
NOVEMBER 2014

UKTI PERFORMANCE & IMPACT MONITORING SURVEY (PIMS)

SUMMARY RESULTS (PIMS 34-37)

Support delivered July 2013 – June 2014



UK Trade
& Investment



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PIMS 34-37, November 2014

HEADLINE RESULTS



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Performance Against Key Measures

Measure	Support delivered July 2013 – June 2014
Provide export services to more UK businesses	
Total number of businesses assisted (target 50,000 annually by 2015)	50,060
- Number of innovative businesses assisted	42,130
- Number of assisted businesses expecting substantial growth	22,350
- Number of assisted businesses that are new to exporting	9,690
Number of businesses assisted excluding 'light' support*	44,070
Number of businesses receiving 'light' support	11,540
Help UK businesses benefit from increased overseas sales**	
Total additional sales	£43.7 billion
% assisted businesses improving performance	52%
% businesses assisted in high growth markets improving performance	53%
% assisted businesses reporting significant business benefit (target 70%)	71%
Increase R&D**	
Number of businesses increasing R&D activity as result of UKTI support (target 2,500)	7,050
Professionalism**	
Quality Rating (80% target)	80%
Quality Rating for high intensity support (90% target)	90%
Satisfaction Rating (80% target)	76%
Satisfaction Rating for high intensity support (90% target)	84%
Excellent Client Records (latest quarter)***	
% records provided for PIMS are complete (100% target)	97%
...of which contact details are incorrect	20%

* '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 waves		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	PIMS 34-37
Support delivered		Oct 10-Sep 11	Jan 11-Dec 11	Apr 11-Mar 12	Jul 11-Jun 12	Oct 11-Sep 12	Jan 12-Dec 12	Apr 12-Mar 13	Jul 12-Jun 13	Oct 12-Sep 13	Jan 13-Dec 13	Apr 13-Mar 14	Jul 13-Jun 14
UKTI total	Annual no. of firms supported	25,450	25,400	26,640	26,920	29,230	31,310	31,880	32,600	34,820	36,900	47,960	50,060
	% change from previous 12 months*	0%	-5%	+9%	+7%	+15%	+23%	+20%	+21%	+19%	+18%	+50%	+54%
Excluding 'light' support**	Annual number of firms supported	21,370	21,450	22,340	23,180	25,390	26,920	27,580	28,370	30,150	31,470	42,390	44,070
	% change from previous 12 months	-9%	-12%	+0%	+3%	+19%	+26%	+23%	+22%	+19%	+17%	+54%	+55%

* This shows the % change from the equivalent 4 waves a year previously, so for example the +54% for PIMS 34-37 refers to the change from PIMS 30-33.

** '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 waves	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	PIMS 34-37
Support delivered	Oct 10- Sep 11	Jan 11- Dec 11	Apr 11- Mar 12	Jul 11- Jun 12	Oct 11- Sep 12	Jan 12- Dec 12	Apr 12- Mar 13	Jul 12- Jun 13	Oct 12- Sep 13	Jan 13- Dec 13	Apr 13- Mar 14	Jul 13- Jun 14
<i>Base: Exc. light support*</i>	3842	3817	3915	3904	3860	3823	3687	3722	3716	3714	3764	3737
Quality Rating (A09)	79%	78%	78%	78%	78%	79%	78%	78%	78%	79%	79%	80%
Overall Satisfaction (B10)	76%	75%	76%	76%	76%	77%	76%	76%	77%	76%	76%	76%
Imp. Business Performance	54%	53%	52%	51%	50%	49%	49%	50%	52%	53%	52%	52%
Increased Skills (A81)	51%	51%	51%	50%	50%	50%	50%	53%	54%	55%	56%	55%
Changed Behaviour (A83)	57%	56%	55%	54%	53%	53%	54%	57%	58%	60%	61%	60%
Increased R&D (AR&D)	15%	15%	15%	16%	16%	15%	15%	15%	15%	16%	16%	16%
Barriers Overcome (A92)	62%	61%	60%	60%	59%	59%	60%	61%	63%	64%	64%	63%
Sig. Business Benefit (A06)	71%	70%	69%	69%	68%	67%	68%	70%	70%	72%	72%	71%
Mean Additional Profit (A49)	£219k	£257k	£252k	£250k	£230k	£151k	£188k	£181k	£181k	£205k	£160k	£146k
Mean Additional Sales	£1,486k	£1,794k	£1,884k	£1,965k	£1,953k	£1,241k	£1,847k	£1,820k	£1,717k	£1,992k	£1,157k	£992k

* '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>	1183	1037	1337	353	291	106
Number Firms Assisted (Annual A01)	11,150	14,350	33,380	8,040	5,970	820
- % records complete (PIMS 37)	96%	96%	97%	97%	20%	99%
- % records with contact details incorrect (PIMS 37)	17%	22%	22%	20%	16%	31%
Quality Rating (A09)	88%	78%	79%	75%	58%	82%
Overall Satisfaction (B10)	81%	74%	72%	83%	58%	77%
Improved Business Performance	58%	42%	46%	82%	-	49%
Increased Skills (A81)	60%	41%	53%	75%	40%	54%
Changed Behaviour (A83)	67%	49%	56%	80%	26%	61%
Increased R&D (AR&D)	19%	10%	16%	26%	-	15%
Barriers Overcome (A92)	65%	54%	57%	85%	55%	63%
Significant Business Benefit (A06)	74%	60%	68%	89%	60%	72%
Mean Additional Profit (A49)	£117k	£194k	£130k	£93k	£80k	£244k
Mean Additional Sales	£696k	£1,314k	£911k	£623k	£423k	£1,804k

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: All supported firms</i>	868	742	938
Number Firms Assisted (Annual A01)	4,550	9,700	28,760
- % records complete (PIMS 37)	97%	96%	97%
- % records with contact details incorrect (PIMS 37)	20%	15%	20%
Quality Rating (A09)	90%	83%	81%
Overall Satisfaction (B10)	84%	76%	71%
Improved Business Performance	75%	49%	44%
Increased Skills (A81)	72%	51%	52%
Changed Behaviour (A83)	78%	59%	54%
Increased R&D (AR&D)	30%	13%	16%
Barriers Overcome (A92)	75%	60%	53%
Significant Business Benefit (A06)	85%	68%	66%
Mean Additional Profit (A49)	£159k	£106k	£115k
Mean Additional Sales	£1,173k	£606k	£855k

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>	3737	361	363	40	362	285	42	55	380	55	40	140
Number Firms Assisted (PIMS 37)*	13,415	627	442	33	1,954	2,670	240	170	713	194	126	979
- % records complete	97%	97%	98%	88%	96%	97%	99%	89%	98%	92%	98%	99%
- % with contact details incorrect	21%	22%	18%	26%	12%	23%	14%	30%	18%	9%	17%	18%
Quality Rating (A09)	80%	92%	91%	90%	87%	82%	87%	72%	75%	80%	78%	73%
Overall Satisfaction (B10)	76%	83%	84%	93%	80%	76%	83%	56%	69%	85%	93%	85%
Improved Business Performance	52%	74%	77%	88%	47%	45%	81%	47%	56%	91%	90%	81%
Increased Skills (A81)	55%	72%	77%	90%	52%	55%	71%	51%	51%	82%	85%	77%
Changed Behaviour (A83)	60%	78%	81%	90%	59%	62%	79%	55%	59%	82%	90%	82%
Increased R&D (AR&D)	16%	34%	31%	33%	12%	16%	21%	15%	14%	31%	30%	24%
Barriers Overcome (A92)	63%	74%	78%	93%	59%	55%	71%	58%	63%	91%	93%	84%
Significant Business Benefit (A06)	71%	84%	88%	98%	67%	69%	83%	65%	71%	95%	95%	89%
Mean Additional Profit (A49)	£146k	£165k	£118k	£123k	£98k	£515k	£320k	£68k	£156k	£204k	£71k	£56k
Mean Additional Sales	£992k	£1,243k	£961k	£861k	£381k	£3,653k	£1,992k	£469k	£1,152k	£1,715k	£592k	£360k

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	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 Fund	Out'd Miss.	Inw'd 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: All supported firms</i>	77	41	28	306	161	603	207	291	89	59	47	131
Number Firms Assisted (PIMS 37)	593	491	398	3,693	1,293	5,677	870	2,819	346	202	9	802
- % records complete	96%	97%	99%	97%	98%	95%	98%	20%	96%	99%	100%	95%
- % with contact details incorrect	26%	13%	19%	17%	24%	24%	33%	16%	16%	29%	60%	8%
Quality Rating (A09)	73%	74%	65%	78%	83%	78%	75%	58%	77%	81%	87%	81%
Overall Satisfaction (B10)	78%	73%	54%	71%	66%	75%	77%	58%	81%	73%	89%	69%
Improved Business Performance	82%	61%	32%	39%	48%	38%	46%	-	60%	44%	62%	-
Increased Skills (A81)	70%	63%	43%	53%	57%	39%	54%	40%	66%	51%	62%	29%
Changed Behaviour (A83)	75%	68%	50%	55%	55%	46%	58%	26%	69%	56%	72%	32%
Increased R&D (AR&D)	23%	24%	18%	15%	15%	9%	17%	-	13%	12%	21%	-
Barriers Overcome (A92)	84%	85%	64%	58%	55%	52%	67%	55%	75%	59%	74%	30%
Significant Business Benefit (A06)	86%	85%	64%	68%	68%	58%	73%	60%	83%	68%	83%	47%
Mean Additional Profit (A49)	£65k	£155k	£40k	£51k	£19k	£213k	£235k	£80k	£123k	£240k	£232k	-
Mean Additional Sales	£353k	£518k	£213k	£448k	£140k	£1,403k	£1,429k	£428k	£559k	£1,819k	£1,529k	-

