UK SMB’s opinion on the EU referendum

A survey conducted by Coleman Parkes Research
Presentation of results

June 22nd 2016
<table>
<thead>
<tr>
<th>Methodology</th>
<th>Country/region</th>
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<tbody>
<tr>
<td>Online survey</td>
<td>N = 100</td>
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<tr>
<td><strong>Audience profile</strong></td>
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<td>The study targeted business owners and directors of small and medium sized businesses in the UK</td>
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<tr>
<td><strong>Number of respondents</strong></td>
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<td>100 X respondents took part in the survey</td>
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<td><strong>Fieldwork dates</strong></td>
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<td>22\textsuperscript{nd} June 2016</td>
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Survey Results
57% of UK SMBs think their business will be better off if we REMAINED in the EU.

Q From a business perspective should the UK remain a member of the European Union or leave the European Union?

- Remained: 57%
- Leave: 34%
- Undecided / Not voting: 9%

Base: 100 UK SMBs
SMBs that want to REMAIN are concerned that a BREXIT will negatively impact new EU client relationships (64%), the cost of business travel, (57%), business investment (57%) and existing EU client relationships (55%).

Expected Negative Impact on Business if Britain Leaves EU

- Attracting EU clients: 64%
- Business travel (e.g. visa costs, roaming fees): 57%
- Investment: 57%
- Existing EU client relationships: 55%
- Transportation and shipping costs: 48%
- Mobile phone expenses (making/receiving EU calls abroad and roaming charges): 48%
- Annual business revenues: 46%
- World trade: 43%
- Recruiting talent: 43%
- Taxes and tariffs: 38%
- Compliance (e.g. regulatory rules in different jurisdictions): 38%

Q: How would the following business areas be impacted if the UK left the European Union?
Base: 100 UK SMBs
SMBs that want to LEAVE are less concerned about the negative impact of a BREXIT (only 9% are concerned about the negative impact on existing EU client relationships).

**Expected Negative Impact on Business if Britain Leaves EU**

- **Leave**
  - Investment: 38%
  - Recruiting talent: 34%
  - Compliance (e.g. regulatory rules in different jurisdictions): 28%
  - Attracting EU clients: 25%
  - Mobile phone expenses (making/receiving EU calls abroad & roaming charges): 22%
  - Business travel (e.g. visa costs, roaming fees): 19%
  - Annual business revenues: 19%
  - Transportation and shipping costs: 16%
  - World trade: 16%
  - Existing EU client relationships: 9%
  - Taxes and tariffs: 9%

Q: How would the following business areas be impacted if the UK left the European Union?

Base: 100 UK SMBs
Only half of all SMBs felt the information being communicated about the EU referendum has been business focused or detailed enough to help them make a decision.

Opinion on EU referendum campaign information

Q: Do you feel that the information being communicated about leave or stay in is sufficiently:
Base: 100 UK SMBs

<table>
<thead>
<tr>
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<th>Agree</th>
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<tbody>
<tr>
<td>Independent</td>
<td>64%</td>
</tr>
<tr>
<td>Robust</td>
<td>39%</td>
</tr>
<tr>
<td>Business focused</td>
<td>61%</td>
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<tr>
<td>Detailed to help you make a decision</td>
<td>50%</td>
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</table>

Remain | Leave
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)