

UKTI Performance & Impact Monitoring Surveys – PIMS

Position at Q2 FY 2014/15

Summary Results (PIMS 33-36)

September 2014



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Headline Results

Performance Against Key Measures

Measure	Position at Q2 FY 2014/15
<u>Provide export services to more UK businesses</u>	
Total number of businesses assisted (target 50,000 annually by 2015)	47,960
- Number of innovative businesses assisted	40,470
- Number of assisted businesses expecting substantial growth	21,220
- Number of assisted businesses that are new to exporting	8,990
Number of businesses assisted excluding 'light' support*	42,390
Number of businesses receiving 'light' support	10,780
<u>Help UK businesses benefit from increased overseas sales**</u>	
Total additional sales (target £56 billion by 2015)	£49.1 billion
% assisted businesses improving performance	52%
% businesses assisted in high growth markets improving performance	54%
% assisted businesses reporting significant business benefit (target 70%)	72%
<u>Increase R&D**</u>	
Number of businesses increasing R&D activity as result of UKTI support (target 2,500)	6,780
<u>Professionalism**</u>	
Quality Rating (80% target)	79%
Quality Rating for high intensity support (90% target)	90%
Satisfaction Rating (80% target)	76%
Satisfaction Rating for high intensity support (90% target)	87%
<u>Excellent Client Records (latest quarter)***</u>	
% records provided for PIMS are complete (100% target)	95%
...of which contact details are incorrect	23%

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

** These results exclude 'light' support.

*** This data excludes Website Business Opportunities and Webinars as contact details are recorded by the firms themselves rather than UKTI staff.

Annual Number of Firms Supported – Over Time

		PIMS 22-25	PIMS 23-26	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33	PIMS 31-34	PIMS 32-35	PIMS 33-36
UKTI total	Annual no. of firms supported	25,140	25,450	25,400	26,640	26,920	29,230	31,310	31,880	32,600	34,820	36,900	47,960
	% change from previous 12 months*	-3%	0%	-5%	+9%	+7%	+15%	+23%	+20%	+21%	+19%	+18%	+50%
Excluding 'light' support**	Annual number of firms supported	22,510	21,370	21,450	22,340	23,180	25,390	26,920	27,580	28,370	30,150	31,470	42,390
	% change from previous 12 months	-5%	-9%	-12%	+0%	+3%	+19%	+26%	+23%	+22%	+19%	+17%	+54%

* This shows the % change from the equivalent 4 waves a year previously, so for example the +18% for PIMS 33-36 shows the change from the PIMS 29-32 period.

** 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Key Measures – Over Time

	PIMS 22-25	PIMS 23-26	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33	PIMS 31-34	PIMS 32-35	PIMS 33-36
<i>Base: Exc. light support*</i>	3870	3842	3817	3915	3904	3860	3823	3687	3722	3716	3714	3764
Quality Rating (A09)	78%	79%	78%	78%	78%	78%	79%	78%	78%	78%	79%	79%
Overall Satisfaction (B10)	75%	76%	75%	76%	76%	76%	77%	76%	76%	77%	76%	76%
Improved Business Performance	53%	54%	53%	52%	51%	50%	49%	49%	50%	52%	53%	52%
Increased Skills (A81)	51%	51%	51%	51%	50%	50%	50%	50%	53%	54%	55%	56%
Changed Behaviour (A83)	56%	57%	56%	55%	54%	53%	53%	54%	57%	58%	60%	61%
Increased R&D (AR&D)	15%	15%	15%	15%	16%	16%	15%	15%	15%	15%	16%	16%
Barriers Overcome (A92)	62%	62%	61%	60%	60%	59%	59%	60%	61%	63%	64%	64%
Significant Business Benefit (A06)	70%	71%	70%	69%	69%	68%	67%	68%	70%	70%	72%	72%
Mean Additional Profit (A49)	£239k	£219k	£257k	£252k	£250k	£230k	£151k	£188k	£181k	£181k	£205k	£160k
Mean Additional Sales	£1,748k	£1,486k	£1,794k	£1,884k	£1,965k	£1,953k	£1,241k	£1,847k	£1,820k	£1,717k	£1,992k	£1,157k

In order to provide comparable data over time, all results for previous waves exclude Website and short duration ER Events (even though in some cases the figures published for these waves included these groups). In those waves where no data was available for the duration of the ER Event, these have been treated as lasting for less than ½ day and therefore excluded.

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Key Measures – By Service Type

	UK-based Advisory Services	Overseas Network Services	Events	Tradeshows & Missions	Website Business Opps	DSO Support
<i>Base: All supported firms</i>	1182	1052	1312	367	276	119
Number Firms Assisted (Annual A01)	10,630	14,590	31,670	8,010	5,540	870
- % records complete (PIMS 36)	98%	96%	94%	98%	15%	92%
- % records with contact details incorrect (PIMS 36)	18%	25%	23%	23%	25%	24%
Quality Rating (A09)	88%	78%	79%	74%	59%	83%
Overall Satisfaction (B10)	81%	74%	74%	83%	61%	83%
Improved Business Performance	60%	43%	46%	82%	-	51%
Increased Skills (A81)	61%	44%	54%	74%	40%	58%
Changed Behaviour (A83)	68%	52%	56%	79%	23%	64%
Increased R&D (AR&D)	20%	12%	15%	25%	-	16%
Barriers Overcome (A92)	66%	57%	58%	84%	55%	70%
Significant Business Benefit (A06)	75%	64%	69%	88%	62%	79%
Mean Additional Profit (A49)	£157k	£177k	£154k	£115k	£109k	£220k
Mean Additional Sales	£933k	£1,399k	£1,088k	£836k	£619k	£1,889k

Traffic Light Key	Quality & Satisfaction	Imp. Business Performance
Green	80%+	50+
Amber Green	75-79%	48-49%
Amber	70-74%	45-47%
Red	<70%	<45%

UK-based Advisory - *Passport, GGG, ECR, EMRS, ERTA Sig Assists, HVO Sig Assists*
 Overseas Network – *OMIS, Posts Sig Assists, CBBC Sig Assists, UKIBC Sig Assists*
 Events – *ER Events, HQ Events, Inward Missions, Sector Events UK, EA Events UK, Posts Events, Sector Events Abroad, Webinars, CBBC Events, UKIBC Events, HVO Events*
 Tradeshows & Missions – *MVS, TAP, Outward Missions*
 Website Business Opps – *Website Business Opportunities*
 DSO – *DSO Events, DSO Sig Assists*

Key Measures – By Support Type

	High Intensity Support	Other Tailored Support	Outreach Events
<i>Base: Selected services</i>	881	741	720
Number Firms Assisted (Annual A01)	4,140	9,890	26,620
- % records complete (PIMS 36)	99%	97%	94%
- % records with contact details incorrect (PIMS 36)	19%	19%	22%
Quality Rating (A09)	90%	83%	81%
Overall Satisfaction (B10)	87%	75%	72%
Improved Business Performance	75%	51%	43%
Increased Skills (A81)	75%	52%	53%
Changed Behaviour (A83)	80%	60%	54%
Increased R&D (AR&D)	31%	14%	15%
Barriers Overcome (A92)	76%	62%	54%
Significant Business Benefit (A06)	87%	70%	66%
Mean Additional Profit (A49)	£209k	£137k	£147k
Mean Additional Sales	£1,467k	£932k	£1,093k

Traffic Light Key	High Intensity		Other Tailored	Outreach Events
	Quality & Satisfaction	Imp. Business Performance	Imp. Business Performance	Imp. Business Performance
Green	90%	75%+	60%+	40%+
Amber	80-89%	65-74%	50-59%	35-39%
Red	<80%	<65%	<50%	<35%

High Intensity - *Passport, GGG, ECR, EMRS, DSO Sig Assists, HVO Sig Assists*

Other tailored – *OMIS, ERTA Sig Assists*

Outreach events – *ER Events, HQ Events, Sector Events UK, EA Events UK, Webinars*

Key Measures – By Individual Service

	Total (exc. light support)*	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: All supported firms</i>	3764	360	362	40	361	295	42	65	380	70	40	135
Number Firms Assisted (PIMS 36)	25,240	719	642	57	2,857	2,559	282	646	1,049	661	91	1,827
- % records complete	95%	99%	100%	91%	97%	97%	99%	95%	97%	97%	99%	99%
- % with contact details incorrect	23%	23%	13%	28%	17%	19%	5%	26%	21%	22%	4%	22%
Quality Rating (A09)	79%	91%	90%	89%	88%	82%	88%	76%	75%	75%	78%	74%
Overall Satisfaction (B10)	76%	84%	85%	98%	78%	77%	90%	66%	69%	83%	93%	84%
Improved Business Performance	52%	76%	76%	83%	50%	45%	81%	45%	54%	87%	88%	81%
Increased Skills (A81)	56%	75%	75%	93%	52%	55%	81%	57%	53%	83%	80%	72%
Changed Behaviour (A83)	61%	82%	79%	95%	61%	60%	83%	60%	60%	81%	90%	80%
Increased R&D (AR&D)	16%	36%	33%	25%	13%	15%	24%	18%	16%	27%	23%	25%
Barriers Overcome (A92)	64%	77%	76%	93%	60%	54%	71%	65%	65%	86%	93%	84%
Significant Business Benefit (A06)	72%	88%	87%	100%	68%	67%	86%	72%	73%	91%	93%	88%
Mean Additional Profit (A49)	£160k	£214k	£136k	£116k	£128k	£555k	£482k	£123k	£183k	£158k	£53k	£110k
Mean Additional Sales	£1,157k	£1,583k	£1,069k	£854k	£583k	£3,971k	£2,799k	£850k	£1,564k	£1,477k	£458k	£749k

Traffic Light Key	Quality & Satisfaction	Improved Business Performance	
		Passport	Total, ERTA Sig Assists, OMIS & Posts Sig Assists
Green	80%+	75%+	50%+
Amber Green	75-79%	72-74%	48-49%
Amber Red	70-74%	68-71%	45-47%
Red	<70%	<68%	<45%

* The total number of firms assisted for the quarter is adjusted to take account of the proportion of firms interviewed that received no/minimal support. However, the figures for individual services are not adjusted.

Key Measures – By Individual Service

	TAP Non Funded	Outward Missions	Inward Missions	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
<i>Base: All supported firms</i>	86	36	18	297	121	603	207	276	114	59	60	105
Number Firms Assisted (PIMS 36)	1,354	594	92	3,374	16,431	5,634	1,960	3,656	1,769	435	128	1,571
- % records complete	97%	99%	100%	96%	92%	96%	96%	15%	92%	91%	94%	99%
- % with contact details incorrect	25%	21%	24%	15%	23%	27%	28%	25%	25%	26%	21%	11%
Quality Rating (A09)	73%	70%	54%	77%	84%	78%	76%	59%	74%	82%	87%	82%
Overall Satisfaction (B10)	79%	75%	39%	70%	70%	75%	79%	61%	82%	76%	90%	75%
Improved Business Performance	81%	58%	28%	38%	47%	40%	52%	-	63%	47%	57%	-
Increased Skills (A81)	73%	67%	44%	56%	57%	41%	57%	40%	67%	56%	58%	30%
Changed Behaviour (A83)	77%	67%	44%	52%	55%	49%	61%	23%	68%	59%	73%	35%
Increased R&D (AR&D)	24%	14%	11%	13%	17%	11%	18%	-	12%	14%	18%	-
Barriers Overcome (A92)	84%	83%	50%	58%	55%	54%	69%	55%	75%	66%	75%	32%
Significant Business Benefit (A06)	87%	86%	56%	68%	68%	61%	75%	62%	82%	76%	83%	51%
Mean Additional Profit (A49)	£83k	£173k	£50k	£79k	£20k	£189k	£269k	£111k	£104k	£261k	£189k	-
Mean Additional Sales	£608k	£539k	£315k	£657k	£155k	£1,412k	£1,669k	£634k	£501k	£2,245k	£1,251k	-

Traffic Light Key	Quality & Satisfaction	Improved Business Performance	
		Passport	Total, ERTA Sig Assists, OMIS & Posts Sig Assists
Green	80%+	75%+	50%+
Amber Green	75-79%	72-74%	48-49%
Amber Red	70-74%	68-71%	45-47%
Red	<70%	<68%	<45%

Key Measures – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: All receiving CBBC support</i>	123	49	50	24
Number Firms Assisted (Quarterly A01)				
- PIMS 33	733	351	359	23
- PIMS 34	716	257	437	22
- PIMS 35	392	135	219	38
- PIMS 36	715	247	433	35
- % records complete (PIMS 36)	100%	100%	100%	100%
- % with contact details incorrect (PIMS 36)	21%	25%	19%	13%
- % refusing as no/minimal support (PIMS 36)	4%	6%	4%	0%
Quality Rating (A09)	78%	84%	75%	77%
Overall Satisfaction (B10)	77%	84%	74%	67%
Improved Business Performance	43%	49%	38%	54%
Increased Skills (A81)	53%	61%	48%	58%
Changed Behaviour (A83)	62%	67%	60%	71%
Increased R&D (AR&D)	15%	16%	12%	21%
Barriers Overcome (A92)	60%	69%	52%	63%
Significant Business Benefit (A06)	69%	78%	62%	79%
Mean Additional Profit (A49)	£70k	£41k	£39k	£315k
Mean Additional Sales	£497k	£267k	£253k	£2,401k

Key Measures – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: All receiving UKIBC support</i>	60	20	40
Number Firms Assisted (Quarterly A01)			
- PIMS 33	202	56	146
- PIMS 34	277	0	277
- PIMS 35	412	103	309
- PIMS 36	256	0	256
- % records complete (PIMS 36)	100%	-	100%
- % with contact details incorrect (PIMS 36)	32%	-	32%
- % refusing as no/minimal support (PIMS 36)	0%	-	0%
Quality Rating (A09)	81%	84%	79%
Overall Satisfaction (B10)	71%	80%	70%
Improved Business Performance	36%	25%	35%
Increased Skills (A81)	39%	35%	40%
Changed Behaviour (A83)	45%	35%	45%
Increased R&D (AR&D)	17%	0%	20%
Barriers Overcome (A92)	51%	55%	50%
Significant Business Benefit (A06)	57%	65%	55%
Mean Additional Profit (A49)	£142k	£706k	£66k
Mean Additional Sales	£1,059k	£3,539k	£647k

Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: All receiving HVO support</i>	17	17	0
Number Firms Assisted (Quarterly A01)			
- PIMS 33	6	6	0
- PIMS 34	14	14	0
- PIMS 35	15	15	0
- PIMS 36	7	7	0
- % records complete (PIMS 36)	100%	100%	-
- % with contact details incorrect (PIMS 36)	33%	33%	-
- % refusing as no/minimal support (PIMS 36)	0%	0%	-
Quality Rating (A09)	84%	84%	-
Overall Satisfaction (B10)	94%	94%	-
Improved Business Performance	41%	41%	-
Increased Skills (A81)	59%	59%	-
Changed Behaviour (A83)	76%	76%	-
Increased R&D (AR&D)	12%	12%	-
Barriers Overcome (A92)	65%	65%	-
Significant Business Benefit (A06)	88%	88%	-
Mean Additional Profit (A49)	£39k	£39k	-
Mean Additional Sales	£253k	£253k	-

* The 'HVO Events' category covers events directly arranged by HVO. Other events that are supported by HVO are still covered in PIMS but are included in the main PIMS category in which they are recorded (e.g. Sector Events UK).

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Background

Background

- This research was conducted by OMB Research. Results are based on PIMS 33-36, which was conducted in four fieldwork waves (October/November 2013, January/February 2014, April/May 2014, July/August 2014).
- These results are based on a total of **4,308 interviews**, as follows:

- Passport to Export: 360	- TAP Group: 135	- DSO Significant Assists: 60
- Gateway to Global Growth: 362	- TAP Non-Funded: 86	- Webinars: 105
- EMRS: 40	- Outward Missions: 36	- HVO Significant Assists: 17
- ERTA Significant Assists: 361	- Inward Missions: 18	- CBBC Events: 50
- English Regions Events: 295	- Sector Events UK: 297	- CBBC Significant Assists: 49
- ECR: 42	- Events Alliance UK: 121	- UKIBC Events: 40
- Posts Significant Assists: 603	- HQ Events: 65	- UKIBC Significant Assists: 20
- Posts Events: 207	- Market Visit Support: 70	- Web Business Opportunities: 276
- OMIS: 380	- Sector Events Abroad: 114	
-TAP Solo: 40	- DSO Events: 59	
- PIMS interviews are conducted **c.6 months** after firms receive the UKTI support, so the latest fieldwork wave (PIMS 36) covered firms receiving support in **January-March 2014**. The exceptions to this are...
 - Passport users: Interviewed c.15 months after signing up
 - GGG users: Interviewed c.12 months after signing up
- Please note that the data shown for English Regions Trade Advisors (ERTA) Significant Assists only covers those firms not also receiving support under Passport or GGG during the same time period, and data for Webinar attendees only covers those that were logged on for at least 50% of the session.
- HVO, CBBC and UKIBC support has been included in the total level analysis, but results for these services have not been shown separately in the charts/tables.
 - Performance against the key measures for these services is shown in the Headline Results section, and details of the client profile for these services is shown in the Summaries section at the end of this report.

Abbreviations

Full Name	Abbreviation/Acronym
China Britain Business Council	CBBC
Defence & Security Organisation	DSO
English Regions' Events	ER Events
English Regions' Trade Advisors Significant Assists	ERTA Sig. Assists
'Events Alliance' Events UK	EA Events UK
Export Communications Review	ECR
Export Marketing Research Scheme	EMRS
Gateway to Global Growth	GGG
High Value Opportunities Programme	HVO
Market Visit Support	MVS
Overseas Market Introduction Service	OMIS
Passport to Export	Passport
Tradeshaw Access Programme	TAP
UK India Business Council	UKIBC
Website Business Opportunities service	Web Bus Opps

Interviews Achieved

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.	Inward Miss.
PIMS 33	1,086	90	90	10	90	90	10	20	100	25	10	30	24	10	10
PIMS 34	1,071	90	92	10	91	70	11	15	90	15	10	40	17	1	0
PIMS 35	1,049	90	90	10	90	90	10	15	90	15	10	35	21	10	0
PIMS 36	1,102	90	90	10	90	45	11	15	100	15	10	30	24	15	8

	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars	HVO Events	HVO Sig. Assists	CBBC Events	CBBC Sig. Assists	UKIBC Events	UKIBC Sig. Assists
PIMS 33	85	-	160	50	60	40	15	15	-	0	2	15	15	10	10
PIMS 34	97	-	152	50	90	15	15	15	40	0	5	15	15	10	0
PIMS 35	60	-	145	55	68	29	14	15	40	0	7	10	10	10	10
PIMS 36	55	121	146	52	58	30	15	15	25	0	3	10	9	10	0

Posts Significant Assists – Individual Markets/Areas

Interviews Conducted By Market & Market Area

Countries within Europe (258)...

- Austria (4), Belgium (3), Belgium/Luxembourg (9), Bosnia & Herzegovina (1), Bulgaria (4), Croatia (2), Cyprus (1), Czech Republic (5), Denmark (12), Estonia (2), Finland (6), France (23), Germany (19), Greece (5), Hungary (9), Ireland (6), Italy (27), Latvia (6), Netherlands (5), Norway (9), Poland (14), Portugal (5), Romania (11), Russia (18), Slovakia (5), Slovenia (1), Spain (24), Sweden (6), Switzerland (8), Turkey (6), Ukraine (2)

Countries within North America (58)...

- Canada (11), USA (47)

Countries in Latin America (58)...

- Argentina (1), Barbados (1), Brazil (28), Chile (2), Colombia (2), Cuba (4), Dominican Republic (1), Ecuador (1), Guyana (2), Mexico (7), Panama (1), Peru (2), Trinidad and Tobago (3), Venezuela (3)

Countries within Asia Pacific (149)...

- Australia (13), Azerbaijan (1), Bangladesh (1), Burma (1), Cambodia (1), China (8), Hong Kong (7), India (32), Indonesia (4), Japan (17), Kazakhstan (3), Malaysia (7), Mongolia (2), New Zealand (8), Pakistan (1), Philippines (6), Singapore (13), South Korea (7), Taiwan (6), Thailand (9), Vietnam (2)

Countries within Middle East and Africa (80)...

- Algeria (2), Bahrain (1), Cameroon (2), Egypt (3), Ethiopia (1), Ghana (2), Iraq (9), Israel (1), Jordan (4), Kenya (3), Kuwait (2), Lebanon (1), Libya (5), Morocco (5), Mozambique (1), Nigeria (5), Occupied Palestinian Territories (1), Oman (2), Qatar (4), Saudi Arabia (8), Sierra Leone (1), South Africa (7), Tanzania (4), Tunisia (3), UAE (1), Uganda (2)

PIMS Timelines

	Support Period (i.e. when firms received UKTI assistance)*			Fieldwork Period (i.e. when firms were interviewed)
	All except Passport & GGG	Passport	GGG	
PIMS 33	Apr - June 2013	Jul - Sep 2012	Oct - Dec 2012	Oct - Nov 2013
PIMS 34	Jul - Sep 2013	Oct - Dec 2012	Jan - Mar 2013	Jan - Feb 2014
PIMS 35	Oct - Dec 2013	Jan - Mar 2013	Apr - Jun 2013	Apr - May 2014
PIMS 36	Jan - Mar 2014	Apr - Jun 2013	Jul - Sep 2013	Jul - Aug 2014

* The support period for Passport & GGG relates to the date when firms signed up for the scheme



Sample Analysis

Sample Analysis (PIMS 36)

	Total	Total exc. EA Events UK & TAP Non-Funded
SAMPLE CLEANING		
Total (in-scope) records provided	69,114	46,693
Incomplete/ineligible records	3,930	2,433
Duplicate records (within service)	19,427	17,791
Duplicate records (across services)	12,291	10,980
Took part in recent PIMS survey	1,439	1,346
CATI SCREENING		
Random selection for CATI	5,328	3,108
Unusable – ineligible for interview	1,388	522
Unusable – contact details incorrect	1,214	691
Unusable – other UKTI research	30	24
ACHIEVED INTERVIEWS / RESPONSE RATE		
Total useable sample (CATI)	2,696	1,871
Interviews achieved	1,102	957
Refusals	627	339
Response rate (%)	41%	51%
Refusal rate (%)	23%	18%

Sample Analysis (PIMS 36) – By Service

	Passport	GGG	EMRS	ERTA Sig. Assist	ER Event	ECR	HQ Event	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.	Inward Miss.
SAMPLE CLEANING														
Total (in-scope) records provided	725	649	59	3,341	3,466	283	814	1265	726	94	1,948	1,608	713	96
Incomplete/ineligible records	12	10	5	476	100	4	81	60	24	1	20	60	41	4
Duplicate records (within service)	6	7	2	128	907	1	168	216	65	3	121	254	119	4
Duplicate records (across services)	173	10	0	811	887	108	297	507	307	30	562	354	266	60
Took part in recent PIMS survey	25	40	6	69	129	20	22	86	30	6	83	48	35	3
CATI SCREENING														
Random selection for CATI	215	216	29	292	117	22	58	247	36	23	82	214	48	25
Unusable – ineligible for interview	2	10	0	66	12	0	9	12	2	2	3	60	11	3
Unusable – contact details incorrect	50	29	8	51	22	1	15	53	8	1	18	54	10	6
Unusable – other UKTI research	3	3	0	2	1	0	0	5	0	1	1	0	0	1
ACHIEVED INTERVIEWS / RESPONSE RATE														
Total useable sample (CATI)	160	174	21	173	82	21	34	177	26	19	60	100	27	15
Interviews achieved	90	90	10	90	45	11	15	100	15	10	30	24	15	8
Refusals	21	29	3	27	13	0	5	36	1	2	10	33	3	2
Response rate (%)	56%	52%	48%	52%	55%	52%	44%	56%	58%	53%	50%	24%	56%	53%
Refusal rate (%)	13%	17%	14%	16%	16%	0%	15%	20%	4%	11%	17%	33%	11%	13%

Sample Analysis (PIMS 36) – By Service

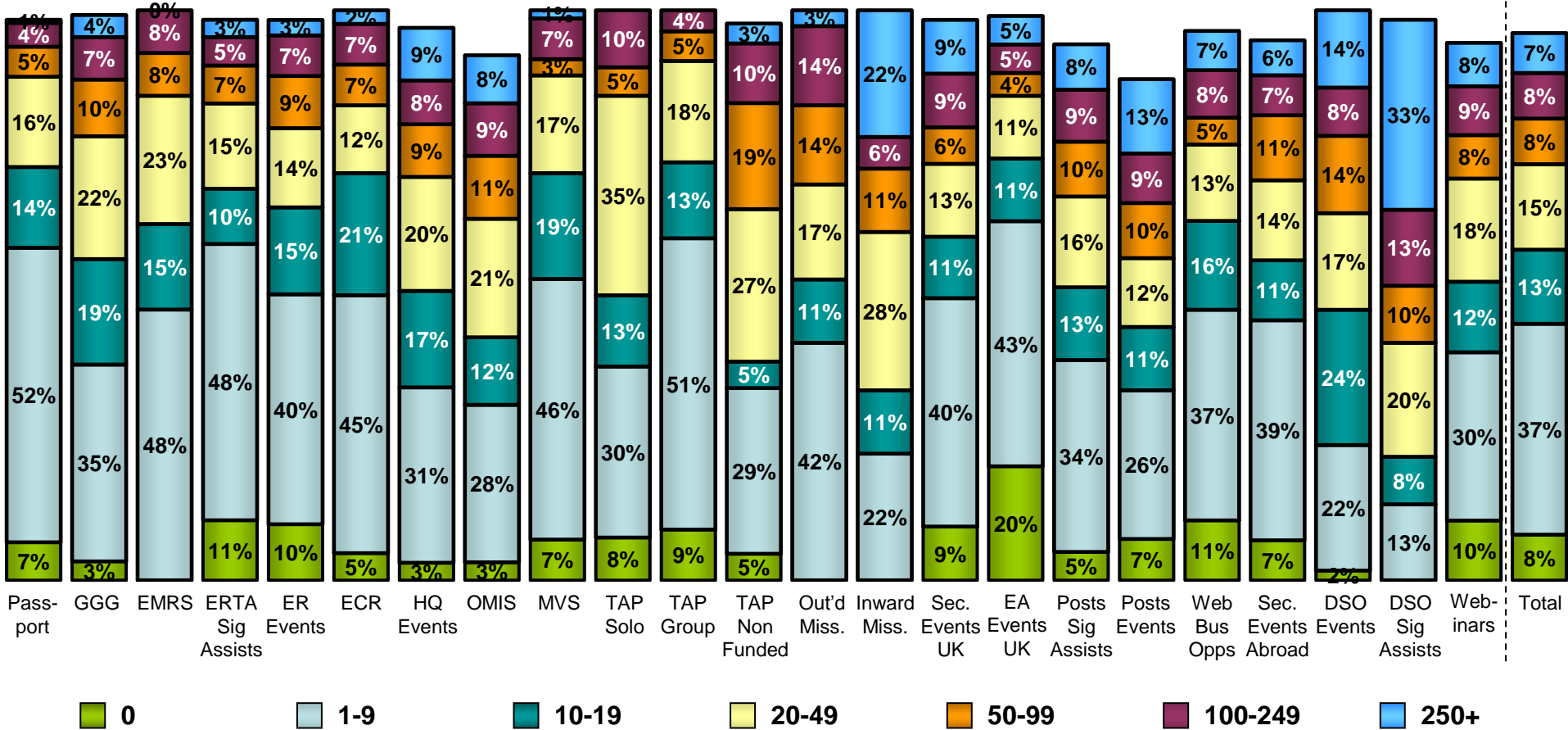
	Sec. Event UK	EA Event UK	Posts Sig. Assist	Posts Event	Web Bus Opps	Sector Event Abroad	DSO Event	DSO Sig. Assist	Web-inar	HVO Event	HVO Sig. Assist	CBBC Event	CBBC Sig. Assist	UKIBC Event	UKIBC Sig. Assist
SAMPLE CLEANING															
Total (in-scope) records provided	4,307	17,813	10,734	3,427	10,415	2,178	838	269	2,151	0	7	579	296	313	0
Incomplete/ineligible records	265	1,437	287	115	269	246	51	10	286	0	0	42	7	17	0
Duplicate records (within service)	933	1,382	5,100	1,467	6,759	409	403	141	580	0	0	146	49	57	0
Duplicate records (across services)	1,019	957	2,243	863	1,108	583	181	1	566	0	0	159	127	112	0
Took part in recent PIMS survey	105	45	309	60	120	50	40	16	54	0	1	13	8	16	0
CATI SCREENING															
Random selection for CATI	182	2,006	665	260	241	96	46	47	62	-	6	26	36	31	-
Unusable – ineligible for interview	43	806	189	55	68	7	4	10	8	-	1	2	2	1	-
Unusable – contact details incorrect	27	469	179	74	60	24	12	10	7	-	2	5	9	10	-
Unusable – other UKTI research	0	6	2	2	1	0	1	1	0	-	0	0	0	0	-
ACHIEVED INTERVIEWS / RESPONSE RATE															
Total useable sample (CATI)	112	725	295	129	112	65	29	26	47	-	3	19	25	20	-
Interviews achieved	55	121	146	52	58	30	15	15	25	-	3	10	9	10	-
Refusals	33	255	54	23	24	17	6	2	15	-	0	4	6	3	-
Response rate (%)	49%	17%	49%	40%	52%	46%	52%	58%	53%	-	100%	53%	36%	50%	-
Refusal rate (%)	29%	35%	18%	18%	21%	26%	21%	8%	32%	-	0%	21%	24%	15%	-



Client Profile

Size of Business – Number of Employees

How many people are currently employed by your business within the UK?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (360, 0%, 2%), GGG (362, 0%, 1%), EMRS (40, 0%, 0%), ERTA (361, 0%, 1%), ER Events (295, 1%, 1%), ECR (42, 0%, 0%), HQ Events (65, 2%, 2%), OMIS (380, 8%, 0%), MVS (70, 0%, 0%), TAP Solo (40, 0%, 0%), TAP Group (135, 0%, 0%), TAP Non-Funded (86, 2%, 0%), Outward Missions (36, 0%, 0%), Inward Missions (18, 0%, 0%), Sector Events UK (297, 1%, 1%), EA Events UK (121, 2%, 0%), Posts Significant Assists (603, 5%, 1%), Posts Events (207, 11%, 1%), Website Bus Opps (276, 0%, 3%), Sector Events Abroad (114, 1%, 4%), DSO Events (59, 0%, 0%), DSO Significant Assists (60, 2%, 0%), Webinars (105, 1%, 5%), Total (4308, 2%, 1%)

Size of Business – Number of Employees

How many people are currently employed by your business within the UK?