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	70-74%	68-71%	45-47%
Red	<70%	<68%	<45%

Key Measures – China Britain Business Council (CBBC)¹¹

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: All receiving CBBC support</i>	121	44	45	32
Number Firms Assisted (Quarterly A01)				
- PIMS 34	716	257	437	22
- PIMS 35	392	135	219	38
- PIMS 36	715	247	433	35
- PIMS 37	545	216	280	49
- % records complete (PIMS 37)	100%	100%	100%	100%
- % with contact details incorrect (PIMS 37)	20%	11%	30%	18%
- % refusing as no/minimal support (PIMS 37)	7%	21%	0%	0%
Quality Rating (A09)	76%	84%	71%	78%
Overall Satisfaction (B10)	75%	82%	73%	63%
Improved Business Performance	48%	55%	42%	50%
Increased Skills (A81)	56%	61%	53%	56%
Changed Behaviour (A83)	62%	68%	58%	72%
Increased R&D (AR&D)	12%	14%	9%	19%
Barriers Overcome (A92)	58%	64%	53%	66%
Significant Business Benefit (A06)	68%	73%	64%	78%
Mean Additional Profit (A49)	£49k	£70k	£35k	£61k
Mean Additional Sales	£339k	£464k	£212k	£546k

Key Measures – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: All receiving UKIBC support</i>	40	10	30
Number Firms Assisted (Quarterly A01)			
- PIMS 34	277	0	277
- PIMS 35	412	103	309
- PIMS 36	256	0	256
- PIMS 37	0	0	0
- % records complete (PIMS 37)	-	-	-
- % with contact details incorrect (PIMS 37)	-	-	-
- % refusing as no/minimal support (PIMS 37)	-	-	-
Quality Rating (A09)	80%	80%	79%
Overall Satisfaction (B10)	68%	70%	67%
Improved Business Performance	40%	40%	37%
Increased Skills (A81)	38%	50%	37%
Changed Behaviour (A83)	48%	50%	47%
Increased R&D (AR&D)	16%	0%	17%
Barriers Overcome (A92)	51%	70%	47%
Significant Business Benefit (A06)	57%	80%	53%
Mean Additional Profit (A49)	£44k	£3k	£44k
Mean Additional Sales	£603k	£25k	£553k

Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: All receiving HVO support</i>	15	15	0
Number Firms Assisted (Quarterly A01)			
- PIMS 34	14	14	0
- PIMS 35	15	15	0
- PIMS 36	7	7	0
- PIMS 37	2	2	0
- % records complete (PIMS 37)	100%	100%	-
- % with contact details incorrect (PIMS 37)	-	-	-
- % refusing as no/minimal support (PIMS 37)	-	-	-
Quality Rating (A09)	84%	84%	-
Overall Satisfaction (B10)	93%	93%	-
Improved Business Performance	47%	47%	-
Increased Skills (A81)	53%	53%	-
Changed Behaviour (A83)	73%	73%	-
Increased R&D (AR&D)	13%	13%	-
Barriers Overcome (A92)	67%	67%	-
Significant Business Benefit (A06)	87%	87%	-
Mean Additional Profit (A49)	£43k	£43k	-
Mean Additional Sales	£276k	£276k	-

* 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



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Background

- This research was conducted by OMB Research. Results are based on PIMS 34-37, which was conducted in four fieldwork waves (January/February 2014, April/May 2014, July/August 2014, October/November 2014).
- These results are based on a total of **4,307 interviews**, as follows:

- Passport to Export: 361	- TAP Group: 140	- DSO Significant Assists: 47
- Gateway to Global Growth: 363	- TAP Non-Funded: 77	- Webinars: 131
- EMRS: 40	- Outward Missions: 41	- HVO Significant Assists: 15
- ERTA Significant Assists: 362	- Inward Missions: 28	- CBBC Events: 45
- English Regions Events: 285	- Sector Events UK: 306	- CBBC Significant Assists: 44
- ECR: 42	- Events Alliance UK: 161	- UKIBC Events: 30
- Posts Significant Assists: 603	- HQ Events: 55	- UKIBC Significant Assists: 10
- Posts Events: 207	- Market Visit Support: 55	- Web Business Opportunities: 291
- OMIS: 380	- Sector Events Abroad: 89	
-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 37) covered firms receiving support in **April-June 2014**. The exceptions to this are Passport (interviewed c.15 months after signing up) and GGG (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
Tradeshow Access Programme	TAP
UK India Business Council	UKIBC
Website Business Opportunities service	Web Bus Opps

Interviews Achieved

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS
PIMS 34	1,071	90	92	10	91	70	11	15	90	15
PIMS 35	1,049	90	90	10	90	90	10	15	90	15
PIMS 36	1,102	90	90	10	90	45	11	15	100	15
PIMS 37	1,085	91	91	10	91	80	10	10	100	10

	TAP Solo	TAP Group	TAP Non-Funded	Outward Missions	Inward Missions	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps
PIMS 34	10	40	17	1	0	97	-	152	50	90
PIMS 35	10	35	21	10	0	60	-	145	55	68
PIMS 36	10	30	24	15	8	55	121	146	52	58
PIMS 37	10	35	15	15	20	94	40	160	50	75

	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 34	15	15	15	40	0	5	15	15	10	0
PIMS 35	29	14	15	40	0	7	10	10	10	10
PIMS 36	30	15	15	25	0	3	10	9	10	0
PIMS 37	15	15	2	26	0	0	10	10	0	0

Posts Significant Assists – Individual Markets/Areas

Interviews Conducted By Market & Market Area

Countries within Europe (271)...

- Austria (5), Belgium (5), Belgium/Luxembourg (8), Bosnia & Herzegovina (1), Bulgaria (4), Croatia (3), Czech Republic (3), Denmark (11), Estonia (3), Finland (3), France (26), Germany (17), Greece (3), Hungary (10), Ireland (6), Italy (26), Latvia (6), Lithuania (1), Netherlands (7), Norway (7), Poland (18), Portugal (7), Romania (11), Russia (21), Serbia (1), Slovakia (5), Slovenia (1), Spain (21), Sweden (10), Switzerland (9), Turkey (7), Ukraine (5)

Countries within North America (59)...

- Canada (6), USA (53)

Countries in Latin America (46)...

- Barbados (1), Brazil (24), Chile (4), Colombia (2), Cuba (3), Guyana (1), Mexico (4), Panama (2), Peru (1), Trinidad and Tobago (1), Venezuela (3)

Countries within Asia Pacific (145)...

- Australia (13), Azerbaijan (1), Burma (1), Cambodia (1), China (6), Hong Kong (4), India (26), Indonesia (4), Japan (10), Kazakhstan (3), Malaysia (13), Mongolia (4), New Zealand (7), Pakistan (1), Philippines (4), Singapore (15), South Korea (10), Sri Lanka (1), Taiwan (6), Thailand (10), Vietnam (5)

Countries within Middle East and Africa (82)...

- Algeria (1), Bahrain (1), Egypt (5), Ethiopia (1), Ghana (2), Iraq (9), Israel (2), Jordan (3), Kenya (2), Kuwait (3), Lebanon (1), Libya (7), Morocco (7), Mozambique (1), Nigeria (5), Occupied Palestinian Territories (1), Oman (2), Qatar (9), Saudi Arabia (3), South Africa (8), Tanzania (3), 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 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
PIMS 37	Apr - June 2014	Jul - Sep 2014	Oct - Dec 2013	Oct - Nov 2014

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

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SAMPLE ANALYSIS



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Sample Analysis (PIMS 37)

	Total sample	Total exc. EA Events UK & TAP Non-Funded
SAMPLE CLEANING		
Total (in-scope) records provided	40,762	38,796
Incomplete/ineligible records	1,712	1,580
Duplicate records (within service)	14,677	14,597
Duplicate records (across services)	5,801	5,557
Took part in recent UKTI survey	2,122	2,063
CATI SCREENING		
Random selection for CATI	3,606	3,250
Unusable – ineligible for interview	660	554
Unusable – contact details incorrect	734	646
Unusable – other UKTI research	18	17
ACHIEVED INTERVIEWS / RESPONSE RATE		
Total useable sample (CATI)	2,194	2,033
Interviews achieved	1,085	1,030
Refusals	424	375
Response rate (%)	49%	51%
Refusal rate (%)	19%	18%

Sample Analysis (PIMS 37) – By Service

	Pass- port	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	630	444	33	2,269	3,673	240	192	844	202	128	1,052	642	531	422
Incomplete/ineligible records	20	12	4	342	107	3	51	41	14	4	17	30	35	32
Duplicate records (within service)	3	2	0	69	1,003	0	22	131	8	2	73	49	40	24
Duplicate records (across services)	18	15	1	457	749	92	34	21	75	48	231	168	157	123
Took part in recent UKTI survey	35	35	1	107	179	23	12	115	12	15	96	37	67	50
CATI SCREENING														
Random selection for CATI	228	228	27	245	197	21	40	248	23	23	84	129	38	79
Unusable – ineligible for interview	3	10	2	33	19	0	3	12	2	0	4	45	4	20
Unusable – contact details incorrect	51	40	7	30	45	3	12	45	2	4	15	33	5	15
Unusable – other UKTI research	2	2	0	1	1	0	0	2	0	0	0	0	0	1
ACHIEVED INTERVIEWS / RESPONSE RATE														
Total useable sample (CATI)	172	176	18	181	132	18	25	189	19	19	65	51	29	43
Interviews achieved	91	91	10	91	80	10	10	100	10	10	35	15	15	20
Refusals	26	15	1	28	23	1	6	37	3	0	3	8	0	12
Response rate (%)	53%	52%	56%	50%	61%	56%	40%	53%	53%	53%	54%	29%	52%	47%
Refusal rate (%)	15%	9%	6%	15%	17%	6%	24%	20%	16%	0%	5%	16%	0%	28%

