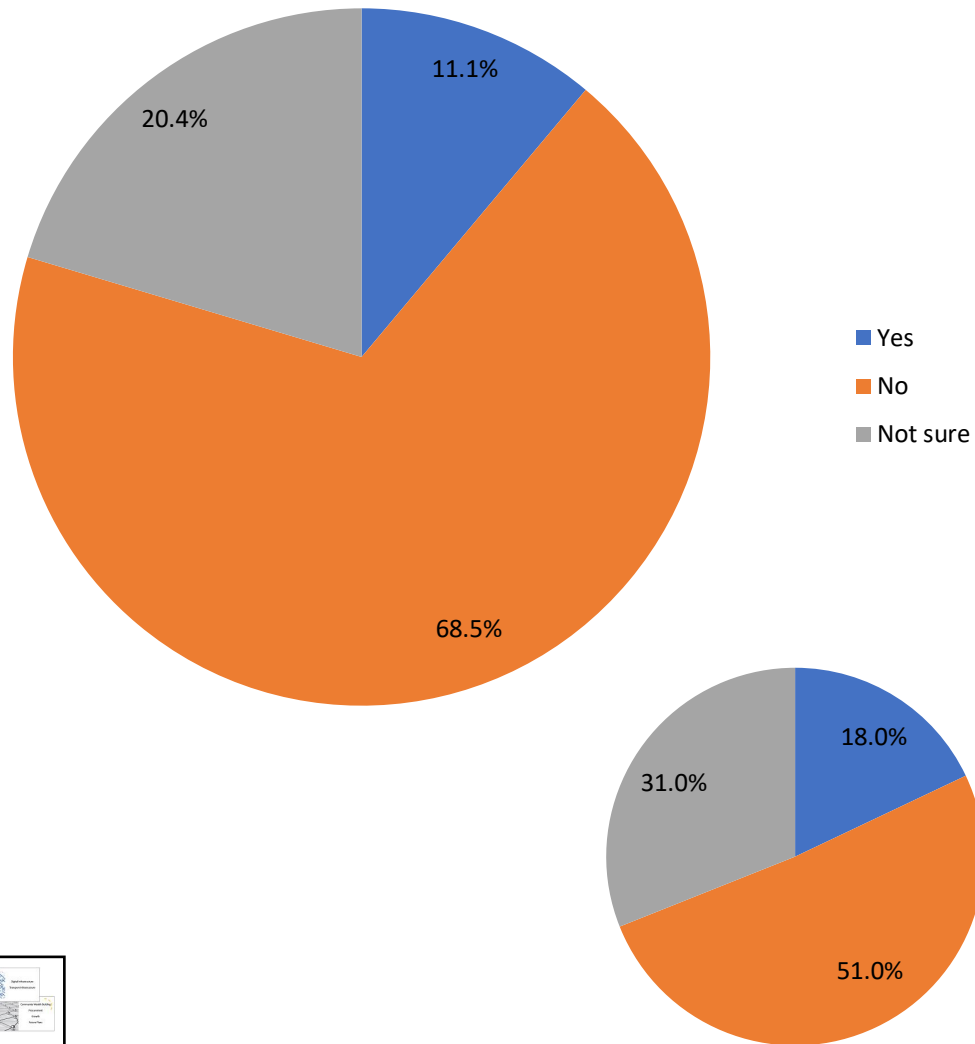
Q.21 Have you engaged with any government support initiatives with regards to the transition to Net Zero?



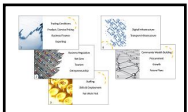
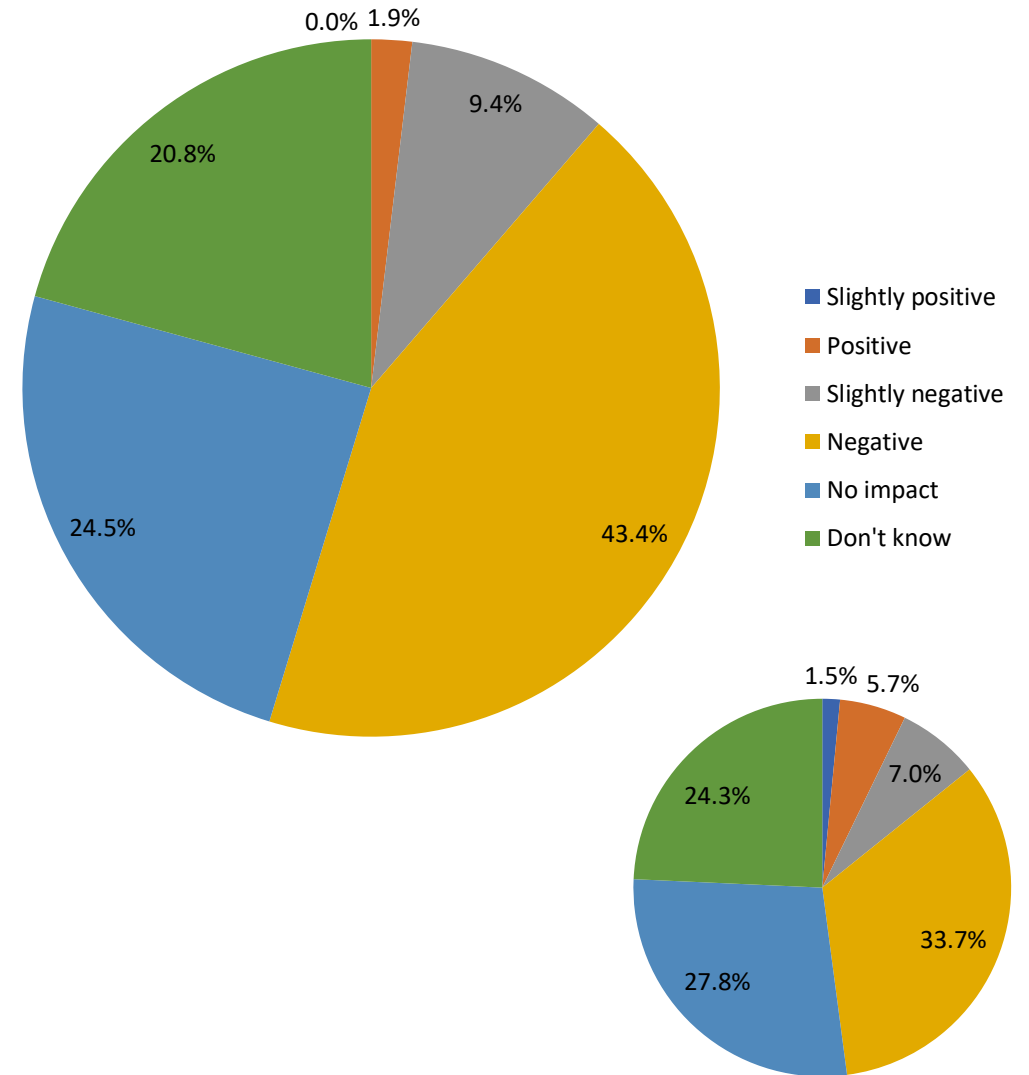
Q.22 Do you feel enough support is available to you with regards to the impact the transition to Net Zero will have on your business?



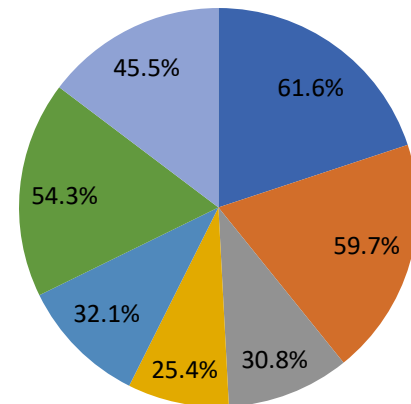
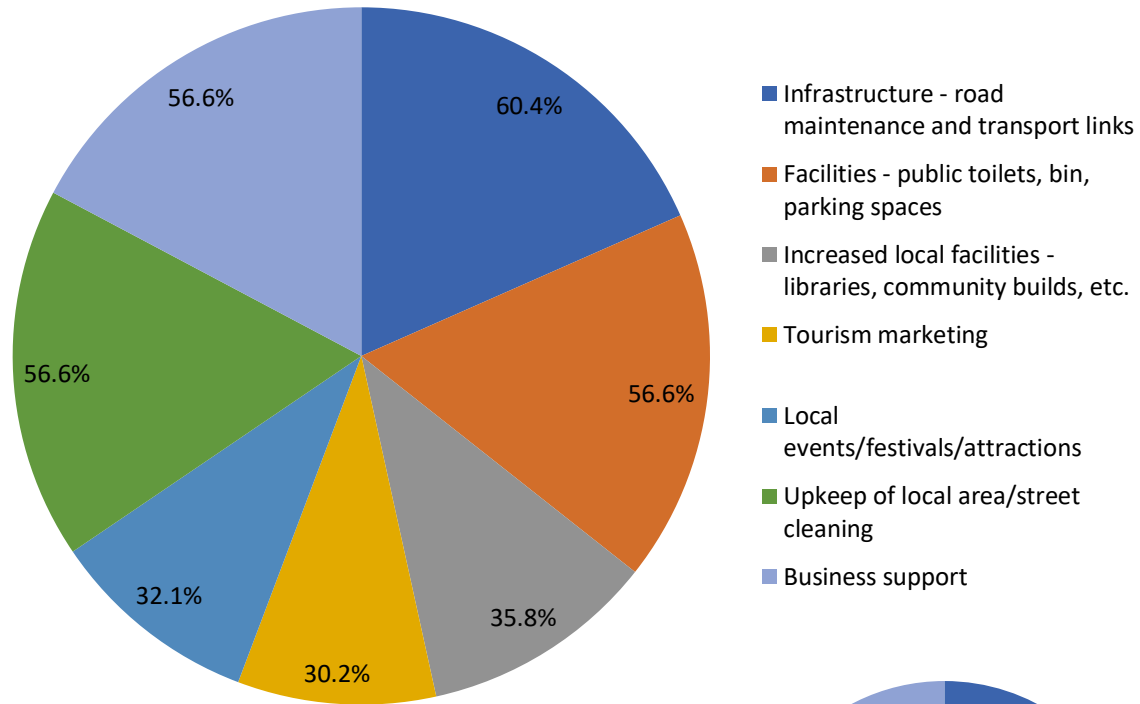
Q.49 Do you support the introduction of a local visitor levy (tourist tax)?



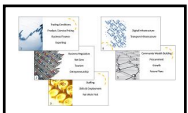
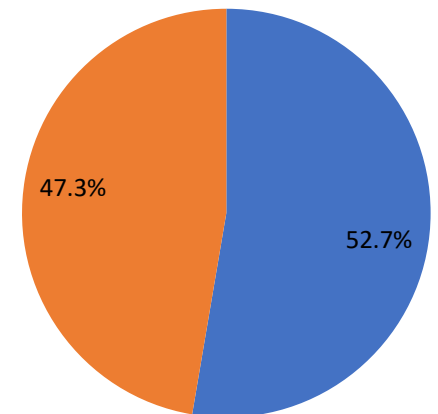
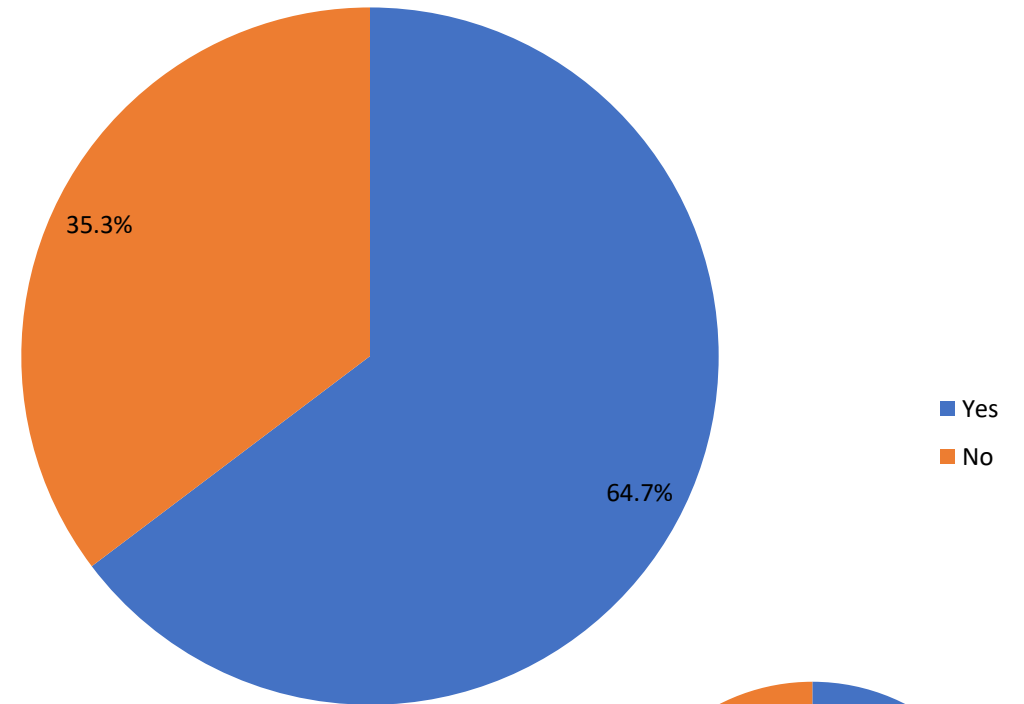
Q.50 What impact would a local visitor levy (tourist tax) have on your business and the local economy in your area?