	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base</i>	4308	3764	1101	1503	1665
0	8%	8%	17%	8%	3%
1-9	37%	38%	52%	46%	21%
10-19	13%	12%	11%	15%	12%
20-49	15%	16%	7%	16%	21%
50-99	8%	8%	3%	6%	13%
100-249	8%	8%	2%	5%	14%
250+	7%	7%	2%	2%	14%
Don't know/refused	2%	3%	0%	2%	3%
Not yet trading	1%	1%	5%	0%	0%

Estimated Total Employees

Estimated Total Employees

- An estimate of the total number of people employed by firms assisted by UKTI in the last year has been calculated as follows:
 - Calculation of mean number of employees across firms interviewed in last 4 quarters.
 - Estimated total employees calculated by multiplying the mean number of employees by the 'Annual A01' figure (which represents the number of individual firms supported in the last 4 quarters after de-duplication both within and across waves).
 - Estimated total employees by size calculated by multiplying the mean number of employees within each size band by an estimate of the proportion of the Annual A01 figure accounted for by that size band
 - This calculation uses the mean number of employees, but the median number has also been shown. The large difference between the mean and median values indicates that the distribution of number of employees is significantly skewed by outliers

Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	27	8	93.1%	39,470	1.1 million
250-4999 employees	899	600	6.0%	2,540	2.3 million
5000+ employees	19,102	8,000	1.0%	420	8.1 million
Total	260	10	100%	42,390	11.0 million

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Estimated Total Employees – By Sector

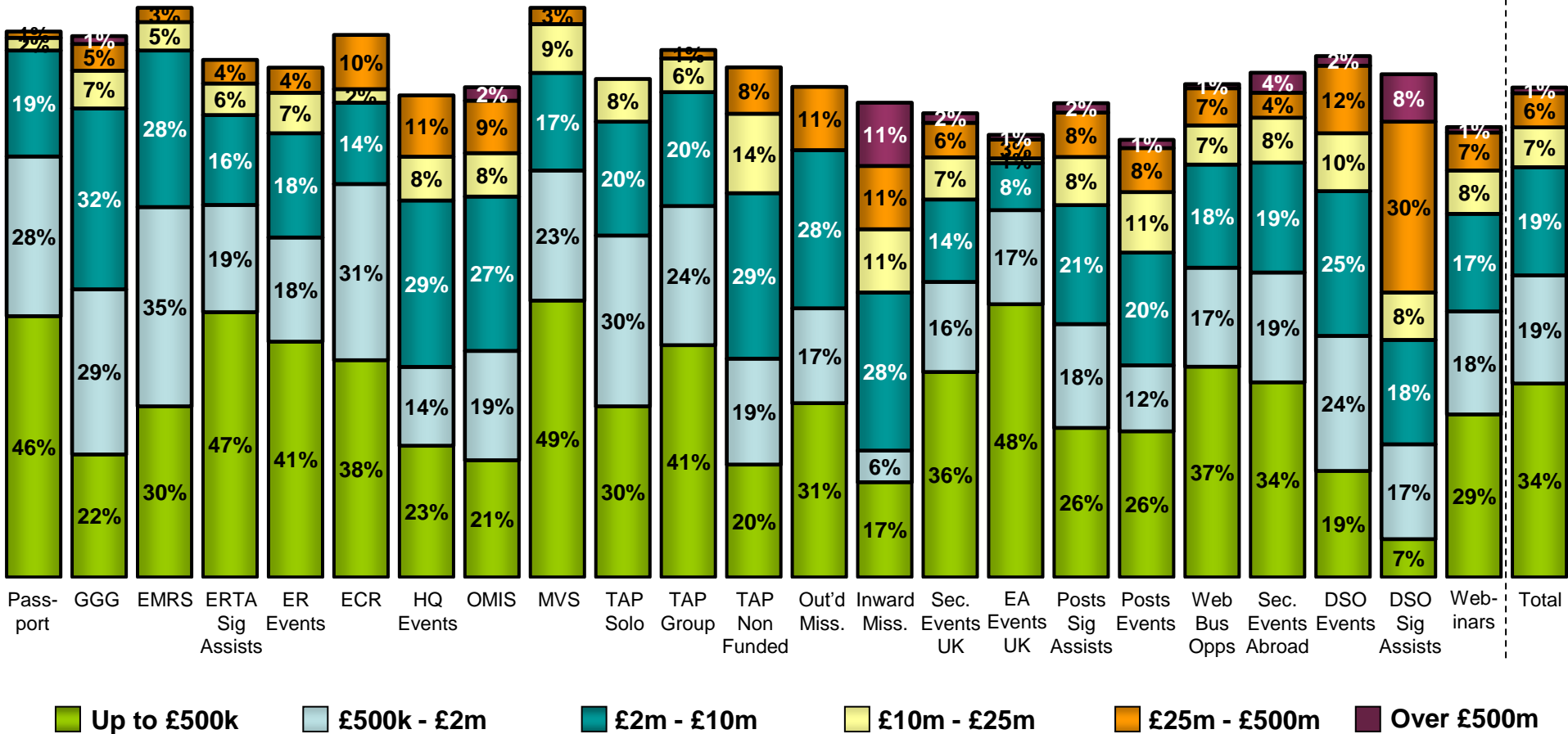
Production Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	38	16	93.8%	13,880	0.5 million
250-4999 employees	744	484	5.7%	840	0.6 million
5000+ employees	9,113	8,419	0.5%	70	0.7 million
Total	123	20	100%	14,800	1.8 million

Services Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	21	6	92.9%	24,970	0.5 million
250-4999 employees	981	700	5.9%	1,590	1.6 million
5000+ employees	21,286	7,748	1.2%	320	6.9 million
Total	341	7	100%	26,880	9.2 million

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Annual Turnover

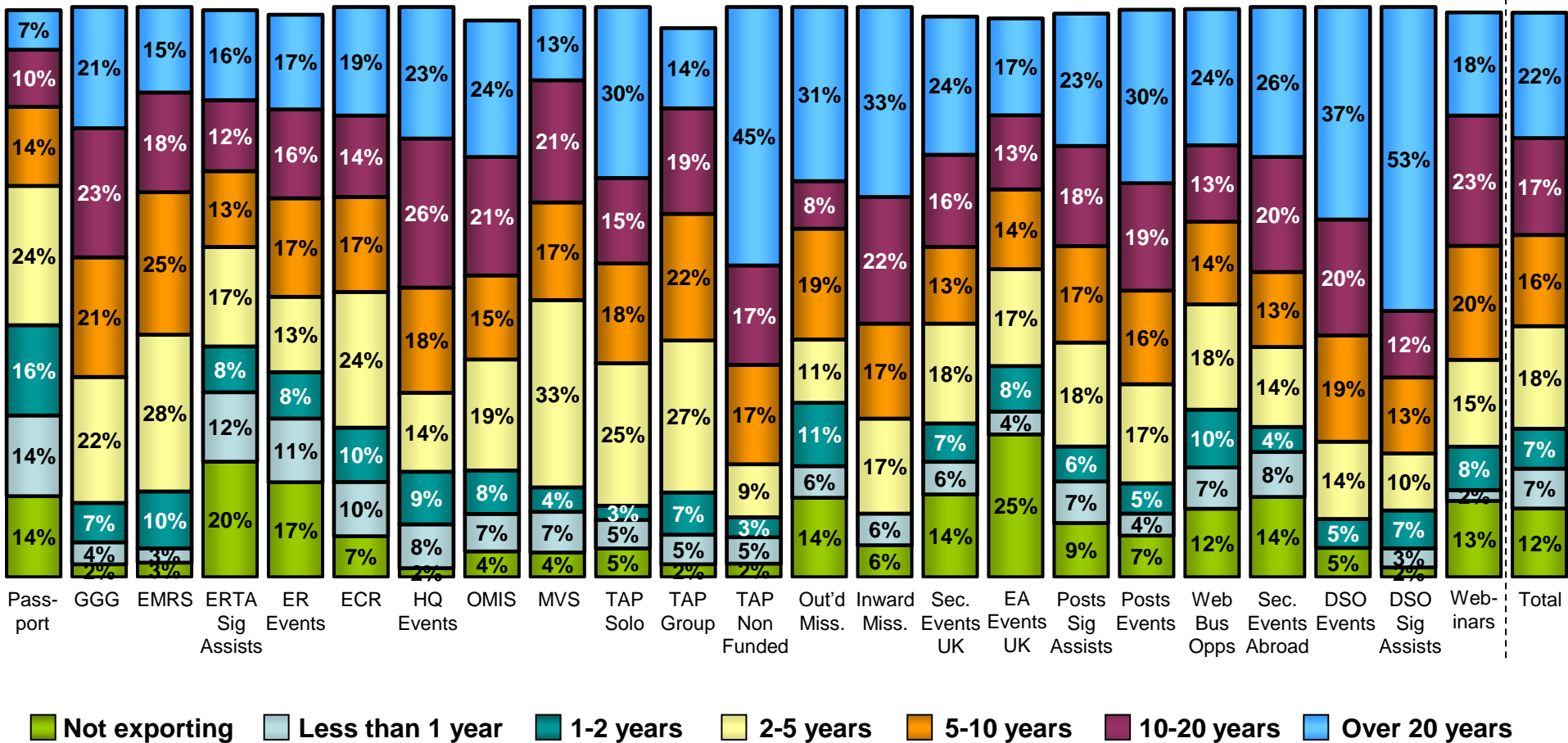
What is the current annual turnover of your business?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (360, 2%, 2%), GGG (362, 4%, 1%), EMRS (40, 0%, 0%), ERTA (361, 7%, 2%), ER Events (295, 9%, 1%), ECR (42, 5%, 0%), HQ Events (65, 14%, 2%), OMIS (380, 14%, 0%), MVS (70, 0%, 0%), TAP Solo (40, 10%, 3%), TAP Group (135, 7%, 0%), TAP Non-Funded (86, 10%, 0%), Outward Missions (36, 14%, 0%), Inward Missions (18, 17%, 0%), Sector Events UK (297, 16%, 2%), EA Events UK (121, 17%, 6%), Posts Significant Assists (603, 15%, 1%), Posts Events (207, 21%, 2%), Website Bus Opps (276, 10%, 4%), Sector Events Abroad (114, 7%, 4%), DSO Events (59, 8%, 0%), DSO Significant Assists (60, 12%, 0%), Webinars (105, 15%, 6%), Total (4308, 12%, 2%)

Length of Time Exporting

How long ago did your company start conducting business overseas?



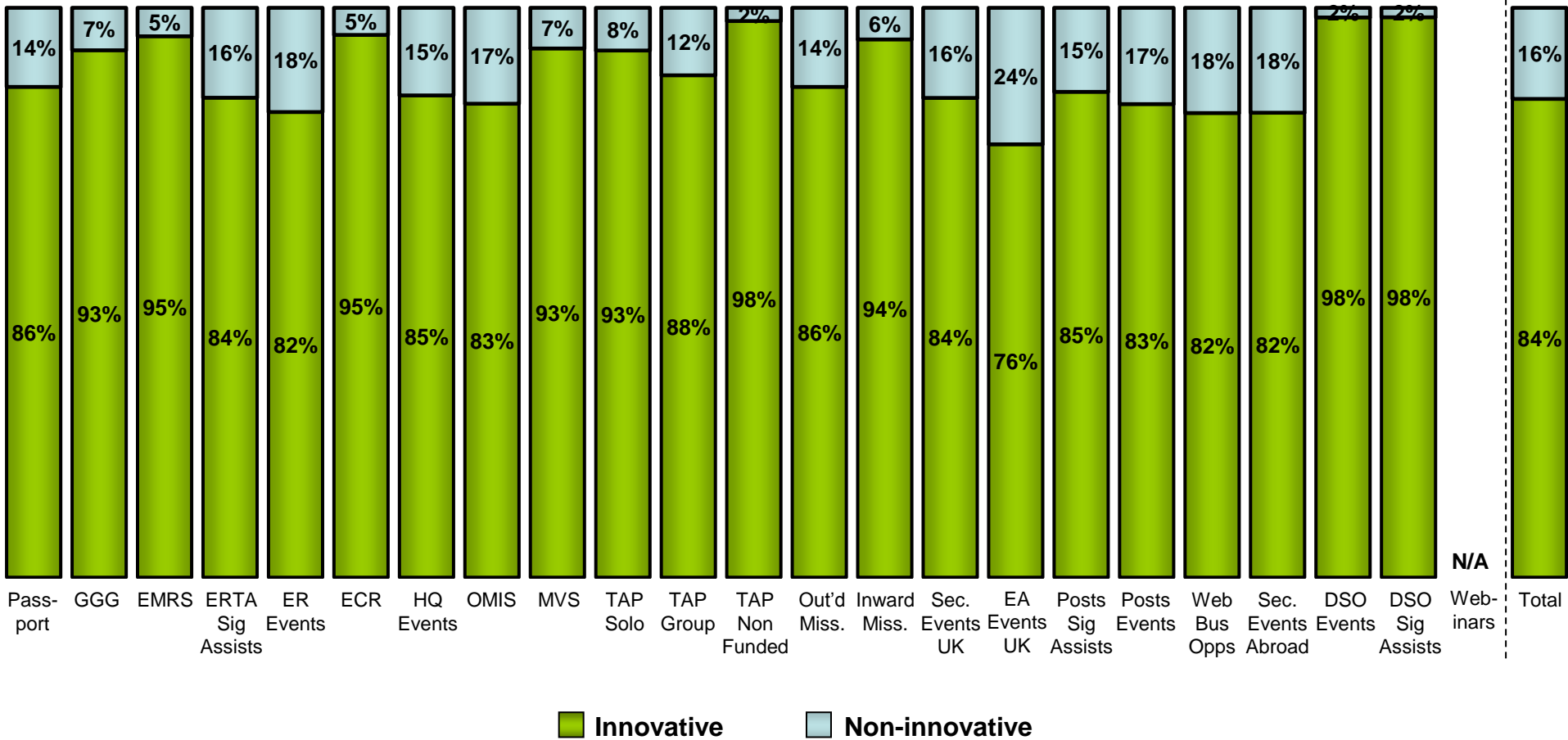
Base: All respondents (Base, Don't know/Refused) - Passport (360, 1%), GGG (362, 0%), EMRS (40, 0%), ERTA (361, 1%), ER Events (295, 1%), ECR (42, 0%), HQ Events (65, 0%), OMIS (380, 2%), MVS (70, 0%), TAP Solo (40, 0%), TAP Group (135, 4%), TAP Non-Funded (86, 0%), Outward Missions (36, 0%), Inward Missions (18, 0%), Sector Events UK (297, 2%), EA Events UK (121, 2%), Posts Significant Assists (603, 1%), Posts Events (207, 0%), Website Bus Opps (276, 0%), Sector Events Abroad (114, 0%), DSO Events (59, 0%), DSO Significant Assists (60, 0%), Webinars (105, 1%), Total (4248, 1%)

Defining Innovation

'Innovative' firms are those that...

- Have more than one employee engaged either wholly or partly in R&D activity or new product/service development
- Or, have employed someone external to the business to conduct R&D or new product/service development activity in the last year
- Or, have introduced new products or services in the last 3 years *except firms established in the last 2 years*

Innovative Firms



Base: All except Webinar attendees (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Total (4203)

Innovative Firms

Innovative Firms – Standard Definition

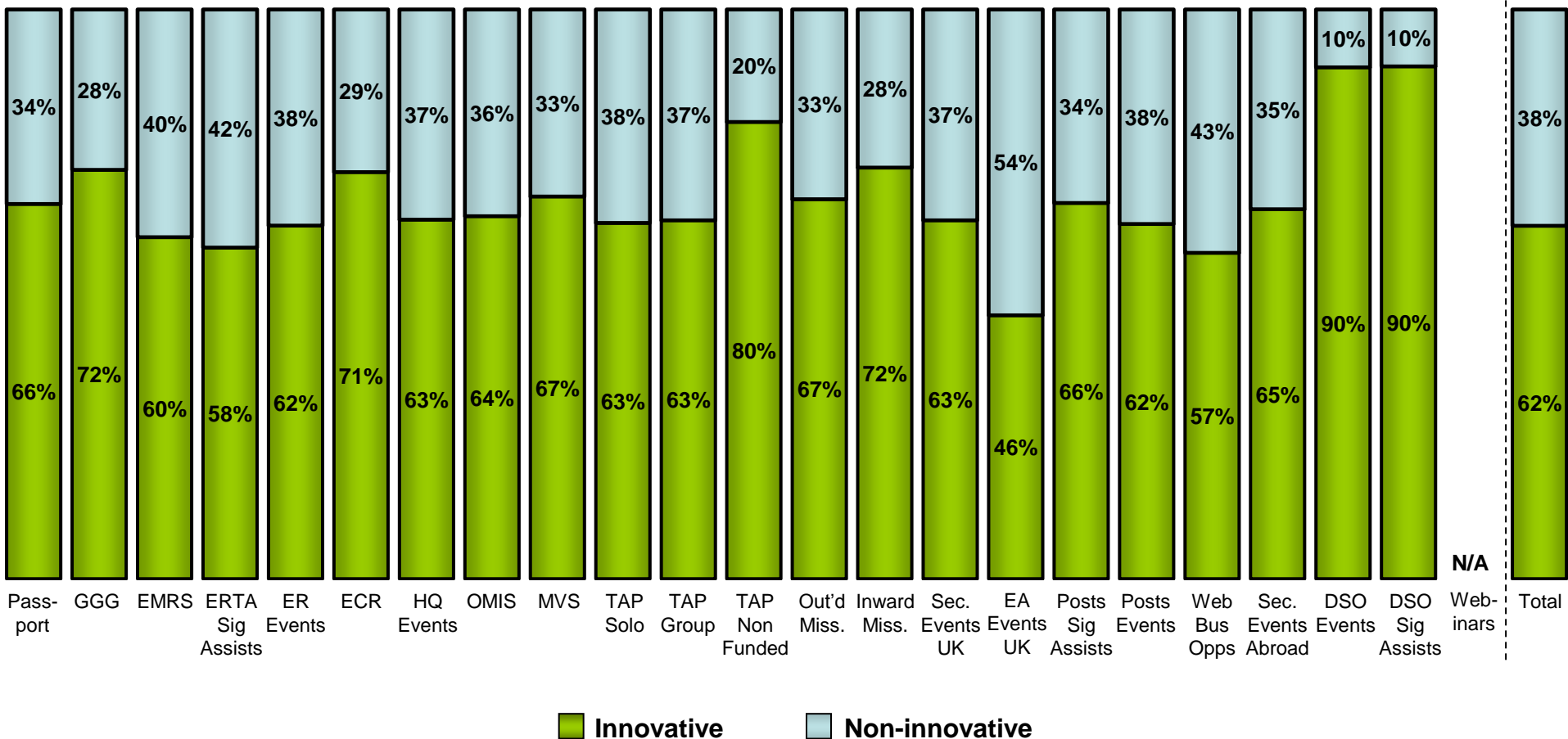
	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base: Exc. webinars</i>	4203	3764	1077	1466	1622
Innovative	84%	85%	72%	89%	89%
Non-innovative	16%	15%	28%	11%	11%

Defining Innovation – Alternative (Tighter) Definition

Firms classified as ‘innovative’ via this alternative definition are those that...

- Have more than one employee engaged wholly or partly in R&D activity or new product or service development and any employees are involved in the ‘development of scientific or technical knowledge that is not commonly available’
- Q_r, have employed someone external to the business to conduct R&D or new product/service development activity in the last year
- Q_r, have introduced new products or services in the last 3 years (E1c) *except firms established in the last 2 years* and these products & services are new to the world/sector

Innovative Firms – Alternative (Tighter) Definition



Base: All except Webinar attendees (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Total (4203)

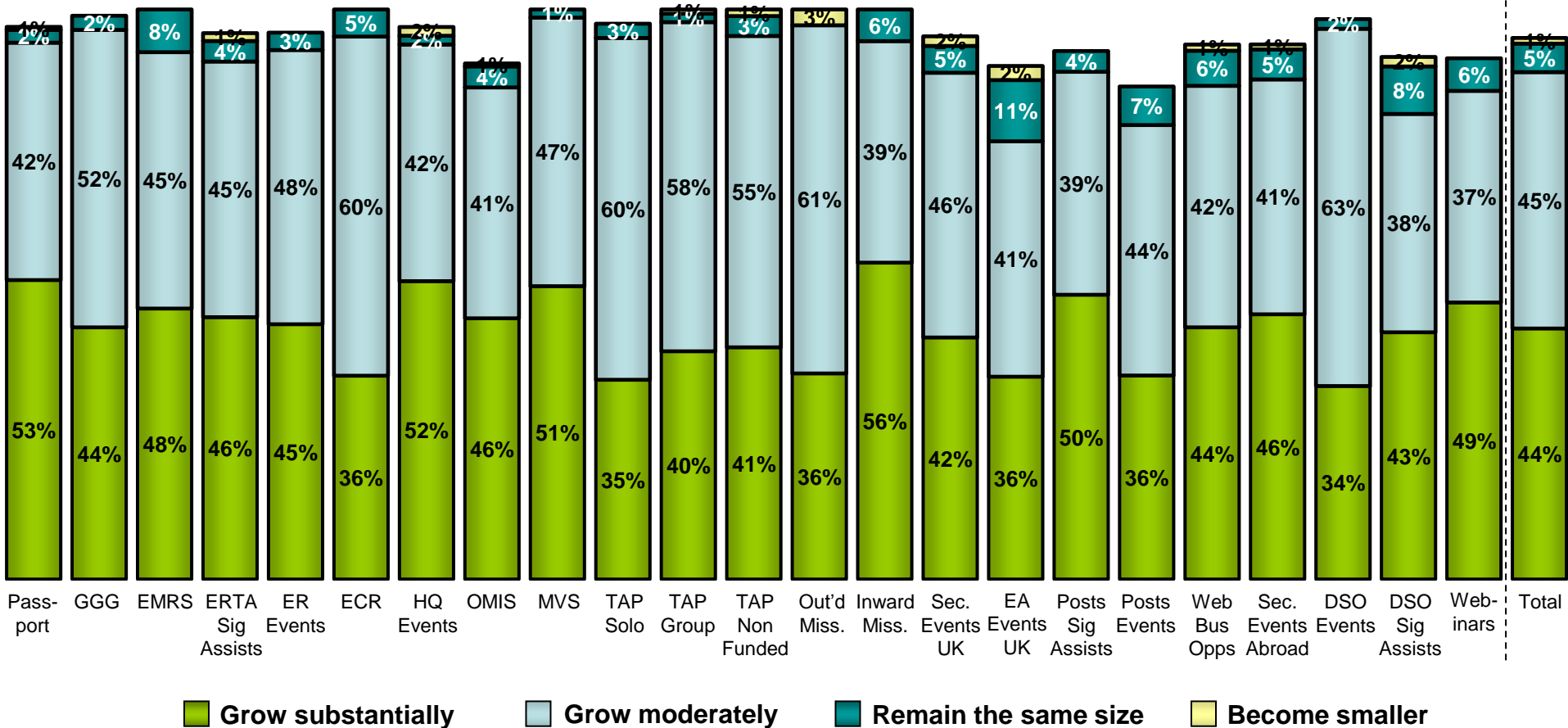
Innovative Firms – Constituent Elements

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: Exc. webinars</i>	4203	360	362	40	361	295	42	65	380	70	40	135
At least 2 R&D & 2 new product development employees	54%	52%	66%	53%	46%	47%	57%	63%	62%	60%	70%	56%
<i>...and involved in 'development of scientific or technical knowledge'</i>	30%	28%	38%	23%	24%	25%	33%	43%	36%	26%	40%	27%
Introduced new products/services in last 3 years	71%	73%	83%	88%	69%	70%	79%	74%	74%	77%	73%	80%
<i>...and these products/services are 'new to world or 'new to sector'</i>	39%	41%	50%	38%	34%	38%	48%	34%	43%	49%	40%	47%
Commission external R&D/NPD	35%	40%	40%	43%	34%	40%	43%	29%	30%	26%	23%	37%

	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Web-inars
<i>Base</i>	86	36	18	297	121	603	207	276	114	59	60	-
At least 2 R&D & 2 new product development employees	69%	61%	61%	51%	44%	57%	57%	53%	57%	76%	80%	-
<i>...and involved in 'development of scientific or technical knowledge'</i>	34%	39%	44%	30%	14%	33%	36%	30%	36%	59%	60%	-
Introduced new products/services in last 3 years	91%	72%	94%	67%	60%	73%	69%	64%	64%	90%	87%	-
<i>...and these products/services are 'new to world or 'new to sector'</i>	58%	47%	50%	37%	24%	41%	42%	37%	38%	63%	73%	-
Commission external R&D/NPD	45%	42%	33%	38%	30%	36%	33%	31%	38%	47%	37%	-

Future Growth Expectations

What growth objectives do you have for the business over the next five years? Do you plan to...?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (360, 1%, 2%), GGG (362, 1%, 1%), EMRS (40, 0%, 0%), ERTA (361, 2%, 2%), ER Events (295, 3%, 1%), ECR (42, 0%, 0%), HQ Events (65, 2%, 2%), OMIS (380, 9%, 0%), MVS (70, 0%, 0%), TAP Solo (40, 0%, 3%), TAP Group (135, 0%, 0%), TAP Non-Funded (86, 0%, 0%), Outward Missions (36, 0%, 0%), Inward Missions (18, 0%, 0%), Sector Events UK (297, 3%, 2%), EA Events UK (121, 4%, 6%), Posts Significant Assists (603, 6%, 1%), Posts Events (207, 12%, 2%), Website Bus Opps (276, 3%, 4%), Sector Events Abroad (114, 2%, 4%), DSO Events (59, 2%, 0%), DSO Significant Assists (60, 8%, 0%), Webinars (105, 3%, 6%), Total (4308, 4%, 2%)

Accessing Export Credit Insurance

Over the last 6 months, have you had any difficulties in accessing export credit insurance?

	Total	Wave				Sector		
		PIMS 33 (Sep/Oct13)	PIMS 34 (Jan/Feb14)	PIMS 35 (Apr/May14)	PIMS 36 (Jul/Aug14)	Production	Services	Other
<i>Base: All currently exporting (exc. Web Bus Opps & Webinars)</i>	3454	908	826	833	887	1320	2049	56
Yes	2%	2%	3%	2%	2%	4%	1%	2%
No	9%	9%	8%	10%	10%	15%	6%	20%
Do not use export credit insurance	75%	75%	77%	75%	72%	66%	80%	75%
Don't know/refused	14%	14%	12%	14%	16%	16%	13%	4%

	Number of Employees					Years Exporting		
	0-9	10-99	100-249	250+	All SME's	<2 years	2-10 years	>10 years
<i>Base: All currently exporting (exc. Web Bus Opps & Webinars)</i>	1473	1428	279	248	3180	586	1361	1478
Yes	1%	3%	5%	3%	2%	0%	1%	4%
No	5%	12%	16%	14%	9%	4%	7%	13%
Do not use export credit insurance	91%	67%	54%	48%	77%	88%	82%	64%
Don't know/refused	4%	19%	25%	34%	12%	7%	9%	20%



Support Received

Focus of Support

Was the information, advice or support you received in relation to...?