Sample Analysis (PIMS 37) – 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	4,891	1,324	10,878	1,390	8,823	375	214	10	930	0	2	377	246	0	0
Incomplete/ineligible records	171	102	322	37	155	22	4	1	143	0	0	34	9	0	0
Duplicate records (within service)	1,198	31	5,201	520	6,004	29	12	1	128	0	0	97	30	0	0
Duplicate records (across services)	585	76	1,492	320	637	98	52	0	198	0	1	87	66	0	0
Took part in recent UKTI survey	225	22	602	114	150	45	26	3	65	0	1	51	34	0	0
CATI SCREENING															
Random selection for CATI	434	227	662	162	298	38	49	5	60	-	-	33	28	-	-
Unusable – ineligible for interview	116	61	189	20	94	1	8	0	4	-	-	3	7	-	-
Unusable – contact details incorrect	73	55	157	53	48	6	14	3	5	-	-	10	3	-	-
Unusable – other UKTI research	1	1	4	0	1	1	0	0	1	-	-	0	0	-	-
ACHIEVED INTERVIEWS / RESPONSE RATE															
Total useable sample (CATI)	244	110	312	89	155	30	27	2	50	-	-	20	18	-	-
Interviews achieved	94	40	160	50	75	15	15	2	26	-	-	10	10	-	-
Refusals	73	41	63	17	40	1	5	0	13	-	-	4	4	-	-
Response rate (%)	39%	36%	51%	56%	48%	50%	56%	100%	52%	-	-	50%	56%	-	-
Refusal rate (%)	30%	37%	20%	19%	26%	3%	19%	0%	26%	-	-	20%	22%	-	-

PIMS 34-37, November 2014

CLIENT PROFILE

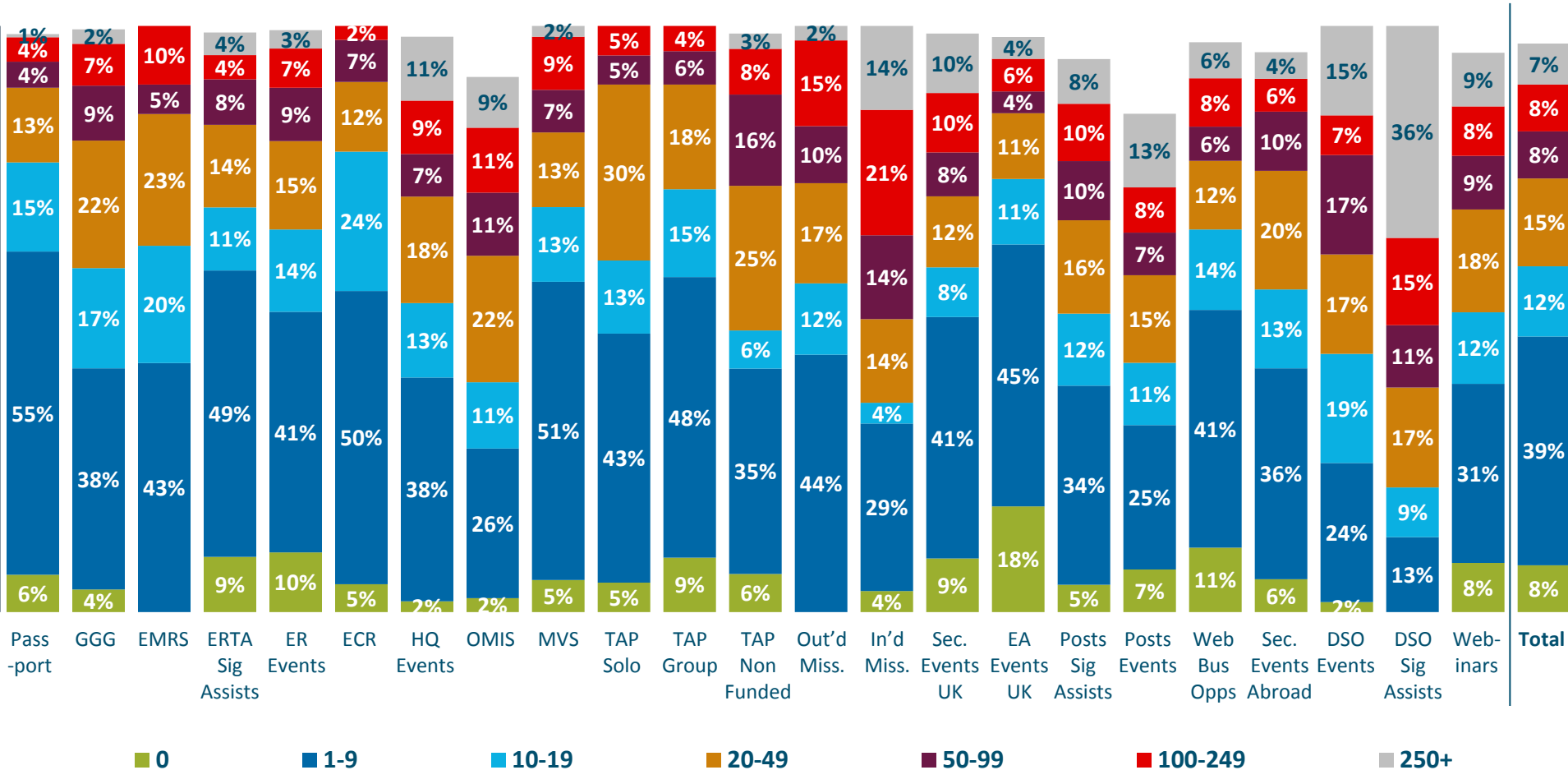


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Number of Employees

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



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (361, 0%, 1%), GGG (363, 0%, 1%), EMRS (40, 0%, 0%), ERTA (362, 0%, 1%), ER Events (285, 0%, 0%), ECR (42, 0%, 0%), HQ Events (55, 2%, 0%), OMIS (380, 9%, 0%), MVS (55, 0%, 0%), TAP Solo (40, 0%, 0%), TAP Group (140, 0%, 0%), TAP Non-Funded (77, 1%, 0%), Outward Missions (41, 0%, 0%), Inward Missions (28, 0%, 0%), Sector Events UK (306, 1%, 0%), EA Events UK (161, 2%, 0%), Posts Significant Assists (603, 5%, 1%), Posts Events (207, 14%, 1%), Website Bus Opps (291, 0%, 3%), Sector Events Abroad (89, 1%, 3%), DSO Events (59, 0%, 0%), DSO Significant Assists (47, 0%, 0%), Webinars (131, 1%, 4%), Total (4307, 2%, 1%)

Number of Employees – By Export Experience

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: All supported firms</i>	4307	<i>3737</i>	<i>1148</i>	<i>1510</i>	<i>1611</i>
0	8%	8%	16%	9%	2%
1-9	39%	39%	56%	46%	21%
10-19	12%	12%	10%	15%	12%
20-49	15%	15%	8%	16%	19%
50-99	8%	8%	3%	6%	14%
100-249	8%	8%	2%	4%	14%
250+	7%	6%	1%	3%	14%
Don't know/refused	2%	3%	1%	1%	4%
Not yet trading	1%	1%	4%	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 employees
0-249 employees	27	8	93.4%	41,160	1.1 million
250-4999 employees	882	591	5.7%	2,510	2.2 million
5000+ employees	12,052	8,000	0.9%	400	4.8 million
Total	184	10	100%	44,070	8.1 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