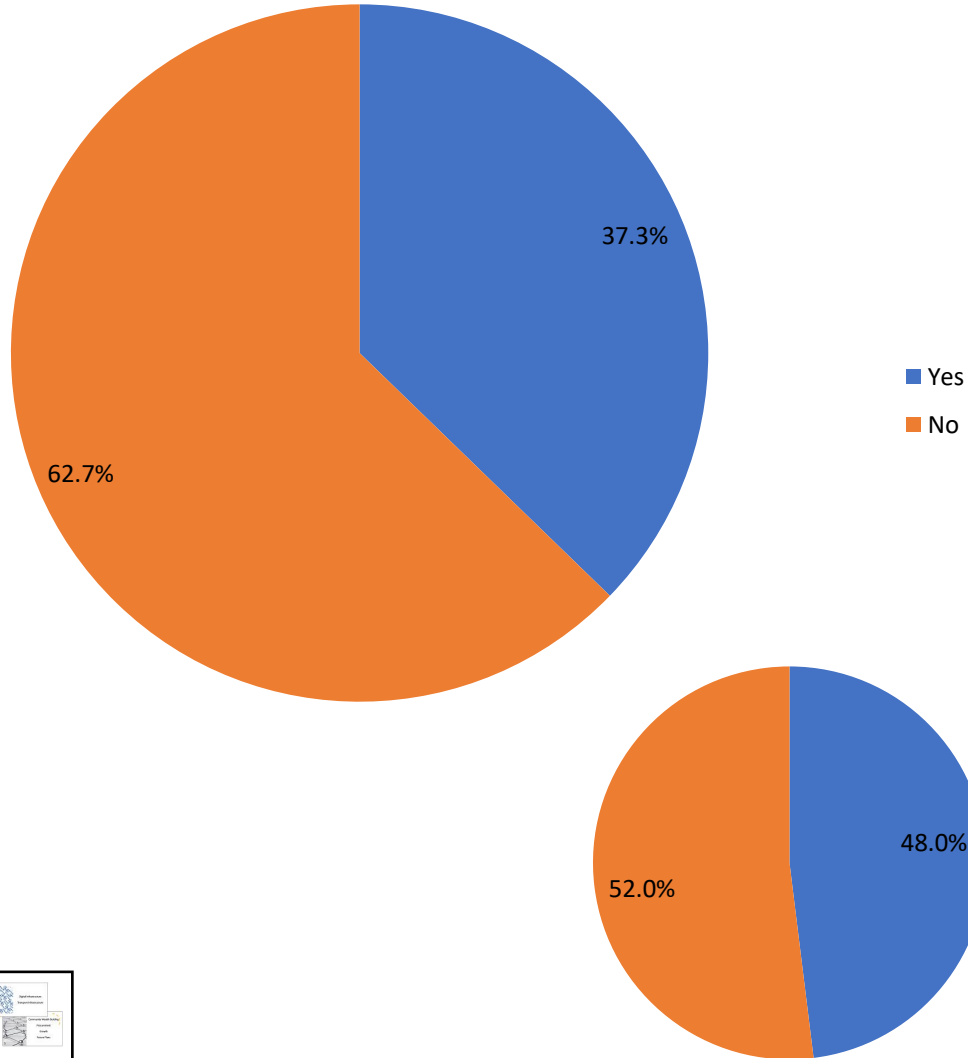
Q.51 If a visitor levy (tourist tax) was to be introduced, what would you like to see the revenue raised spent on?
Select all that apply:



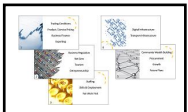
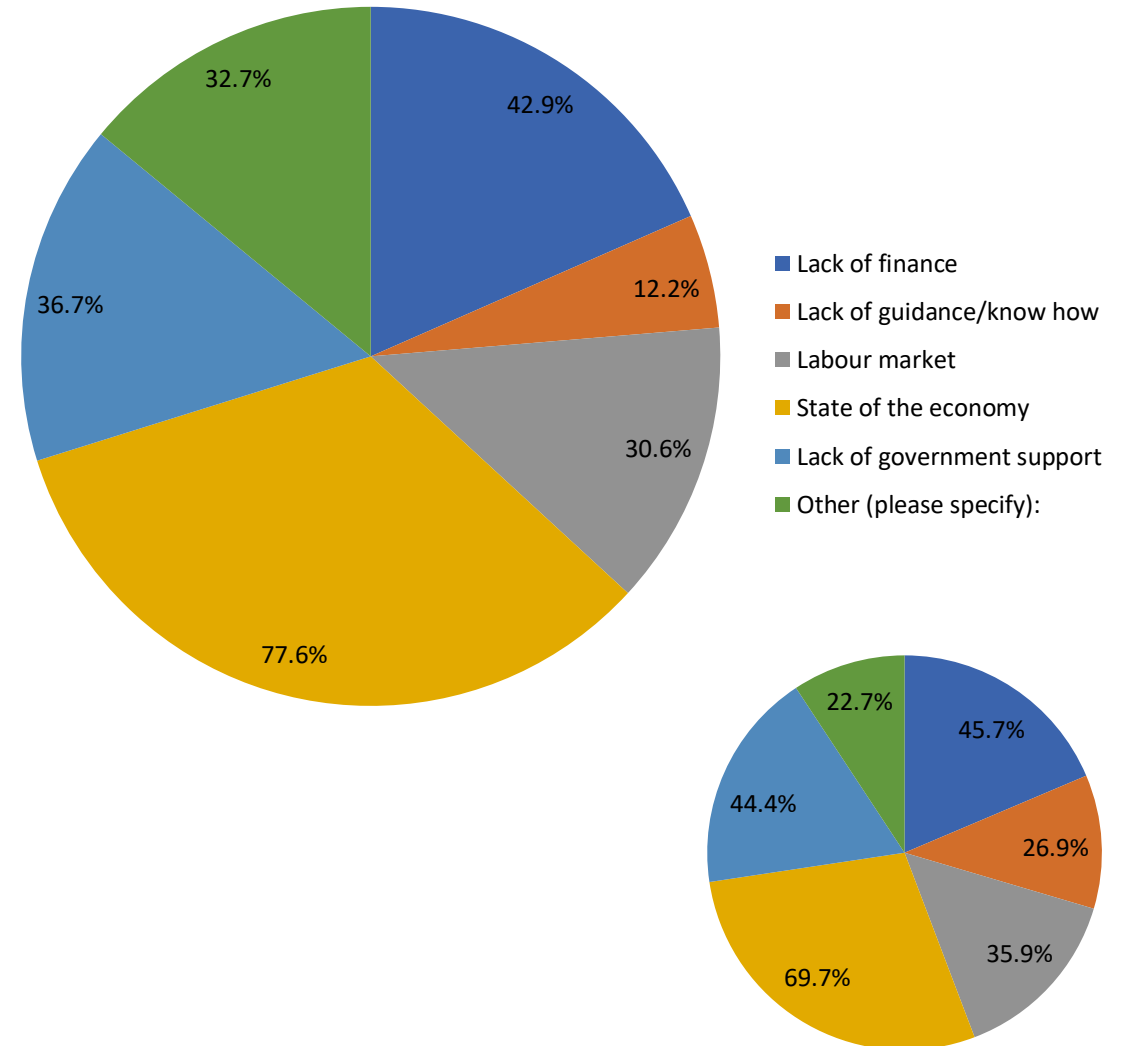
Q.52 Reflecting on your own experience, do you feel there is enough support to start your own business in Scotland?



Q.53 In the current climate, do you feel Scotland is an attractive place to start up a business?



Q.54 Please select any of the following options that you believe are the main barriers to starting up a business in Scotland?

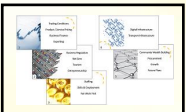




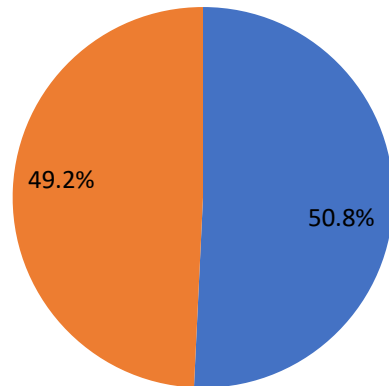
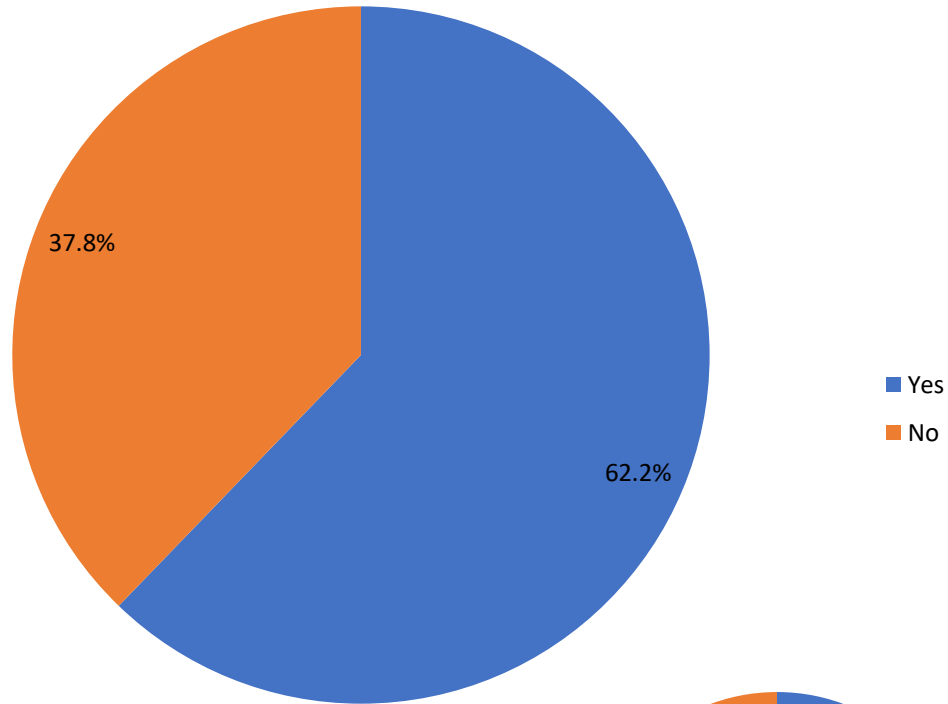
Staffing

Skills & Employment

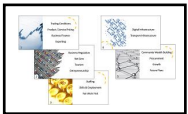
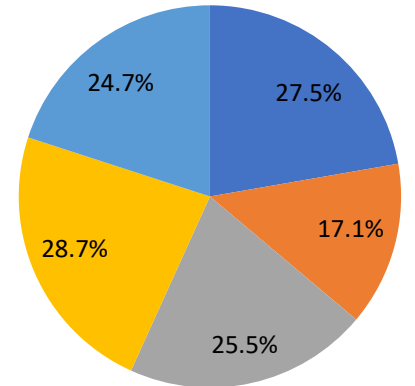
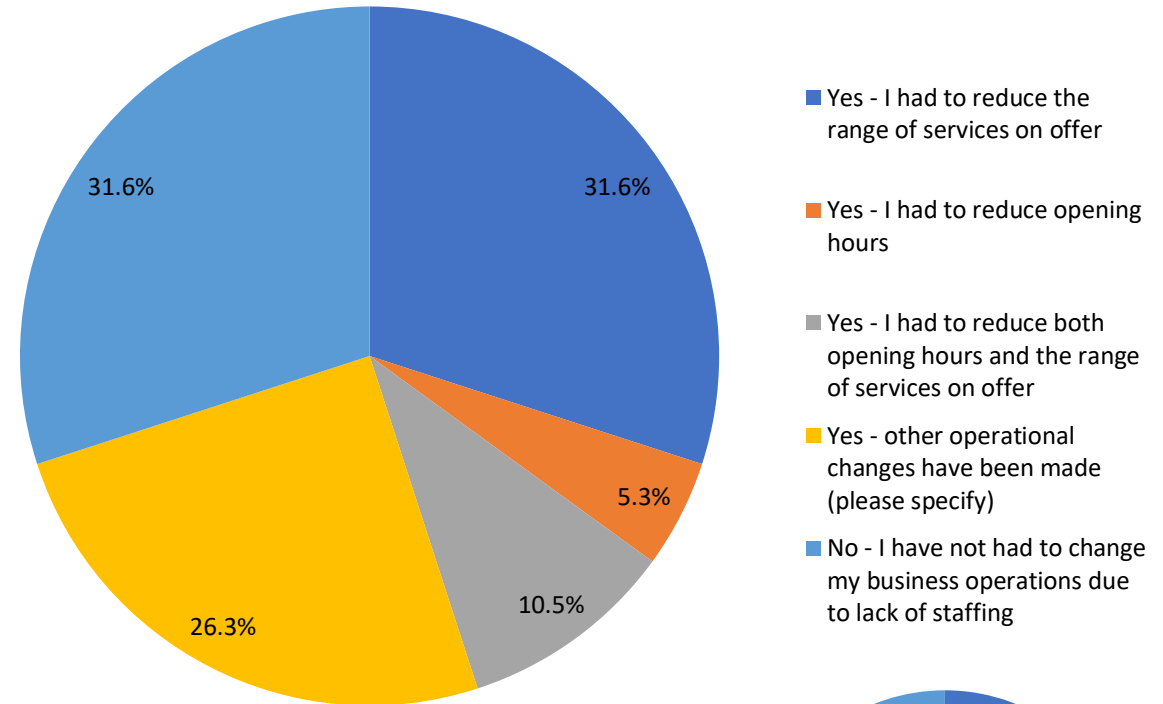
Fair Work First