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: Exc. Web Opps & Webinars</i>	3904	360	362	40	361	295	42	65	380	70	40	135
Selling or exporting overseas	86%	98%	96%	98%	95%	92%	98%	91%	83%	90%	93%	88%
Sourcing materials/goods overseas	12%	9%	9%	8%	10%	12%	10%	8%	5%	9%	13%	10%
Joint venturing, partnering or franchising overseas	34%	44%	31%	25%	31%	42%	12%	46%	29%	24%	25%	19%
Investing /setting up a site overseas	20%	33%	25%	20%	22%	30%	7%	31%	13%	16%	8%	10%
Other/none of these	12%	3%	6%	8%	6%	9%	5%	9%	13%	14%	8%	14%
Don't know/refused	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%

	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events (exc. speakers)	Web Bus Opps	Sector Events Abroad (exc. speakers)	DSO Events	DSO Sig. Assists	Webinars
<i>Base</i>	86	36	18	297	121	603	194	-	104	59	60	-
Selling or exporting overseas	84%	97%	83%	84%	65%	87%	75%	-	86%	90%	92%	-
Sourcing materials/goods overseas	14%	0%	0%	14%	37%	6%	14%	-	14%	12%	2%	-
Joint venturing, partnering or franchising overseas	21%	47%	39%	45%	31%	28%	43%	-	37%	39%	23%	-
Investing /setting up a site overseas	9%	36%	6%	23%	9%	19%	24%	-	16%	8%	13%	-
Other/none of these	13%	3%	17%	12%	16%	12%	22%	-	13%	8%	8%	-
Don't know/refused	1%	0%	0%	0%	0%	0%	0%	-	1%	0%	0%	-

OMIS Referrals (Posts Sig. Assists)

Whether Offered/Used OMIS As Part Of Support
Received From Overseas Post

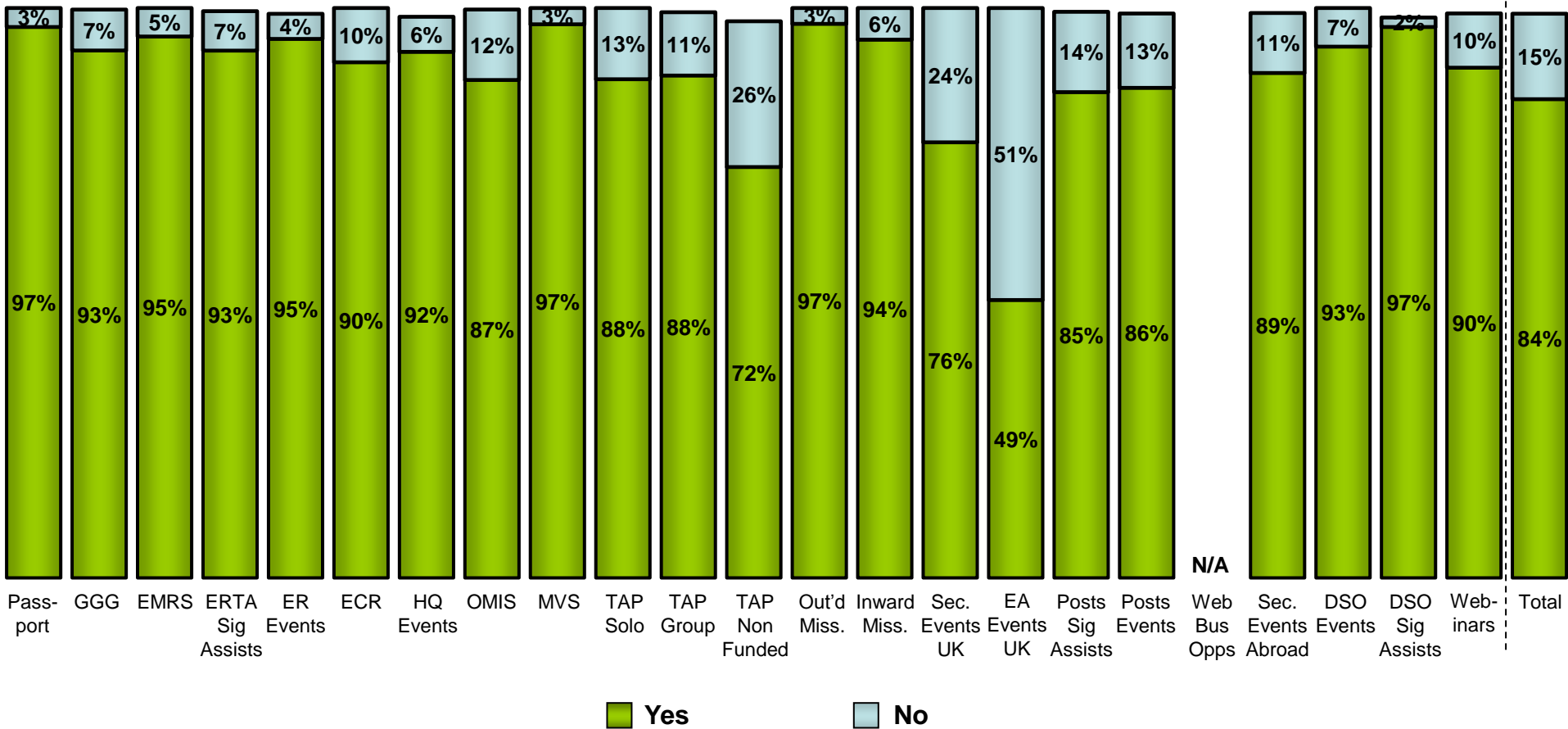
	Posts Significant Assists
<i>Base: Posts Significant Assists</i>	603
Offered OMIS	48%
- <i>Used OMIS</i>	11%
- <i>Planning to use OMIS</i>	11%
- <i>Not used or planning to use OMIS</i>	21%
- <i>Don't know if used it</i>	4%
Not offered OMIS	46%
Don't know/can't remember if offered OMIS	7%



Awareness of UKTI Involvement

Awareness of UKTI Involvement

Before this interview, were you aware that <SUPPORT> was provided/supported by UKTI?



Base: All respondents except Web Bus Opps (Base, Don't know/Refused) - Passport (360, 0%), GGG (362, 0%), EMRS (40, 0%), ERTA (361, 1%), ER Events (295, 1%), ECR (42, 0%), HQ Events (65, 2%), OMIS (380, 0%), MVS (70, 0%), TAP Solo (40, 0%), TAP Group (135, 1%), TAP Non-Funded (86, 2%), Outward Missions (36, 0%), Inward Missions (18, 0%), Sector Events UK (297, 0%), EA Events UK (121, 0%), Posts Significant Assists (603, 1%), Posts Events (207, 1%), Sector Events Abroad (114, 1%), DSO Events (59, 0%), DSO Significant Assists (60, 2%), Webinars (105, 1%), Total (4032, 1%)



Key Measures

PIMS Key Measures

Activities

No. of Firms Supported (A01)

Service Quality & Satisfaction

Quality Rating (A09)

Overall Satisfaction (B10)

Clear Information Rating (B09)

Business Outcomes

Improved Business Performance

£ Additional Profit (A49)

£ Additional Sales

Intermediate Outcomes

Significant Business Benefit (A06)

Increased Skills (A81)

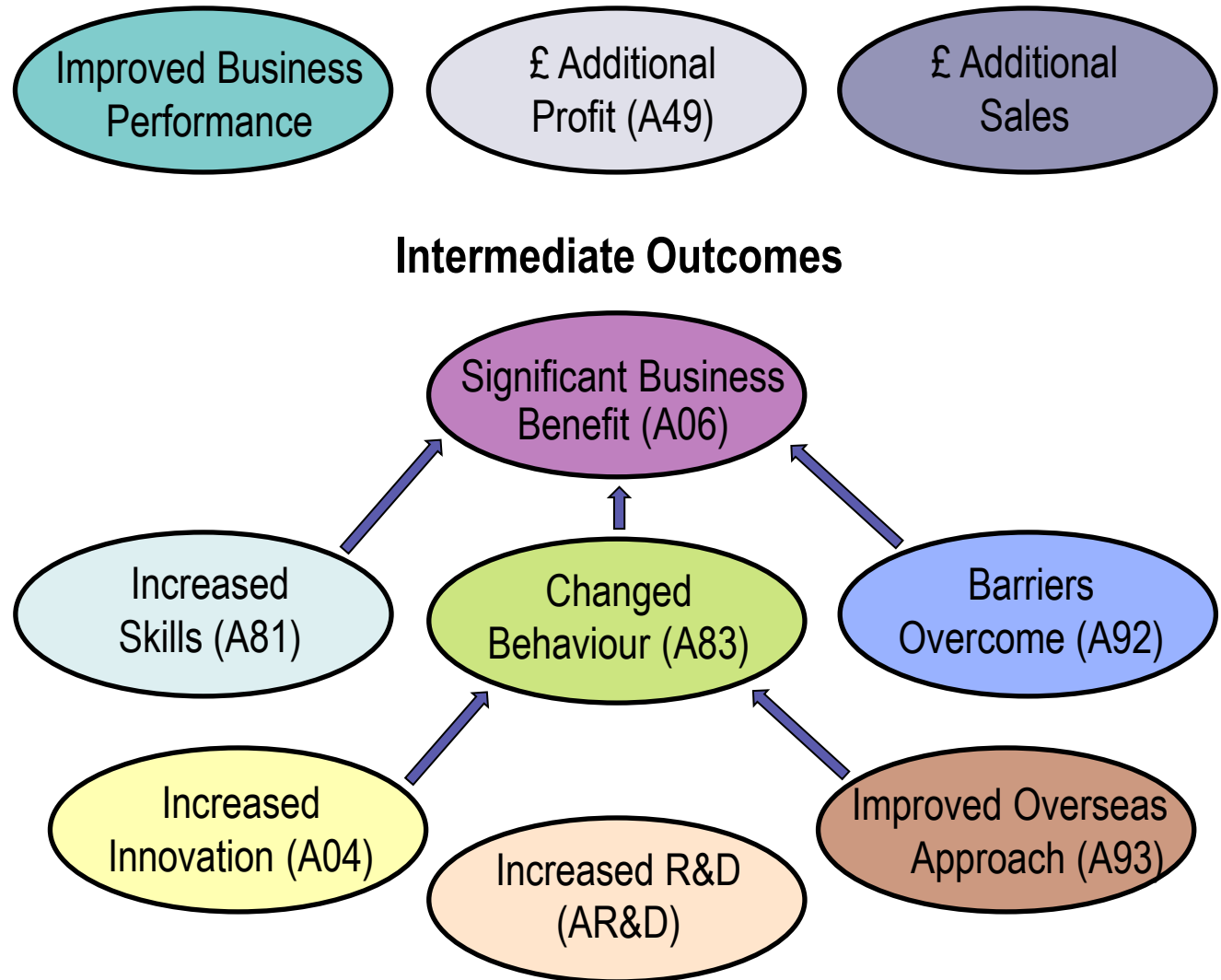
Changed Behaviour (A83)

Barriers Overcome (A92)

Increased Innovation (A04)

Increased R&D (AR&D)

Improved Overseas Approach (A93)



Firms Supported – Quarterly A01

The quarterly number of firms supported measure (Quarterly A01) is defined as...

- The total number of (in-scope) records provided by UKTI for that quarter
- Minus any duplicate records within each service

An alternative version of the Quarterly A01 measure has also been calculated for each service. This version adjusts the figures to take account of...

- The proportion of firms contacted for PIMS that indicate they have received no/minimal support
- The proportion of firms contacted for PIMS that did not attend the event to develop their overseas business (only applicable to event services)
- *Prior to PIMS 36, the only A01 adjustments were for ERTA and Posts Significant Assists*

Firms Supported – Quarterly A01 (PIMS 33)

Quarterly Data	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Number of (in-scope) service deliveries	266	368	54	1,791	3,688	134	825	1,423	608	256	808	684
No. of individual firms supported (Quarterly A01)	265	363	53	1,703	2,415	132	499	1,178	575	241	771	646
Adjusted Quarterly A01	-	-	-	1,580	-	-	-	-	-	-	-	-

Quarterly Data	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Number of (in-scope) service deliveries	28	117	2,911	8,113	2,244	3,565	1,426	384	138	0	6
No. of individual firms supported (Quarterly A01)	27	91	2,183	4,872	1,278	1,557	1,040	293	98	0	6
Adjusted Quarterly A01	-	-	-	4,580	-	-	-	-	-	-	-

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
No. of individual firms supported (Quarterly A01)	14,764	12,639	2,125	1,612	2,001	10,882	6,040	6,447
Adjusted Quarterly A01	14,472	12,389	2,083	1,580	1,961	10,667	5,921	6,288

* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

Firms Supported – Quarterly A01 (PIMS 34)

Quarterly Data	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
Number of (in-scope) service deliveries	263	563	35	2,112	2,510	210	422	1,151	442	238	1,144
No. of individual firms supported (Quarterly A01)	263	560	34	2,058	1,976	207	349	929	420	229	1,078
Adjusted Quarterly A01	-	-	-	1,873	-	-	-	-	-	-	-

Quarterly Data	TAP Non-Funded	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Number of (in-scope) service deliveries	641	11	0	3,384	8,461	2,145	8,062	365	640	191	1,084
No. of individual firms supported (Quarterly A01)	539	11	0	2,983	4,877	1,192	2,676	297	203	103	866
Adjusted Quarterly A01	-	-	-	-	4,114	-	-	-	-	-	-

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
No. of individual firms supported (Quarterly A01)	15,993	13,475	2,518	1,731	2,249	11,736	5,867	7,437
Adjusted Quarterly A01	15,338	12,923	2,415	1,660	2,157	11,255	5,627	7,132

* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

Firms Supported – Quarterly A01 (PIMS 35)

Quarterly Data	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
Number of (in-scope) service deliveries	318	414	46	2,286	5,233	202	649	1,622	555	283	1,418
No. of individual firms supported (Quarterly A01)	315	406	45	2,179	3,333	201	583	1,301	511	255	1,270
Adjusted Quarterly A01	-	-	-	1,988	-	-	-	-	-	-	-

Quarterly Data	TAP Non-Funded	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Number of (in-scope) service deliveries	859	66	0	2,547	12,446	3,720	6,976	1,457	206	94	1,407
No. of individual firms supported (Quarterly A01)	787	65	0	2,174	5,715	2,003	2,495	1,068	173	63	1,073
Adjusted Quarterly A01	-	-	-	-	4,800	-	-	-	-	-	-

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
No. of individual firms supported (Quarterly A01)	18,277	15,523	2,754	2,072	2,342	13,369	6,959	7,980
Adjusted Quarterly A01	17,552	14,907	2,645	1,989	2,249	12,839	6,683	7,664

* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

Firms Supported – Quarterly A01 (PIMS 36)

Quarterly Data	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Funded
Number of (in-scope) service deliveries	725	649	59	3,341	3,466	283	814	1265	726	94	1,948	1,608
No. of individual firms supported (Quarterly A01)	719	642	57	2,857	2,559	282	646	1,049	661	91	1,827	1,354
Adjusted Quarterly A01	719	606	57	2,489	2,401	282	611	1,049	661	91	1,827	1,018

Quarterly Data	Outward Mission	Inward Mission	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Number of (in-scope) service deliveries	713	96	4,307	17,813	10,734	3,427	10,415	2,178	838	269	2,151
No. of individual firms supported (Quarterly A01)	594	92	3,374	16,431	5,634	1,960	3,656	1,769	435	128	1,571
Adjusted Quarterly A01	502	80	2,685	10,955	4,502	1,631	2,772	1,715	407	108	1,343

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
No. of individual firms supported (Quarterly A01)	37,040	30,634	6,406	4,469	5,597	25,856	10,676	14,919
Adjusted Quarterly A01	28,972	23,962	5,010	3,495	4,378	20,224	8,351	11,669

* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

Annual No. of Firms Supported – Annual A01

No. of Firms Supported (A01)

The total annual number of firms supported measure (Annual A01) is...

- The total number of (in-scope) records provided by UKTI across the previous 4 quarters
- Minus any duplicate records (i.e. firms that appear in more than one product/service or PIMS wave)
- Further adjustments are then made to account for:
 - The proportion of firms contacted for PIMS that indicate they have received no/minimal support
 - The proportion of firms contacted for PIMS that did not attend the event to develop their overseas business (only applicable to event services)

This measure therefore represents the total number of individual firms supported by UKTI during the previous 12 months

Annual A01	Total
Annual number of firms supported	47,960
Annual number of firms supported (exc. light support)*	42,390
Annual number of firms supported (exc. light support & DSO)	42,140

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Quality Rating – Measure A09

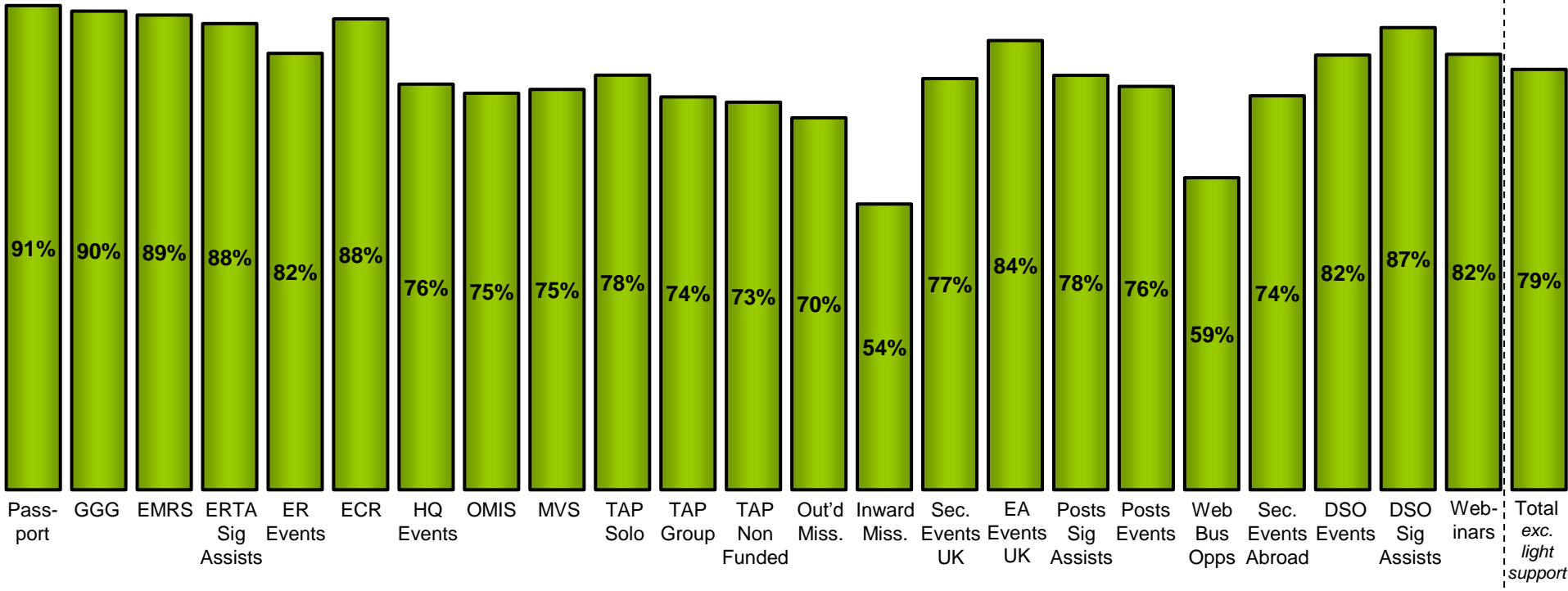
Quality Rating (A09)

The Quality Rating is the weighted average proportion of firms giving ‘good’ scores (4-5 out of 5) for a range of service aspects

- The areas rated are tailored to each UKTI service (e.g. competence of the UKTI staff, communications between them and the firm, quality of any contacts provided, event organisation, etc)
- Service aspects are weighted to reflect their importance and relevance

Quality Rating – Measure A09

■ 'Super' Green (A09 80%+ & all ratings 80%+)
 ■ Green (A09 80%+)
 ■ Amber Green (A09 75-79%)
 ■ Amber Red (A09 70-74%)
 ■ Red (A09 < 70%)

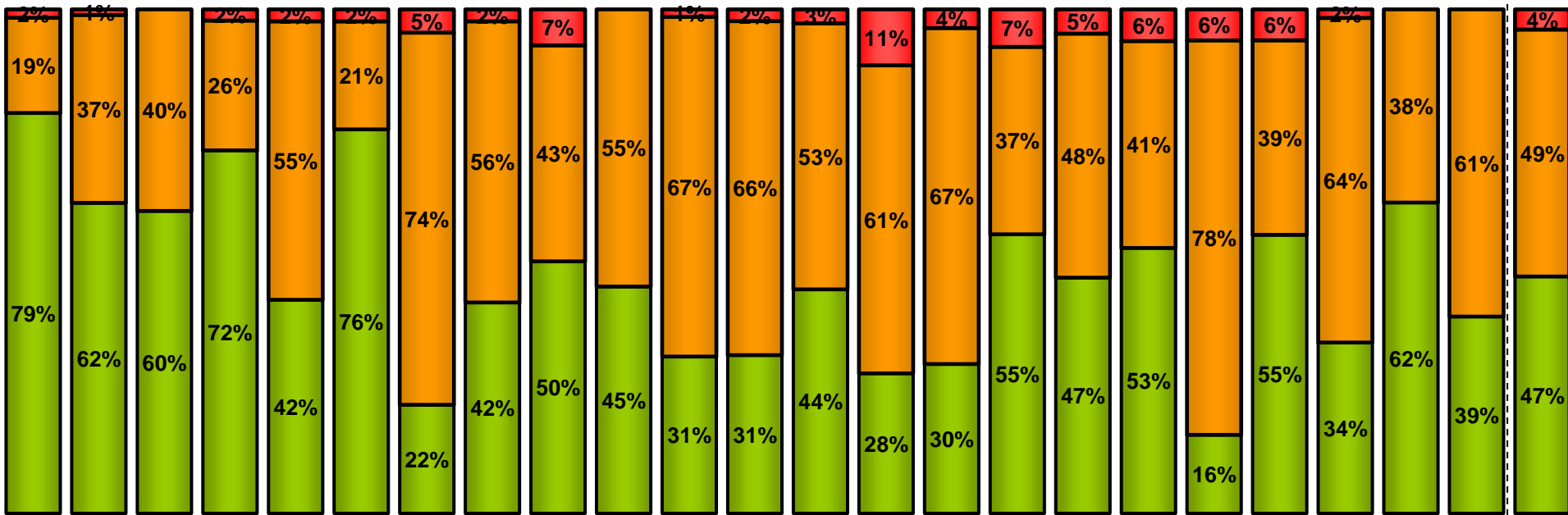
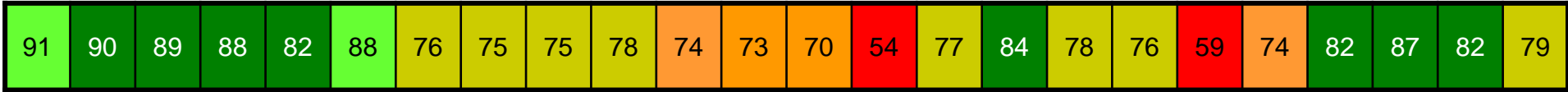


■ A09 rating

Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Quality Rating – Distribution of Scores

■ 'Super' Green (A09 80%+ & all ratings 80%+)
 ■ Green (A09 80%+)
 ■ Amber Green (A09 75-79%)
 ■ Amber Red (A09 70-74%)
 ■ Red (A09 < 70%)



■ 4-5 out of 5 for all elements
 ■ 4-5 out of 5 for some elements
 ■ Not 4-5 out of 5 for any elements

Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Detailed Quality Ratings

(Passport, GGG, ERTA Sig. Assists, DSO Sig. Assists, HVO Sig. Assists)

Quality Ratings	Passport (A09 = 91%)		GGG (A09 = 90%)		ERTA Sig. Assists (A09 = 88%)		DSO Sig. Assists (A09 = 87%)		HVO Sig. Assists (A09 = 84%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
ITA being impartial	92%	360	94%	362	91%	361	90%	60	71%	17
ITA being competent & knowledgeable	91%	360	91%	362	88%	361	85%	60	82%	17
ITA being able to communicate in clear & effective manner	92%	360	93%	362	91%	361	92%	60	94%	17
<i>If not signposted only...</i> Quality & relevance of info & advice	86%	360	86%	362	77%	352	71%	59	76%	17
Attitude & professionalism of ITA	94%	360	96%	362	93%	361	98%	60	94%	17
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	-	-	72%	278	-	-	-	-	-	-
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	-	-	69%	117	-	-	-	-	-	-
Scoring 4-5 out of 5 for all elements rated	79%	360	62%	362	72%	361	62%	60	65%	17
Not scoring 4-5 for any elements	2%	360	1%	362	2%	361	0%	60	6%	17

Detailed Quality Ratings

(Posts Sig. Assists, CBBC Sig. Assists, UKIBC Sig. Assists)

Quality Ratings	Posts Sig. Assists (A09 = 78%)		CBBC Sig. Assists (A09 = 84%)		UKIBC Sig. Assists (A09 = 84%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Staff being competent & knowledgeable	80%	603	94%	49	95%	20
Staff being able to communicate in a clear & effective manner	88%	603	94%	49	100%	20
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	590	69%	49	70%	20
Attitude & professionalism of staff	89%	603	94%	49	100%	20
Staff's objectivity & acting in your best interests	76%	603	82%	49	65%	20
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	59%	404	59%	27	60%	10
Scoring 4-5 out of 5 for all elements rated	47%	603	49%	49	40%	20
Not scoring 4-5 for any elements	5%	603	4%	49	0%	20

Detailed Quality Ratings

(ER Events, HQ Events, Sector Events UK, EA Events UK, DSO Events, HVO Events)

Quality Ratings	ER Events (A09 = 82%)		HQ Events (A09 = 76%)		Sector Events UK (A09 = 77%)		EA Events UK (A09 = 84%)		DSO Events (A09 = 82%)		HVO Events	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	86%	295	85%	65	84%	297	89%	121	92%	59	-	0
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	90%	262	88%	51	86%	238	95%	38	92%	38	-	0
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	90%	262	86%	51	84%	238	89%	38	87%	38	-	0
<i>If speaker presentation...</i> Quality & relevance of presentations	86%	262	75%	51	80%	238	92%	38	84%	38	-	0
<i>If networking event...</i> Quality & relevance of any contacts made	55%	238	51%	55	57%	269	66%	77	62%	52	-	0
Scoring 4-5 out of 5 for all elements rated	42%	295	22%	65	30%	297	55%	121	34%	59	-	0
Not scoring 4-5 for any elements	2%	295	5%	65	4%	297	7%	121	2%	59	-	0

Detailed Quality Ratings

(CBBC Events & UKIBC Events)

Quality Ratings	CBBC Events (A09 = 75%)		UKIBC Events (A09 = 79%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	76%	50	88%	40
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	85%	39	94%	36
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	95%	39	89%	36
<i>If speaker presentation...</i> Quality & relevance of presentations	79%	39	78%	36
<i>If networking event...</i> Quality & relevance of any contacts made	50%	46	47%	34
Scoring 4-5 out of 5 for all elements rated	46%	50	45%	40
Not scoring 4-5 for any elements	10%	50	0%	40

Detailed Quality Ratings

(Posts Events & Sector Events Abroad)

Quality Ratings	Posts Events (A09 = 76%)				Sector Events Abroad (A09 = 74%)			
	Attendees		Speakers		Attendees		Speakers	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
UKTI's organisation of practical arrangements for the event	82%	194	85%	13	78%	104	90%	10
<i>If seminar attendee...</i> Quality & relevance of presentations	73%	48	-	-	83%	46	-	-
<i>If briefing attendee...</i> Quality & relevance of briefing	74%	88	-	-	-	-	-	-
<i>If networking event attendee or seminar speaker...</i> Quality & relevance of any contacts made	69%	157	54%	13	65%	62	50%	10
<i>If seminar speaker...</i> Size of seminar audience	-	-	46%	13	-	-	50%	10
<i>If seminar speaker...</i> Profile of seminar audience in terms of right people being there	-	-	46%	13	-	-	50%	10
<i>If seminar speaker...</i> Quality of other speakers from the UK	-	-	77%	13	-	-	80%	10
Scoring 4-5 out of 5 for all elements rated	55%	194	15%	13	58%	104	30%	10
Not scoring 4-5 for any elements	7%	194	0%	13	6%	104	10%	10

Detailed Quality Ratings

(TAP Solo, TAP Group, TAP Non-Funded)

Quality Ratings	TAP Solo (A09 = 78%)		TAP Group (A09 = 74%)		TAP Non-Funded (A09 = 73%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the event*	65%	40	67%	135	77%	62**
ATO's organisation of practical arrangements for the delegation	-	-	67%	135	73%	62**
<i>If received ATO briefing/report...Quality & relevance of ATO briefing/report</i>	-	-	74%	31	57%	14
Overall quality of event itself	88%	40	86%	135	76%	86
Quality & relevance of any contacts made	88%	40	80%	135	83%	86
Quality & relevance of info obtained	75%	40	73%	135	71%	86
Quality & profile of UK delegation	-	-	71%	135	63%	86
Scoring 4-5 out of 5 for all elements rated	45%	40	31%	135	31%	86
Not scoring 4-5 for any elements	0%	40	1%	135	2%	86

* TAP Solo participants were asked to rate the help preparing for the event provided by UKTI, whereas TAP Group and TAP Non-Funded participants were asked to rate the help provided by their Trade Association or another similar organisation.