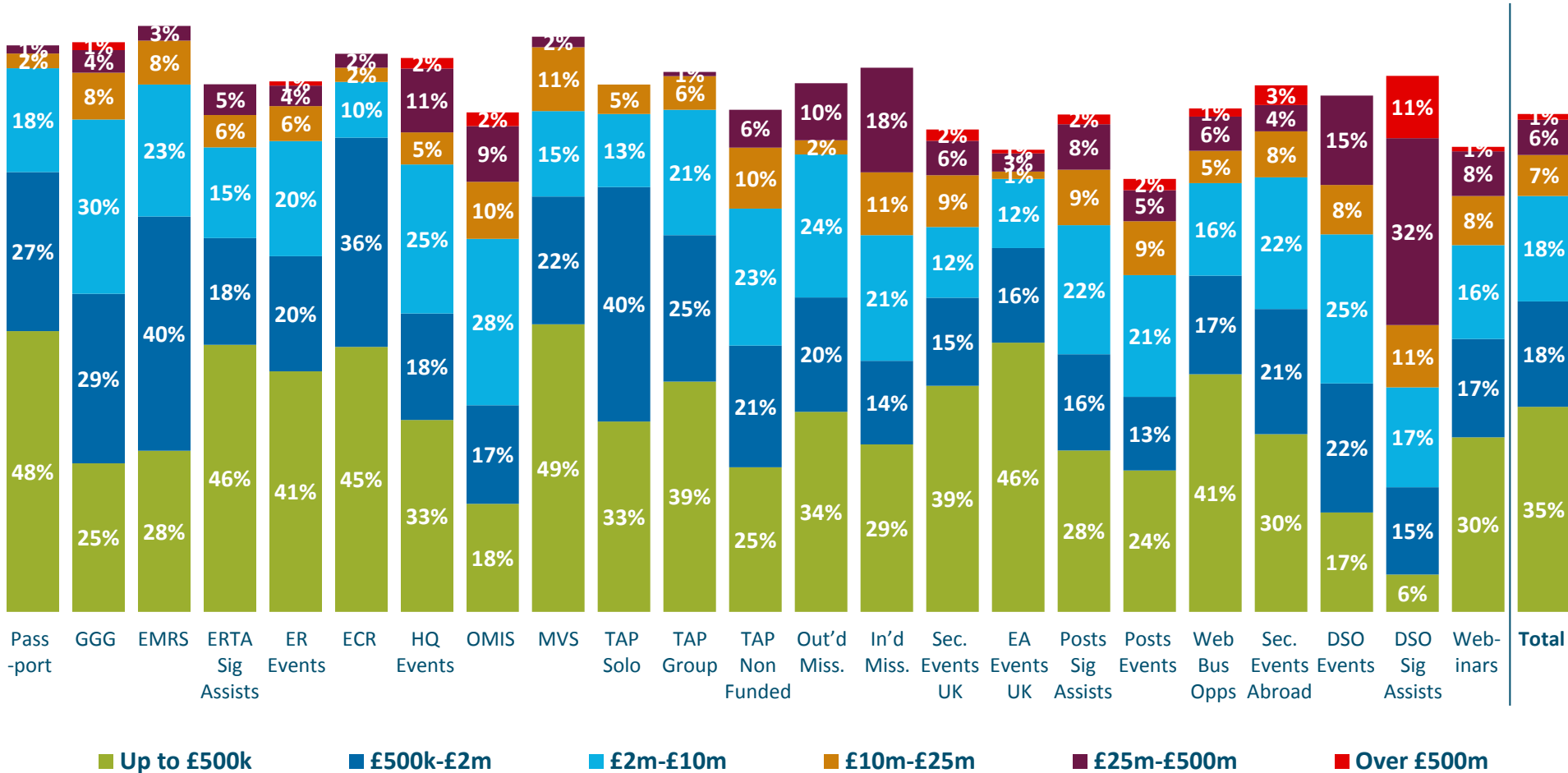
Production Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total employees
0-249 employees	38	16	93.8%	14,260	0.5 million
250-4999 employees	645	431	5.6%	850	0.5 million
5000+ employees	9,106	9,362	0.6%	90	0.8 million
Total	125	20	100%	15,200	1.9 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 employees
0-249 employees	20	5	93.3%	26,230	0.5 million
250-4999 employees	1,011	700	5.6%	1,570	1.6 million
5000+ employees	12,876	6,606	1.1%	310	4.0 million
Total	219	6	100%	28,110	6.2 million

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

Annual Turnover

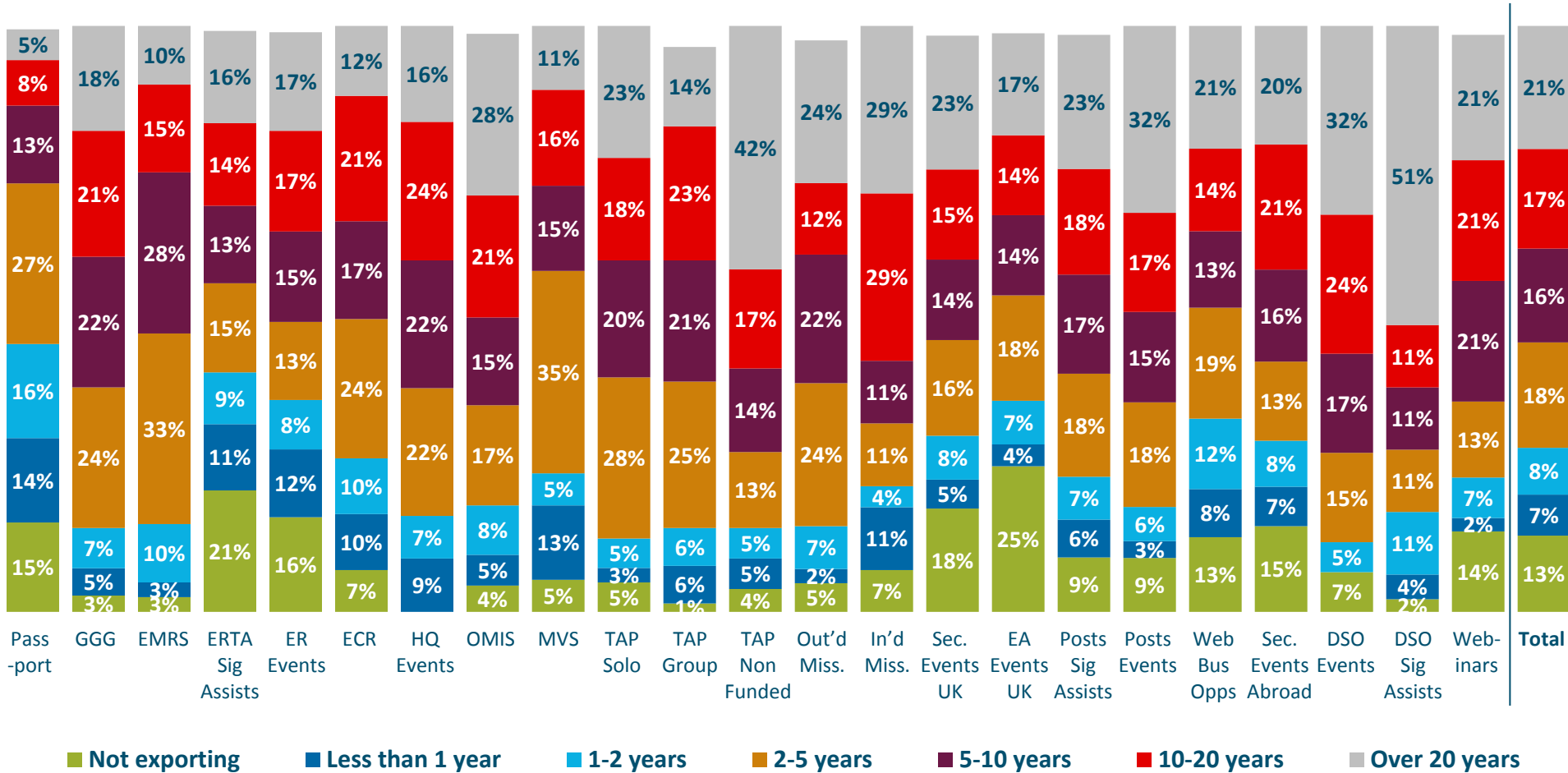
What is the current annual turnover of your business?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (361, 1%, 2%), GGG (363, 2%, 1%), EMRS (40, 0%, 0%), ERTA (362, 6%, 3%), ER Events (285, 8%, 2%), ECR (42, 5%, 0%), HQ Events (55, 5%, 0%), OMIS (380, 15%, 0%), MVS (55, 2%, 0%), TAP Solo (40, 8%, 3%), TAP Group (140, 8%, 0%), TAP Non-Funded (77, 14%, 0%), Outward Missions (41, 10%, 0%), Inward Missions (28, 7%, 0%), Sector Events UK (306, 15%, 2%), EA Events UK (161, 15%, 6%), Posts Significant Assists (603, 14%, 1%), Posts Events (207, 23%, 3%), Website Bus Opps (291, 11%, 3%), Sector Events Abroad (89, 4%, 6%), DSO Events (59, 12%, 0%), DSO Significant Assists (47, 9%, 0%), Webinars (131, 15%, 5%), Total (4307, 11%, 2%)

Length of Time Exporting

How long ago did your company start conducting business overseas?