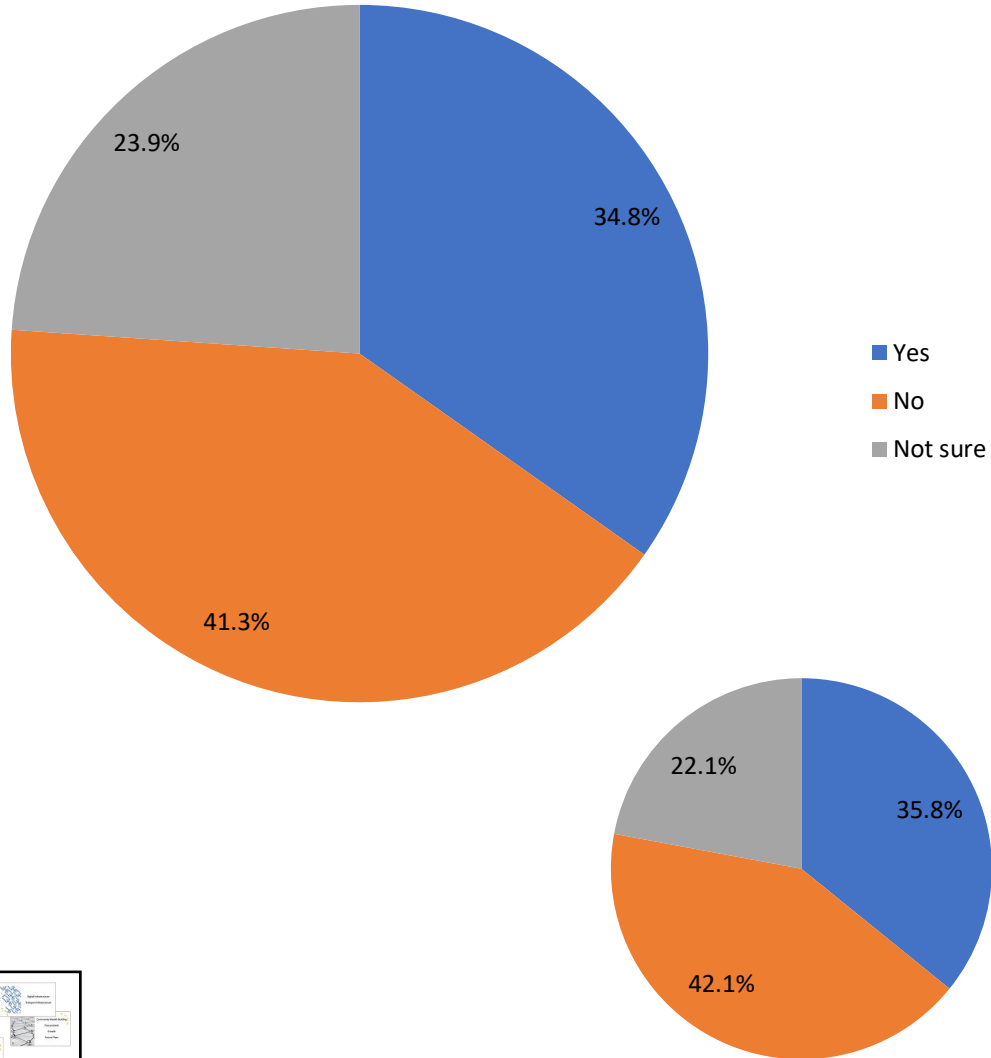
Q.34 If you employ staff, do you feel you have had enough staff to meet your business needs over the past year?



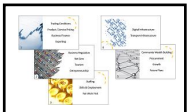
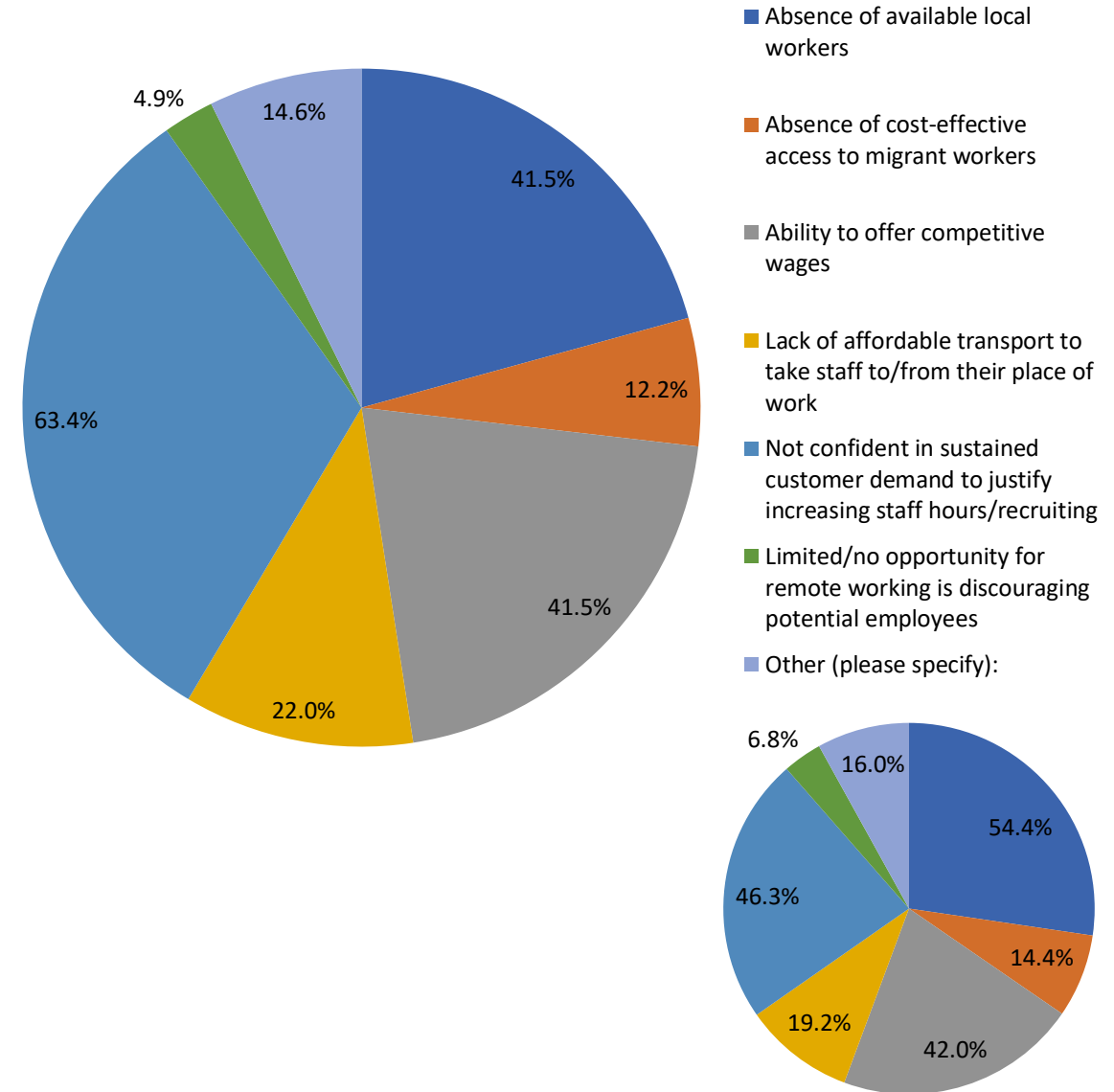
Q.35 If you answered no to the above question, do you feel lack of staff has had an impact on the way your business operates? Select all that apply:



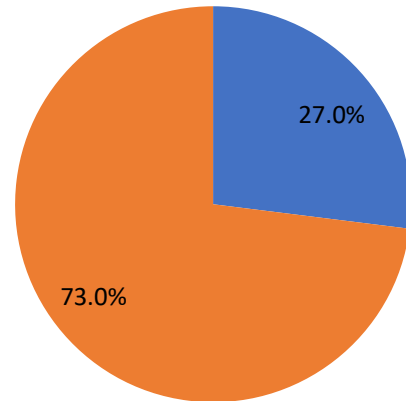
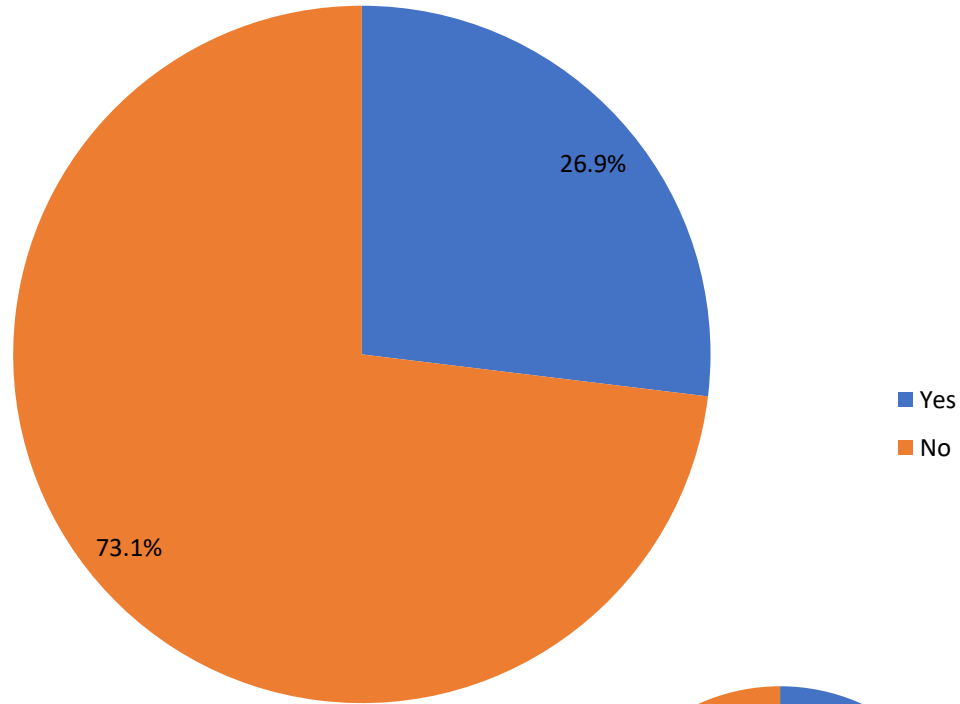
Q.36 Do you feel confident you can employ enough appropriately-skilled staff if necessary this year?



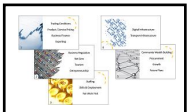
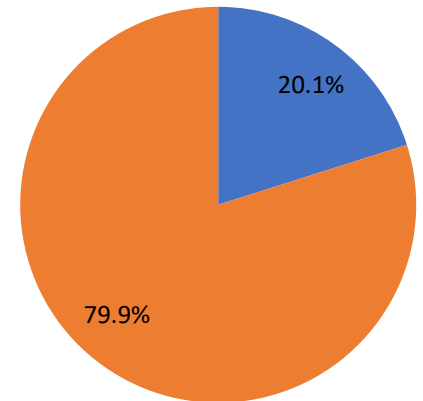
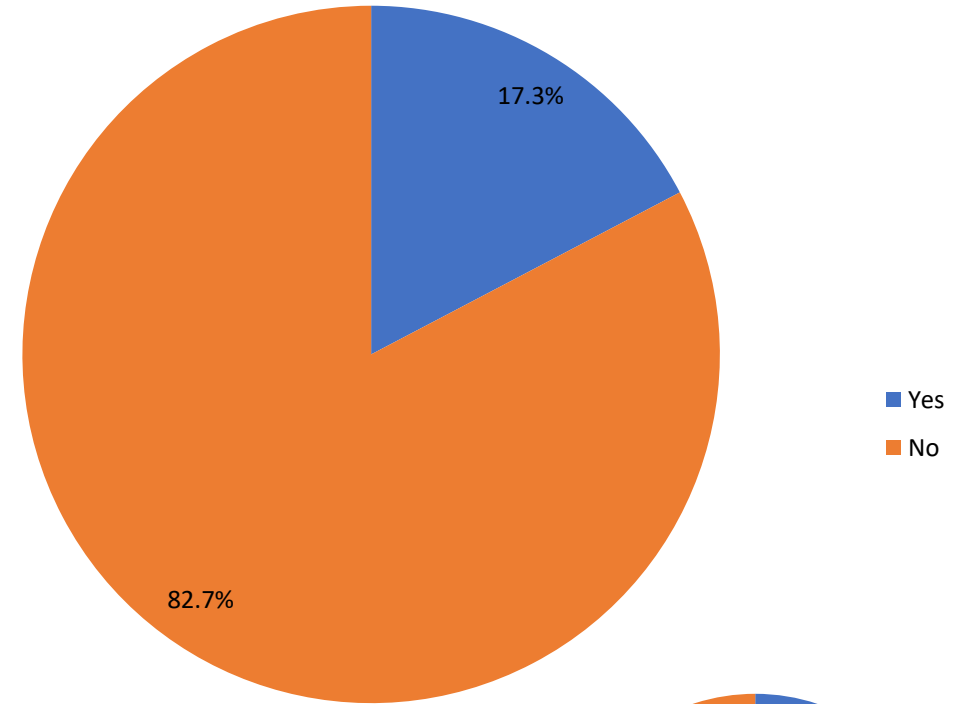
Q.37 Thinking about your current and future staffing needs, tick the indicators that are relevant in affecting your ability to recruit/retain the staff you need for your business:



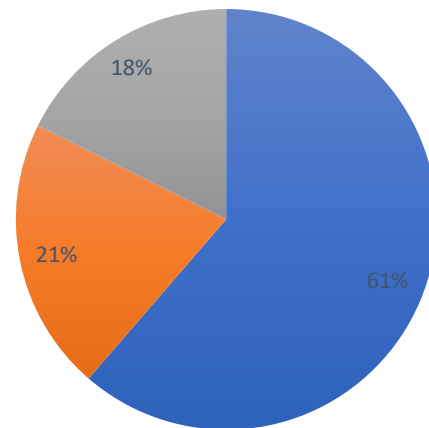
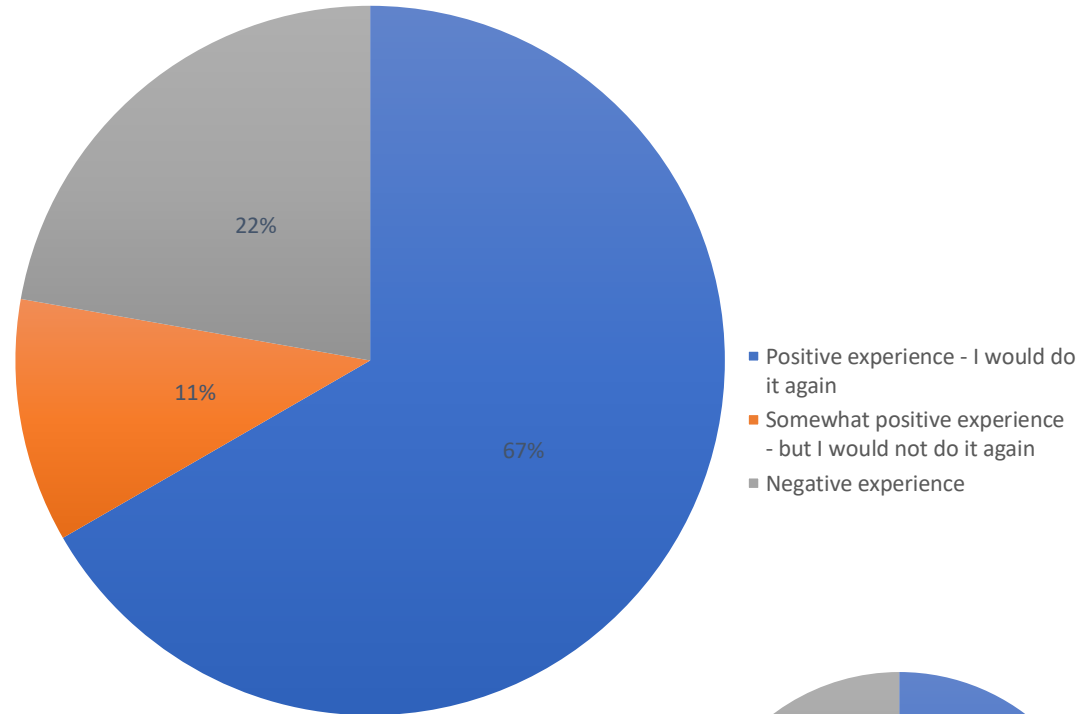
Q.38 Do you engage with schools and/or colleges/universities with regards to careers/recruitment?