** TAP Non-Funded participants were only asked these questions if their trip was organised by their Trade Association or another similar organisation

Detailed Quality Ratings

(MVS & Outward Missions)

Quality Ratings	MVS (A09 = 75%)		Outward Missions (A09 = 70%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the visit/mission	74%	70	75%	36
<i>If attended as part of group...</i> Organisation of the practical arrangements	100%	10	92%	36
Quality & relevance of any contacts made	70%	70	58%	36
Quality & relevance of info obtained	77%	70	-	-
Quality of activities arranged for the mission	-	-	78%	36
Scoring 4-5 out of 5 for all elements rated	50%	70	44%	36
Not scoring 4-5 for any elements	7%	70	3%	36

Detailed Quality Ratings (EMRS)

Quality Ratings	EMRS (A09 = 89%)	
	Scoring 4-5	Base
<i>If subsidised MR project...</i> Quality & relevance of export marketing research project	94%	32
EMRS advisor being impartial	88%	40
EMRS advisor being competent & knowledgeable	95%	40
EMRS advisor being able to communicate in clear & effective manner	95%	40
<i>If subsidised MR project...</i> Advice & assistance provided by EMRS advisor in selecting & managing consultant	81%	32
Quality & relevance of (other) advice or assistance provided by EMRS advisor	78%	40
Attitude & professionalism of EMRS advisor	93%	40
Scoring 4-5 out of 5 for all elements rated	60%	40
Not scoring 4-5 for any elements	0%	40

Detailed Quality Ratings (ECR)

Quality Ratings	ECR (A09 = 88%)	
	Scoring 4-5	Base
Quality and relevance of info & advice	83%	42
Communications consultant being impartial	90%	42
Communications consultant being competent and knowledgeable	88%	42
Communications consultant being able to communicate in clear & effective manner	93%	42
Attitude & professionalism of communications consultant	93%	42
Scoring 4-5 out of 5 for all elements rated	76%	42
Not scoring 4-5 for any elements	2%	42

Detailed Quality Ratings (OMIS)

Quality Ratings	OMIS Total (A09 = 75%)		CBBC OMIS (A09 = 77%)		Markets where A09 is...					
	4-5	Base	4-5	Base	High (80%+)		Medium (70-79%)		Low (<70%)	
					4-5	Base	4-5	Base	4-5	Base
<i>All except solely event organisation...</i> Quality & relevance of info & advice	71%	373	78%	23	87%	115	73%	159	49%	99
<i>All except solely event organisation...</i> Clarity & ease of understanding of info & advice	82%	373	87%	23	96%	115	79%	159	72%	99
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	63%	363	78%	23	78%	107	65%	156	43%	100
Communications between your business & main access point	81%	380	67%	24	89%	115	80%	164	72%	101
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	74%	236	70%	20	89%	73	74%	95	59%	68
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	80%	343	74%	23	91%	106	79%	145	71%	92
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	87%	343	83%	23	97%	106	85%	145	78%	92
<i>If had event organised for them...</i> Organisation of arrangements for event	88%	119	67%	6	93%	41	85%	55	87%	23
<i>If received report...</i> Time taken to provide OMIS report (PIMS 36 only)	67%	76	100%	4	70%	23	69%	32	62%	21
Scoring 4-5 out of 5 for all elements rated	42%	380	38%	24	57%	115	41%	164	25%	101
Not scoring 4-5 for any elements	2%	380	0%	24	1%	115	3%	164	3%	101

Detailed Quality Ratings

(Inward Missions)

Quality Ratings	Inward Missions (A09 = 54%)	
	Scoring 4-5	Base
Organisation of practical arrangements for the meeting	83%	18
Profile of overseas delegation	44%	18
Quality & relevance of any contacts made	33%	18
Scoring 4-5 out of 5 for all elements rated	28%	18
Not scoring 4-5 for any elements	11%	18

Detailed Quality Ratings

(Website Business Opportunities)

Quality Ratings	Web Business Opportunities (A09 = 59%)	
	Scoring 4-5	Base
Quality & relevance of info in web summary	55%	276
Clarity & ease of understanding of info in web summary	69%	276
Level of detail provided in web summary	45%	276
Ease of use & navigation of website (in terms of finding the business opportunities area)	60%	276
<i>If contact from embassy...</i> Quality & relevance of info provided by staff at the post	57%	248
<i>If contact from embassy...</i> Clarity & ease of understanding of info provided by staff at the post	67%	248
<i>If contact from embassy...</i> Level of detail provided by staff at the post	54%	248
<i>If contact from embassy...</i> Speed of response by staff at the post	70%	248
Scoring 4-5 out of 5 for all elements rated	16%	276
Not scoring 4-5 for any elements	6%	276

Detailed Quality Ratings

(Webinars)

Quality Ratings	Webinars (A09 = 82%)	
	Scoring 4-5	Base
Speakers being competent & knowledgeable	92%	105
Speakers being able to communicate in clear & effective manner	87%	105
Quality & relevance of presentations	64%	105
Ease of installing software & logging on	88%	105
Reliability & quality of webinar streaming (i.e. audio & visuals)	84%	105
Ease of using system during webinar (e.g. asking questions, etc)	78%	105
Scoring 4-5 out of 5 for all elements rated	39%	105
Not scoring 4-5 for any elements	0%	105

Realistic Market Expectations – Measure RME (OMIS)

For OMIS only:

Firms score against the Realistic Market Expectations measure if ...

- They indicate that the potential opportunities identified in the OMIS report were 'more positive' or 'about the same' as they had expected – 71%

Please note that this is based only on firms that used OMIS in relation to a new market, received a report and received an analysis of the market. Any firms not meeting this criteria are excluded from this measure

Realistic Market Expectations – Measure RME (OMIS)

RME – Realistic Market Expectations

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users receiving report or analysis in relation to market entry</i>	100	24	41	33
Firms scoring against RME	71%	79%	59%	79%

Building Client Relationships Measure (OMIS)

For OMIS only:

Firms score against the Building Client Relationships measure if ...

- **Firms accessing OMIS directly through the overseas post:**
They received a progress update from the post during the process
- **Firms accessing OMIS in some other way (e.g. through their ITA):** They were contacted by the post on commission to discuss/confirm requirements and received a progress update from the post during the process

Building Client Relationships Measure (OMIS)

Building Client Relationships

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	380	71	130	170
Scoring against Building Client Relationships measure	76%	69%	76%	80%

Overall Satisfaction – Measure B10

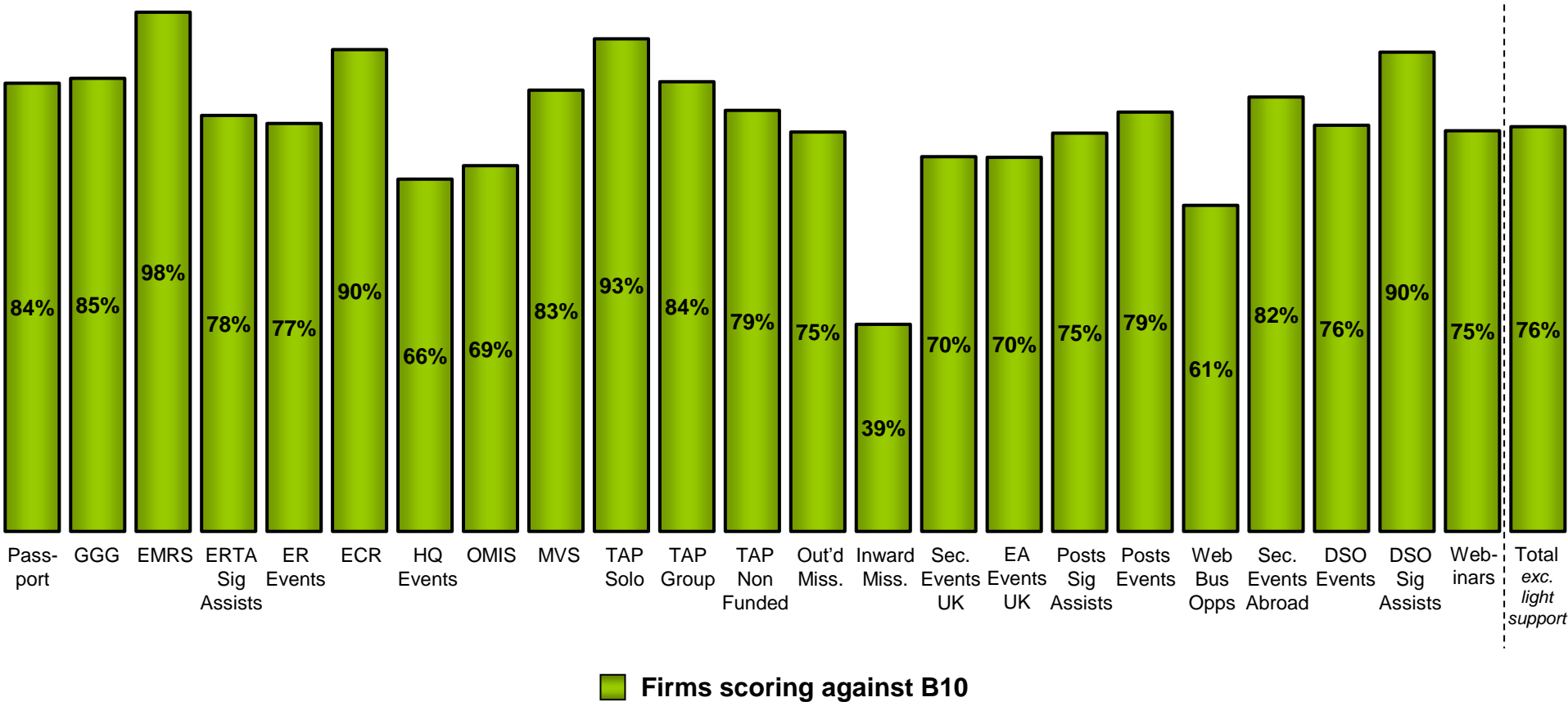
Overall Satisfaction
(B10)

Firms scoring '4' or '5' on a 5-point scale for...

- Thinking now about your total experience of <the support>, how would you rate your satisfaction overall? – 76%

Please note that the above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events of less than half a day)

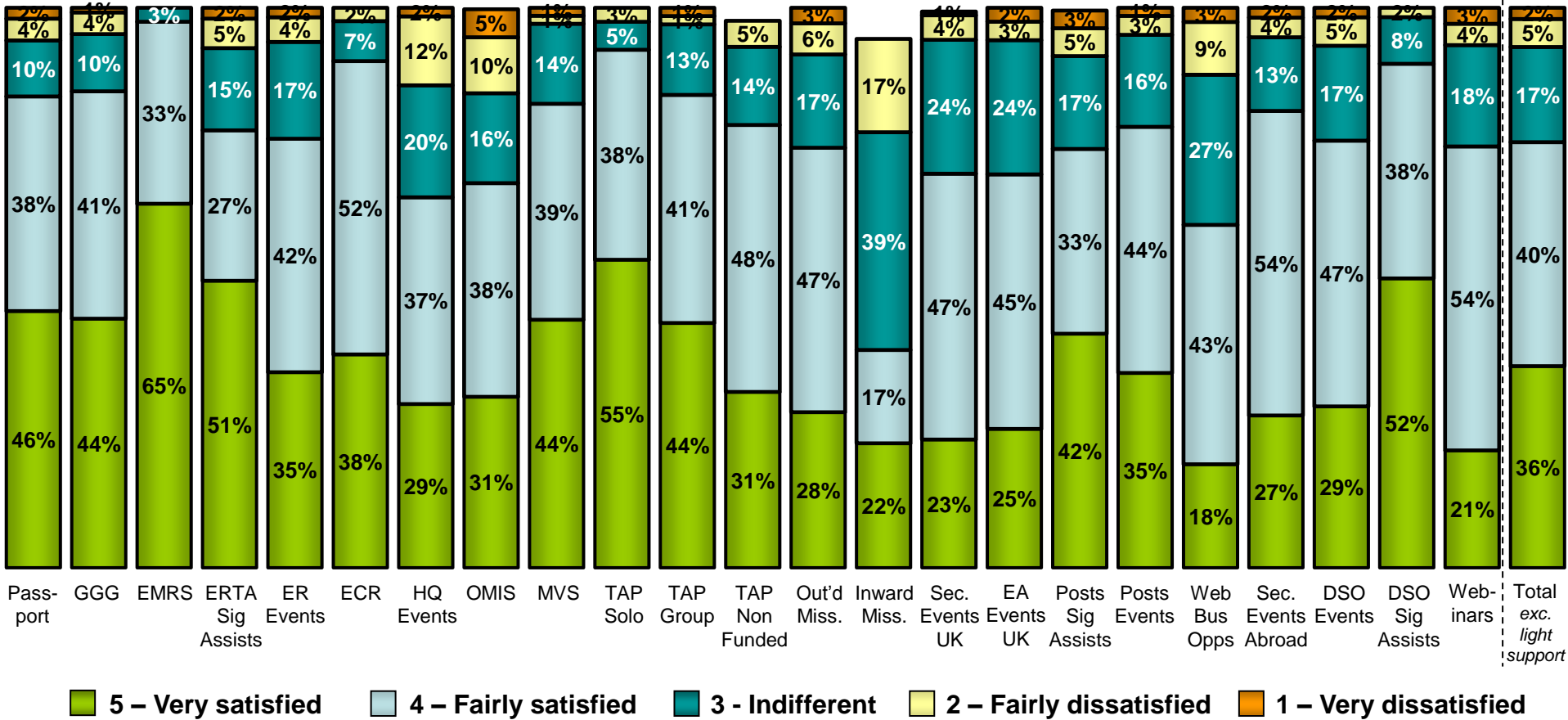
Overall Satisfaction – Measure B10



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Overall Satisfaction – Detailed Ratings

Thinking now about your total experience of the support, how would you rate your satisfaction overall?



Base: All respondents (Base, Don't Know/Can't Remember) - Passport (360, 0%), GGG (362, 0%), EMRS (40, 0%), ERTA (361, 0%), ER Events (295, 0%), ECR (42, 0%), HQ Events (65, 0%), OMIS (380, 0%), MVS (70, 0%), TAP Solo (40, 0%), TAP Group (135, 0%), TAP Non-Funded (86, 2%), Outward Missions (36, 0%), Inward Missions (18, 6%), Sector Events UK (297, 1%), EA Events UK (121, 0%), Posts Significant Assists (603, 0%), Posts Events (207, 0%), Website Bus Opps (276, 0%), Sector Events Abroad (114, 0%), DSO Events (59, 0%), DSO Significant Assists (60, 0%), Webinars (105, 0%), Total excl. light support (3764, 0%)

Improved Business Performance

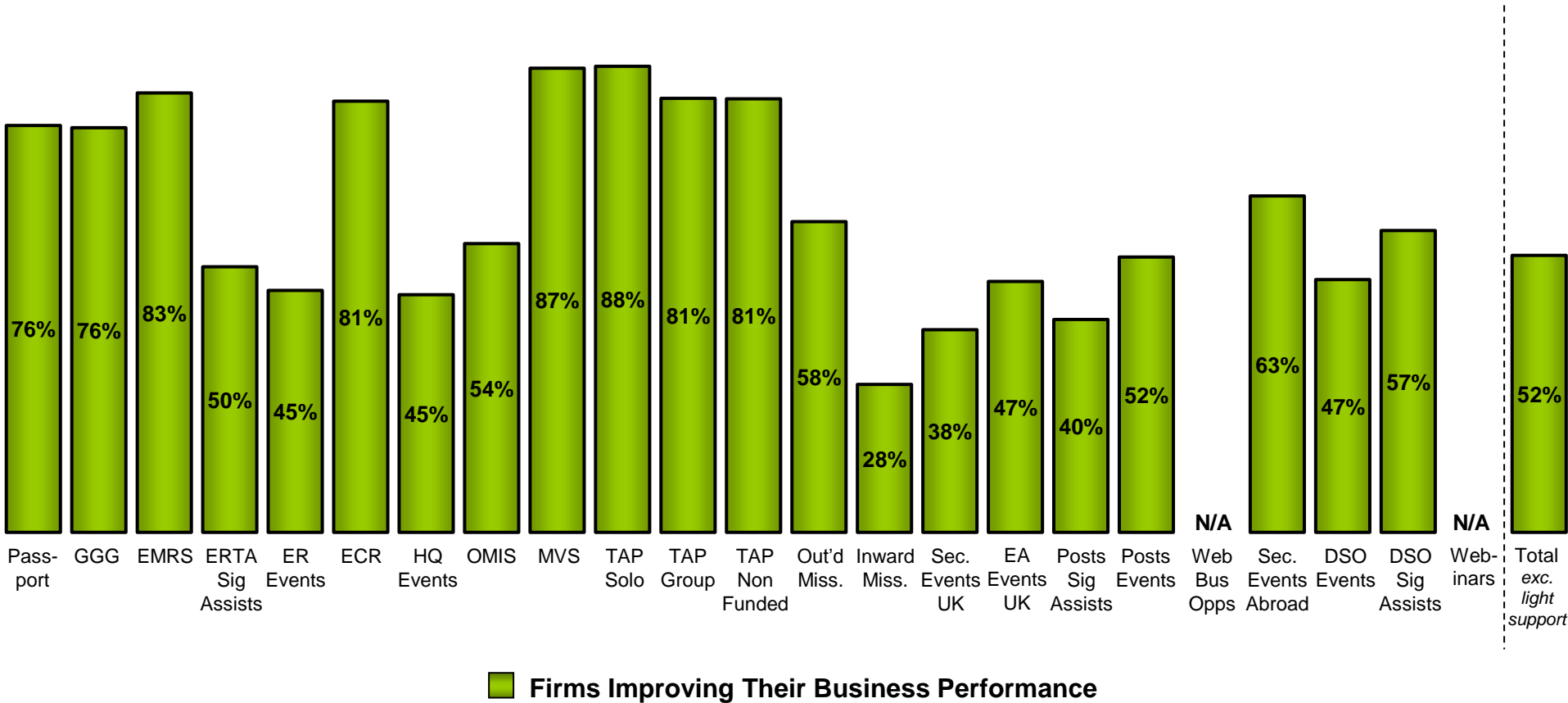
Improved Business
Performance

Firms are judged to improve their business performance if they ...

- Expect that in 5 years time the support will have had a positive impact on their annual profit – 58%
- And, expect a positive impact on their sales per employee (productivity)
- And, have or expect to increase sales/win new orders or be invited to tender or quote for work

Please note that individual results are only available for the profit element of this measure, as the other questions are only asked to those reporting a positive impact on their profit

Improved Business Performance



Base: All respondents exc. Web Business Opportunities & Webinars (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Total excl. light support (3764)

Increased Skills – Measure A81

Increased Skills (A81)

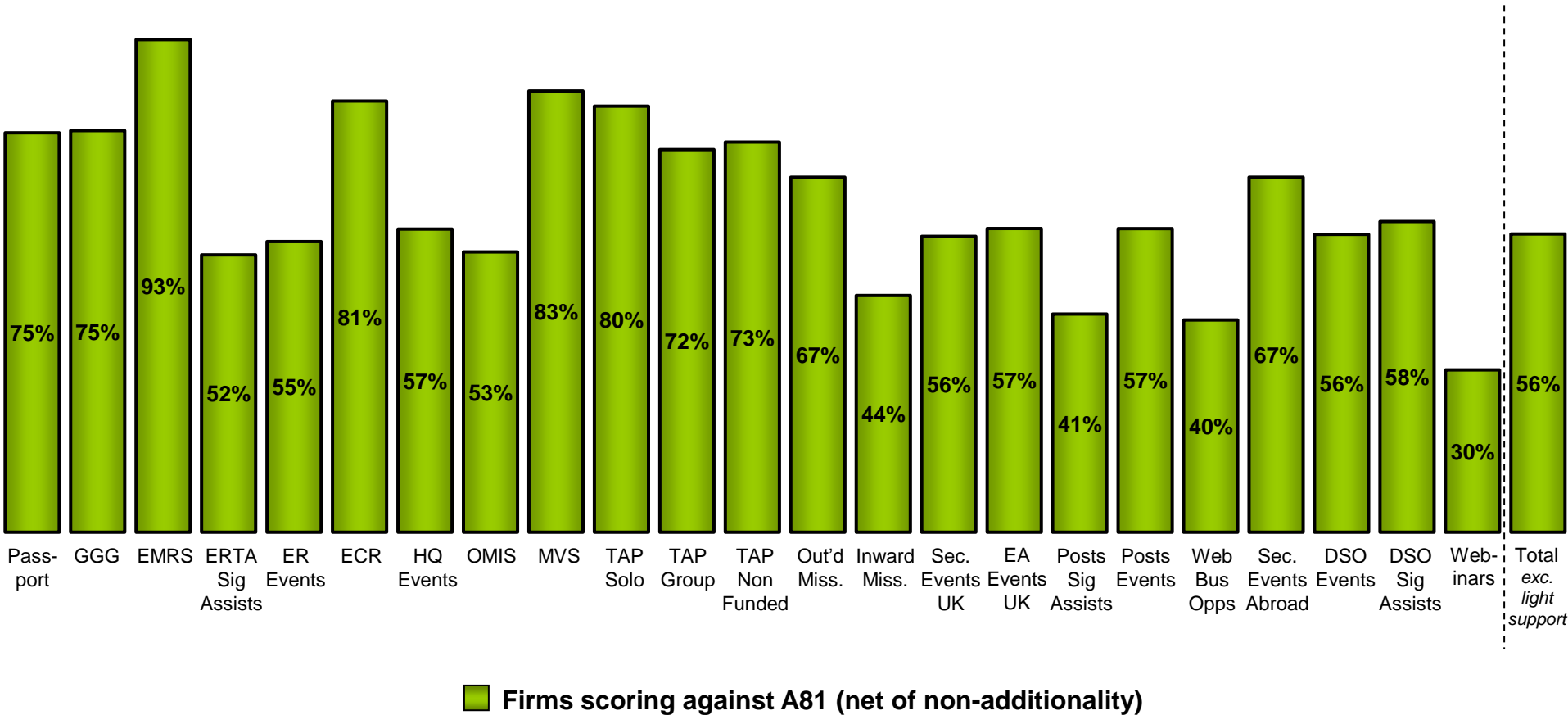
Firms scoring '4' or '5' on a 5-point scale for...

- Improved your knowledge of the competitive environment in an overseas market – 40%
- Qr, gained new ideas about products, services, techniques or technologies – 28%
- Qr, improved your overseas marketing strategy – 36%
- Qr, improved your marketing research skills (*EMRS only*) – 55%

In each case net of non-additionality

Please note that the above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events of less than half a day)

Increased Skills – Measure A81



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Increased Skills – Top Impacts

Service	A81	Strongest Impact	2 nd Strongest Impact
Passport	75%	Improved overseas marketing strategy (63%)	Improved knowledge of competitive envt in overseas mkt (54%)
GGG	75%	Improved overseas marketing strategy (61%)	Improved knowledge of competitive envt in overseas mkt (51%)
EMRS	93%	Improved knowledge of competitive envt in overseas mkt (85%)	Improved overseas marketing strategy (68%)
ERTA Significant Assists	52%	Improved overseas marketing strategy (39%)	Improved knowledge of competitive envt in overseas mkt (36%)
ER Events	55%	Improved overseas marketing strategy (41%)	Improved knowledge of competitive envt in overseas mkt (36%)
ECR	81%	Improved overseas marketing strategy (79%)	Improved knowledge of competitive envt in overseas mkt (38%)
HQ Events	57%	Improved knowledge of competitive envt in overseas mkt (48%)	Improved overseas marketing strategy (32%)
OMIS	53%	Improved knowledge of competitive envt in overseas mkt (40%)	Improved overseas marketing strategy (37%)
MVS	83%	Improved knowledge of competitive envt in overseas mkt (69%)	Improved overseas marketing strategy (56%)
TAP Solo	80%	Improved knowledge of competitive envt in overseas mkt (68%)	Improved overseas marketing strategy (60%)
TAP Group	72%	Improved knowledge of competitive envt in overseas mkt (59%)	Improved overseas marketing strategy (49%)
TAP Non Funded	73%	Improved knowledge of competitive envt in overseas mkt (55%)	Improved overseas marketing strategy (45%)
Outward Missions	67%	Improved knowledge of competitive envt in overseas mkt (56%)	Improved overseas marketing strategy (50%)
Inward Missions	44%	Gained new ideas (39%)	Improved knowledge of competitive envt in overseas mkt (33%)
Sector Events UK	56%	Improved knowledge of competitive envt in overseas mkt (38%)	Gained new ideas (31%)
EA Events UK	57%	Gained new ideas (50%)	Improved knowledge of competitive envt in overseas mkt (30%)
Posts Significant Assists	41%	Improved knowledge of competitive envt in overseas mkt (32%)	Improved overseas marketing strategy (28%)
Posts Events	57%	Improved knowledge of competitive envt in overseas mkt (40%)	Improved overseas marketing strategy (38%)
Website Business Opps	40%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (23%)
Sector Events Abroad	67%	Improved knowledge of competitive envt in overseas mkt (53%)	Improved overseas marketing strategy (38%)
DSO Events	56%	Improved knowledge of competitive envt in overseas mkt (39%)	Improved overseas marketing strategy (34%)
DSO Significant Assists	58%	Improved overseas marketing strategy (43%)	Improved knowledge of competitive envt in overseas mkt (42%)
Webinars	30%	Improved knowledge of competitive envt in overseas mkt (25%)	Improved overseas marketing strategy (13%)

Changed Behaviour – Measure A83

Changed
Behaviour (A83)

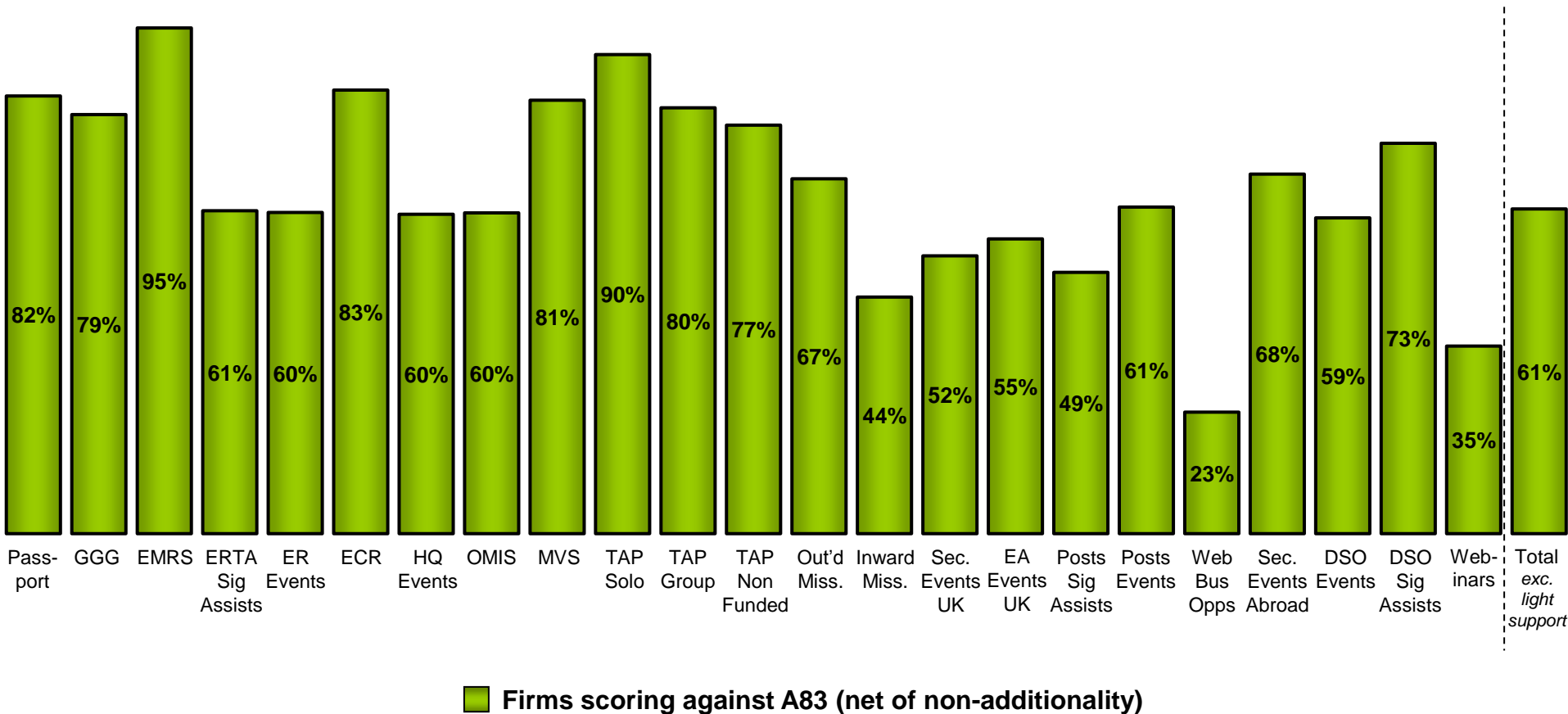
Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones – 28%
- Or, made improvements to your new product development strategy – 30%
- Or, improved the way you do business in an overseas market – 37%
- Or, improved your overseas marketing strategy – 36%
- Or, gained the confidence to either explore a new market or expand in an existing one – 44%