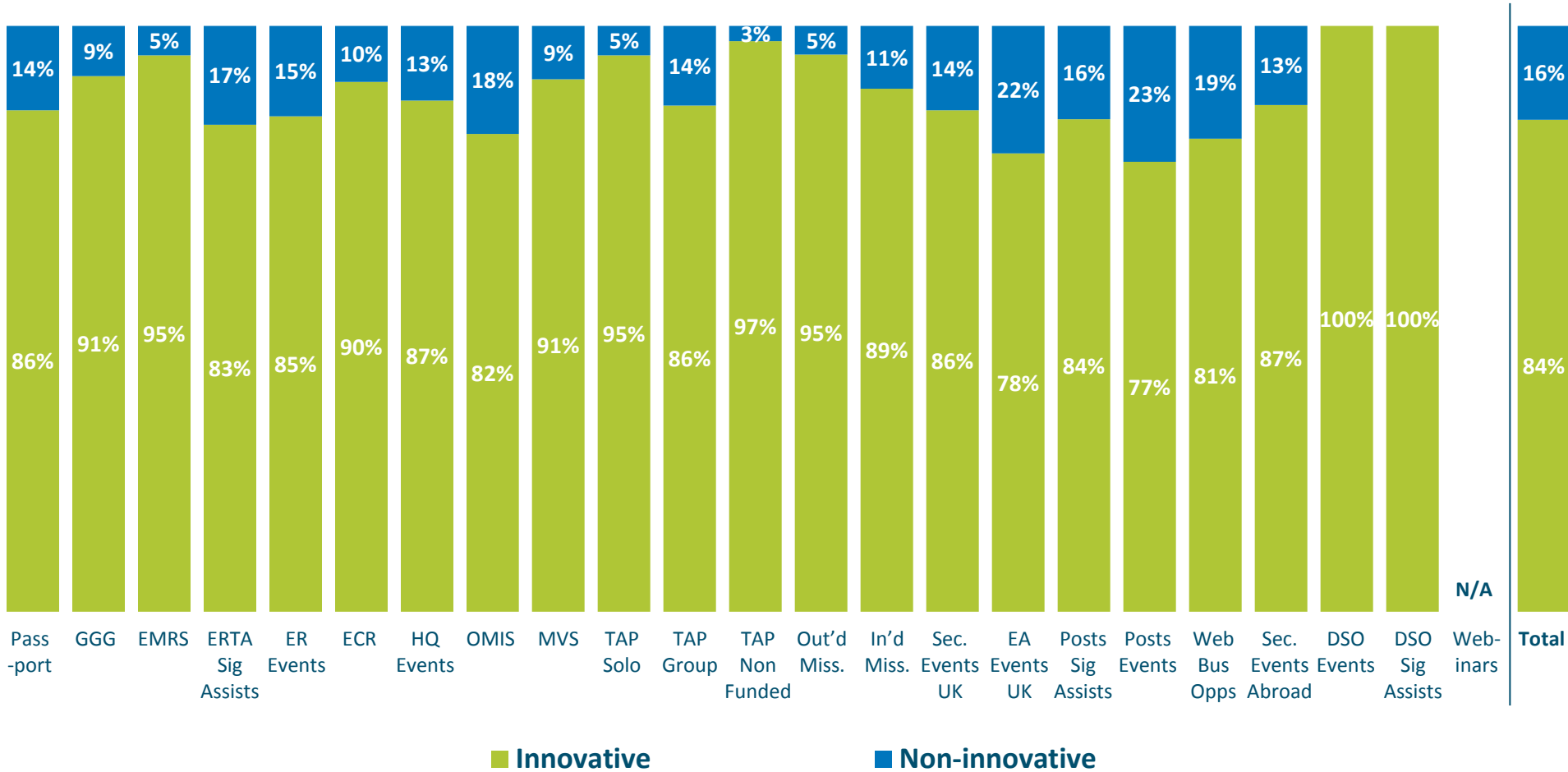
Base: All respondents (Base, Don't know/Refused) - Passport (361, 1%), GGG (363, 0%), EMRS (40, 0%), ERTA (362, 1%), ER Events (285, 1%), ECR (42, 0%), HQ Events (55, 0%), OMIS (380, 1%), MVS (55, 0%), TAP Solo (40, 0%), TAP Group (140, 4%), TAP Non-Funded (77, 0%), Outward Missions (41, 2%), Inward Missions (28, 0%), Sector Events UK (306, 2%), EA Events UK (161, 1%), Posts Significant Assists (603, 1%), Posts Events (207, 0%), Website Bus Opps (291, 0%), Sector Events Abroad (89, 0%), DSO Events (59, 0%), DSO Significant Assists (47, 0%), Webinars (131, 2%), Total (4307, 1%)

Innovative Firms - Definition

'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 (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total (4176)

Innovative Firms – By Export Experience

Innovative Firms – Standard Definition

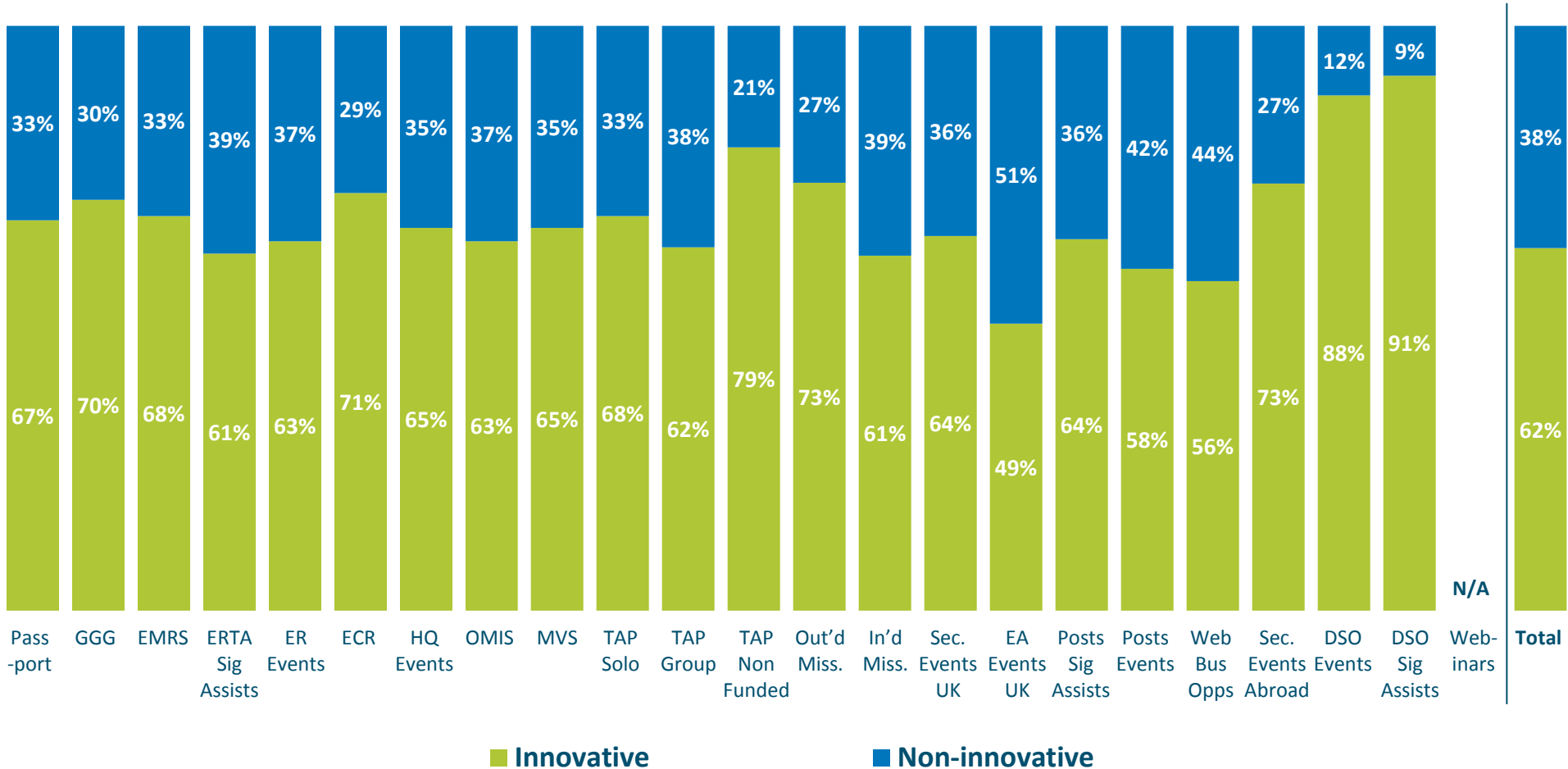
	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base: All except webinar attendees</i>	4176	3737	1118	1466	1556
Innovative	84%	85%	73%	89%	89%
Non-innovative	16%	15%	27%	11%	11%

Innovative Firms – 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 at least some employees are involved in the ‘development of scientific or technical knowledge that is not commonly available’
- 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 and these products & services are new to the world/sector (*except firms established in the last 2 years*)

Innovative Firms – Alternative (Tighter) Measure



Base: All except Webinar attendees (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total (4176)