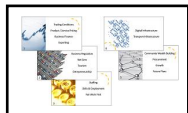
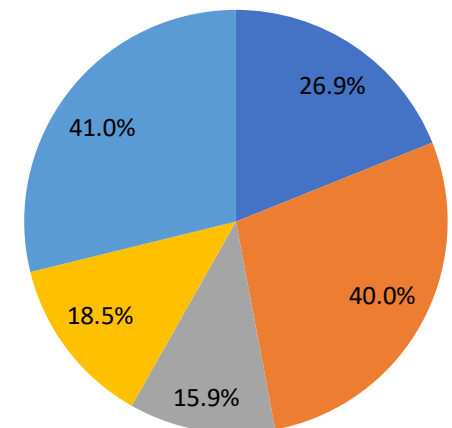
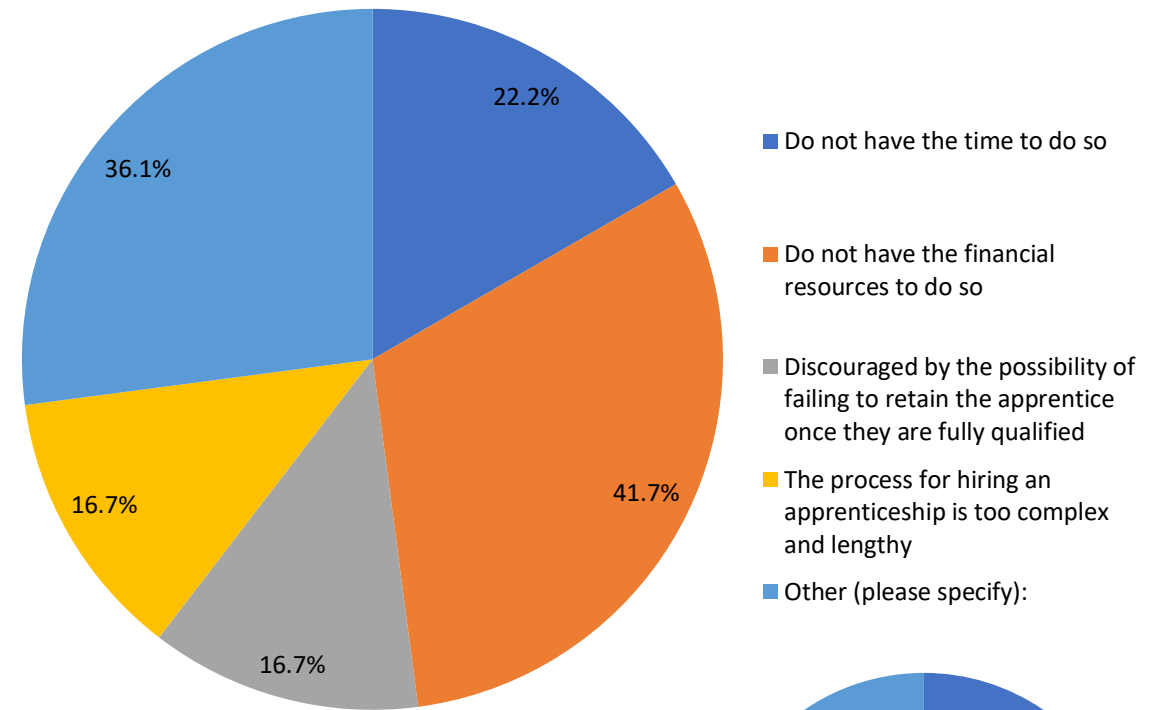
Q.39 Do you employ (or have you previously employed) an apprentice?



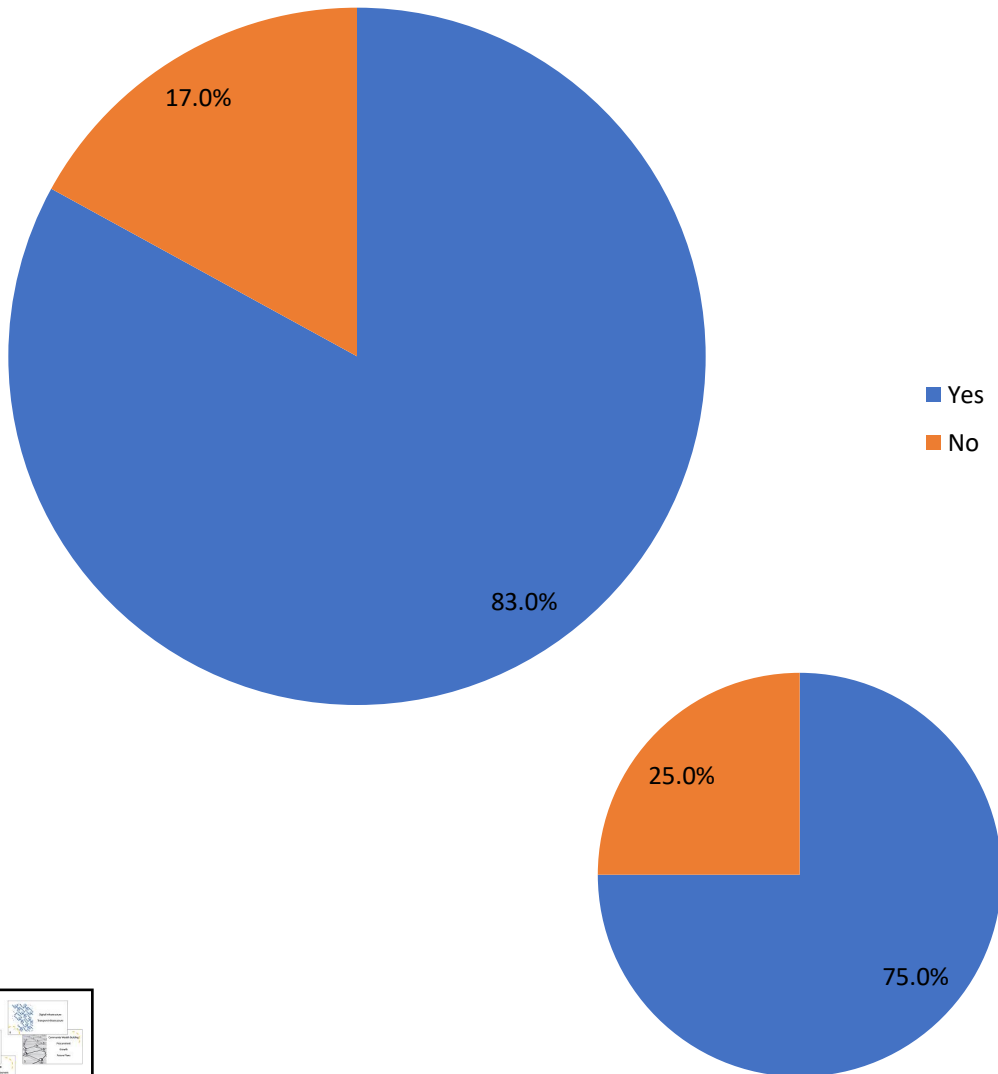
Q.40 If you answered yes to the above, did you find taking on an apprenticeship to be:



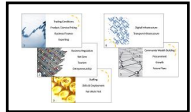
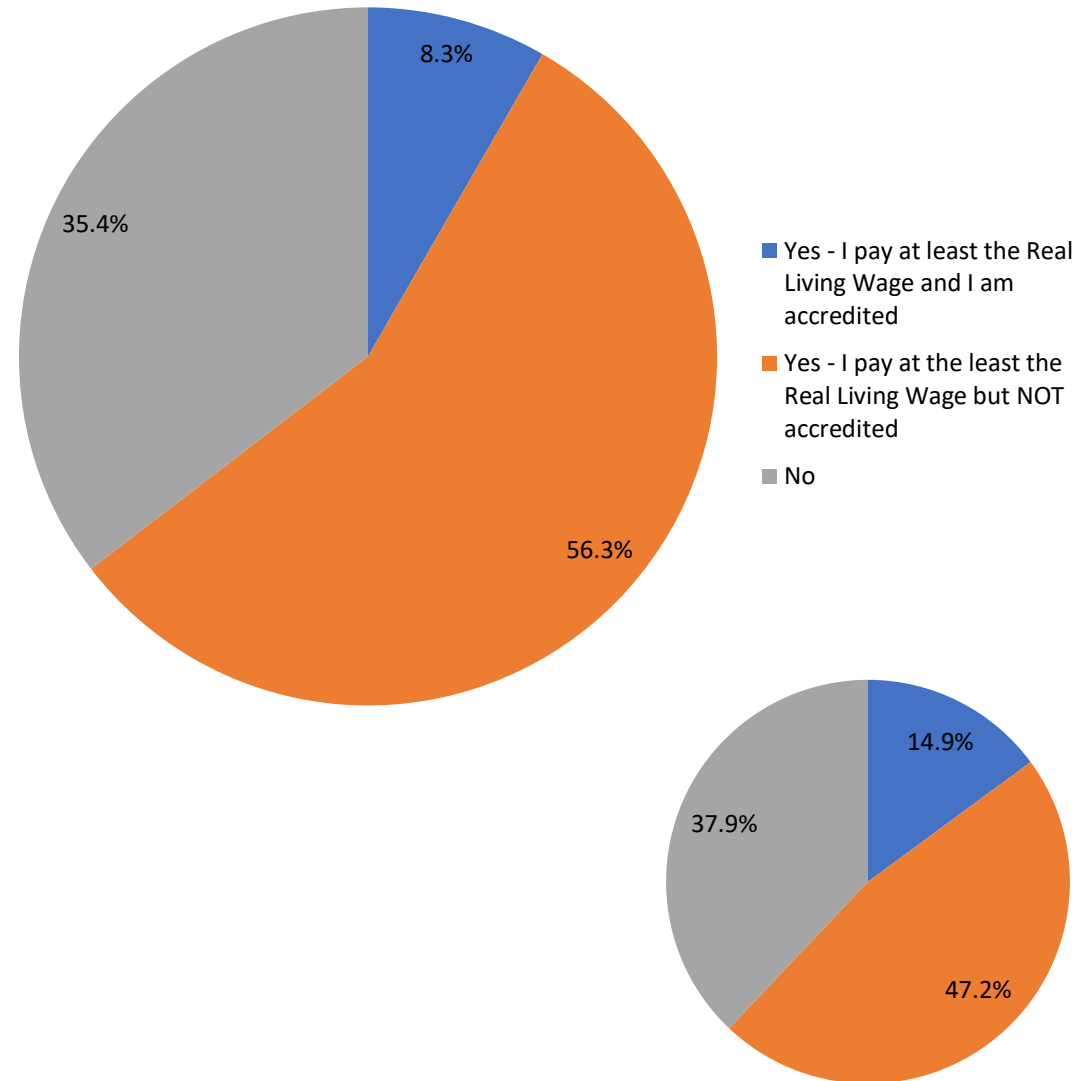
Q.41 If you have never offered an apprenticeship, please select the reason(s) why this may be the case:



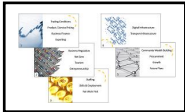
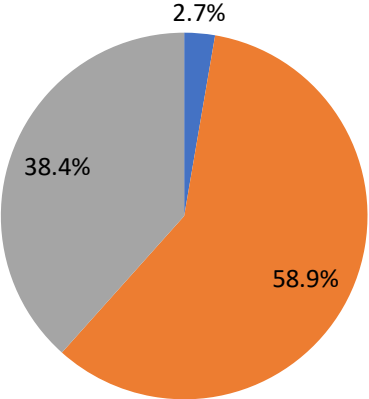
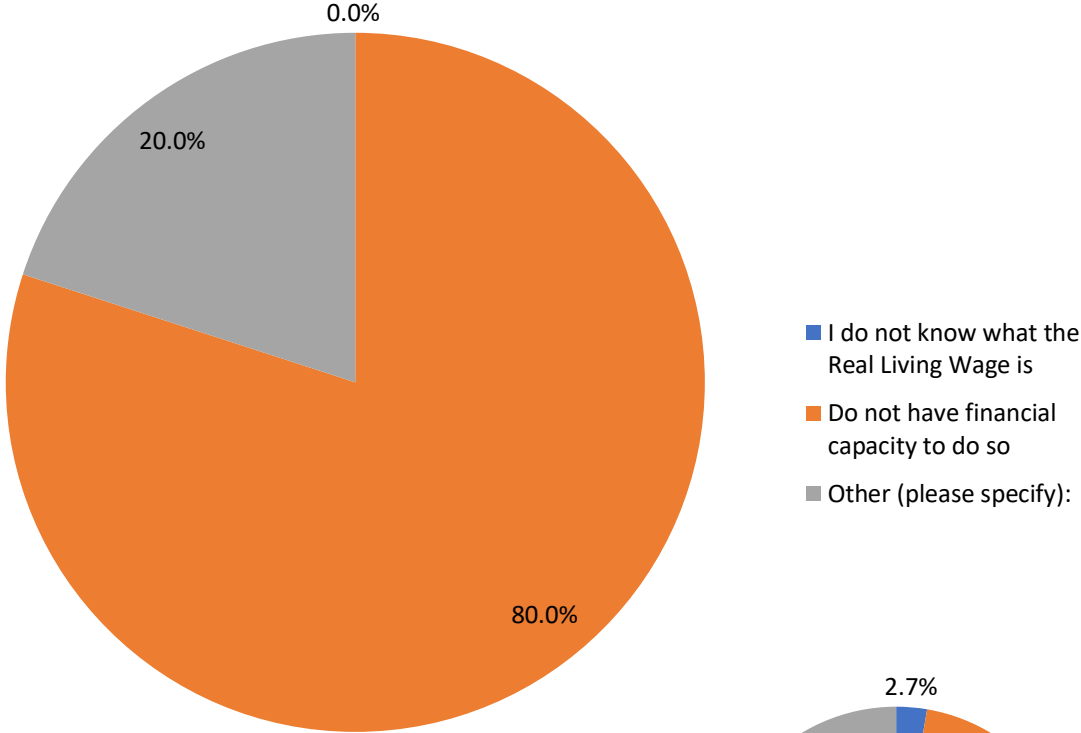
Q.42 Do you provide in-work training?

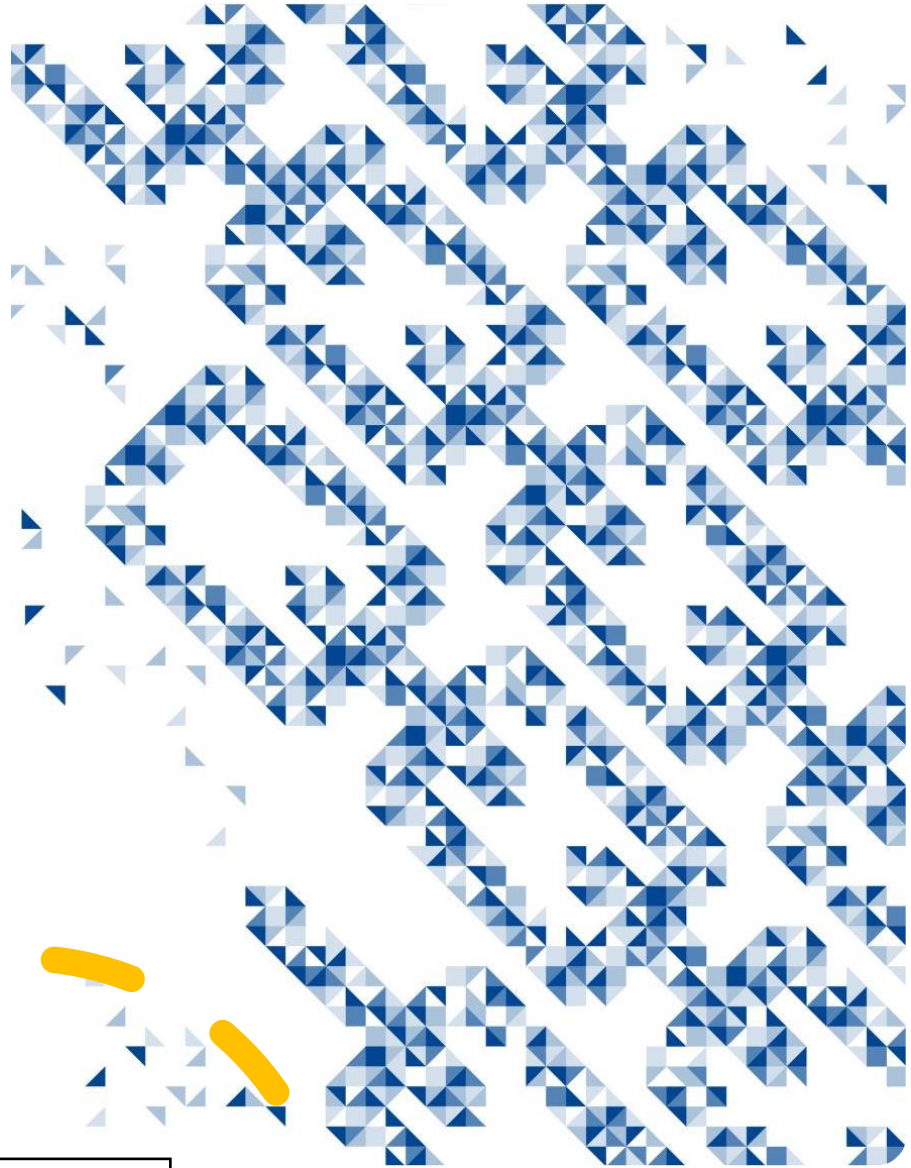


Q.43 Are you an accredited Real Living Wage (£10.90 p/h) employer?



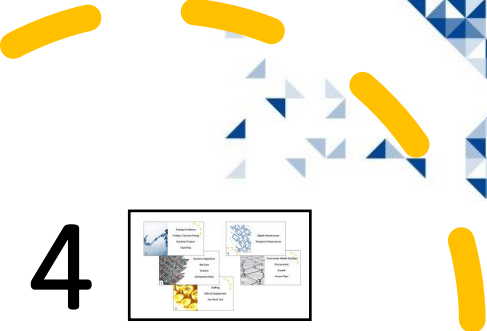
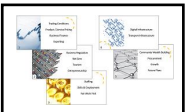
Q.44 If you don't offer the Real Living Wage as a minimum to employees, what is the main barrier for you in doing so?



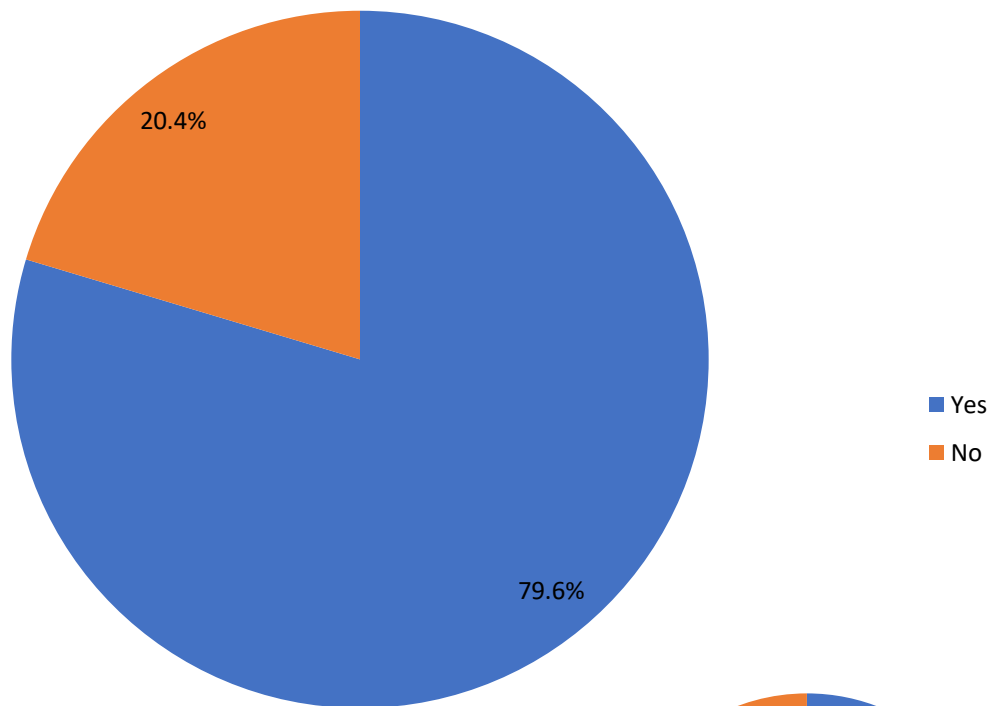


Digital Infrastructure
Transport Infrastructure

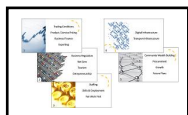
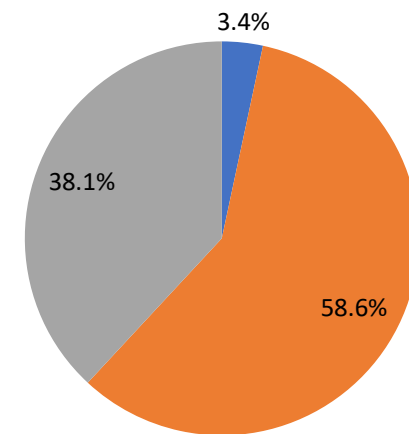
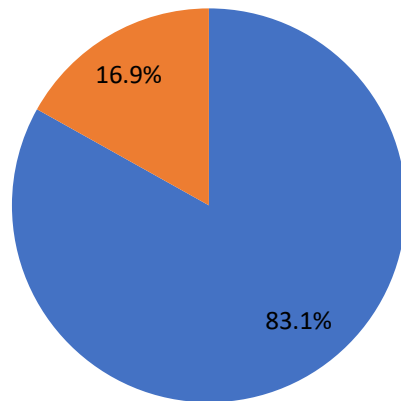
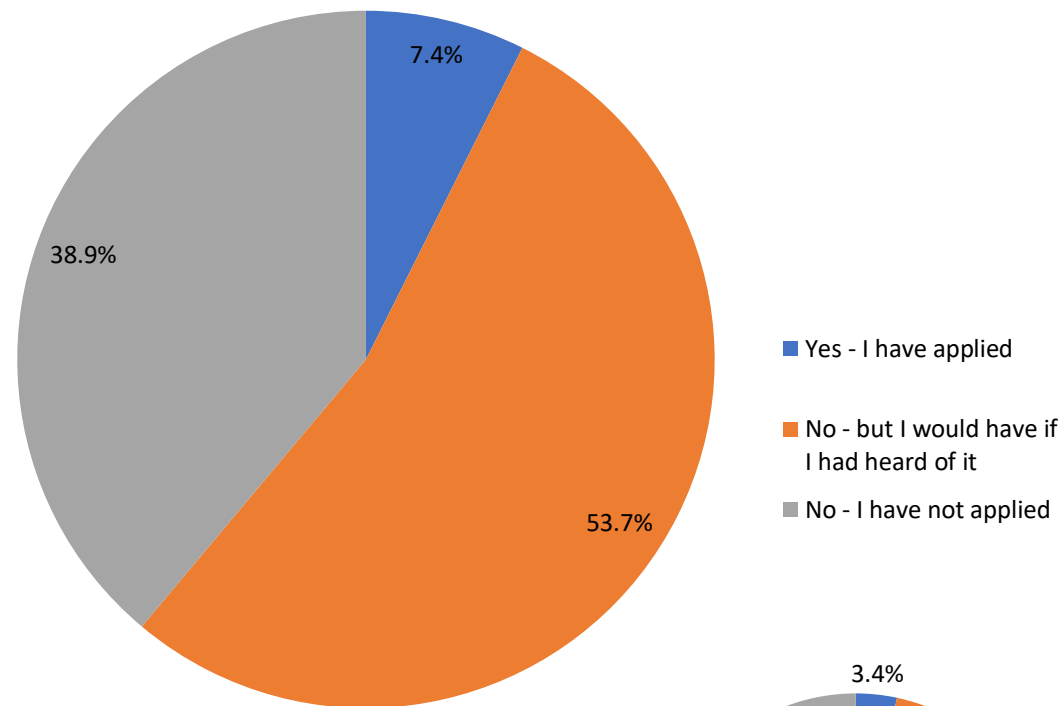
4



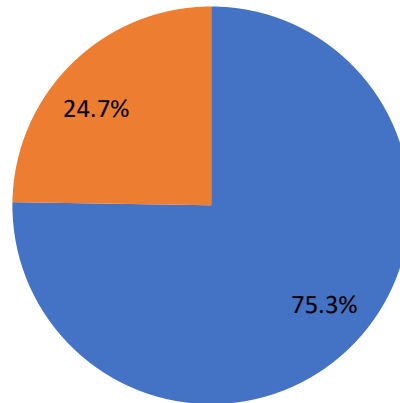
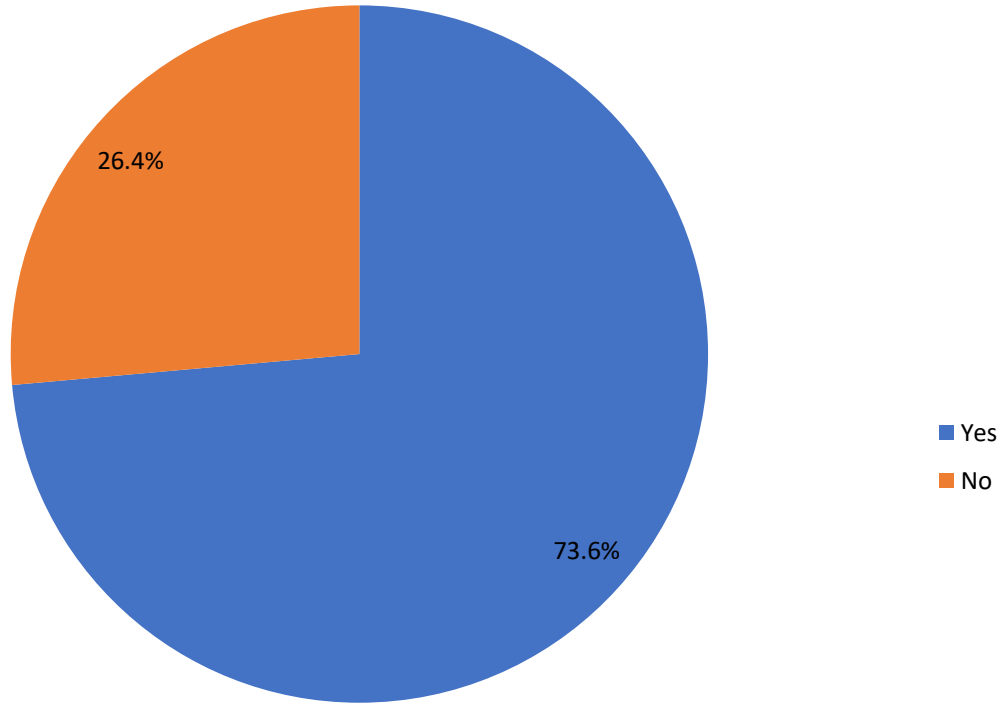
Q.55 Do you have access to adequate broadband, sufficient for your current business needs?