In each case net of non-additionality

Please note that the above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events of less than half a day)

Changed Behaviour – Measure A83



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Changed Behaviour – Top Impacts

Service	A83	Strongest Impact	2 nd Strongest Impact
Passport	82%	Confidence to explore new/expand in existing markets (67%)	Improved your overseas marketing strategy (63%)
GCG	79%	Confidence to explore new/expand in existing markets (61%)	Improved your overseas marketing strategy (61%)
EMRS	95%	Confidence to explore new/expand in existing markets (80%)	Improved the way you do business in overseas markets (75%)
ERTA Significant Assists	61%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (40%)
ER Events	60%	Improved the way you do business in overseas markets (44%)	Confidence to explore new/expand in existing markets (42%)
ECR	83%	Improved your overseas marketing strategy (79%)	Improved the way you do business in overseas markets (67%)
HQ Events	60%	Confidence to explore new/expand in existing markets (37%)	Improved your NPD strategy (34%)
OMIS	60%	Confidence to explore new/expand in existing markets (46%)	Improved your overseas marketing strategy (37%)
MVS	81%	Confidence to explore new/expand in existing markets (60%)	Improved your overseas marketing strategy (56%)
TAP Solo	90%	Confidence to explore new/expand in existing markets (70%)	Improved your overseas marketing strategy (60%)
TAP Group	80%	Confidence to explore new/expand in existing markets (64%)	Improved your NPD strategy (55%)
TAP Non Funded	77%	Confidence to explore new/expand in existing markets (50%)	Made improvements to products or services (50%)
Outward Missions	67%	Improved your overseas marketing strategy (50%)	Confidence to explore new/expand in existing markets (47%)
Inward Missions	44%	Improved your overseas marketing strategy (39%)	Confidence to explore new/expand in existing markets (28%)
Sector Events UK	52%	Confidence to explore new/expand in existing markets (38%)	Improved your overseas marketing strategy (29%)
EA Events UK	55%	Confidence to explore new/expand in existing markets (42%)	Improved your NPD strategy (35%)
Posts Significant Assists	49%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (32%)
Posts Events	61%	Confidence to explore new/expand in existing markets (39%)	Improved your overseas marketing strategy (38%)
Website Business Opps	23%	Improved your overseas marketing strategy (23%)	-
Sector Events Abroad	68%	Confidence to explore new/expand in existing markets (46%)	Improved your overseas marketing strategy (38%)
DSO Events	59%	Confidence to explore new/expand in existing markets (44%)	Improved your overseas marketing strategy (34%)
DSO Significant Assists	73%	Confidence to explore new/expand in existing markets (53%)	Improved the way you do business in overseas markets (48%)
Webinars	35%	Confidence to explore new/expand in existing markets (23%)	Improved the way you do business in overseas markets (15%)

Increased Innovation – Measure A04

Increased
Innovation (A04)

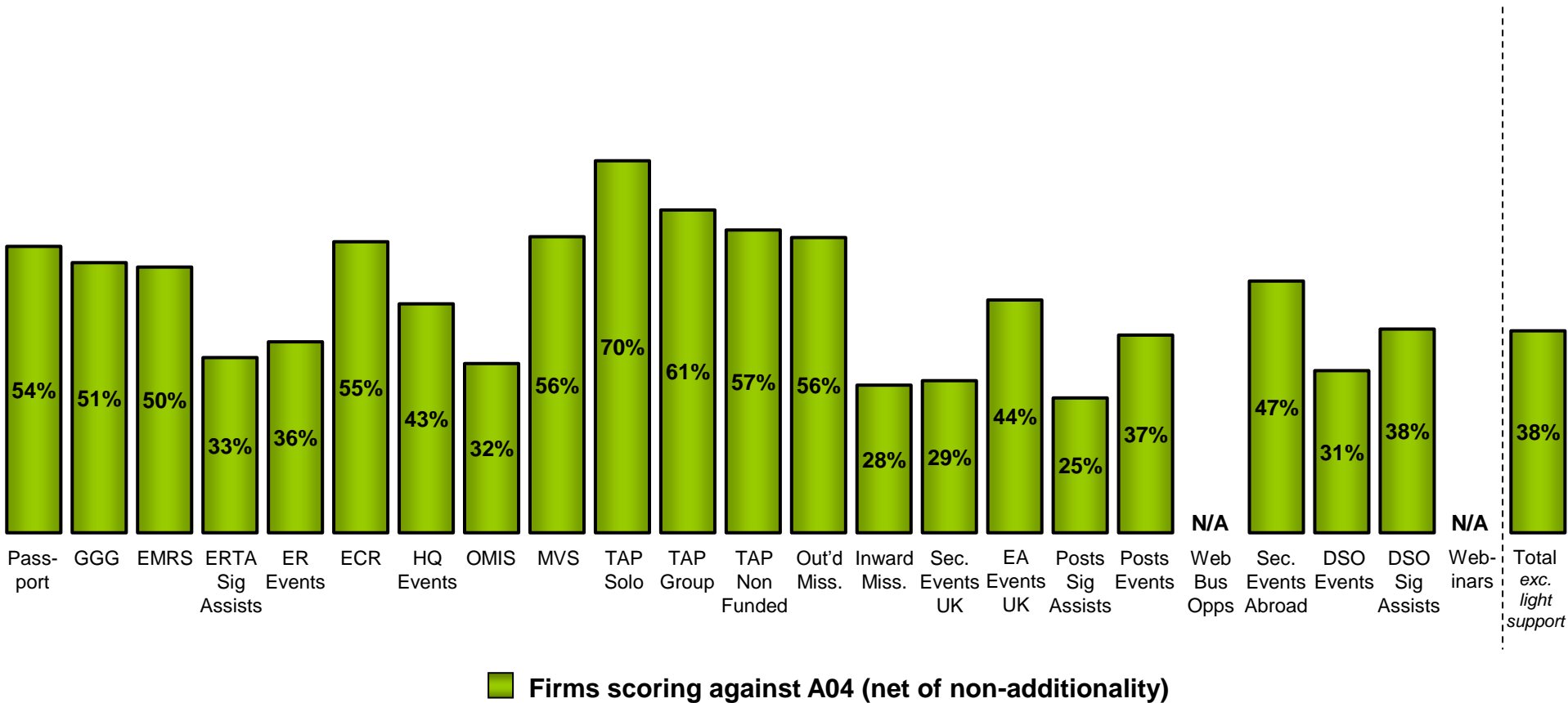
Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones – 28%
- Or, made improvements to your new product development strategy – 30%

In each case net of non-additionality

Please note that the above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events of less than half a day)

Increased Innovation – Measure A04



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Total excl. light support (3714)

Increased Innovation – Top Impacts

Service	A04	Strongest Impact	2 nd Strongest Impact
Passport	54%	Made improvements to NPD strategy (46%)	Made improvements to products or services (39%)
GCG	51%	Made improvements to NPD strategy (41%)	Made improvements to products or services (38%)
EMRS	50%	Made improvements to products or services (43%)	Made improvements to NPD strategy (40%)
ERTA Significant Assists	33%	Made improvements to NPD strategy (25%)	Made improvements to products or services (24%)
ER Events	36%	Made improvements to NPD strategy (31%)	Made improvements to products or services (22%)
ECR	55%	Made improvements to NPD strategy (40%)	Made improvements to products or services (40%)
HQ Events	43%	Made improvements to NPD strategy (34%)	Made improvements to products or services (32%)
OMIS	32%	Made improvements to NPD strategy (25%)	Made improvements to products or services (22%)
MVS	56%	Made improvements to NPD strategy (50%)	Made improvements to products or services (46%)
TAP Solo	70%	Made improvements to products or services (55%)	Made improvements to NPD strategy (55%)
TAP Group	61%	Made improvements to NPD strategy (55%)	Made improvements to products or services (50%)
TAP Non Funded	57%	Made improvements to products or services (50%)	Made improvements to NPD strategy (41%)
Outward Missions	56%	Made improvements to products or services (47%)	Made improvements to NPD strategy (47%)
Inward Missions	28%	Made improvements to products or services (28%)	Made improvements to NPD strategy (22%)
Sector Events UK	29%	Made improvements to NPD strategy (23%)	Made improvements to products or services (20%)
EA Events UK	44%	Made improvements to NPD strategy (35%)	Made improvements to products or services (35%)
Posts Significant Assists	25%	Made improvements to products or services (21%)	Made improvements to NPD strategy (18%)
Posts Events	37%	Made improvements to NPD strategy (28%)	Made improvements to products or services (25%)
Sector Events Abroad	47%	Made improvements to products or services (36%)	Made improvements to NPD strategy (35%)
DSO Events	31%	Made improvements to products or services (27%)	Made improvements to NPD strategy (20%)
DSO Significant Assists	38%	Made improvements to products or services (32%)	Made improvements to NPD strategy (30%)

Improved Overseas Approach – Measure A93

Improved Overseas
Approach (A93)

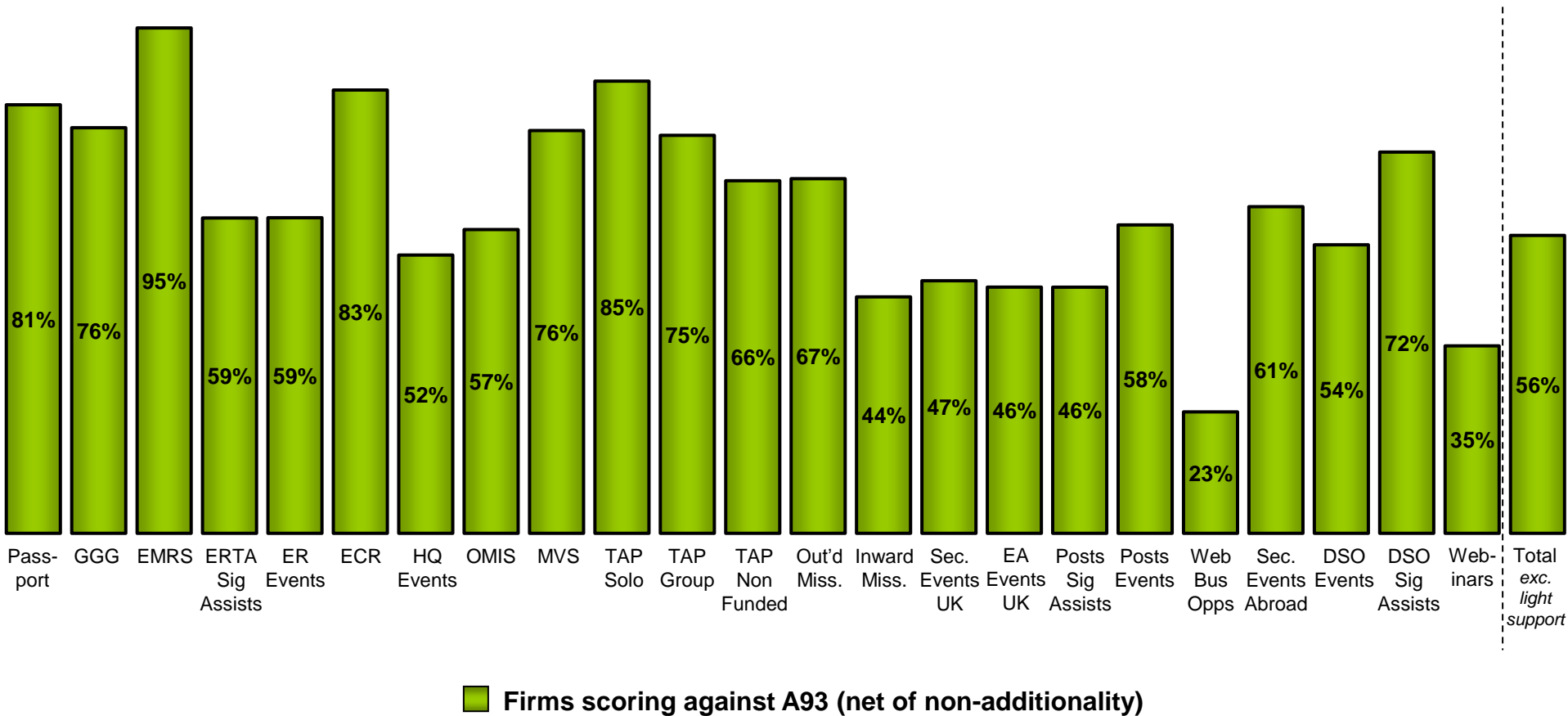
Firms scoring '4' or '5' on a 5-point scale for...

- Improved the way you do business in an overseas market – 37%
- Or, improved your overseas marketing strategy – 36%
- Or, gained the confidence to either explore a new market or expand in an existing one – 44%

In each case net of non-additionality

Please note that the above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events of less than half a day)

Improved Overseas Approach – Measure A93



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Improved Overseas Approach – Top Impacts

Service	A93	Strongest Impact	2 nd Strongest Impact
Passport	81%	Confidence to explore new/expand in existing markets (67%)	Improved your overseas marketing strategy (63%)
GCG	76%	Confidence to explore new/expand in existing markets (61%)	Improved your overseas marketing strategy (61%)
EMRS	95%	Confidence to explore new/expand in existing markets (80%)	Improved the way you do business in overseas markets (75%)
ERTA Significant Assists	59%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (40%)
ER Events	59%	Improved the way you do business in overseas markets (44%)	Confidence to explore new/expand in existing markets (42%)
ECR	83%	Improved your overseas marketing strategy (79%)	Improved the way you do business in overseas markets (67%)
HQ Events	52%	Confidence to explore new/expand in existing markets (37%)	Improved your overseas marketing strategy (32%)
OMIS	57%	Confidence to explore new/expand in existing markets (46%)	Improved your overseas marketing strategy (37%)
MVS	76%	Confidence to explore new/expand in existing markets (60%)	Improved your overseas marketing strategy (56%)
TAP Solo	85%	Confidence to explore new/expand in existing markets (70%)	Improved your overseas marketing strategy (60%)
TAP Group	75%	Confidence to explore new/expand in existing markets (64%)	Improved your overseas marketing strategy (49%)
TAP Non Funded	66%	Confidence to explore new/expand in existing markets (50%)	Improved your overseas marketing strategy (45%)
Outward Missions	67%	Improved your overseas marketing strategy (50%)	Confidence to explore new/expand in existing markets (47%)
Inward Missions	44%	Improved the way you do business in overseas markets (39%)	Improved your overseas marketing strategy (28%)
Sector Events UK	47%	Confidence to explore new/expand in existing markets (38%)	Improved your overseas marketing strategy (29%)
EA Events UK	46%	Confidence to explore new/expand in existing markets (42%)	Improved your overseas marketing strategy (24%)
Posts Significant Assists	46%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (32%)
Posts Events	58%	Confidence to explore new/expand in existing markets (39%)	Improved your overseas marketing strategy (38%)
Website Business Opps	23%	Improved your overseas marketing strategy (23%)	-
Sector Events Abroad	61%	Confidence to explore new/expand in existing markets (46%)	Improved your overseas marketing strategy (38%)
DSO Events	54%	Confidence to explore new/expand in existing markets (44%)	Improved the way you do business in overseas markets (34%)
DSO Significant Assists	72%	Confidence to explore new/expand in existing markets (53%)	Improved the way you do business in overseas markets (48%)
Webinars	35%	Confidence to explore new/expand in existing markets (23%)	Improved the way you do business in overseas markets (15%)

Increased R&D – Measure AR&D

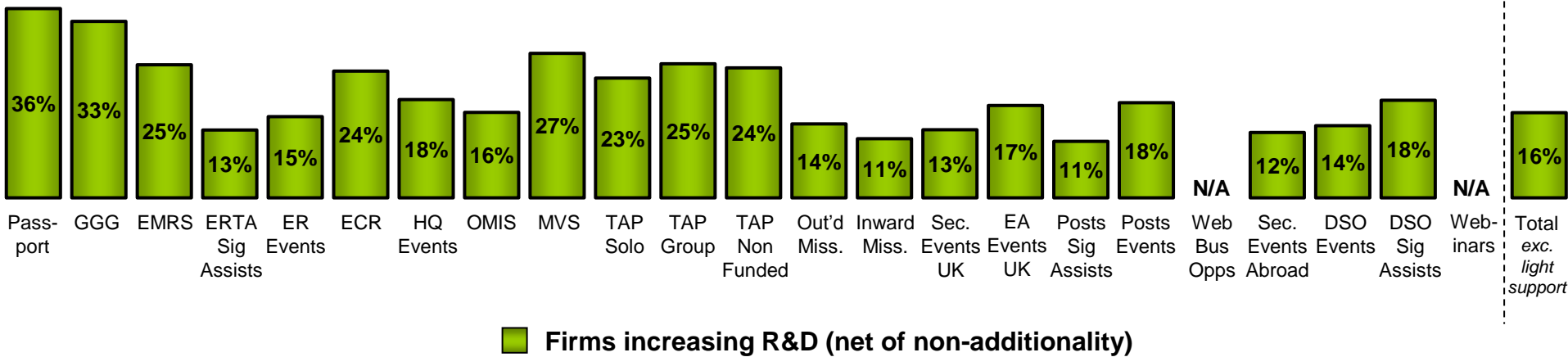
Increased R&D
(AR&D)

Firms who have or expect to ...

- Increase the amount they spend on R&D & NPD
- And, Increase the amount of time spent on R&D or NPD

Then adjusted for non-additionality

Increased R&D – Measure AR&D



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Total excl. light support (3764)

Increased R&D – By R&D Intensity

Increased R&D – By R&D Intensity

	Proportion of employees engaged wholly or partly in R&D or NPD (with at least some of this involving 'the development of scientific or technical knowledge not commonly available')				
	Zero	Up to 10%	11-20%	21-50%	More than 50%
<i>Base: Exc. light support</i>	1680	455	342	541	538
Increased R&D	11%	18%	28%	25%	26%

Barriers To Market Access Overcome – Measure A92

Barriers
Overcome (A92)

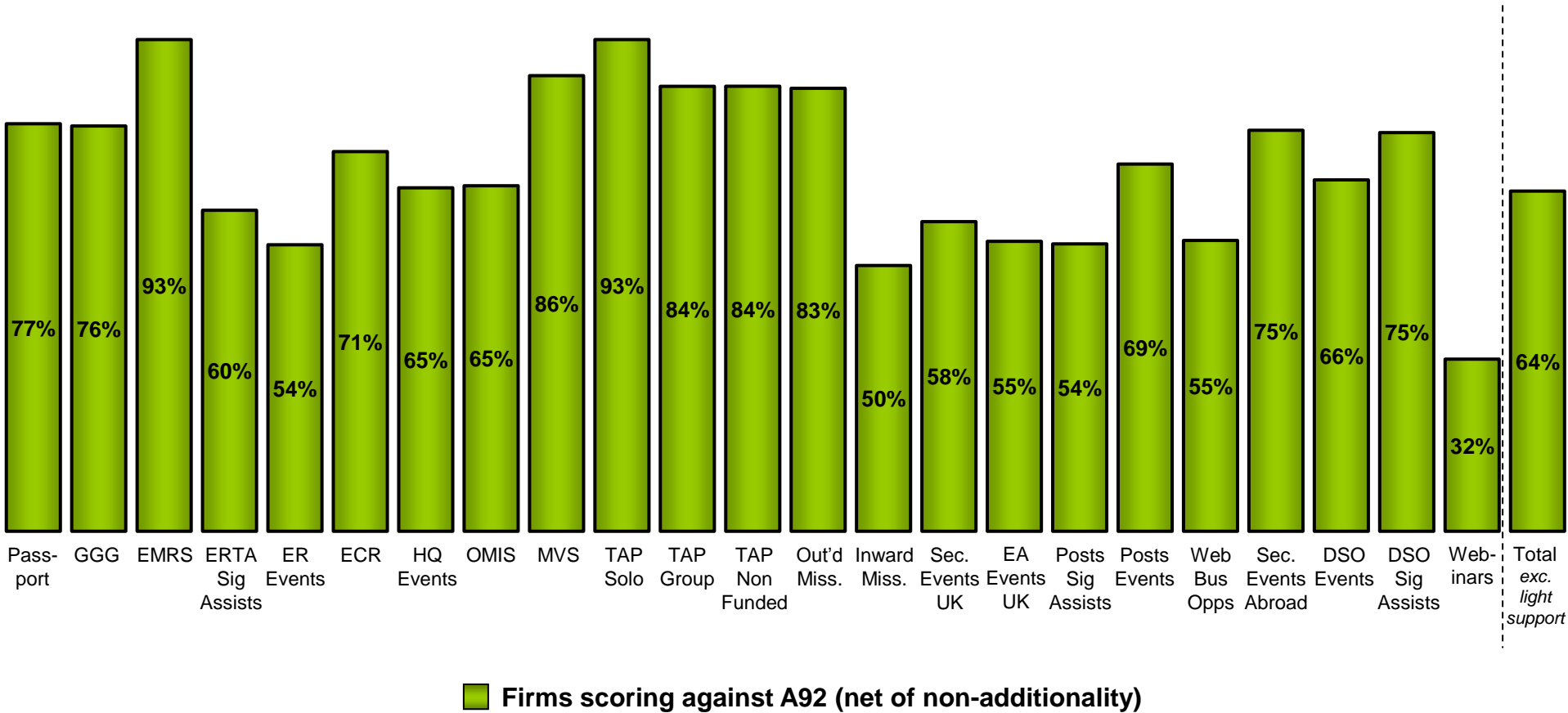
Firms scoring '4' or '5' on a 5-point scale for...

- Gained access to prospective customers or business partners – 47%
- Or, gained access to information that you would otherwise have been unable to come by – 46%
- Or, improved your company's profile or credibility – 41%
- Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 13%

In each case net of non-additionality

Please note that the above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events of less than half a day)

Barriers To Market Access Overcome – Measure A92



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Barriers To Market Access Overcome – Top Impacts

Service	A92	Strongest Impact	2 nd Strongest Impact
Passport	77%	Access to information otherwise unable to come by (58%)	Access to prospective customers or business partners (58%)
GGG	76%	Access to information otherwise unable to come by (58%)	Access to prospective customers or business partners (56%)
EMRS	93%	Access to prospective customers or business partners (83%)	Improved your company's profile or credibility (78%)
ERTA Significant Assists	60%	Access to information otherwise unable to come by (50%)	Access to prospective customers or business partners (37%)
ER Events	54%	Access to information otherwise unable to come by (41%)	Improved your company's profile or credibility (28%)
ECR	71%	Improved your company's profile or credibility (67%)	Access to prospective customers or business partners (43%)
HQ Events	65%	Access to information otherwise unable to come by (52%)	Access to prospective customers or business partners (49%)
OMIS	65%	Access to prospective customers or business partners (52%)	Access to information otherwise unable to come by (46%)
MVS	86%	Access to prospective customers or business partners (80%)	Access to information otherwise unable to come by (69%)
TAP Solo	93%	Access to prospective customers or business partners (88%)	Improved your company's profile or credibility (80%)
TAP Group	84%	Access to prospective customers or business partners (81%)	Improved your company's profile or credibility (72%)
TAP Non Funded	84%	Access to prospective customers or business partners (76%)	Improved your company's profile or credibility (72%)
Outward Missions	83%	Access to prospective customers or business partners (67%)	Improved your company's profile or credibility (58%)
Inward Missions	50%	Improved your company's profile or credibility (44%)	Access to prospective customers or business partners (33%)
Sector Events UK	58%	Access to information otherwise unable to come by (40%)	Access to prospective customers or business partners (40%)
EA Events UK	55%	Access to prospective customers or business partners (45%)	Access to information otherwise unable to come by (36%)
Posts Significant Assists	54%	Access to information otherwise unable to come by (39%)	Access to prospective customers or business partners (35%)
Posts Events	69%	Access to prospective customers or business partners (51%)	Improved your company's profile or credibility (47%)
Website Business Opps	55%	Access to information otherwise unable to come by (42%)	Access to prospective customers or business partners (38%)
Sector Events Abroad	75%	Access to prospective customers or business partners (63%)	Improved your company's profile or credibility (51%)
DSO Events	66%	Access to information otherwise unable to come by (46%)	Access to prospective customers or business partners (44%)
DSO Significant Assists	75%	Improved your company's profile or credibility (58%)	Access to information otherwise unable to come by (50%)
Webinars	32%	Access to information otherwise unable to come by (28%)	Improved your company's profile or credibility (13%)

£ Estimated Additional Profit – Measure A49

£ Additional
Profit (A49)

The estimated additional profit generated by UKTI clients as a result of the support received is calculated using a multi-stage approach...