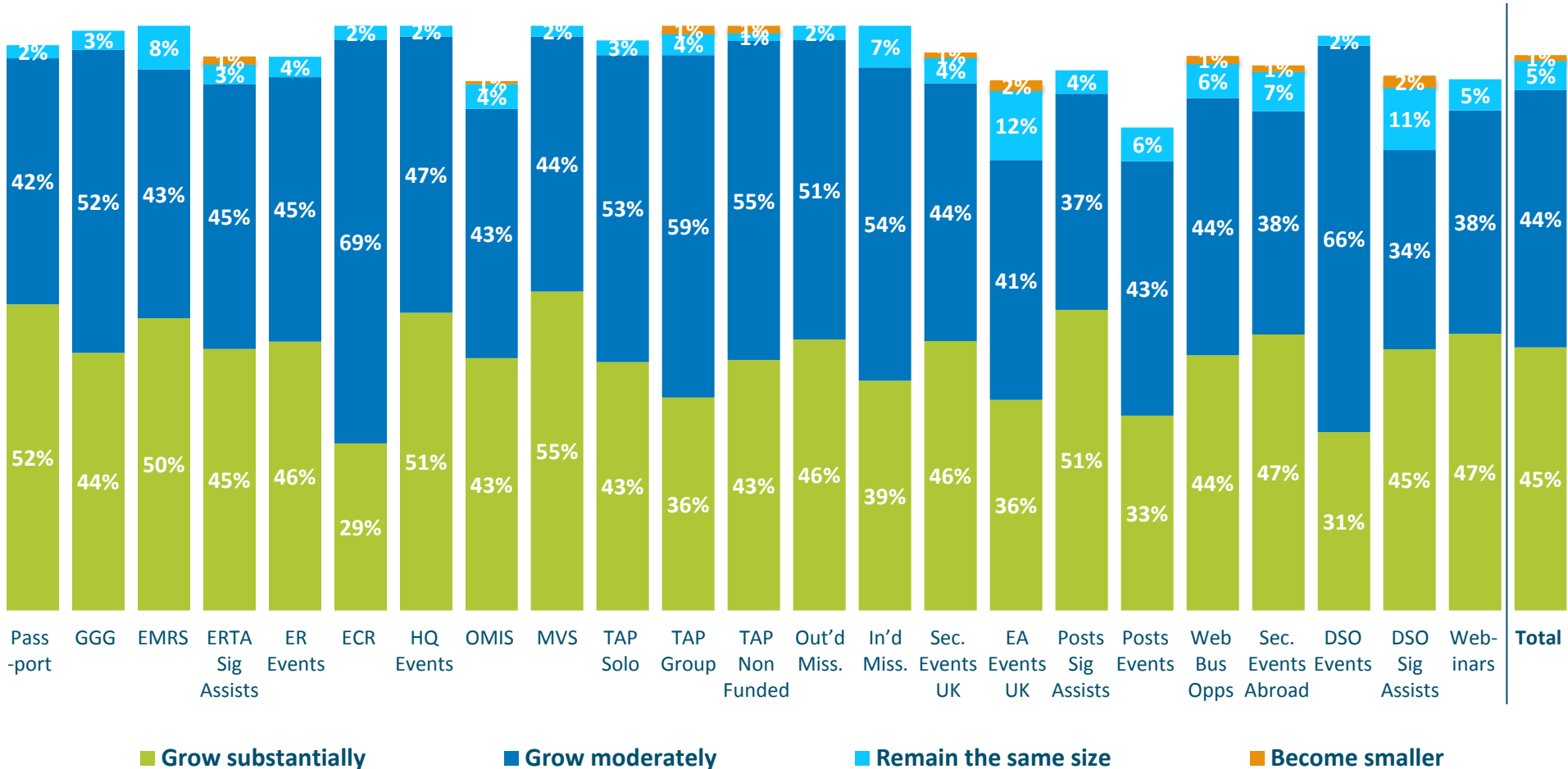
Innovative Firms – Constituent Elements

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: All except webinar attendees</i>	4167	361	363	40	362	285	42	55	380	55	40	140
At least 2 R&D & 2 new product development employees	54%	50%	65%	60%	48%	46%	60%	62%	61%	64%	63%	57%
<i>...and involved in 'development of scientific or technical knowledge'</i>	30%	29%	37%	25%	25%	24%	38%	40%	36%	24%	40%	29%
Introduced new products/services in last 3 years	70%	72%	83%	83%	67%	72%	76%	69%	71%	69%	73%	79%
<i>...and these products/services are 'new to world or 'new to sector'</i>	39%	42%	46%	38%	38%	38%	48%	31%	41%	44%	43%	45%
Commission external R&D/NPD	35%	39%	40%	43%	37%	42%	40%	33%	30%	29%	28%	31%

	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: All except webinar attendees</i>	77	41	28	306	161	603	207	291	89	59	47	-
At least 2 R&D & 2 new product development employees	65%	71%	57%	55%	48%	57%	52%	50%	61%	80%	85%	-
<i>...and involved in 'development of scientific or technical knowledge'</i>	32%	51%	29%	32%	17%	32%	34%	27%	39%	64%	62%	-
Introduced new products/services in last 3 years	90%	88%	75%	66%	62%	73%	63%	62%	64%	90%	87%	-
<i>...and these products/services are 'new to world or 'new to sector'</i>	57%	49%	32%	37%	26%	42%	37%	34%	39%	58%	79%	-
Commission external R&D/NPD	40%	46%	29%	38%	32%	35%	33%	32%	43%	37%	38%	-

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 (361, 1%, 2%), GGG (363, 0%, 1%), EMRS (40, 0%, 0%), ERTA (362, 2%, 3%), ER Events (285, 4%, 2%), ECR (42, 0%, 0%), HQ Events (55, 0%, 0%), OMIS (380, 9%, 0%), MVS (55, 0%, 0%), TAP Solo (40, 0%, 3%), TAP Group (140, 0%, 0%), TAP Non-Funded (77, 0%, 0%), Outward Missions (41, 0%, 0%), Inward Missions (28, 0%, 0%), Sector Events UK (306, 2%, 2%), EA Events UK (161, 3%, 6%), Posts Significant Assists (603, 6%, 1%), Posts Events (207, 14%, 3%), Website Bus Opps (291, 2%, 3%), Sector Events Abroad (89, 1%, 6%), DSO Events (59, 2%, 0%), DSO Significant Assists (47, 9%, 0%), Webinars (131, 4%, 5%), Total (4307, 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 34 (Jan/Feb 14)	PIMS 35 (Apr/May 14)	PIMS 36 (Jul/Aug 14)	PIMS 37 (Nov/Dec 14)	Production	Services	Other
<i>Base: All currently exporting (exc. Web Bus Opps & Webinars)</i>	3386	826	833	887	840	1269	2039	49
Yes	2%	3%	2%	2%	1%	3%	1%	2%
No	10%	8%	10%	10%	13%	15%	7%	15%
Do not use export credit insurance	73%	77%	75%	72%	69%	65%	78%	79%
Don't know/refused	15%	12%	14%	16%	16%	16%	14%	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>	1467	1384	279	237	3130	596	1356	1404
Yes	1%	3%	4%	3%	2%	1%	1%	3%
No	6%	13%	16%	15%	10%	6%	8%	14%
Do not use export credit insurance	90%	67%	50%	40%	76%	87%	81%	62%
Don't know/refused	3%	18%	29%	41%	12%	6%	10%	21%

PIMS 34-37, November 2014

SUPPORT RECEIVED



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Focus of Support

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

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: Exc. Web Opps & Webinars</i>	3860	361	363	40	362	285	42	55	380	55	40	140
Selling or exporting overseas	86%	97%	96%	100%	94%	94%	98%	89%	84%	95%	93%	89%
Sourcing materials/goods overseas	13%	9%	10%	8%	9%	12%	7%	13%	7%	7%	15%	9%
Joint venturing, partnering or franchising overseas	34%	43%	32%	35%	30%	43%	12%	49%	29%	31%	28%	19%
Investing /setting up a site overseas	21%	31%	28%	25%	24%	32%	12%	31%	13%	22%	10%	10%
Other/none of these	12%	3%	6%	8%	7%	8%	5%	5%	12%	9%	8%	14%
Don't know/refused	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%

	TAP Non Funded	Out'd Miss.	In'd 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: Exc. Web Opps & Webinars</i>	77	41	28	306	161	603	194	-	77	59	47	-
Selling or exporting overseas	86%	95%	79%	81%	68%	88%	76%	-	88%	90%	96%	-
Sourcing materials/goods overseas	13%	2%	11%	16%	34%	8%	15%	-	14%	10%	2%	-
Joint venturing, partnering or franchising overseas	25%	44%	21%	45%	34%	27%	45%	-	34%	31%	28%	-
Investing /setting up a site overseas	5%	20%	11%	23%	12%	18%	26%	-	18%	8%	19%	-
Other/none of these	13%	7%	21%	14%	18%	11%	22%	-	10%	12%	4%	-
Don't know/refused	1%	0%	0%	0%	0%	0%	1%	-	1%	0%	0%	-

OMIS Referrals to Posts Significant 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	47%
- <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%