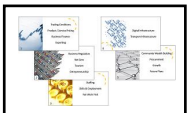
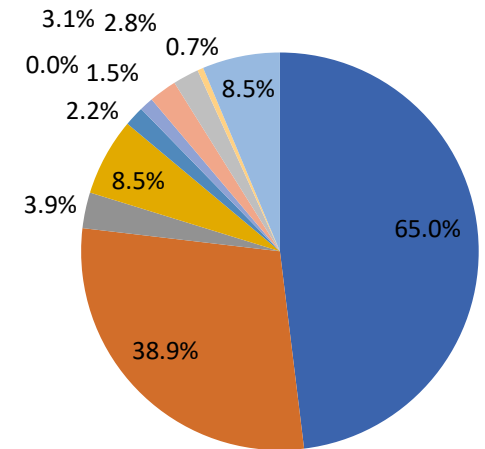
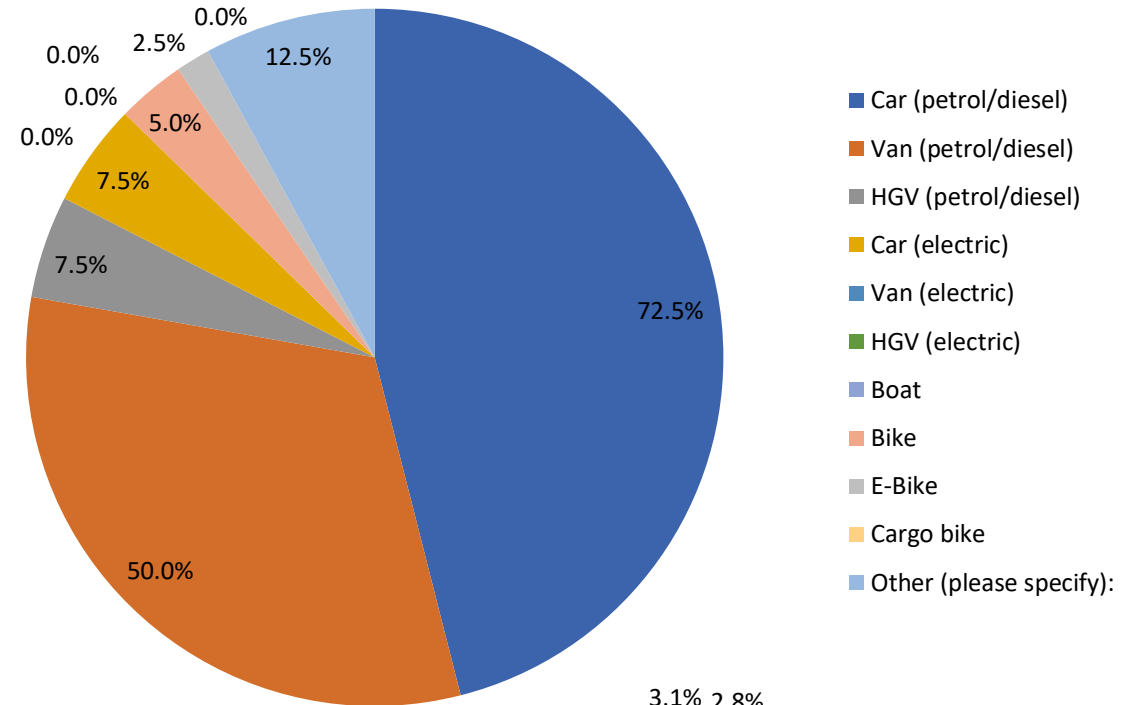
Q.56 Have you applied for the Scottish Broadband Vouchers Scheme (SBVS)?



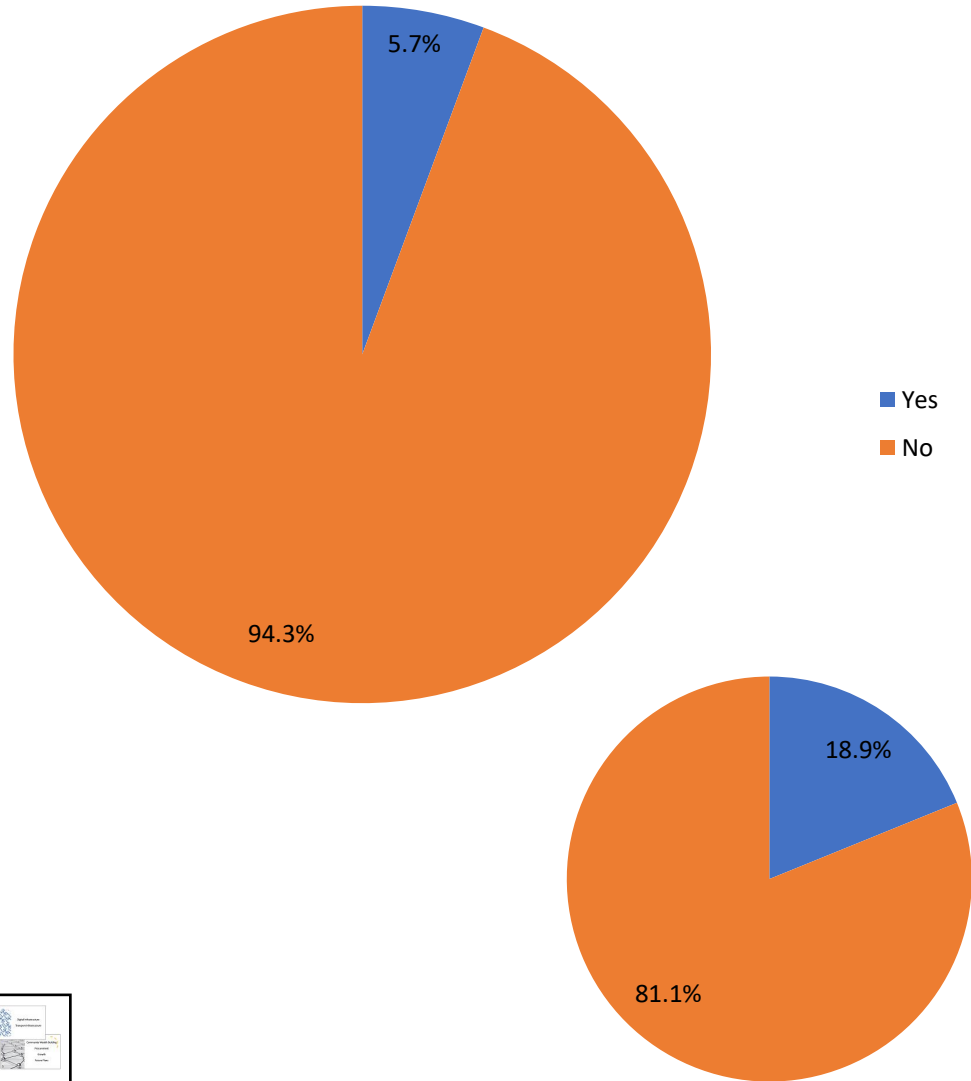
Q.60 Do you use a vehicle(s) as part of your business operation?



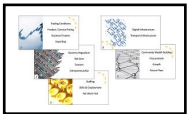
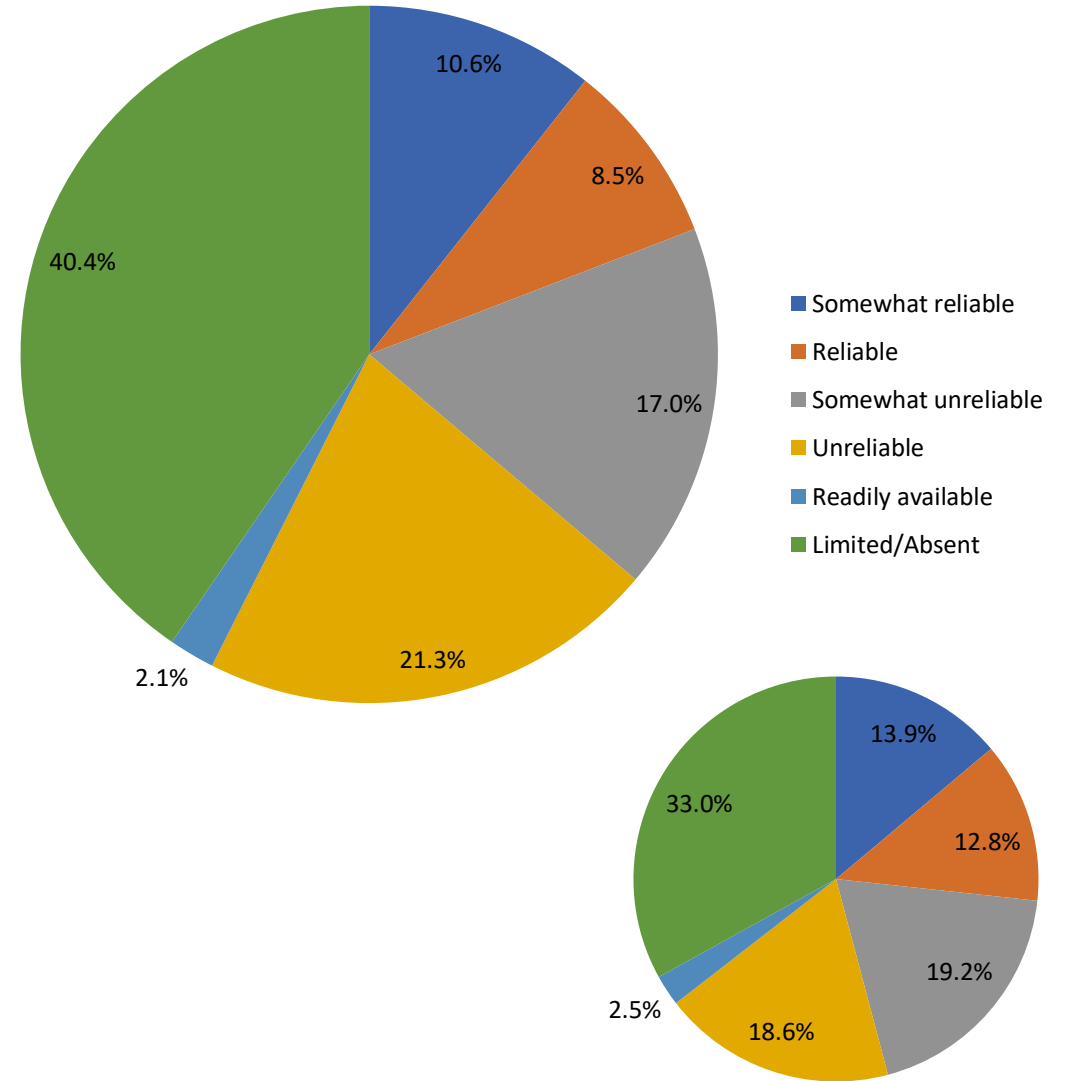
Q.61 If you answered yes to the above question, what type(s) of vehicle(s) do you use?

