UK SMB OPTIMISM TRACKER STUDY

A survey conducted by Coleman Parkes Research
Presentation of results

Feb 2016
The aim of this business research is to monitor levels of optimism towards the UK economy and business in general, amongst UK small and medium sized businesses e.g. expected growth in revenues, profit and company size.

Subsequent waves (or dips) of research are timed to coincide with a significant economic event in order to measure the impact on UK SMB optimism e.g. at the start of the financial year, the referendum, market shocks etc.

For more information on this study please contact Stephen Saw, Associate Director.
## Study Detail

### Methodology
Online survey

### Audience profile
Small and Medium Sized Businesses

### Number of respondents
The study targeted 1000 respondents

### Fieldwork dates
Jan to Feb 2016 (first wave)

### Country/region
N = 1000 (first wave)
Results
UK SMBs are optimistic when it comes to potential 2016 revenues, particularly in the manufacturing sector.

Compared to 2015 do you think 2016 revenues for your business will be?

Q1 Compared to 2015 do you think 2016 revenues for your business will be
Base: Manufacturing (200), Financial Services (200), Life Sciences (200), Retail (200), Design and creative (200)
UK SMBs are also optimistic towards their potential 2016 profits

Compared to 2015 do you think 2016 PROFITS for your business will be?

- **Total**
  - Lower: 5%
  - Static: 17%
  - Marginally higher: 27%
  - Somewhat higher: 35%
  - Significantly higher: 16%

- **Manufacturing**
  - Lower: 2%
  - Static: 15%
  - Marginally higher: 20%
  - Somewhat higher: 43%
  - Significantly higher: 17%

- **Financial services including insurance**
  - Lower: 4%
  - Static: 18%
  - Marginally higher: 29%
  - Somewhat higher: 35%
  - Significantly higher: 15%

- **Life Sciences**
  - Lower: 7%
  - Static: 17%
  - Marginally higher: 29%
  - Somewhat higher: 32%
  - Significantly higher: 17%

- **Retail**
  - Lower: 7%
  - Static: 17%
  - Marginally higher: 29%
  - Somewhat higher: 32%
  - Significantly higher: 16%

- **Design and creative industries**
  - Lower: 6%
  - Static: 19%
  - Marginally higher: 29%
  - Somewhat higher: 36%
  - Significantly higher: 12%

Q2 Compared to 2015 do you think 2016 profits for your business will be
Base: Manufacturing (200), Financial Services (200), Life Sciences (200), Retail (200), Design and creative (200)
6 in 10 SMBs are planning to recruit more staff in 2016 (58%)

Q3: Do you plan to increase the nett number of employees in your business by... (note by nett we mean the total of any new people you hire and those that may leave for whatever reason)?
Base: Manufacturing (200), Financial Services (200), Life Sciences (200), Retail (200), Design and creative (200)
Majority of UK SMBs expect the UK economy to be in better shape by the end of 2016

Do you think the UK economy by the end of 2016 compared to now will be?

<table>
<thead>
<tr>
<th></th>
<th>Worse</th>
<th>The same</th>
<th>Marginally better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>8%</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5%</td>
<td>8%</td>
<td>24%</td>
</tr>
<tr>
<td>Financial services including insurance</td>
<td>7%</td>
<td>11%</td>
<td>34%</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>9%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>Retail</td>
<td>7%</td>
<td>19%</td>
<td>29%</td>
</tr>
<tr>
<td>Design and creative industries</td>
<td>13%</td>
<td>23%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Q4 Do you think the UK economy by the end of 2016 compared to now will be:
Base: Manufacturing (200), Financial Services (200), Life Sciences (200), Retail (200), Design and creative (200)
UK SMBs are concerned by the threat of cyber security to their business, with just over a third being ‘very concerned’ (36%)
Thank you!

Please contact Stephen Saw for more information on this study, we’d love to hear from you!

Stephen Saw, Associate Director
(07585 324 972)