PIMS 34-37, November 2014

AWARENESS OF UKTI INVOLVEMENT

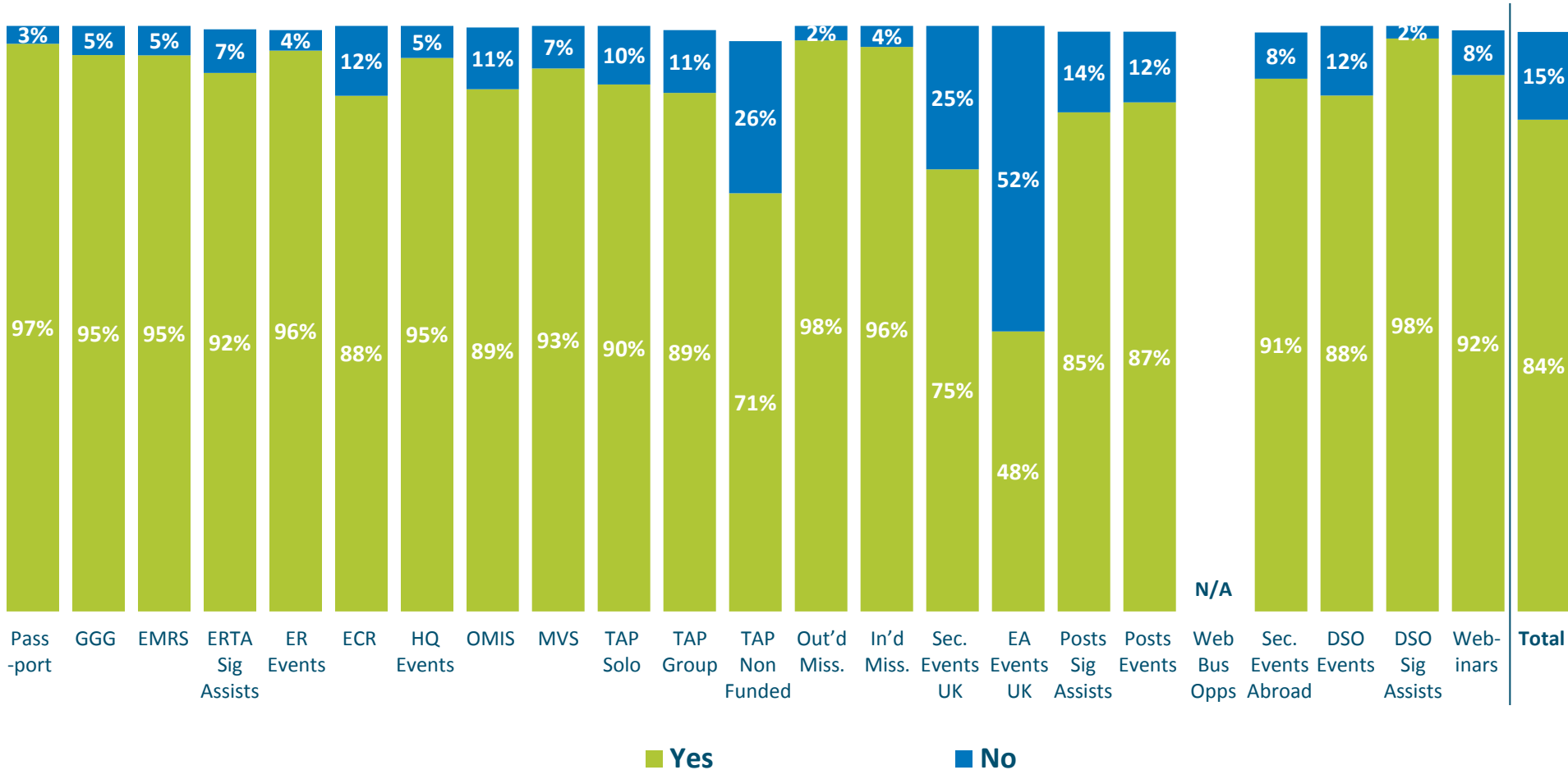


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Awareness of UKTI Involvement

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 (361, 0%), GGG (363, 0%), EMRS (40, 0%), ERTA (362, 1%), ER Events (285, 1%), ECR (42, 0%), HQ Events (55, 0%), OMIS (380, 0%), MVS (55, 0%), TAP Solo (40, 0%), TAP Group (140, 1%), TAP Non-Funded (77, 3%), Outward Missions (41, 0%), Inward Missions (28, 0%), Sector Events UK (306, 0%), EA Events UK (161, 0%), Posts Significant Assists (603, 1%), Posts Events (207, 1%), Sector Events Abroad (89, 1%), DSO Events (59, 0%), DSO Significant Assists (47, 0%), Webinars (131, 1%), Total (4016, 1%)

PIMS 34-37, November 2014

KEY MEASURES



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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)

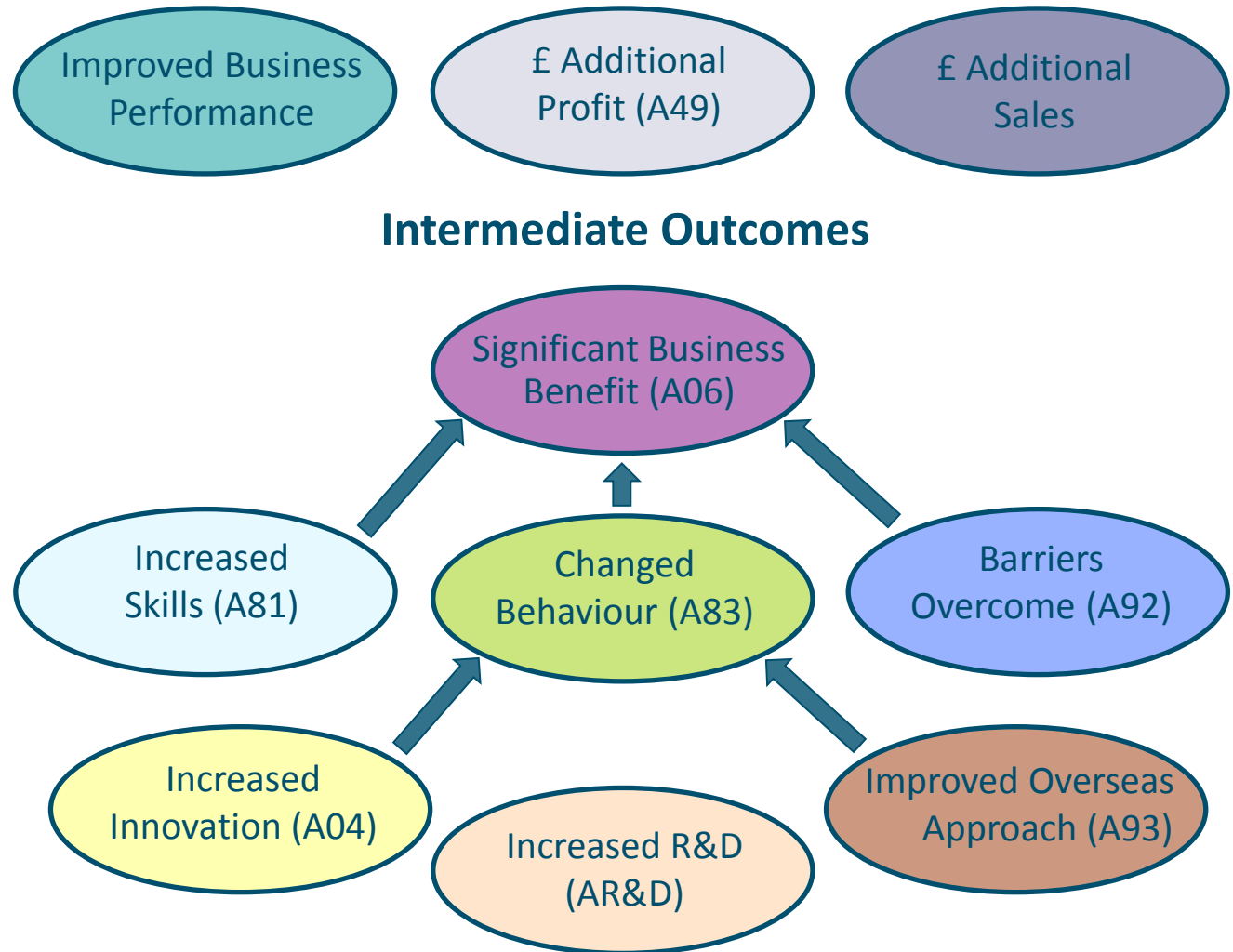
Changed Behaviour (A83)

Barriers Overcome (A92)

Increased Innovation (A04)

Increased R&D (AR&D)

Improved Overseas Approach (A93)



No. of 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*

No. of Firms Supported – Quarterly A01 (PIMS 34)

47

Quarterly Data	Pass-port	GGG	EMRS	ERTA Sig. Assists	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	Outw'd Miss.	Inward Miss.	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
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)

No. of Firms Supported – Quarterly A01 (PIMS 35)

Quarterly Data	Pass-port	GGG	EMRS	ERTA Sig. Assists	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	Outw'd Miss.	Inward Miss.	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
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)

No. of Firms Supported – Quarterly A01 (PIMS 36)

49

Quarterly Data	Pass-port	GGG	EMRS	ERTA Sig. Assists	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	1,265	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	Outw'd 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
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)

No. of Firms Supported – Quarterly A01 (PIMS 37)

50

Quarterly Data	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Funded
Number of (in-scope) service deliveries	630	444	33	2,269	3,673	240	192	844	202	128	1,052	642
No. of individual firms supported (Quarterly A01)	627	442	33	1,954	2,670	240	170	713	194	126	979	593
Adjusted Quarterly A01	627	433	33	1,842	2,510	240	170	713	194	126	979	408

Quarterly Data	Outw'd 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	531	422	4,891	1,324	10,878	1,390	8,823	375	214	10	930
No. of individual firms supported (Quarterly A01)	491	398	3,693	1,293	5,677	870	2,819	346	202	9	802
Adjusted Quarterly A01	457	367	2,918	1,027	4,625	832	2,081	346	168	9	765

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Adjusted Quarterly A01	15,993	13,562	2,431	1,807	2,580	11,127	5,293	6,868

*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	50,060
Annual number of firms supported (exc. light support)*	44,070
Annual number of firms supported (exc. light support & DSO)	43,820