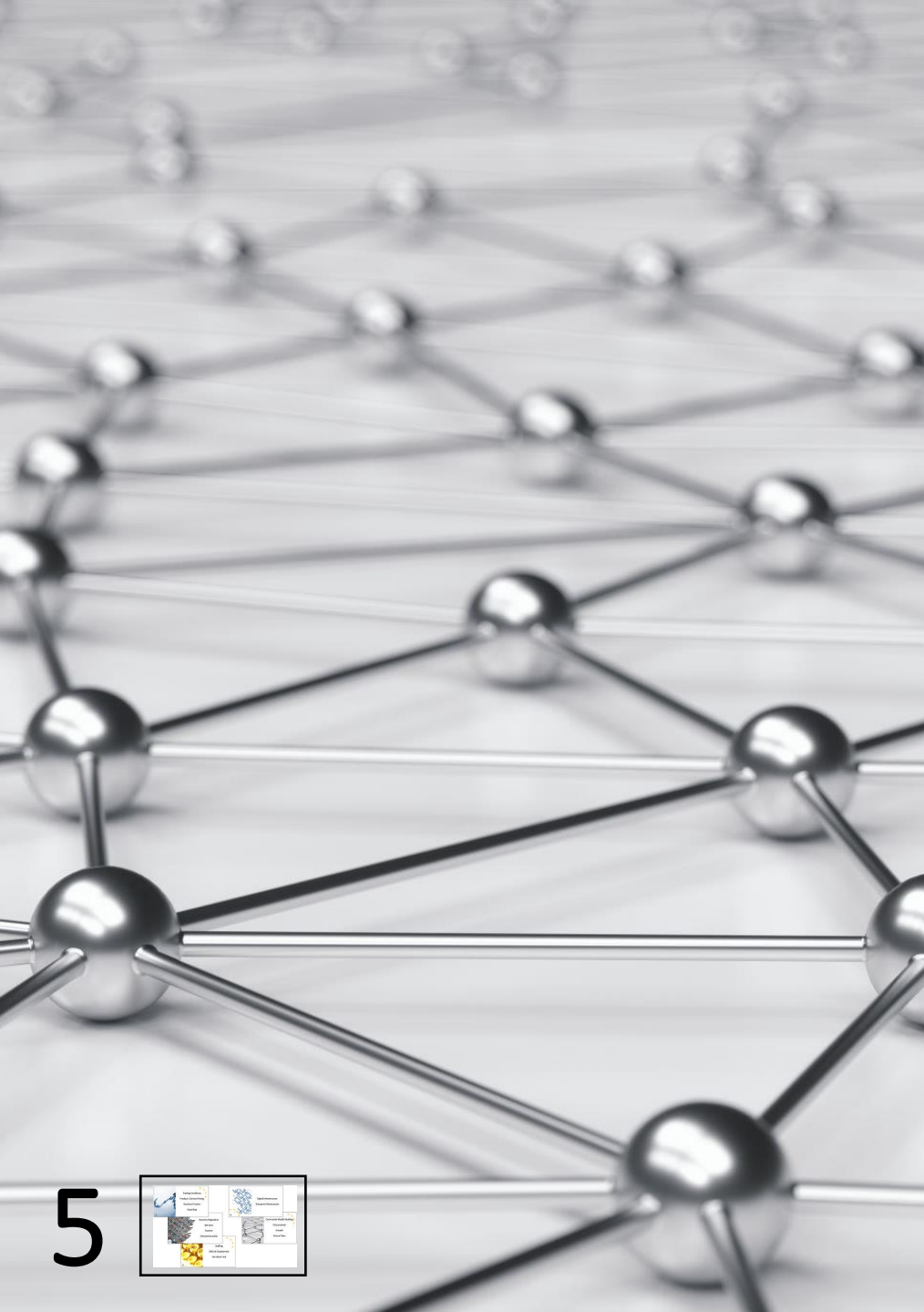


Q.62 Do you rely on public transport as part of your business operations?



Q.63 Would you consider public transport to be:



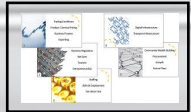


Community Wealth Building

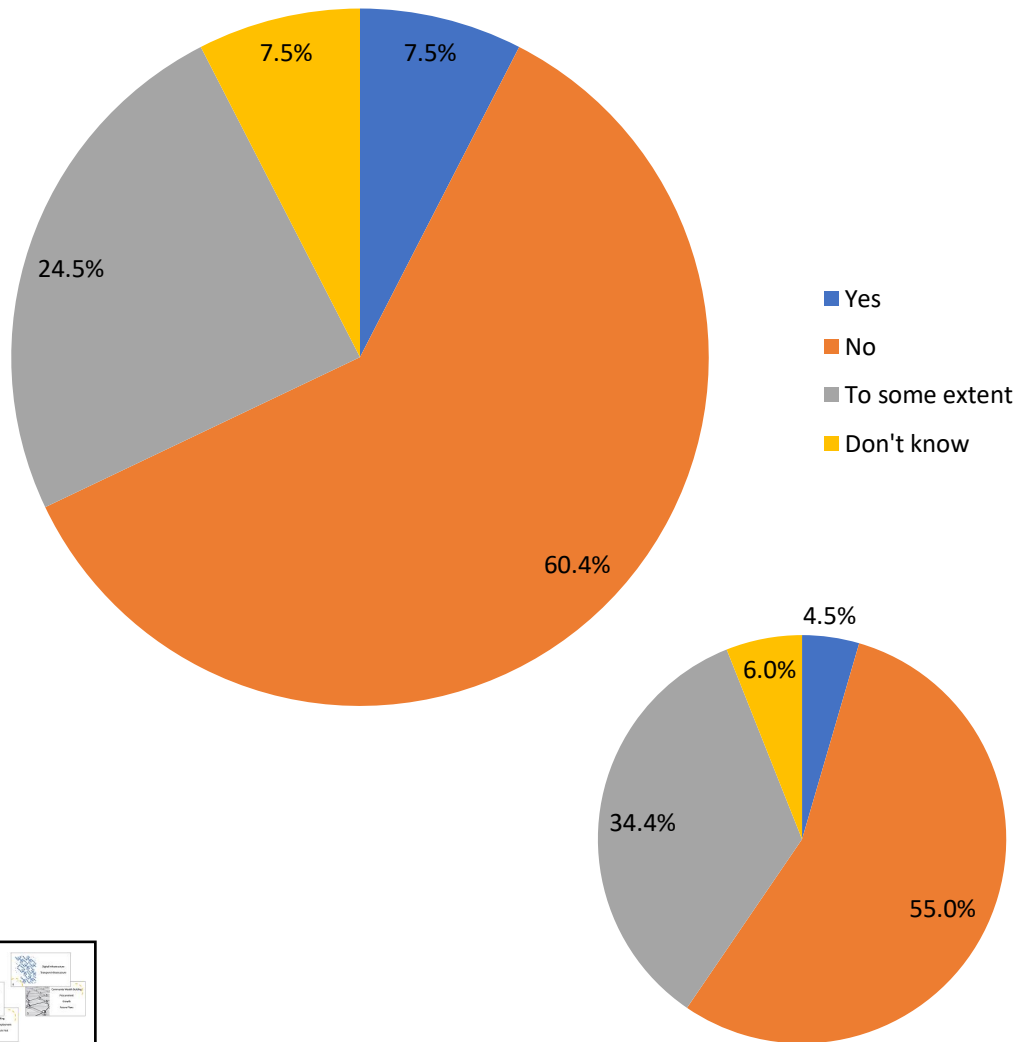
Procurement

Growth

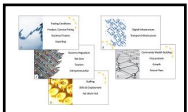
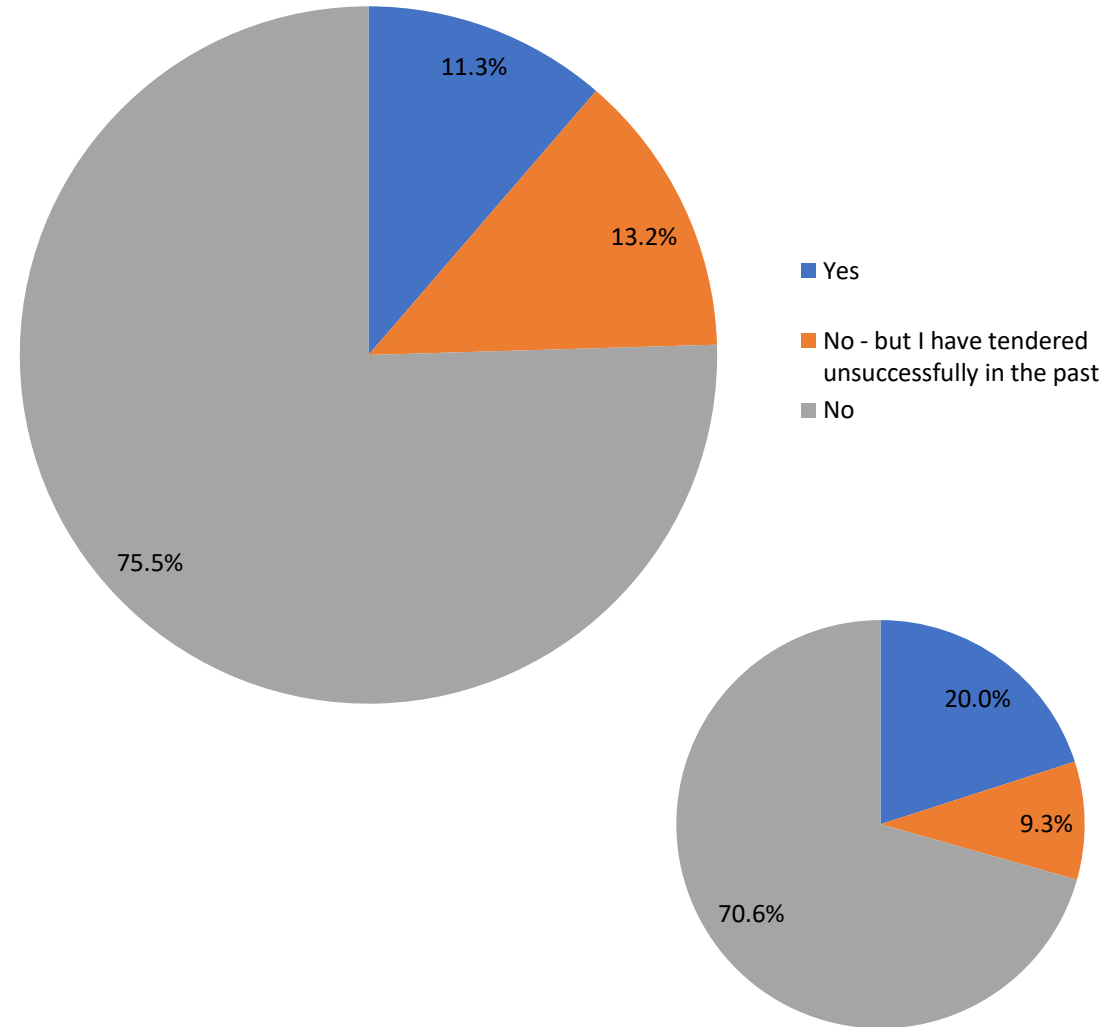
Future Plans



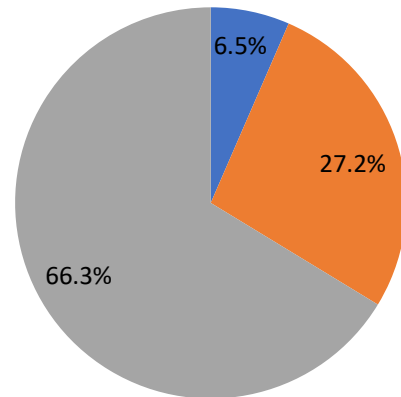
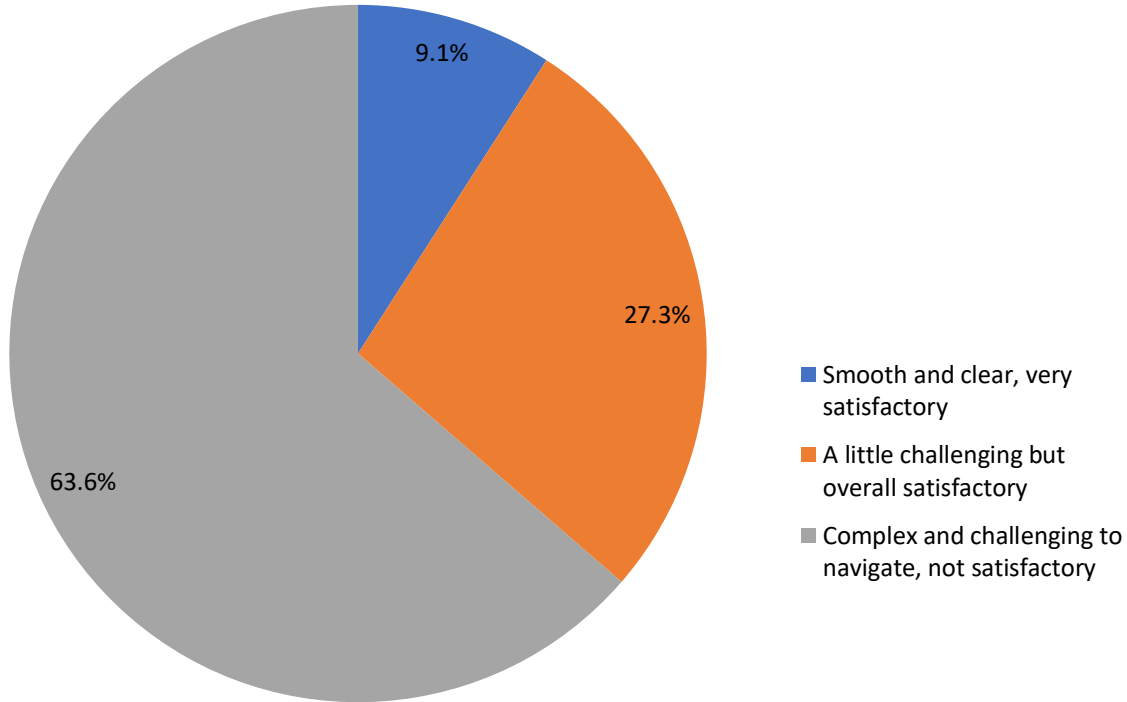
Q.27 Do you believe that the key players in your local community (e.g. local authority) understand the needs of local businesses like yours, and your importance to community wellbeing?