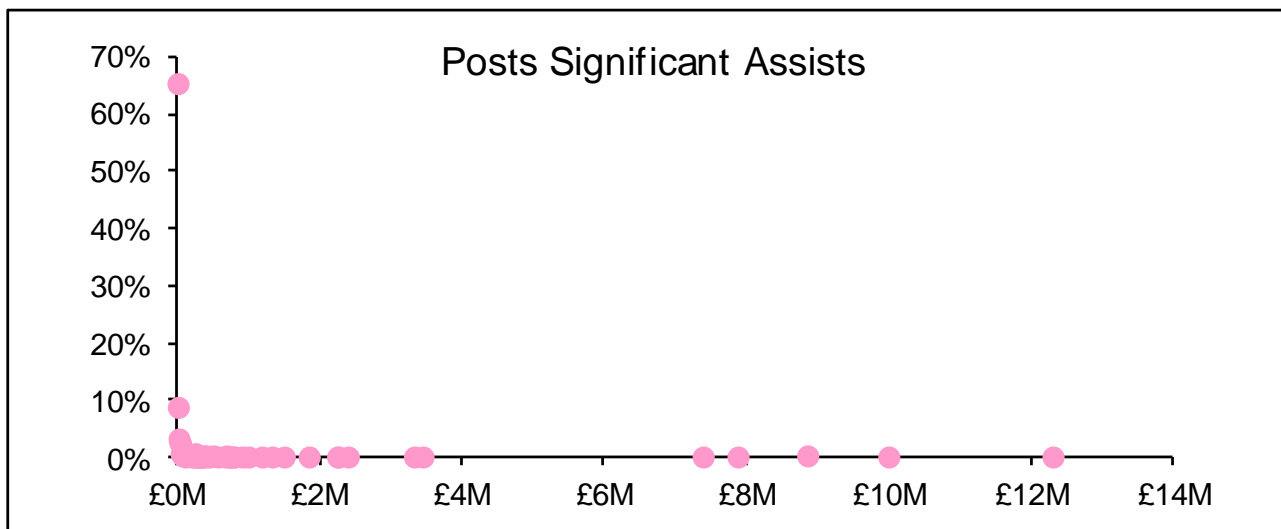
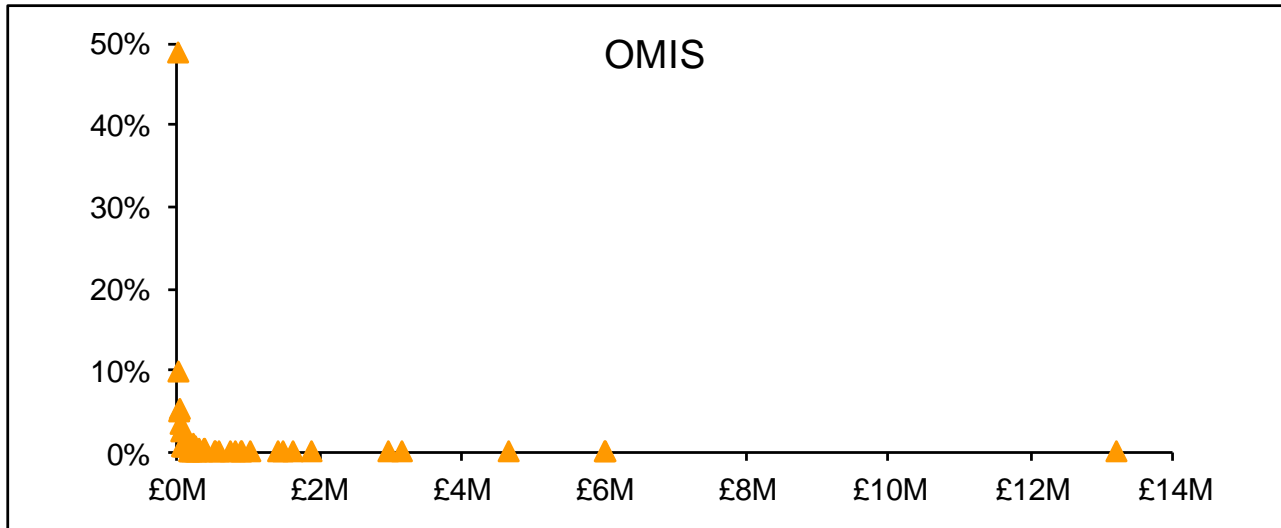
- Stage 1 – Firms asked to estimate the expected financial benefit of the support in terms of additional profit
 - Firms not reporting any significant benefit in terms of ‘Changed Behaviour (A83)’ or ‘Barriers Overcome (A92)’ are counted as zero
- Stage 2 – Estimates converted to profit for those indicating the figure given was in terms of turnover
- Stage 3 – Future expectations allowed for (using annual discounting rate of 8%)
- Stage 4 – Figures adjusted for non-additionality using the proportion of the financial benefit the firm ‘would have realised anyway’

£ Estimated Additional Profit – Measure A49

	Total (exc. light support)	Total (exc. light support & DSO)	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base</i>	3764	3645	360	362	40	361	132	42	65	380	70	40	135
Mean additional profit (£)	160k	159k	214k	136k	116k	128k	555k	482k	123k	183k	158k	53k	110k
Median additional profit (£)	0	0	20k	21k	8k	0	0	10k	0	1k	16k	11k	9k
% reporting any positive £ benefit	40%	40%	66%	63%	63%	40%	36%	60%	40%	44%	64%	68%	66%
% reporting zero £ benefit	42%	42%	23%	24%	25%	43%	42%	21%	48%	42%	19%	15%	21%
% unable/unwilling to estimate £ benefit	18%	18%	10%	13%	13%	18%	23%	19%	12%	14%	17%	18%	13%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	25k	25k	39k	47k	30k	19k	17k	22k	67k	46k	25k	15k	18k

	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
<i>Base</i>	86	36	18	297	121	603	207	276	114	59	60	-
Mean additional profit (£)	83k	173k	50k	79k	20k	189k	269k	111k	104k	261k	189k	-
Median additional profit (£)	6k	5k	0	0	0	0	0	0	7k	0	0	-
% reporting any positive £ benefit	55%	56%	22%	33%	35%	29%	38%	30%	57%	34%	33%	-
% reporting zero £ benefit	22%	25%	67%	47%	43%	55%	43%	56%	26%	46%	43%	-
% unable/unwilling to estimate £ benefit	23%	19%	11%	21%	22%	16%	18%	14%	17%	20%	23%	-
<i>Median additional profit (£) among those reporting positive £ benefit</i>	19k	13k	94k	11k	10k	39k	30k	46k	28k	62k	180k	-

£ Estimated Additional Profit – Distribution (OMIS & Posts Sig. Assists)



£ Estimated Additional Profit – ‘Big Wins’ (Support Type)

‘Big Wins’ (Financial Benefit of £3,000,000+)

	Number of Big Wins (£3m+)					% of all <i>‘big wins’</i> accounted for by each scheme	% of all <i>interviews</i> accounted for by each scheme
	PIMS 33	PIMS 34	PIMS 35	PIMS 36	Total		
Passport	1	2	0	1	4	11%	10%
GGG	0	0	0	1	1	3%	10%
ERTA	1	1	0	1	3	8%	10%
ER Events (excluding <½ day)	0	0	1	0	1	3%	4%
ECR	1	0	0	1	2	5%	1%
HQ Events	1	0	0	0	1	3%	2%
OMIS	2	0	0	3	5	14%	10%
MVS	0	1	0	0	1	3%	2%
TAP Group	1	0	0	0	1	3%	4%
Outward Missions	0	0	0	1	1	3%	1%
Sector Events UK	1	0	0	0	1	3%	8%
Posts Significant Assists	1	1	3	3	8	22%	16%
Post Events	1	0	2	1	4	11%	5%
Sector Events Abroad	0	0	1	0	1	3%	3%
DSO Events	0	1	0	0	1	3%	2%
DSO Significant Assists	0	0	0	1	1	3%	2%
UKIBC Significant Assists	1	0	0	0	1	3%	1%

£ Estimated Additional Profit – ‘Big Wins’ (Profile)

‘Big Wins’(Financial Benefit of £3,000,000+ and £500,000+)

	£3m+ Additional Profit		£500k+ Additional Profit		% of all interviews
	Number of £3m+ ‘big wins’	% of all £3m+ ‘big wins’	Number of £500k+ ‘big wins’	% of all £500k+ ‘big wins’	
Not yet trading	1	3%	3	2%	1%
0-9	15	41%	56	35%	44%
10-99	7	19%	64	40%	38%
100-249	7	19%	17	10%	8%
250+	7	19%	20	12%	7%
Innovative	34	92%	148	91%	86%
Innovative (alternative)	31	84%	121	75%	65%
Not yet exporting	7	19%	18	11%	10%
Exporting less than 2 years	6	16%	35	22%	15%
Exporting 2-10 years	12	32%	53	33%	35%
Exporting more than 10 years	12	32%	55	34%	39%
Planning substantial growth	26	70%	110	68%	45%
Planning moderate growth	8	22%	41	25%	45%
Not planning to grow	1	3%	3	2%	5%
Not yet trading	2	5%	5	3%	2%

£ Estimated Additional Profit – ‘Big Wins’ (Market)

‘Big Wins’ (Financial Benefit of £3,000,000+)

	No. of £3m+ ‘big wins’	% of all £3m+ ‘big wins’
Australia	2	5%
Austria	1	3%
Belgium	1	3%
Brazil	2	5%
Brunei	1	3%
Canada	1	3%
China	4	11%
Cyprus	1	3%
Far East	1	3%
France	3	8%
Germany	4	11%
Holland	1	3%
Hong Kong	1	3%
India	5	14%
Iraq	1	3%
Italy	1	3%
Japan	1	3%
Korea	1	3%
Kuwait	1	3%
Malaysia	2	5%

	No. of £3m+ ‘big wins’	% of all ‘3m+ ‘big wins’
Mexico	1	3%
New Zealand	1	3%
Nigeria	1	3%
Oman	1	3%
Poland	1	3%
Russia	2	5%
Saudi Arabia	3	8%
Scandinavia	1	3%
Singapore	1	3%
South Africa	1	3%
Spain	3	8%
Sweden	1	3%
Taiwan	1	3%
Thailand	1	3%
Turkey	1	3%
United Arab Emirates	2	5%
Ukraine	1	3%
USA	3	8%
No particular market	3	8%

Please note that some firms indicated that the support related to a number of different markets

Strengths – Top Impacts For Firms Reporting Additional Profit

Service	Firms Reporting Additional Profit (at Measure A49)	
	Strongest Impact	2 nd Strongest Impact
Passport	Gained confidence to explore/expand in existing market – A83 (82%)	Improved the way you do business in overseas market – A83 (76%)
GGG	Improved overseas marketing strategy – A81/A83 (77%)	Gained confidence to explore/expand in existing market – A83 (76%)
EMRS	Gained confidence to explore/expand in existing market – A83 (92%)	Improved your knowledge of the competitive market – A81 (88%)
ERTA Sig. Assists	Gained access to info otherwise unable to come by – A92 (77%)	Gained confidence to explore/expand in existing market – A83 (73%)
ER Events	Improved the way you do business in overseas market – A83 (85%)	Improved overseas marketing strategy – A81/A83 (77%)
ECR	Improved your company's profile overseas – A92 (92%)	Improved overseas marketing strategy – A81/A83 (88%)
HQ Events	Gained access to info otherwise unable to come by – A92 (85%)	Gained access to prospective customers/partners – A92 (73%)
OMIS	Gained access to prospective customers/partners – A92 (77%)	Gained access to info otherwise unable to come by – A92 (68%)
MVS	Gained access to prospective customers/partners – A92 (93%)	Gained access to info otherwise unable to come by – A92 (82%)
TAP Solo	Gained access to prospective customers/partners – A92 (93%)	Improved your company's profile overseas – A92 (85%)
TAP Group	Gained access to prospective customers/partners – A92 (93%)	Improved your company's profile overseas – A92 (82%)
TAP Non Funded	Gained access to prospective customers/partners – A92 (91%)	Improved your company's profile overseas – A92 (79%)
Outward Missions	Gained access to prospective customers/partners – A92 (90%)	Gained access to info otherwise unable to come by – A92 (75%)
Inward Missions	Gained access to prospective customers/partners – A92 (100%)	Improved your company's profile overseas – A92 (100%)
Sector Events UK	Gained access to prospective customers/partners – A92 (71%)	Gained access to info otherwise unable to come by – A92 (64%)
EA Events UK	Gained access to prospective customers/partners – A92 (86%)	Gained confidence to explore/expand in existing market – A83 (76%)
Posts Sig. Assists	Gained access to info otherwise unable to come by – A92 (73%)	Gained access to prospective customers/partners – A92 (72%)
Posts Events	Gained access to prospective customers/partners – A92 (73%)	Improved your company's profile overseas – A92 (67%)
Website Bus Opps	Gained access to info otherwise unable to come by – A92 (79%)	Gained access to prospective customers/partners – A92 (68%)
Sector Events Abroad	Gained access to prospective customers/partners – A92 (86%)	Improved your company's profile overseas – A92 (71%)
DSO Events	Gained confidence to explore/expand in existing market – A83 (65%)	Gained access to prospective customers/partners – A92 (60%)
DSO Sig. Assists	Gained confidence to explore/expand in existing market – A83 (80%)	Gained access to prospective customers/partners – A92 (80%)

Estimated Total Additional Profit

Estimated Total Additional Profit

An estimate of the total additional profit generated by UKTI support in the last year has been calculated, using the A49 (£ additional profit) and A01 (number of firms supported) results, as follows:

- Stage 1: Calculation of mean £ estimated additional profit across last 4 quarters (A49).
- Stage 2: Aggregation of number of firms supported across last 4 quarters (Annual A01).
 - Each individual firms is only counted once in the Annual A01, even if they have used multiple services.
- Stage 3: Estimated total additional profit calculated by multiplying the mean £ additional profit with the aggregated number of firms supported.

UKTI Total	Mean additional profit (A49)	Total no. of firms supported (A01)	Estimated total additional profit
Total (exc. light support*)	£160,000	42,390	£6.8bn
Total (exc. light support & DSO)	£159,000	42,140	£6.7bn

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Total Additional Profit - Contribution

Additional profit (banded)	<i>Base (exc. light support)</i>	Mean additional profit	% of all firms	% of total UKTI £ benefit
Zero	1,467	£0	42%	0%
Up to £10,000	462	£4,000	13%	0.4%
£10,001-£50,000	542	£25,000	12%	2.4%
£50,001-£100,000	181	£73,000	4%	2.3%
£100,001-£500,000	330	£232,000	7%	12.1%
More than £500,000	162	£3,041,000	4%	82.9%
Don't know refused	620	-	18%	-

£ Estimated Additional Sales

£ Additional
Sales

An estimate of the additional sales/turnover generated by UKTI clients as a result of the support received has also been calculated, as follows...

- The value of additional sales is calculated by taking each firms' estimated additional profit figure (Measure A49) and converting this from profit into turnover.
- Some firms initially give an estimated financial benefit in terms of turnover, in which case this figure is used.
- For those firms that give an estimated financial benefit in terms of profit, their profit figure is converted to turnover using their overall profit margin (E4b/c).
 - If firms have not provided details of their overall profit margin (e.g. don't know/refused or breaking even/making a loss) then the mean profit margin for all firms interviewed in that quarter is used.

£ Estimated Additional Sales

	Total (exc. light support)	Total (exc. light support & DSO)	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base</i>	3764	3645	360	362	40	361	132	42	65	380	70	40	135
Mean additional sales (£)	1,157k	1,145k	1,583k	1,069k	854k	583k	3,971k	2,799k	850k	1,564k	1,477k	458k	749k
Median additional sales (£)	0	0	124k	148k	49k	0	0	44k	0	5k	109k	66k	49k
% reporting any positive £ benefit	40%	40%	66%	63%	63%	40%	36%	60%	40%	44%	64%	68%	66%
% reporting zero £ benefit	42%	42%	23%	24%	25%	43%	42%	21%	48%	42%	19%	15%	21%
% unable/unwilling to estimate £ benefit	18%	18%	10%	13%	13%	18%	23%	19%	12%	14%	17%	18%	13%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	177k	177k	311k	295k	246k	119k	123k	134k	443k	310k	197k	111k	128k

	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
<i>Base</i>	86	36	18	297	121	603	207	276	114	59	60	-
Mean additional sales (£)	608k	539k	315k	657k	155k	1,412k	1,669k	634k	501k	2,245k	1,251k	-
Median additional sales (£)	41k	35k	0	0	0	0	0	0	37k	0	0	-
% reporting any positive £ benefit	55%	56%	22%	33%	35%	29%	38%	30%	57%	34%	33%	-
% reporting zero £ benefit	22%	25%	67%	47%	43%	55%	43%	56%	26%	46%	43%	-
% unable/unwilling to estimate £ benefit	23%	19%	11%	21%	22%	16%	18%	14%	17%	20%	23%	-
<i>Median additional sales (£) among those reporting positive £ benefit</i>	138k	70k	619k	74k	39k	292k	200k	320k	185k	250k	1,240k	-

Estimated Total Additional Sales

Estimated Total Additional Sales

An estimate of the total additional sales generated by UKTI support in the last year has been calculated, using the £ additional sales and A01 (number of firms supported) results, as follows:

- Stage 1: Calculation of mean £ estimated additional sales across last 4 quarters.
- Stage 2: Aggregation of number of individual firms supported across last 4 quarters (Annual A01).
 - Each individual firms is only counted once in the Annual A01, even if they have used multiple services.
- Stage 3: Estimated total additional sales calculated by multiplying the mean £ additional sales with the aggregated number of firms supported.

UKTI Total	Mean additional sales (A49)	Total no. of firms supported (A01)	Estimated total additional sales
Total (exc. light support*)	£1,157,000	42,390	£49.1 billion
Total (exc. light support & DSO)	£1,145,000	42,140	£48.3 billion

* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.

Significant Business Benefit – Measure A06

Significant Business
Benefit (A06)

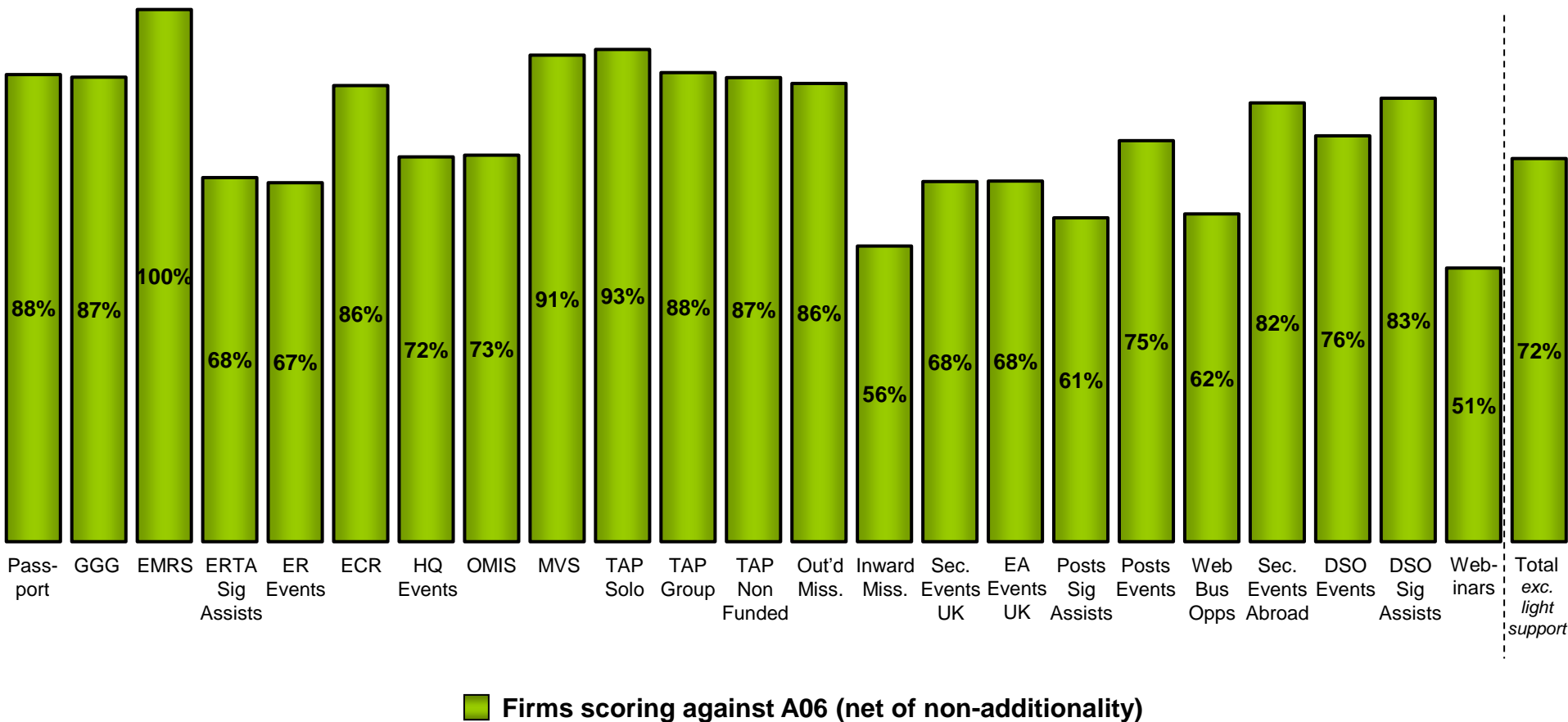
Firms scoring 4-5 out of 5 for any of the following...

- Increased Skills (A81) – 56%
 - Improved your knowledge of the competitive environment in an overseas market – 40%
 - Or, gained new ideas about products, services, techniques or technologies – 28%
 - Or, improved your overseas marketing strategy – 36%
 - Or, improved your marketing research skills (*EMRS only*) – 55%
- Or Changed Behaviour (A83) – 65%
 - Introduced new products or services or made improvements to existing ones – 28%
 - Or, made improvements to your new product development strategy – 30%
 - Or, improved the way you do business in an overseas market – 37%
 - Or, improved your overseas marketing strategy – 36%
 - Or, gained the confidence to either explore a new market or expand in an existing one – 44%
- Or Barriers to Market Access Overcome (A92) – 64%
 - Gained access to prospective customers or business partners – 47%
 - Or, gained access to information that you would otherwise have been unable to come by – 46%
 - Or, improved your company's profile or credibility – 41%
 - Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 13%

In each case net of non-additionality

The above figures exclude firms receiving 'light' support (Website Business Opportunities, Webinars & ER Events lasting < ½ day)

Significant Business Benefit – Measure A06



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (361), ER Events (295), ECR (42), HQ Events (65), OMIS (380), MVS (70), TAP Solo (40), TAP Group (135), TAP Non-Funded (86), Outward Missions (36), Inward Missions (18), Sector Events UK (297), EA Events UK (121), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (276), Sector Events Abroad (114), DSO Events (59), DSO Significant Assists (60), Webinars (105), Total excl. light support (3764)

Key Measures - Number of Firms Scoring

Estimated Number of Firms Scoring Against Each Measure in Last Year

	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Funded
Overall Satisfaction (B10)	1,312	1,599	185	6,057	7,188	740	1,254	3,075	1,799	759	4,155	1,929
Improved Business Performance	1,187	1,430	157	3,883	4,201	666	855	2,407	1,885	718	4,006	1,978
Increased R&D (AR&D)	562	621	47	1,009	1,400	197	342	713	585	188	1,237	586
Significant Business Benefit (A06)	1,375	1,636	189	5,280	6,254	707	1,368	3,254	1,972	759	4,352	2,125
Reporting positive additional profit/ sales	1,031	1,185	119	3,106	1,507	493	760	1,961	1,387	555	3,264	1,343

	Outward Missions	Inward Missions	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Overall Satisfaction (B10)	454	67	6,201	7,669	13,497	4,539	4,959	3,248	772	317	2,442
Improved Business Performance	351	48	3,366	5,149	7,198	2,988	-	2,495	478	201	-
Increased R&D (AR&D)	85	19	1,152	1,862	1,980	1,034	-	475	142	63	-
Significant Business Benefit (A06)	520	96	6,024	7,449	10,978	4,310	5,040	3,248	772	292	1,661
Reporting positive additional profit/ sales	339	38	2,923	3,834	5,219	2,183	2,439	2,258	345	116	-

Estimated Jobs Created & Safeguarded

Estimated Jobs Created & Safeguarded

An estimate of the total number of jobs created and safeguarded over the last year as a result of UKTI support has been calculated as follows:

- Calculation of mean number of jobs created and safeguarded across all firms interviewed in last 4 quarters.
 - Before the mean is calculated those judging the support to be non-additional are adjusted to zero.
- Estimated jobs created and safeguarded calculated by multiplying the mean number created/safeguarded by the 'Annual A01' figure (which represents the number of individual firms supported in the last 4 quarters after de-duplication both within and across waves).
- This calculation uses the mean number of employees, but the median number has also been shown. The large difference between the mean and median values indicates that the distribution of number of jobs created/safeguarded is significantly skewed by outliers.

	Excluding 'light' support*			
	Mean	Median	Total no. of firms supported (A01)	Estimated total number of jobs created/safeguarded
Number of new jobs created	2.4	0	42,390	101,740
Number of jobs safeguarded	2.8	0		118,700

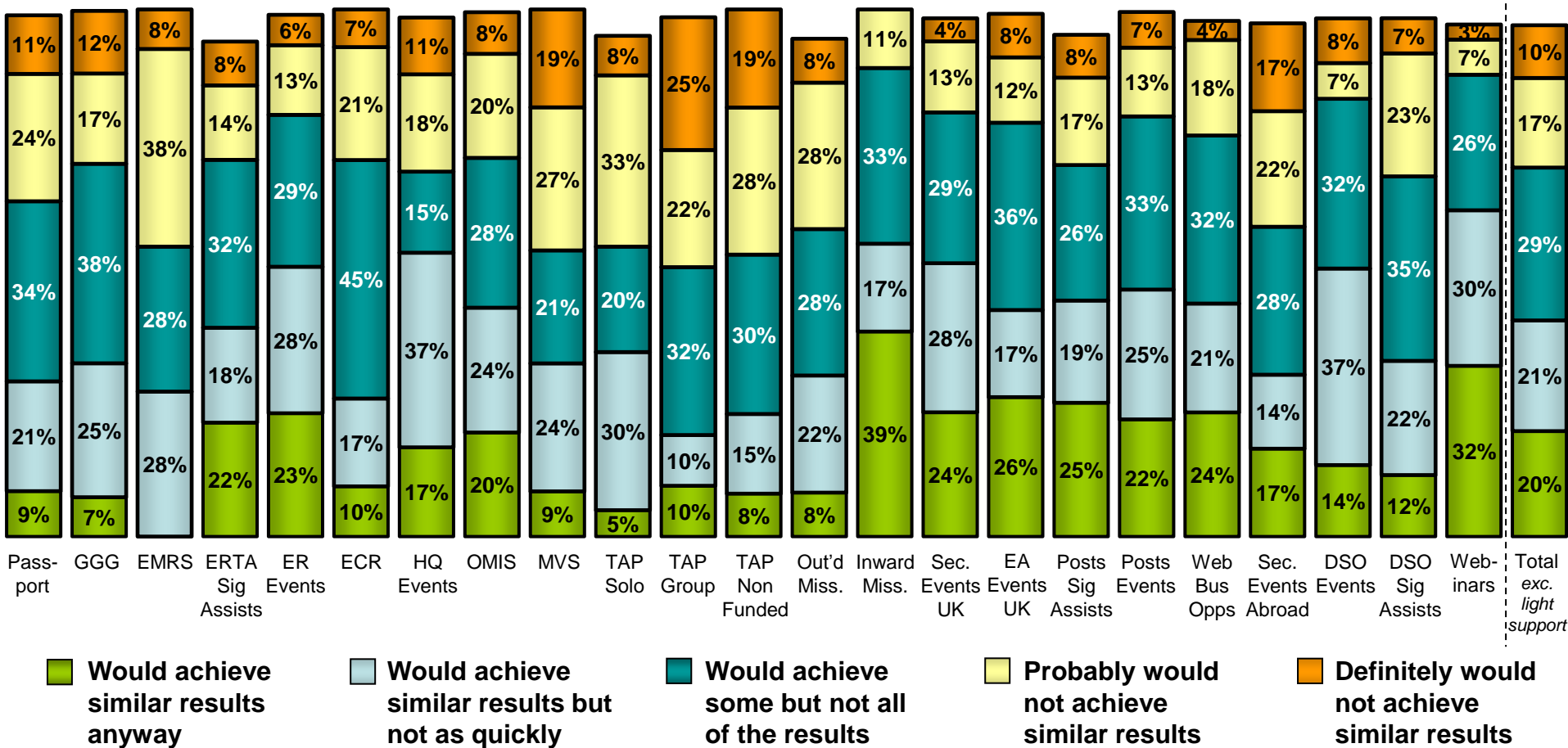
* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.



Additionality

Generic Additionality

Which of the following best describes your view on the contribution <SUPPORT> has made to your firm, or is expected to make to your firm?



Base: All respondents (Base, None of these/Signposted only) - Passport (360, 1%), GGG (362, 0%), EMRS (40, 0%), ERTA (361, 6%), ER Events (295, 1%), ECR (42, 0%), HQ Events (65, 2%), OMIS (380, 1%), MVS (70, 0%), TAP Solo (40, 5%), TAP Group (135, 1%), TAP Non-Funded (86, 0%), Outward Missions (36, 6%), Inward Missions (18, 0%), Sector Events UK (297, 2%), EA Events UK (121, 1%), Posts Significant Assists (603, 5%), Posts Events (207, 0%), Website Bus Opps (276, 2%), Sector Events Abroad (114, 3%), DSO Events (59, 2%), DSO Significant Assists (60, 2%), Webinars (105, 3%), Total excl. light support (3764, 3%)

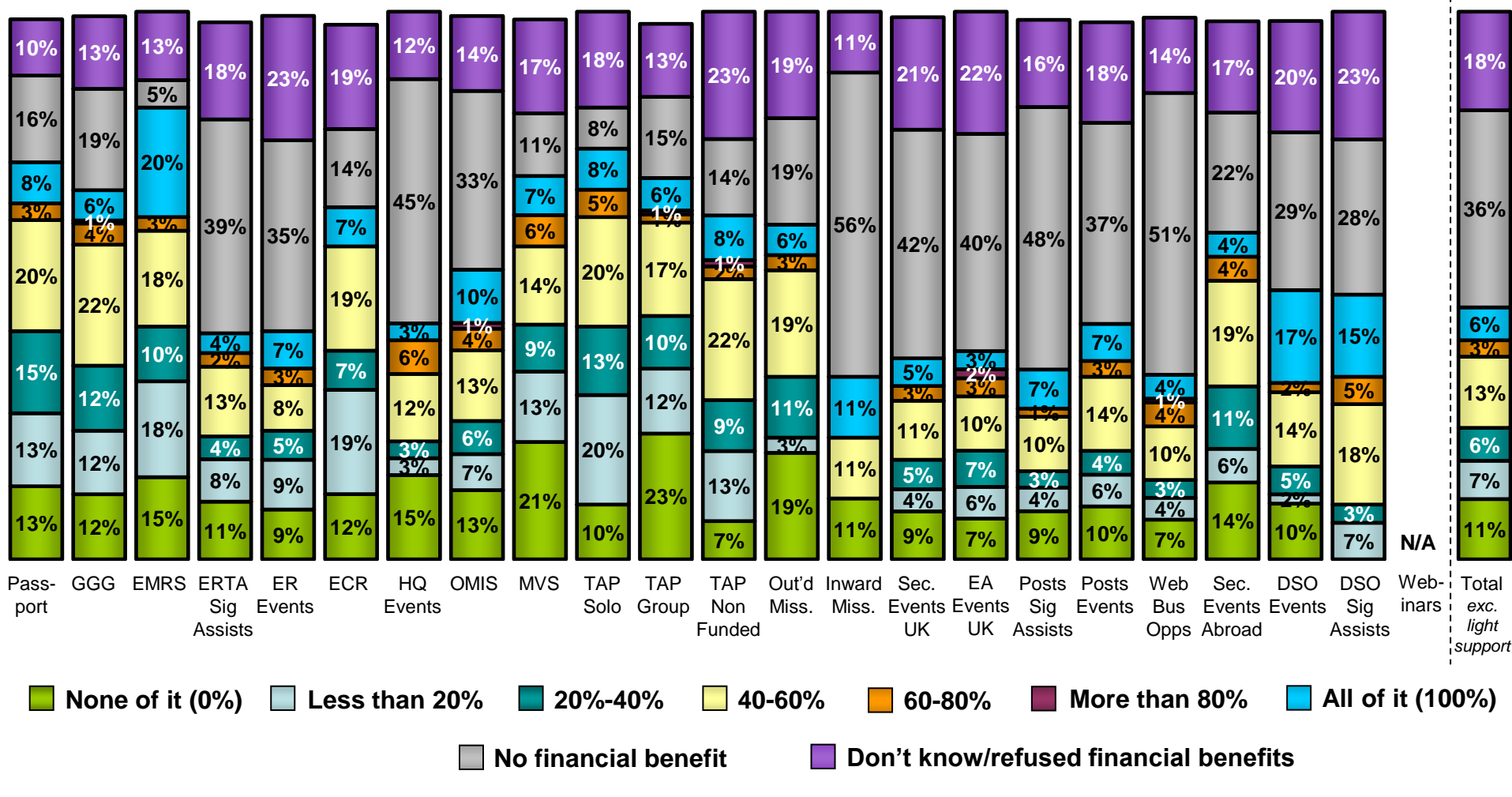
Generic Additionality – By Profile

Which of the following best describes your view on the contribution <SUPPORT> has made to your firm, or is expected to make to your firm?