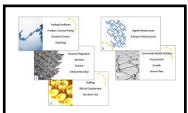
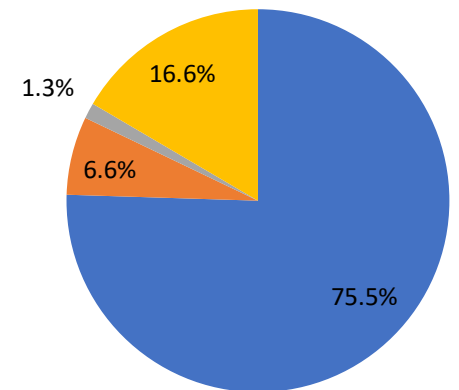
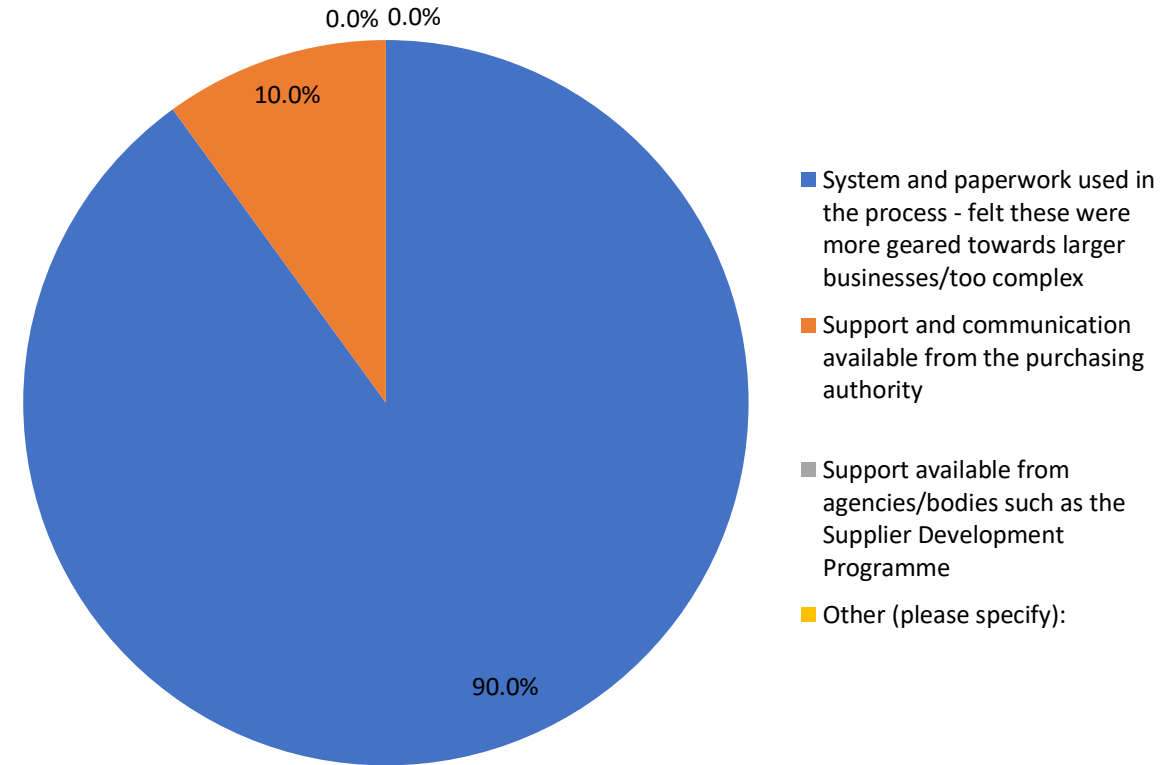
Q.28 Have you tendered/run any public contracts?



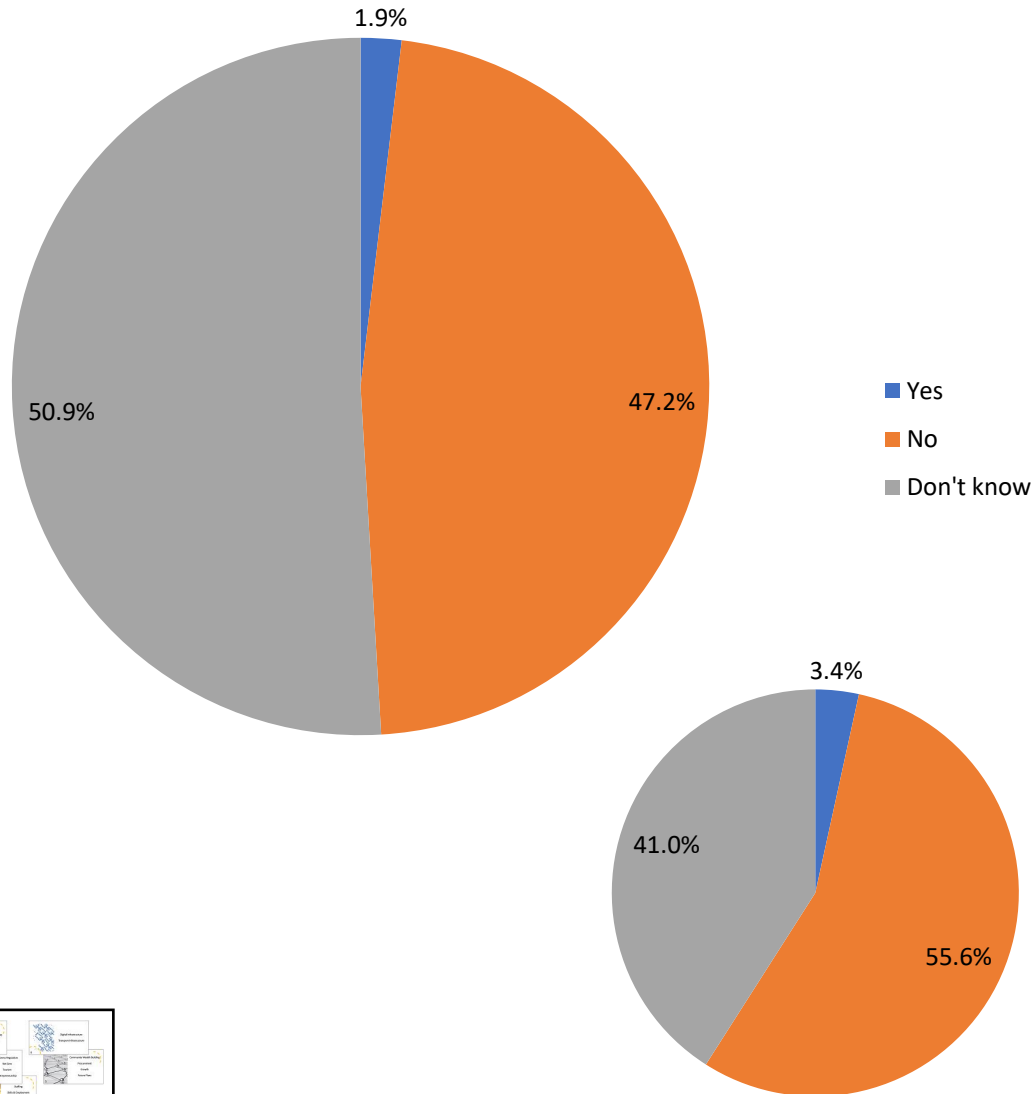
Q.29 If you have tendered for a public contract, how would you describe the process?



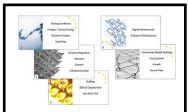
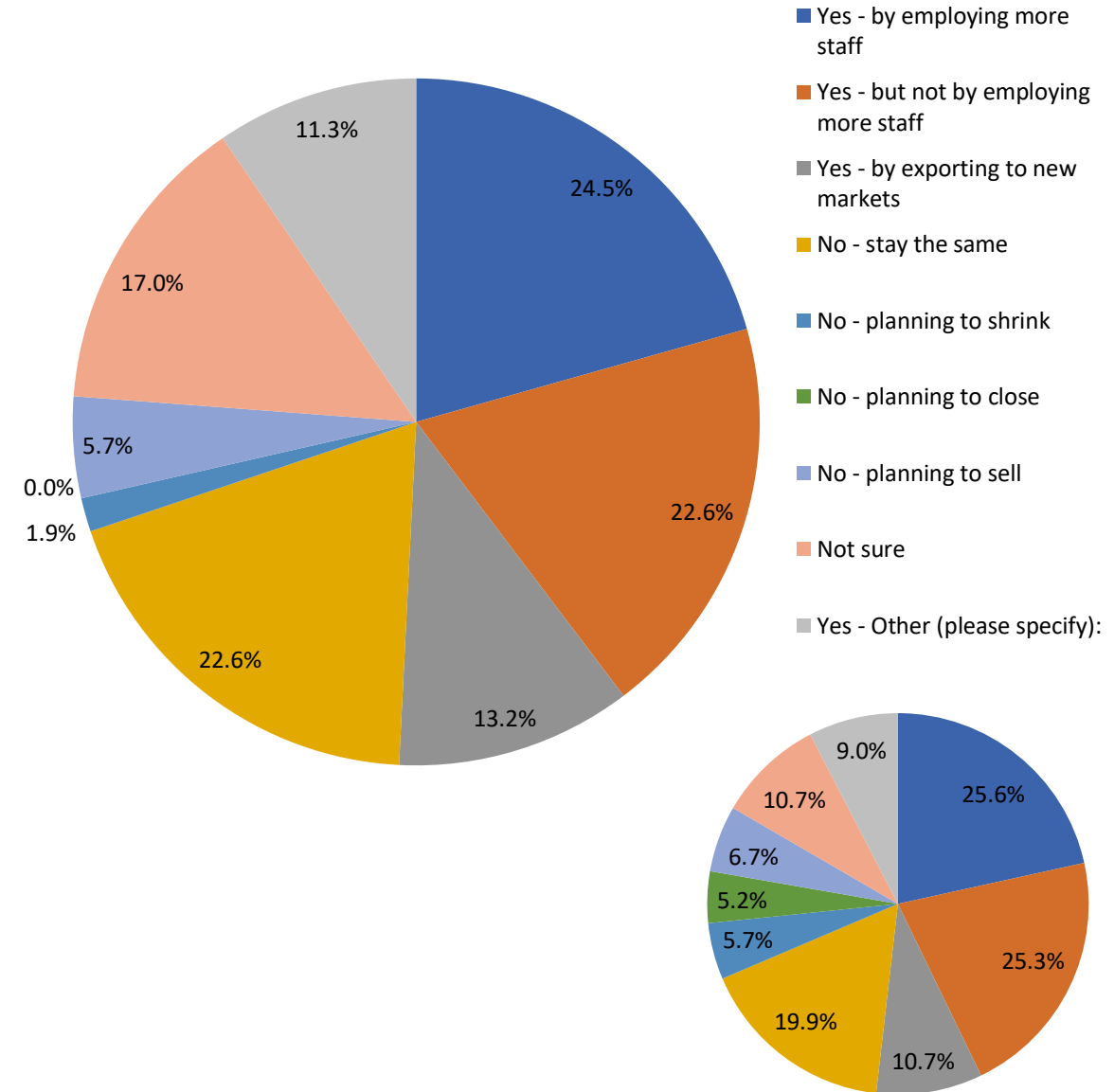
Q.30 If your experience was negative, what was the main factor in this?



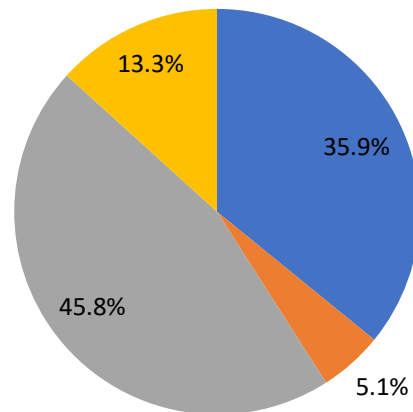
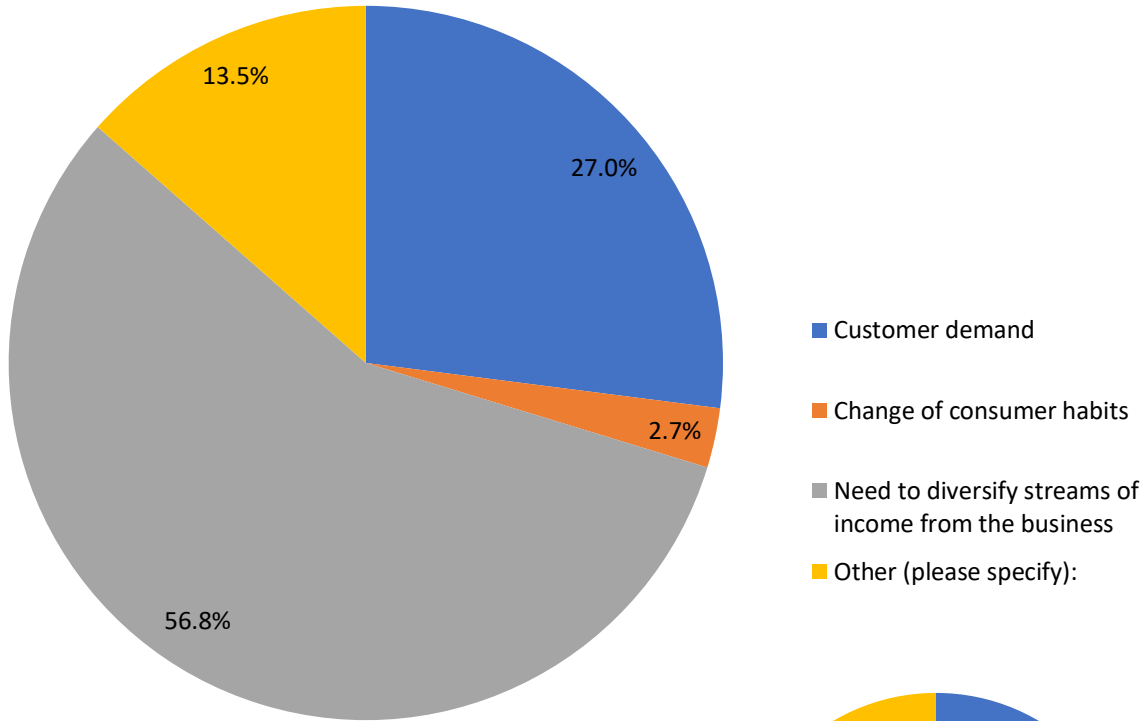
Q.31 Do you believe procurement spend by your local authority/public sector bodies is sufficient with small/micro businesses?



Q.64 Over the next two years (2023 and 2024), do you plan to grow your business? Please tick all that apply



Q.65 If you answered yes, what is driving this ambition for growth?



Q.66 If you answered no, what are the main obstacles that might divert you from this ambition? Select all that apply