	Total	Length Of Time Exporting			Business Size			
		< 2 years	2-10 years	> 10 years	0-9	10-99	100-249	250+
<i>Base: Exc. light support</i>	3764	945	1325	1460	1658	1443	283	248
Would achieve similar results anyway	20%	18%	20%	21%	19%	19%	22%	24%
Would achieve similar results but not as quickly	21%	21%	19%	24%	18%	23%	22%	29%
Would achieve some but not all of the results	29%	27%	31%	29%	29%	30%	31%	30%
Probably would not achieve similar results	17%	19%	17%	16%	18%	18%	15%	10%
Definitely would not achieve similar results	10%	12%	10%	8%	13%	7%	7%	5%
None of these/signposted only	3%	3%	2%	2%	3%	2%	3%	2%

Extent Financial Benefits Attributable

Proportion of Financial Benefit Would Have Realised Anyway



Base: All except Webinars & short ER Events (Base, Don't know/Refused % attributable) - Passport (360, 1%), GGG (362, 1%), EMRS (40, 0%), ERTA (361, 2%), ER Events (132, 1%), ECR (42, 2%), HQ Events (65, 0%), OMIS (380, 1%), MVS (70, 1%), TAP Solo (40, 0%), TAP Group (135, 2%), TAP Non-Funded (86, 0%), Outward Missions (36, 0%), Inward Missions (18, 0%), Sector Events UK (297, 1%), EA Events UK (121, 0%), Posts Significant Assists (603, 1%), Posts Events (207, 2%), Website Bus Opps (276, 1%), Sector Events Abroad (114, 2%), DSO Events (59, 2%), DSO Significant Assists (60, 0%), Total excl. light support (3764, 1%)

Extent Financial Benefits Attributable

– Firms With 0-9 Employees

Proportion of Financial Benefit Would Have Realised Anyway

	0-9 Employees		
	0 employees	1-9 employees	Total 0-9 employees
<i>Base: Exc. light support</i>	240	1418	1658
None of it (0%)	12%	12%	12%
Less than 20%	8%	9%	9%
20-40%	6%	6%	6%
40-60%	11%	13%	13%
60-80%	2%	2%	2%
More than 80%	1%	1%	1%
All of it (100%)	4%	5%	4%
No financial benefit	34%	33%	33%
Don't know/refused £ benefit	22%	18%	19%
Don't know % attributable	1%	1%	1%



Summaries

Key Measures – By Profile

	Total	Business Size (employees)				Innovative		Years Exporting			Support Market	
		0-9	10-99	100-249	250+	Yes	No	<2 years	2-10 years	>10 years	High growth	Established
<i>Base: Exc. light support</i>	3764	1658	1443	283	248	3248	516	945	1325	1460	1551	1798
No. Firms Assisted (Annual A01)	42,390	19,330	15,400	3,220	2,860	36,060	6,330	10,740	14,460	16,750	15,360	19,040
Quality Rating (A09)	79%	79%	79%	79%	79%	79%	80%	82%	78%	78%	80%	80%
Overall Satisfaction (B10)	76%	74%	76%	78%	82%	76%	79%	77%	76%	76%	77%	80%
Improved Business Performance	52%	54%	56%	51%	32%	54%	43%	52%	54%	51%	54%	57%
Increased Skills (A81)	56%	60%	54%	48%	53%	57%	52%	62%	56%	52%	59%	58%
Changed Behaviour (A83)	61%	64%	61%	53%	50%	62%	55%	66%	62%	56%	64%	63%
Increased Innovation (A04)	38%	42%	36%	27%	29%	38%	34%	44%	37%	34%	38%	40%
Increased R&D (AR&D)	16%	18%	17%	13%	10%	19%	4%	20%	18%	13%	18%	18%
Barriers Overcome (A92)	64%	66%	64%	61%	56%	65%	60%	67%	65%	61%	66%	68%
Significant Business Benefit (A06)	72%	74%	72%	68%	68%	73%	68%	76%	72%	70%	75%	74%
Mean Additional Profit (A49)	£160k	£166k	£128k	£251k	£218k	£173k	£83k	£186k	£187k	£120k	£255k	£182k
Mean Additional Sales	£1,157k	£1,113k	£978k	£2,030k	£1,847k	£1,302k	£291k	£1,031k	£1,474k	£961k	£1,797k	£1,334k
Reporting positive £ benefit	40%	43%	41%	34%	27%	41%	35%	42%	43%	37%	41%	45%
Unable/unwilling to estimate £ benefit	18%	19%	15%	19%	17%	17%	21%	19%	17%	17%	19%	16%

Key Measures – By Profile

(0-9 Employees & <2 Years Export Experience)

	Business Size (0-9 employees only)			Years Exporting (<2 years only)			
	0 emps	1-9 emps	Total 0-9 emps	Not yet exporting	Up to 1 year	1-2 years	Total 0-2 years
<i>Base: Exc. light support</i>	240	1418	1658	376	274	295	945
Quality Rating (A09)	80%	79%	79%	82%	85%	79%	82%
Overall Satisfaction (B10)	71%	75%	74%	75%	80%	78%	77%
Improved Business Performance	46%	56%	54%	43%	59%	59%	52%
Increased Skills (A81)	61%	60%	60%	63%	63%	59%	62%
Changed Behaviour (A83)	63%	65%	64%	64%	68%	67%	66%
Increased Innovation (A04)	44%	42%	42%	42%	47%	43%	44%
Increased R&D (AR&D)	7%	21%	18%	14%	26%	25%	20%
Barriers Overcome (A92)	66%	66%	66%	66%	68%	68%	67%
Significant Business Benefit (A06)	76%	74%	74%	76%	75%	77%	76%
Mean Additional Profit (A49)	£102k	£178k	£166k	£244k	£109k	£179k	£186k
Mean Additional Sales	£358k	£1,257k	£1,113k	£1,125k	£749k	£1,178k	£1,031k
Reporting positive £ benefit	40%	44%	43%	36%	48%	47%	42%
Unable/unwilling to estimate £ benefit	22%	18%	19%	23%	14%	18%	19%

Key Measures – By Turnover

	Annual Turnover					
	Up to £500k	£500k - £2m	£2m - £10m	£10m - £25m	£25m - £500m	Over £500m
<i>Base: Exc. light support</i>	1202	770	789	253	243	50
Quality Rating (A09)	81%	78%	79%	80%	79%	82%
Overall Satisfaction (B10)	74%	77%	78%	79%	80%	86%
Improved Business Performance	56%	56%	57%	53%	43%	37%
Increased Skills (A81)	61%	59%	55%	54%	47%	52%
Changed Behaviour (A83)	66%	65%	63%	55%	52%	48%
Increased Innovation (A04)	45%	37%	36%	28%	28%	29%
Increased R&D (AR&D)	20%	20%	18%	12%	10%	8%
Barriers Overcome (A92)	68%	65%	67%	63%	58%	41%
Significant Business Benefit (A06)	75%	74%	73%	71%	67%	64%
Mean Additional Profit (A49)	£166k	£96k	£199k	£250k	£255k	£107k
Mean Additional Sales	£1,165k	£715k	£1,486k	£2,062k	£1,846k	£2,698k
Reporting positive £ benefit	46%	45%	44%	42%	32%	14%
Unable/unwilling to estimate £ benefit	18%	14%	13%	12%	16%	25%

Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. light support</i>	1695	1697	176
Quality Rating (A09)	80%	78%	79%
Overall Satisfaction (B10)	77%	76%	72%
Improved Business Performance	57%	52%	40%
Increased Skills (A81)	56%	57%	54%
Changed Behaviour (A83)	63%	61%	54%
Increased Innovation (A04)	40%	36%	30%
Increased R&D (AR&D)	23%	13%	7%
Barriers Overcome (A92)	65%	65%	58%
Significant Business Benefit (A06)	73%	73%	69%
Mean Additional Profit (A49)	£254k	£82k	£42k
Mean Additional Sales	£1,785k	£732k	£301k
Reporting positive £ benefit	42%	42%	27%
Unable/unwilling to estimate £ benefit	18%	15%	27%

Key Measures – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	41	38	42	39	32	42	40	43	43
No. Firms Supported (Quarterly A01)									
- PIMS 33	26	28	28	24	32	38	26	41	22
- PIMS 34	23	32	37	23	24	35	30	29	30
- PIMS 35	35	39	37	32	12	50	33	40	37
- PIMS 36	80	76	92	40	107	87	51	110	76
- % records complete (PIMS 36)	100%	100%	97%	98%	100%	98%	98%	100%	100%
- % records incorrect (PIMS 36)	5%	26%	27%	13%	32%	23%	13%	36%	30%
Quality Rating (A09)	95%	89%	86%	90%	87%	91%	95%	91%	94%
Overall Satisfaction (B10)	90%	84%	83%	85%	75%	88%	85%	77%	88%
Improved Business Performance	76%	76%	71%	74%	72%	83%	78%	77%	79%
Increased Skills (A81)	85%	74%	69%	72%	72%	71%	80%	72%	79%
Changed Behaviour (A83)	88%	79%	81%	85%	78%	79%	88%	74%	88%
Increased Innovation (A04)	54%	47%	43%	49%	69%	60%	60%	47%	60%
Increased R&D (AR&D)	29%	26%	38%	36%	34%	38%	40%	37%	40%
Barriers Overcome (A92)	78%	76%	71%	79%	69%	74%	70%	79%	91%
Significant Business Benefit (A06)	90%	87%	83%	90%	78%	86%	90%	88%	95%
Reporting positive £ benefit	66%	66%	60%	67%	53%	71%	73%	67%	72%
Unable/unwilling to estimate £ benefit	20%	5%	14%	8%	6%	12%	5%	12%	9%

Detailed Quality Ratings – By English Region ¹²⁵

(Passport)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	41	38	42	39	32	42	40	43	43
ITA being impartial	93%	92%	86%	95%	88%	88%	98%	93%	98%
ITA being competent & knowledgeable	93%	89%	79%	92%	88%	95%	95%	91%	98%
ITA being able to communicate in clear & effective manner	98%	87%	95%	87%	88%	90%	95%	95%	93%
<i>If not signposted only... Quality & relevance of info & advice</i>	93%	84%	79%	87%	78%	88%	90%	84%	88%
Attitude & professionalism of ITA	98%	95%	93%	90%	94%	93%	98%	95%	95%
Scoring 4-5 out of 5 for all elements rated	85%	82%	71%	77%	69%	83%	83%	79%	84%
Not scoring 4-5 for any elements	2%	5%	0%	0%	6%	2%	0%	0%	0%

Profile – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	41	38	42	39	32	42	40	43	43
Growth plans: Substantial	46%	61%	55%	46%	41%	57%	68%	47%	51%
Growth plans: Substantial or moderate	98%	89%	93%	87%	91%	98%	98%	98%	95%
Innovative firms (standard definition)	88%	74%	90%	74%	84%	98%	95%	91%	79%
Innovative firms (tighter definition)	61%	61%	76%	56%	66%	76%	68%	77%	51%
Age: <5 years old	20%	39%	36%	51%	34%	33%	43%	35%	37%
Age: 6-10 years old	27%	24%	12%	23%	9%	19%	10%	30%	12%
Age: 10+ years old	54%	37%	52%	26%	56%	48%	48%	35%	51%
Size: <10 employees	49%	61%	57%	69%	72%	55%	53%	60%	53%
Size: 10-249 employees	51%	34%	43%	28%	28%	43%	43%	40%	42%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	3%	0%	2%
Experience: Less than 2 years	39%	45%	26%	56%	38%	48%	55%	47%	44%
Experience: 2-10 years	34%	42%	55%	36%	47%	31%	23%	42%	37%
Experience: More than 10 years	27%	13%	19%	8%	13%	21%	20%	12%	19%
Focus of support: Exporting	100%	100%	98%	90%	97%	98%	100%	98%	98%
Focus of support: Sourcing	5%	13%	10%	13%	16%	0%	5%	14%	5%
Focus of support: JV/franchising	46%	45%	45%	46%	47%	40%	40%	33%	51%
Focus of support: Investing/overseas site	24%	32%	38%	26%	28%	40%	35%	35%	35%

Key Measures – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	40	43	43	33	44	37	44	39	39
No. Firms Supported (Quarterly A01)									
- PIMS 33	26	50	56	34	40	46	38	32	41
- PIMS 34	41	72	108	12	42	107	66	66	46
- PIMS 35	31	36	52	28	41	35	50	76	57
- PIMS 36	61	56	64	27	73	78	80	124	79
- % records complete (PIMS 36)	100%	98%	100%	100%	100%	100%	100%	100%	100%
- % records incorrect (PIMS 36)	4%	26%	9%	14%	13%	14%	17%	18%	4%
Quality Rating (A09)	90%	93%	86%	89%	95%	85%	89%	90%	91%
Overall Satisfaction (B10)	83%	86%	84%	73%	93%	78%	82%	92%	92%
Improved Business Performance	65%	77%	70%	82%	89%	70%	80%	82%	69%
Increased Skills (A81)	63%	74%	77%	85%	73%	68%	77%	85%	79%
Changed Behaviour (A83)	68%	74%	79%	82%	82%	78%	82%	85%	79%
Increased Innovation (A04)	50%	42%	58%	45%	52%	54%	48%	46%	62%
Increased R&D (AR&D)	28%	28%	28%	36%	36%	43%	39%	31%	31%
Barriers Overcome (A92)	70%	70%	81%	79%	80%	76%	77%	79%	74%
Significant Business Benefit (A06)	83%	84%	91%	91%	89%	89%	84%	92%	85%
Reporting positive £ benefit	58%	67%	67%	58%	64%	62%	57%	69%	62%
Unable/unwilling to estimate £ benefit	13%	9%	12%	12%	18%	11%	16%	15%	13%

Detailed Quality Ratings – By English Region ¹²⁸

(GGG)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	40	43	43	33	44	37	44	39	39
ITA being impartial	90%	95%	91%	91%	95%	89%	95%	97%	97%
ITA being competent & knowledgeable	90%	95%	88%	97%	95%	89%	91%	90%	85%
ITA being able to communicate in clear & effective manner	93%	95%	91%	91%	98%	84%	93%	97%	95%
<i>If not signposted only... Quality & relevance of info & advice</i>	83%	91%	72%	85%	95%	84%	89%	82%	95%
Attitude & professionalism of ITA	95%	100%	93%	94%	100%	92%	93%	95%	97%
<i>If referred to UKTI... Relevance of referrals to other UKTI support</i>	87%	78%	67%	71%	76%	69%	69%	69%	62%
<i>If referred to non-UKTI... Relevance of referrals to non-UKTI support</i>	89%	69%	88%	73%	67%	67%	31%	73%	75%
Scoring 4-5 out of 5 for all elements rated	75%	65%	56%	64%	70%	54%	52%	64%	54%
Not scoring 4-5 for any elements	3%	0%	2%	0%	0%	3%	2%	0%	0%

Profile – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	40	43	43	33	44	37	44	39	39
Growth plans: Substantial	40%	44%	58%	48%	34%	57%	41%	44%	33%
Growth plans: Substantial or moderate	98%	95%	95%	100%	95%	100%	93%	100%	92%
Innovative firms (standard definition)	90%	93%	98%	94%	95%	92%	82%	97%	92%
Innovative firms (tighter definition)	70%	77%	77%	76%	75%	57%	61%	74%	79%
Age: <5 years old	20%	5%	33%	42%	7%	14%	11%	13%	21%
Age: 6-10 years old	15%	16%	16%	12%	23%	19%	16%	5%	21%
Age: 10+ years old	65%	79%	51%	45%	70%	68%	73%	82%	59%
Size: <10 employees	53%	23%	42%	42%	36%	35%	39%	31%	41%
Size: 10-249 employees	45%	74%	53%	52%	59%	62%	57%	62%	51%
Size: 250+ employees	3%	2%	2%	6%	2%	3%	5%	8%	5%
Experience: Less than 2 years	15%	12%	16%	24%	9%	16%	11%	8%	8%
Experience: 2-10 years	33%	30%	56%	39%	57%	38%	41%	31%	62%
Experience: More than 10 years	53%	58%	28%	36%	34%	46%	48%	62%	31%
Focus of support: Exporting	98%	93%	98%	97%	95%	95%	93%	95%	97%
Focus of support: Sourcing	10%	9%	12%	6%	9%	19%	5%	8%	5%
Focus of support: JV/franchising	18%	37%	51%	30%	34%	35%	27%	26%	23%
Focus of support: Investing/overseas site	20%	19%	40%	27%	30%	35%	14%	26%	15%

Key Measures – By English Region (ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	43	37	41	35	41	38	41	45
No. Firms Supported (Quarterly A01)									
- PIMS 33	114	239	194	225	276	212	57	216	170
- PIMS 34	125	204	280	152	244	340	214	302	197
- PIMS 35	127	257	357	171	255	403	157	195	257
- PIMS 36	291	288	335	255	415	555	316	217	185
- % records complete (PIMS 36)	93%	99%	94%	92%	99%	97%	97%	100%	100%
- % records incorrect (PIMS 36)	13%	19%	38%	19%	22%	19%	7%	10%	4%
Quality Rating (A09)	91%	90%	83%	78%	86%	88%	92%	89%	91%
Overall Satisfaction (B10)	78%	77%	76%	68%	74%	80%	89%	78%	82%
Improved Business Performance	50%	63%	49%	39%	40%	46%	39%	56%	62%
Increased Skills (A81)	45%	53%	51%	49%	37%	39%	63%	56%	71%
Changed Behaviour (A83)	60%	72%	57%	51%	60%	41%	68%	59%	76%
Increased Innovation (A04)	30%	35%	35%	24%	37%	20%	37%	34%	44%
Increased R&D (AR&D)	8%	14%	22%	10%	6%	7%	11%	15%	22%
Barriers Overcome (A92)	60%	60%	62%	54%	63%	44%	66%	63%	71%
Significant Business Benefit (A06)	70%	77%	68%	61%	66%	51%	79%	63%	80%
Reporting positive £ benefit	38%	47%	38%	24%	31%	34%	53%	41%	49%
Unable/unwilling to estimate £ benefit	13%	19%	22%	27%	23%	12%	16%	15%	16%

Detailed Quality Ratings – By English Region ¹³¹

(ERTA Sig. Assists)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	43	37	41	35	41	38	41	45
ITA being impartial	100%	93%	84%	88%	91%	88%	97%	88%	93%
ITA being competent & knowledgeable	90%	91%	86%	73%	86%	90%	97%	83%	93%
ITA being able to communicate in clear & effective manner	90%	95%	89%	76%	94%	88%	95%	93%	96%
<i>If not signposted only... Quality & relevance of info & advice</i>	85%	77%	72%	63%	70%	78%	78%	88%	82%
Attitude & professionalism of ITA	93%	95%	89%	90%	91%	98%	95%	93%	96%
Scoring 4-5 out of 5 for all elements rated	75%	74%	65%	63%	63%	68%	79%	78%	80%
Not scoring 4-5 for any elements	0%	2%	8%	5%	0%	2%	0%	2%	0%

Profile – By English Region

(ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	43	37	41	35	41	38	41	45
Growth plans: Substantial	40%	37%	65%	37%	51%	54%	45%	41%	47%
Growth plans: Substantial or moderate	93%	93%	95%	85%	89%	88%	95%	88%	93%
Innovative firms (standard definition)	83%	81%	78%	93%	86%	83%	82%	88%	84%
Innovative firms (tighter definition)	58%	42%	62%	66%	63%	44%	63%	63%	64%
Age: <5 years old	18%	44%	51%	39%	37%	34%	45%	24%	36%
Age: 6-10 years old	18%	16%	8%	29%	11%	7%	11%	15%	16%
Age: 10+ years old	65%	40%	41%	32%	51%	59%	45%	61%	49%
Size: <10 employees	48%	70%	65%	71%	60%	49%	63%	51%	56%
Size: 10-249 employees	45%	26%	27%	24%	37%	44%	34%	44%	44%
Size: 250+ employees	8%	2%	3%	5%	3%	5%	0%	2%	0%
Experience: Less than 2 years	40%	40%	51%	51%	34%	32%	45%	29%	42%
Experience: 2-10 years	23%	37%	27%	32%	51%	32%	26%	27%	24%
Experience: More than 10 years	35%	23%	22%	15%	14%	37%	29%	44%	33%
Focus of support: Exporting	93%	98%	97%	88%	97%	95%	95%	95%	98%
Focus of support: Sourcing	15%	9%	8%	10%	14%	0%	16%	12%	4%
Focus of support: JV/franchising	30%	19%	38%	37%	37%	27%	37%	37%	24%
Focus of support: Investing/overseas site	15%	12%	46%	24%	31%	20%	8%	22%	24%

Key Measures – By English Region (MVS)

CAUTION:LOW BASE SIZES

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	6	9	7	5	8	10	9	9	7
No. Firms Supported (Quarterly A01)									
- PIMS 33	23	49	87	24	24	96	120	65	87
- PIMS 34	21	22	59	10	8	67	60	80	93
- PIMS 35	19	45	95	11	16	98	71	89	67
- PIMS 36	44	69	125	24	65	124	70	105	35
- % records complete (PIMS 36)	95%	100%	93%	88%	100%	98%	100%	98%	100%
- % records incorrect (PIMS 36)	50%	0%	0%	25%	50%	0%	25%	0%	50%
Quality Rating (A09)	63%	92%	93%	88%	83%	75%	62%	64%	61%
Overall Satisfaction (B10)	50%	78%	86%	100%	100%	70%	100%	89%	71%
Improved Business Performance	83%	89%	86%	100%	88%	90%	100%	78%	71%
Increased Skills (A81)	83%	67%	100%	100%	88%	70%	89%	100%	57%
Changed Behaviour (A83)	83%	56%	86%	100%	88%	80%	89%	89%	71%
Increased Innovation (A04)	33%	44%	71%	60%	75%	30%	67%	56%	71%
Increased R&D (AR&D)	33%	11%	43%	40%	50%	20%	22%	22%	14%
Barriers Overcome (A92)	67%	89%	100%	100%	88%	90%	89%	78%	71%
Significant Business Benefit (A06)	83%	89%	100%	100%	88%	90%	100%	100%	71%
Reporting positive £ benefit	33%	67%	71%	80%	75%	60%	67%	56%	71%
Unable/unwilling to estimate £ benefit	17%	22%	29%	20%	13%	20%	22%	11%	0%

Detailed Quality Ratings – By English Region ¹³⁴

(MVS)

CAUTION:LOW BASE SIZES

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	6	9	7	5	8	10	9	9	7
Help preparing for the visit/mission	67%	89%	100%	80%	88%	80%	44%	67%	57%
<i>If attended as part of a group...</i> Organisation of the practical arrangements	-	100%	-	100%	100%	-	100%	100%	-
Quality & relevance of any contacts made	67%	78%	86%	100%	63%	60%	67%	67%	57%
Quality & relevance of info obtained	50%	100%	86%	80%	88%	80%	78%	56%	71%
Scoring 4-5 out of 5 for all elements rated	50%	78%	71%	60%	50%	40%	33%	44%	29%
Not scoring 4-5 for any elements	17%	0%	0%	0%	0%	0%	11%	22%	14%

Key Measures – By English Region (ER Events)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	32	45	32	17	27	41	40	25	36
No. Firms Supported (Quarterly A01)									
- PIMS 33	255	319	210	316	305	199	423	241	147
- PIMS 34	352	140	283	172	319	206	229	124	151
- PIMS 35	423	396	300	263	520	518	341	317	255
- PIMS 36	590	351	394	11	452	373	230	62	96
- % records complete (PIMS 36)	95%	97%	96%	100%	99%	99%	98%	100%	100%
- % records incorrect (PIMS 36)	15%	15%	8%	11%	23%	29%	14%	36%	14%
Quality Rating (A09)	82%	85%	76%	83%	74%	81%	87%	86%	81%
Overall Satisfaction (B10)	75%	82%	78%	76%	74%	85%	73%	68%	72%
Improved Business Performance	38%	42%	28%	41%	44%	73%	53%	36%	42%
Increased Skills (A81)	47%	58%	38%	47%	56%	66%	60%	56%	56%
Changed Behaviour (A83)	53%	60%	56%	53%	56%	76%	63%	60%	58%
Increased Innovation (A04)	16%	31%	34%	41%	41%	59%	45%	24%	28%
Increased R&D (AR&D)	16%	16%	13%	0%	19%	22%	23%	16%	6%
Barriers Overcome (A92)	53%	53%	47%	41%	63%	61%	55%	56%	50%
Significant Business Benefit (A06)	69%	67%	63%	59%	67%	80%	73%	60%	61%
Reporting positive £ benefit (exc. < ½ day)	22%	40%	23%	100%	43%	24%	50%	50%	22%
Unable/unwilling to estimate £ benefit (exc. < ½ day)	33%	23%	14%	0%	29%	38%	17%	13%	22%

Detailed Quality Ratings – By English Region ¹³⁶

(ER Events)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	32	45	32	17	27	41	40	25	36
Organisation of practical arrangements for the event	91%	89%	88%	88%	74%	85%	90%	92%	78%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	85%	95%	90%	79%	92%	87%	97%	100%	85%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	85%	92%	83%	79%	88%	95%	95%	100%	91%
<i>If speaker presentation...</i> Quality & relevance of presentations	81%	89%	79%	86%	88%	87%	84%	95%	85%
<i>If networking event...</i> Quality & relevance of any contacts made	57%	62%	38%	77%	42%	55%	59%	50%	62%
Scoring 4-5 out of 5 for all elements rated	56%	44%	38%	41%	33%	37%	45%	44%	42%
Not scoring 4-5 for any elements	3%	0%	3%	6%	4%	2%	0%	4%	3%

Key Measures – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	32	35	70	28	32	53	33	36	31
No. Firms Supported (Quarterly A01)									
- PIMS 33	66	88	339	63	91	156	93	109	84
- PIMS 34	52	78	248	49	79	134	81	89	63
- PIMS 35	73	129	329	52	115	190	110	134	81
- PIMS 36	74	125	256	38	61	146	77	85	100
- % records complete (PIMS 36)	97%	98%	95%	97%	98%	98%	97%	99%	97%
- % records incorrect (PIMS 36)	5%	24%	32%	0%	21%	14%	18%	25%	20%
Quality Rating (A09)	81%	74%	73%	75%	70%	73%	74%	79%	78%
Overall Satisfaction (B10)	81%	63%	79%	64%	56%	66%	61%	72%	81%
Improved Business Performance	59%	66%	46%	64%	44%	49%	67%	64%	68%
Increased Skills (A81)	66%	51%	40%	68%	38%	51%	58%	69%	52%
Changed Behaviour (A83)	66%	69%	54%	64%	50%	51%	61%	75%	65%
Increased Innovation (A04)	31%	31%	26%	36%	25%	32%	33%	47%	29%
Increased R&D (AR&D)	25%	17%	9%	25%	6%	15%	18%	17%	32%
Barriers Overcome (A92)	66%	60%	57%	71%	66%	70%	61%	81%	68%
Significant Business Benefit (A06)	84%	69%	61%	75%	69%	74%	73%	89%	77%
Reporting positive £ benefit	56%	43%	29%	50%	44%	43%	42%	64%	48%
Unable/unwilling to estimate £ benefit	16%	11%	19%	14%	9%	13%	9%	17%	13%

Detailed Quality/Clear Information Ratings – By English Region (OMIS)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	32	35	70	28	32	53	33	36	31
Quality Ratings									
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	84%	71%	75%	71%	59%	69%	70%	80%	70%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	88%	71%	79%	86%	84%	80%	91%	86%	77%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	70%	68%	68%	68%	55%	48%	61%	61%	77%
Communications between your business & main access point	84%	89%	67%	89%	88%	74%	76%	86%	90%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	79%	71%	71%	67%	73%	83%	77%	85%	72%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	89%	73%	86%	70%	63%	90%	76%	91%	79%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	96%	87%	83%	81%	70%	92%	83%	100%	89%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	88%	85%	83%	100%	100%	95%	78%	92%	100%
<i>If received report...</i> Time taken to provide report (PIMS 36 only)	50%	70%	33%	80%	67%	56%	75%	83%	75%
Scoring 4-5 out of 5 for all elements rated	44%	40%	41%	46%	34%	30%	45%	42%	58%
Not scoring 4-5 for any elements	0%	3%	6%	4%	0%	0%	6%	0%	0%

Profile – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	32	35	70	28	32	53	33	36	31
Growth plans: Substantial	47%	37%	40%	36%	53%	55%	48%	56%	45%
Growth plans: Substantial or moderate	94%	80%	83%	89%	94%	85%	88%	86%	90%
Innovative firms (standard definition)	88%	91%	77%	82%	91%	79%	88%	78%	87%
Innovative firms (tighter definition)	72%	69%	54%	68%	75%	66%	61%	61%	61%
Age: <5 years old	3%	11%	23%	32%	16%	21%	21%	22%	19%
Age: 6-10 years old	22%	14%	14%	39%	3%	13%	18%	14%	16%
Age: 10+ years old	75%	71%	63%	29%	81%	66%	61%	64%	65%
Size: <10 employees	25%	29%	33%	54%	28%	34%	33%	28%	23%
Size: 10-249 employees	59%	54%	44%	46%	66%	47%	52%	53%	68%
Size: 250+ employees	16%	9%	10%	0%	6%	4%	9%	14%	3%
Experience: Less than 2 years	13%	11%	11%	39%	19%	15%	27%	25%	23%
Experience: 2-10 years	44%	31%	33%	39%	38%	40%	30%	28%	32%
Experience: More than 10 years	44%	51%	49%	21%	44%	43%	42%	47%	45%
Focus of support: Exporting	81%	89%	69%	82%	94%	87%	94%	89%	84%
Focus of support: Sourcing	6%	6%	7%	4%	0%	6%	0%	3%	10%
Focus of support: JV/franchising	34%	37%	21%	25%	22%	28%	27%	36%	35%
Focus of support: Investing/overseas site	9%	3%	16%	25%	19%	15%	6%	25%	10%

Profile – By Overseas Region (Overseas Network)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: All core overseas network services*</i>	471	130	115	473	160
Growth plans: Substantial	43%	56%	49%	47%	41%
Growth plans: Substantial or moderate	86%	90%	83%	86%	86%
Innovative firms (standard definition)	84%	84%	88%	85%	82%
Innovative firms (tighter definition)	63%	69%	68%	62%	65%
Age: <5 years old	20%	30%	26%	23%	19%
Age: 6-10 years old	17%	22%	17%	15%	20%
Age: 10+ years old	63%	48%	57%	62%	61%
Size: <10 employees	36%	50%	35%	37%	30%
Size: 10-249 employees	48%	35%	45%	45%	51%
Size: 250+ employees	9%	7%	11%	11%	9%
Experience: Less than 2 years	22%	27%	18%	21%	15%
Experience: 2-10 years	33%	42%	32%	35%	34%
Experience: More than 10 years	44%	30%	47%	43%	50%
Focus of support: Exporting	86%	85%	82%	82%	81%
Focus of support: Sourcing	8%	3%	9%	10%	6%
Focus of support: JV/franchising	25%	32%	37%	39%	36%
Focus of support: Investing/overseas site	13%	26%	20%	25%	28%

* This includes OMIS, Posts Sig. Assists, Posts Events, CBBC Sig. Assists, CBBC Events, UKIBC Sig. Assists & UKIBC Events.

Key Measures – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	133	50	37	110	50
No. Firms Supported (Quarterly A01)					
- PIMS 33	409	178	126	327	138
- PIMS 34	280	75	138	334	102
- PIMS 35	459	152	101	377	212
- PIMS 36	368	101	96	325	148
- % records complete (PIMS 36)	98%	97%	98%	95%	99%
- % records incorrect (PIMS 36)	20%	14%	8%	24%	33%
Quality Rating (A09)	78%	73%	79%	72%	69%
Overall Satisfaction (B10)	69%	80%	70%	64%	66%
Improved Business Performance	51%	62%	57%	55%	50%
Increased Skills (A81)	50%	62%	51%	53%	50%
Changed Behaviour (A83)	59%	68%	49%	63%	60%
Increased Innovation (A04)	25%	32%	38%	36%	36%
Increased R&D (AR&D)	12%	20%	19%	17%	18%
Barriers Overcome (A92)	62%	74%	59%	66%	66%
Significant Business Benefit (A06)	71%	80%	65%	75%	70%
Reporting positive £ benefit	48%	36%	38%	45%	42%
Unable/unwilling to estimate £ benefit	11%	20%	5%	17%	14%

Detailed Quality/Clear Information Ratings – By Overseas Region¹⁴² (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	133	50	37	110	50
Quality Ratings					
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	75%	69%	68%	71%	64%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	85%	79%	92%	79%	80%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	64%	60%	69%	65%	50%
Communications between your business & main access point	81%	88%	78%	74%	88%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	81%	74%	74%	69%	68%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	83%	83%	83%	78%	75%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	92%	88%	92%	83%	77%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	98%	84%	100%	76%	80%
<i>If received report...</i> Time taken to provide report (PIMS 36 only)	63%	67%	75%	68%	70%
Scoring 4-5 out of 5 for all elements rated	47%	40%	43%	37%	40%
Not scoring 4-5 for any elements	3%	2%	3%	3%	0%

Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	133	50	37	110	50
Growth plans: Substantial	44%	52%	46%	45%	46%
Growth plans: Substantial or moderate	89%	92%	78%	84%	84%
Innovative firms (standard definition)	83%	88%	78%	83%	82%
Innovative firms (tighter definition)	65%	68%	54%	63%	66%
Age: <5 years old	20%	28%	8%	15%	24%
Age: 6-10 years old	16%	20%	14%	16%	16%
Age: 10+ years old	65%	52%	78%	68%	58%
Size: <10 employees	29%	42%	16%	30%	36%
Size: 10-249 employees	55%	52%	65%	55%	36%
Size: 250+ employees	10%	4%	8%	5%	18%
Experience: Less than 2 years	17%	26%	5%	24%	14%
Experience: 2-10 years	38%	42%	30%	25%	38%
Experience: More than 10 years	43%	28%	62%	49%	44%
Focus of support: Exporting	86%	88%	84%	76%	82%
Focus of support: Sourcing	8%	4%	3%	2%	8%
Focus of support: JV/franchising	26%	18%	38%	33%	36%
Focus of support: Investing/overseas site	14%	16%	3%	13%	18%

Key Measures – By Overseas Region

(Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	258	58	58	149	80
No. Firms Supported (Quarterly A01)					
- PIMS 33	1,816	343	589	1,313	811
- PIMS 34	1,892	482	536	1,239	728
- PIMS 35	2,273	720	675	1,347	700
- PIMS 36	1,899	425	741	1,792	777
- % records complete (PIMS 36)	97%	90%	97%	96%	96%
- % records incorrect (PIMS 36)	26%	27%	33%	26%	28%
Quality Rating (A09)	80%	73%	78%	80%	70%
Overall Satisfaction (B10)	76%	74%	76%	74%	71%
Improved Business Performance	39%	31%	47%	42%	43%
Increased Skills (A81)	36%	38%	57%	46%	38%
Changed Behaviour (A83)	44%	43%	57%	58%	48%
Increased Innovation (A04)	21%	19%	29%	32%	28%
Increased R&D (AR&D)	9%	10%	7%	15%	10%
Barriers Overcome (A92)	51%	48%	62%	56%	59%
Significant Business Benefit (A06)	57%	55%	71%	66%	61%
Reporting positive £ benefit	29%	21%	31%	30%	30%
Unable/unwilling to estimate £ benefit	12%	16%	19%	21%	16%

Detailed Quality Ratings – By Overseas Region¹⁴⁵

(Posts Sig. Assists)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	258	58	58	149	80
Embassy staff being competent & knowledgeable	84%	81%	79%	79%	73%
Embassy staff being able to communicate in a clear & effective manner	91%	91%	93%	85%	81%
<i>If not signposted only... Quality & relevance of info & advice</i>	70%	54%	69%	75%	66%
Attitude & professionalism of embassy staff	91%	88%	86%	90%	81%
Embassy staff's objectivity & acting in your best interests	79%	74%	74%	78%	66%
<i>If received contact lists, political support or contact facilitation... Quality & relevance of any contacts made</i>	60%	44%	67%	69%	44%
Scoring 4-5 out of 5 for all elements rated	48%	34%	52%	55%	31%
Not scoring 4-5 for any elements	3%	7%	3%	5%	10%

Profile – By Overseas Region

(Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	258	58	58	149	80
Growth plans: Substantial	46%	66%	55%	53%	43%
Growth plans: Substantial or moderate	87%	91%	88%	92%	89%
Innovative firms (standard definition)	84%	79%	91%	88%	83%
Innovative firms (tighter definition)	63%	71%	76%	66%	65%
Age: <5 years old	22%	33%	33%	24%	15%
Age: 6-10 years old	17%	26%	14%	17%	21%
Age: 10+ years old	62%	41%	53%	59%	63%
Size: <10 employees	37%	57%	43%	40%	25%
Size: 10-249 employees	50%	29%	43%	46%	58%
Size: 250+ employees	7%	5%	7%	9%	11%
Experience: Less than 2 years	24%	29%	26%	22%	13%
Experience: 2-10 years	33%	47%	29%	36%	38%
Experience: More than 10 years	41%	24%	43%	40%	50%
Focus of support: Exporting	89%	88%	86%	85%	83%
Focus of support: Sourcing	5%	2%	10%	6%	6%
Focus of support: JV/franchising	20%	29%	36%	35%	31%
Focus of support: Investing/overseas site	10%	29%	22%	23%	26%

Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC clients</i>	123	49	50	24
Growth plans: Substantial	39%	37%	38%	50%
Growth plans: Substantial or moderate	85%	86%	84%	92%
Innovative firms (standard definition)	83%	86%	82%	83%
Innovative firms (tighter definition)	56%	57%	52%	71%
Age: <5 years old	21%	29%	20%	4%
Age: 6-10 years old	8%	6%	8%	21%
Age: 10+ years old	71%	65%	72%	75%
Size: <10 employees	34%	43%	30%	29%
Size: 10-249 employees	49%	47%	48%	63%
Size: 250+ employees	13%	8%	18%	4%
Experience: Less than 2 years	23%	22%	22%	33%
Experience: 2-10 years	30%	37%	28%	13%
Experience: More than 10 years	47%	41%	50%	54%

Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC clients</i>	60	20	40
Growth plans: Substantial	40%	35%	43%
Growth plans: Substantial or moderate	81%	85%	78%
Innovative firms (standard definition)	77%	75%	78%
Innovative firms (tighter definition)	57%	60%	55%
Age: <5 years old	37%	20%	40%
Age: 6-10 years old	13%	20%	10%
Age: 10+ years old	50%	60%	50%
Size: <10 employees	56%	20%	63%
Size: 10-249 employees	25%	45%	20%
Size: 250+ employees	14%	20%	15%
Experience: Less than 2 years	25%	15%	30%
Experience: 2-10 years	36%	35%	33%
Experience: More than 10 years	39%	50%	38%

Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	17	17	0
Growth plans: Substantial	59%	59%	-
Growth plans: Substantial or moderate	100%	100%	-
Innovative firms (standard definition)	100%	100%	-
Innovative firms (tighter definition)	88%	88%	-
Age: <5 years old	24%	24%	-
Age: 6-10 years old	6%	6%	-
Age: 10+ years old	71%	71%	-
Size: <10 employees	24%	24%	-
Size: 10-249 employees	47%	47%	-
Size: 250+ employees	29%	29%	-
Experience: Less than 2 years	18%	18%	-
Experience: 2-10 years	29%	29%	-
Experience: More than 10 years	53%	53%	-

* The 'HVO Events' category covers events directly arranged by HVO. Other events that are supported by HVO are still covered in PIMS but are included in the main PIMS category in which they are recorded (e.g. Sector Events UK).

Key Measures – Over Time

	Passport								GGG							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	240	232	224	234	324	342	360	360	320	312	304	314	324	344	362	362
Quality Rating (A09)	86%	90%	91%	94%	93%	91%	92%	91%	89%	90%	90%	90%	89%	89%	90%	90%
Overall Satisfaction (B10)	72%	73%	76%	77%	78%	81%	82%	84%	78%	78%	78%	78%	80%	82%	84%	85%
Imp. Business Performance	75%	74%	72%	74%	74%	73%	76%	76%	72%	73%	70%	70%	70%	70%	75%	76%
Changed Behaviour (A83)	79%	79%	80%	82%	83%	82%	83%	82%	68%	69%	69%	73%	72%	73%	76%	79%
Increased R&D (AR&D)	32%	31%	32%	29%	31%	34%	32%	36%	27%	28%	25%	27%	27%	27%	30%	33%
Barriers Overcome (A92)	77%	76%	76%	75%	75%	76%	76%	77%	66%	66%	67%	68%	68%	69%	72%	76%
Sig. Business Benefit (A06)	83%	84%	85%	85%	86%	86%	87%	88%	75%	75%	77%	79%	79%	81%	85%	87%
Positive £ benefit	62%	61%	60%	65%	65%	65%	67%	66%	58%	58%	54%	57%	55%	56%	60%	63%
Don't know £ benefit	12%	12%	12%	8%	10%	9%	11%	10%	9%	9%	10%	9%	11%	13%	13%	13%
	EMRS								ERTA Sig. Assists							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	43	38	38	40	40	40	40	40	329	319	313	324	334	344	360	361
Quality Rating (A09)	89%	86%	87%	86%	87%	88%	89%	89%	86%	87%	87%	88%	90%	89%	88%	88%
Overall Satisfaction (B10)	98%	95%	95%	95%	95%	98%	98%	98%	79%	82%	83%	83%	83%	82%	79%	78%
Imp. Business Performance	79%	84%	79%	78%	75%	73%	80%	83%	47%	48%	50%	53%	53%	52%	51%	50%
Changed Behaviour (A83)	79%	87%	84%	85%	88%	88%	93%	95%	54%	59%	59%	61%	61%	58%	60%	61%
Increased R&D (AR&D)	26%	39%	47%	40%	35%	33%	25%	25%	15%	17%	14%	15%	10%	10%	11%	13%
Barriers Overcome (A92)	86%	87%	87%	85%	85%	88%	90%	93%	60%	62%	60%	62%	62%	60%	62%	60%
Sig. Business Benefit (A06)	88%	89%	89%	90%	93%	95%	98%	100%	68%	71%	70%	71%	70%	67%	69%	68%
Positive £ benefit	65%	50%	50%	50%	50%	60%	60%	63%	39%	40%	40%	44%	42%	41%	41%	40%
Don't know £ benefit	12%	16%	16%	15%	18%	10%	15%	13%	16%	15%	13%	14%	14%	15%	17%	18%

Key Measures – Over Time

* For ER Events, this £ benefit data excludes events lasting < ½ day

	ER Events								ECR							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
Base	241	291	321	305	345	315	305	295	45	40	40	40	40	41	41	42
Quality Rating (A09)	81%	81%	81%	81%	82%	82%	82%	82%	88%	89%	90%	90%	91%	90%	92%	88%
Overall Satisfaction (B10)	77%	74%	75%	75%	77%	80%	78%	77%	84%	88%	88%	85%	93%	93%	95%	90%
Imp. Business Performance	37%	38%	37%	37%	40%	42%	45%	45%	73%	83%	75%	73%	70%	71%	78%	81%
Changed Behaviour (A83)	56%	55%	51%	55%	55%	59%	61%	60%	84%	85%	88%	90%	93%	90%	88%	83%
Increased R&D (AR&D)	15%	15%	11%	12%	11%	10%	14%	15%	24%	28%	30%	33%	33%	32%	34%	24%
Barriers Overcome (A92)	49%	49%	51%	51%	52%	54%	53%	54%	78%	83%	78%	83%	83%	80%	80%	71%
Sig. Business Benefit (A06)	63%	63%	62%	64%	65%	67%	68%	67%	89%	90%	93%	95%	98%	95%	90%	86%
Positive £ benefit*	35%	39%	38%	38%	43%	37%	36%	36%	62%	68%	68%	70%	68%	66%	63%	60%
Don't know £ benefit*	13%	11%	8%	10%	9%	15%	23%	23%	16%	13%	15%	15%	20%	24%	22%	19%
	HQ Events								OMIS							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
Base	94	84	92	76	71	71	71	65	540	535	527	417	397	387	380	380
Quality Rating (A09)	85%	84%	82%	80%	81%	81%	80%	76%	75%	75%	76%	77%	78%	77%	75%	75%
Overall Satisfaction (B10)	79%	76%	75%	74%	75%	72%	72%	66%	68%	70%	71%	72%	74%	72%	69%	69%
Imp. Business Performance	41%	37%	36%	28%	32%	35%	41%	45%	54%	55%	56%	58%	57%	55%	55%	54%
Changed Behaviour (A83)	49%	44%	40%	34%	41%	46%	55%	60%	54%	55%	57%	60%	65%	63%	61%	60%
Increased R&D (AR&D)	17%	11%	9%	7%	11%	14%	17%	18%	12%	13%	14%	16%	17%	16%	16%	16%
Barriers Overcome (A92)	55%	49%	47%	38%	44%	51%	56%	65%	63%	64%	65%	67%	70%	66%	66%	65%
Sig. Business Benefit (A06)	62%	58%	57%	54%	59%	63%	69%	72%	70%	70%	72%	73%	77%	75%	73%	73%
Positive £ benefit	31%	32%	30%	29%	31%	35%	39%	40%	39%	41%	39%	42%	43%	43%	45%	44%
Don't know £ benefit	14%	11%	10%	7%	10%	10%	11%	12%	11%	11%	13%	12%	13%	13%	12%	14%

Key Measures – Over Time

	MVS								TAP Solo							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	85	67	67	93	103	106	96	70	35	43	36	34	34	36	38	40
Quality Rating (A09)	82%	83%	85%	81%	78%	78%	76%	75%	80%	78%	80%	78%	78%	79%	80%	78%
Overall Satisfaction (B10)	93%	91%	91%	87%	84%	86%	84%	83%	80%	81%	81%	82%	85%	86%	92%	93%
Imp. Business Performance	84%	82%	81%	76%	78%	80%	81%	87%	83%	77%	81%	76%	71%	81%	84%	88%
Changed Behaviour (A83)	75%	82%	81%	78%	79%	77%	79%	81%	74%	72%	64%	68%	74%	78%	87%	90%
Increased R&D (AR&D)	36%	42%	33%	33%	28%	27%	30%	27%	17%	19%	25%	24%	24%	22%	24%	23%
Barriers Overcome (A92)	85%	87%	84%	84%	82%	83%	84%	86%	80%	79%	78%	85%	88%	92%	95%	93%
Sig. Business Benefit (A06)	89%	91%	90%	89%	87%	88%	89%	91%	86%	84%	81%	88%	88%	92%	95%	93%
Positive £ benefit	62%	61%	55%	55%	56%	57%	59%	64%	57%	51%	47%	56%	56%	67%	76%	68%
Don't know £ benefit	11%	10%	9%	12%	15%	15%	16%	17%	14%	12%	6%	3%	6%	11%	11%	18%
	TAP Group								TAP Non-Funded							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	171	159	144	133	128	140	150	135	52	67	83	119	115	107	102	86
Quality Rating (A09)	70%	72%	73%	72%	71%	72%	74%	74%	70%	64%	65%	68%	69%	72%	73%	73%
Overall Satisfaction (B10)	80%	79%	78%	79%	84%	85%	84%	84%	77%	72%	76%	76%	76%	78%	78%	79%
Imp. Business Performance	80%	76%	77%	79%	79%	84%	81%	81%	83%	78%	77%	79%	79%	83%	84%	81%
Changed Behaviour (A83)	74%	70%	72%	74%	73%	80%	78%	80%	75%	70%	69%	71%	73%	77%	77%	77%
Increased R&D (AR&D)	24%	25%	23%	28%	28%	24%	26%	25%	23%	24%	28%	26%	28%	28%	26%	24%
Barriers Overcome (A92)	79%	75%	74%	77%	78%	85%	84%	84%	83%	78%	77%	76%	77%	79%	78%	84%
Sig. Business Benefit (A06)	86%	84%	84%	84%	85%	89%	88%	88%	87%	82%	84%	83%	84%	86%	83%	87%
Positive £ benefit	61%	58%	56%	65%	64%	68%	67%	66%	62%	52%	51%	54%	49%	55%	57%	55%
Don't know £ benefit	12%	11%	9%	7%	7%	9%	11%	13%	15%	10%	11%	13%	18%	19%	20%	23%

Key Measures – Over Time

	Posts Sig. Assists								Posts Events							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	686	626	625	625	620	632	617	603	160	165	188	192	194	199	201	207
Quality Rating (A09)	79%	78%	79%	78%	77%	78%	78%	78%	74%	74%	75%	74%	74%	76%	75%	76%
Overall Satisfaction (B10)	77%	76%	77%	75%	73%	75%	74%	75%	76%	76%	77%	75%	76%	75%	77%	79%
Imp. Business Performance	39%	40%	42%	43%	44%	43%	42%	40%	43%	42%	39%	33%	39%	38%	47%	52%
Changed Behaviour (A83)	42%	44%	44%	46%	49%	48%	49%	49%	44%	47%	45%	45%	48%	49%	59%	61%
Increased R&D (AR&D)	12%	12%	11%	11%	10%	10%	11%	11%	14%	14%	13%	12%	12%	13%	17%	18%
Barriers Overcome (A92)	52%	54%	55%	55%	56%	56%	54%	54%	58%	61%	57%	54%	55%	55%	66%	69%
Sig. Business Benefit (A06)	60%	62%	62%	61%	63%	62%	61%	61%	64%	68%	65%	64%	64%	64%	73%	75%
Positive £ benefit	28%	31%	33%	32%	31%	29%	28%	29%	30%	35%	31%	31%	30%	28%	35%	38%
Don't know £ benefit	11%	10%	8%	10%	13%	14%	17%	16%	13%	15%	14%	15%	19%	18%	19%	18%
	Website Business Opportunities								Sector Events Abroad							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	511	551	284	295	285	295	289	276	143	113	93	80	90	95	104	114
Quality Rating (A09)	56%	55%	55%	56%	57%	60%	59%	59%	73%	73%	69%	65%	66%	69%	74%	74%
Overall Satisfaction (B10)	57%	56%	54%	53%	55%	60%	60%	61%	78%	77%	75%	75%	76%	77%	82%	82%
Imp. Business Performance	-	-	-	-	-	-	-	-	62%	64%	62%	63%	64%	61%	62%	63%
Changed Behaviour (A83)	25%	26%	25%	20%	21%	22%	21%	23%	67%	65%	58%	59%	60%	63%	64%	68%
Increased R&D (AR&D)	-	-	-	-	-	-	-	-	22%	18%	20%	19%	16%	17%	14%	12%
Barriers Overcome (A92)	51%	51%	54%	52%	53%	56%	55%	55%	75%	74%	72%	71%	74%	76%	74%	75%
Sig. Business Benefit (A06)	56%	56%	58%	56%	58%	61%	61%	62%	80%	79%	75%	75%	78%	80%	81%	82%
Positive £ benefit	29%	29%	30%	29%	28%	31%	31%	30%	44%	48%	48%	53%	56%	58%	57%	57%
Don't know £ benefit	9%	9%	8%	8%	9%	12%	13%	14%	15%	13%	12%	11%	10%	11%	14%	17%

Key Measures – Over Time

	CBBC Events								CBBC Sig. Assists							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	30	40	39	39	44	49	50	50	40	40	40	40	45	50	50	49
Quality Rating (A09)	74%	73%	78%	77%	77%	76%	75%	75%	82%	83%	81%	81%	82%	81%	83%	84%
Overall Satisfaction (B10)	63%	63%	69%	64%	68%	71%	66%	74%	83%	83%	78%	78%	80%	80%	86%	84%
Imp. Business Performance	57%	53%	59%	56%	41%	41%	36%	38%	48%	43%	40%	35%	33%	44%	46%	49%
Changed Behaviour (A83)	53%	53%	67%	67%	61%	57%	56%	60%	55%	55%	53%	45%	49%	60%	64%	67%
Increased R&D (AR&D)	7%	8%	15%	18%	20%	16%	10%	12%	8%	8%	8%	8%	9%	16%	14%	16%
Barriers Overcome (A92)	57%	53%	62%	64%	52%	53%	52%	52%	60%	63%	63%	58%	62%	66%	64%	69%
Sig. Business Benefit (A06)	63%	63%	74%	74%	64%	59%	58%	62%	73%	75%	73%	65%	64%	70%	72%	78%
Positive £ benefit	43%	35%	41%	38%	20%	20%	22%	22%	38%	35%	40%	38%	27%	30%	28%	35%
Don't know £ benefit	3%	5%	5%	10%	16%	16%	16%	18%	13%	15%	15%	8%	11%	12%	18%	18%
	UKIBC Events								UKIBC Sig. Assists							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	66	76	78	58	39	39	40	40	54	64	66	60	40	30	30	20
Quality Rating (A09)	79%	78%	78%	77%	78%	82%	83%	79%	69%	69%	69%	69%	73%	74%	80%	84%
Overall Satisfaction (B10)	76%	75%	77%	74%	82%	82%	78%	70%	63%	64%	65%	68%	75%	77%	77%	80%
Imp. Business Performance	24%	24%	23%	26%	33%	41%	45%	35%	33%	38%	41%	38%	35%	27%	27%	25%
Changed Behaviour (A83)	35%	32%	35%	38%	38%	51%	50%	45%	39%	41%	44%	45%	40%	37%	40%	35%
Increased R&D (AR&D)	11%	9%	10%	10%	21%	28%	23%	20%	9%	11%	12%	17%	15%	13%	10%	0%
Barriers Overcome (A92)	42%	41%	44%	50%	54%	62%	60%	50%	48%	53%	53%	55%	53%	43%	53%	55%
Sig. Business Benefit (A06)	53%	50%	50%	55%	56%	67%	63%	55%	56%	61%	64%	67%	68%	60%	67%	65%
Positive £ benefit	17%	17%	21%	28%	31%	33%	30%	23%	28%	28%	30%	30%	33%	33%	30%	20%
Don't know £ benefit	17%	14%	14%	12%	13%	21%	23%	20%	13%	16%	14%	13%	13%	7%	17%	20%

Key Measures – Over Time

	HVO Events								HVO Sig. Assists							
	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36	26-29	27-30	28-31	29-32	30-33	31-34	32-35	33-36
<i>Base</i>	56	74	44	34	18	0	0	0	29	37	38	38	30	27	24	17
Quality Rating (A09)	72%	75%	84%	84%	84%	-	-	-	97%	97%	94%	91%	89%	83%	83%	84%
Overall Satisfaction (B10)	57%	59%	70%	68%	67%	-	-	-	93%	89%	87%	84%	83%	85%	88%	94%
Imp. Business Performance	18%	22%	25%	24%	33%	-	-	-	55%	49%	50%	39%	33%	33%	33%	41%
Changed Behaviour (A83)	38%	35%	30%	24%	28%	-	-	-	72%	70%	74%	66%	63%	59%	67%	76%
Increased R&D (AR&D)	5%	5%	7%	3%	6%	-	-	-	14%	11%	13%	8%	7%	7%	8%	12%
Barriers Overcome (A92)	39%	41%	43%	44%	44%	-	-	-	72%	73%	76%	68%	63%	56%	54%	65%
Sig. Business Benefit (A06)	54%	53%	52%	50%	50%	-	-	-	86%	86%	87%	74%	70%	63%	71%	88%
Positive £ benefit	13%	16%	18%	21%	28%	-	-	-	55%	49%	55%	47%	43%	41%	42%	41%
Don't know £ benefit	14%	11%	9%	6%	0%	-	-	-	17%	19%	11%	11%	10%	11%	17%	29%