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

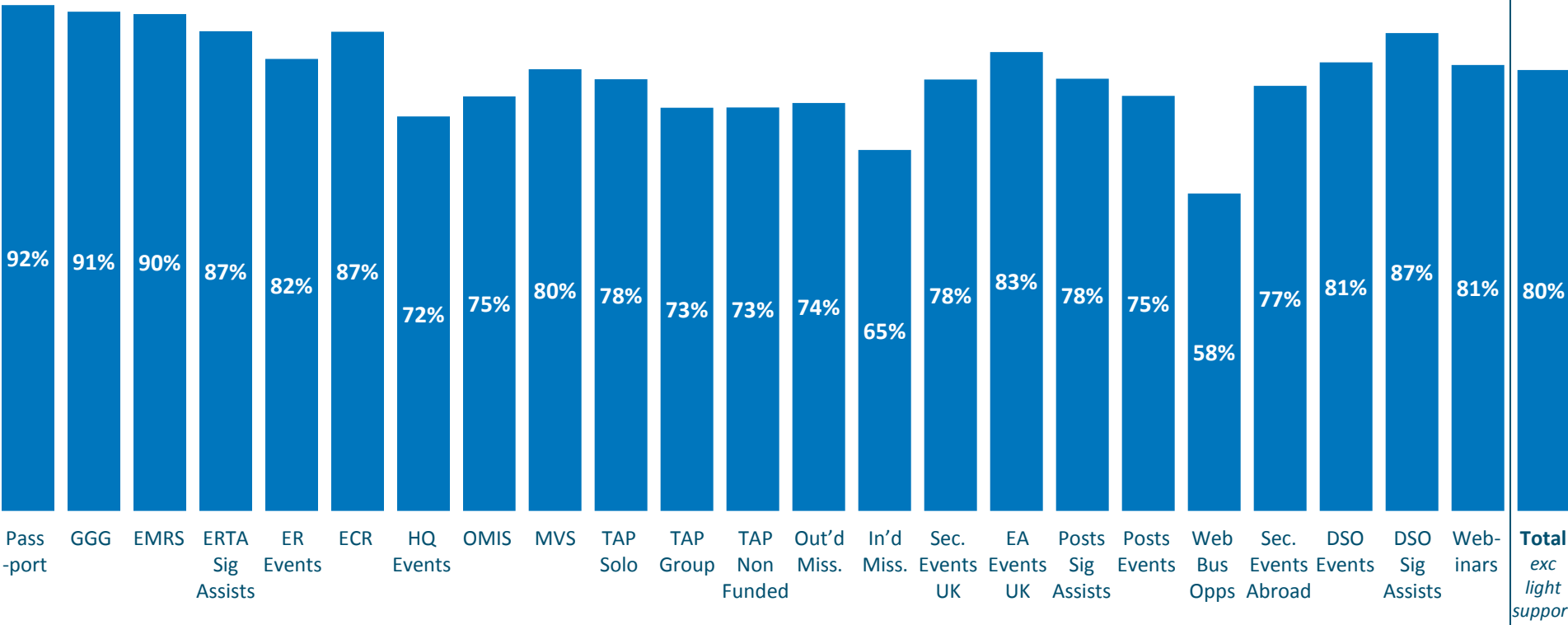
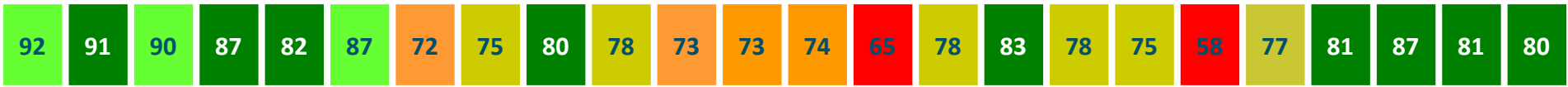
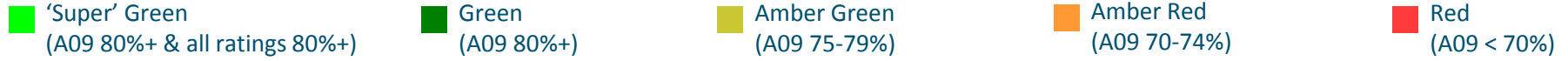
Quality Rating (A09) - Definition

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 (A09)

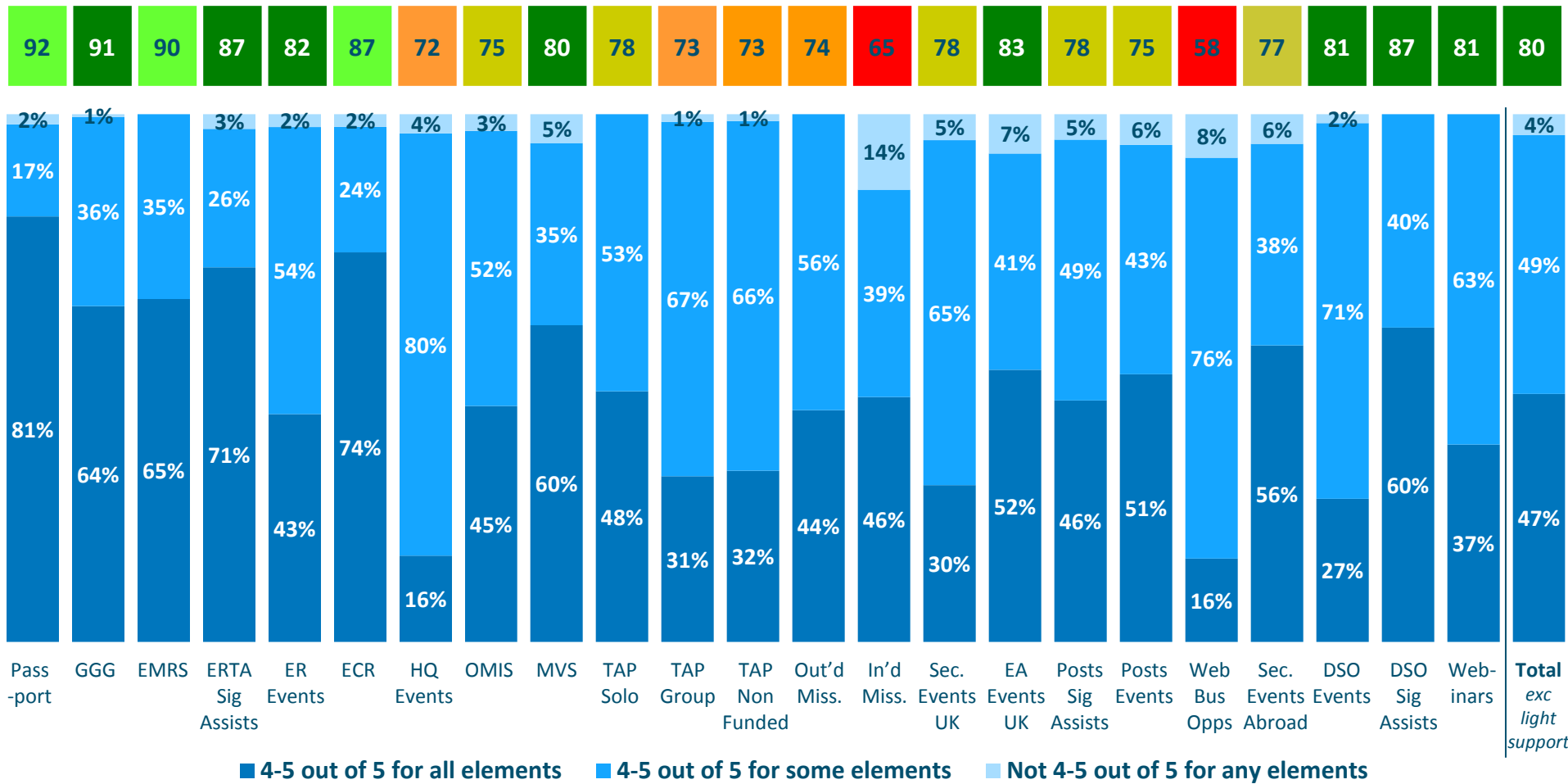


■ A09 rating

Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Quality Rating (A09) – Detailed Ratings

■ '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 (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Detailed Quality Ratings

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

Quality Ratings	Passport (A09 = 92%)		GGG (A09 = 91%)		ERTA Sig. Assists (A09 = 87%)		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	93%	361	94%	363	91%	362	94%	47	73%	15
ITA being competent & knowledgeable	91%	361	91%	363	88%	362	85%	47	80%	15
ITA being able to communicate in clear & effective manner	93%	361	94%	363	91%	362	89%	47	93%	15
<i>If not signposted only...</i> Quality & relevance of info & advice	86%	361	87%	363	76%	353	70%	47	80%	15
Attitude & professionalism of ITA	96%	361	96%	363	92%	362	98%	47	93%	15
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	-	-	73%	275	-	-	-	-	-	-
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	-	-	73%	126	-	-	-	-	-	-
Scoring 4-5 out of 5 for all elements rated	81%	361	64%	363	71%	362	60%	47	67%	15
Not scoring 4-5 for any elements	2%	361	1%	363	3%	362	0%	47	7%	15

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 = 80%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Staff being competent & knowledgeable	82%	603	93%	44	90%	10
Staff being able to communicate in a clear & effective manner	90%	603	98%	44	100%	10
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	588	68%	44	60%	10
Attitude & professionalism of staff	90%	603	95%	44	100%	10
Staff's objectivity & acting in your best interests	77%	603	84%	44	60%	10
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	58%	412	62%	26	67%	6
Scoring 4-5 out of 5 for all elements rated	46%	603	50%	44	30%	10
Not scoring 4-5 for any elements	5%	603	2%	44	0%	10

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 = 72%)		Sector Events UK (A09 = 78%)		EA Events UK (A09 = 83%)		DSO Events (A09 = 81%)		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	84%	285	85%	55	85%	306	88%	161	92%	59	-	0
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	92%	251	76%	42	87%	231	95%	61	95%	41	-	0
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	91%	251	81%	42	85%	231	90%	61	90%	41	-	0
<i>If speaker presentation...</i> Quality & relevance of presentations	86%	251	64%	42	83%	231	84%	61	85%	41	-	0
<i>If networking event...</i> Quality & relevance of any contacts made	56%	227	46%	48	58%	261	65%	106	57%	53	-	0
Scoring 4-5 out of 5 for all elements rated	43%	285	16%	55	30%	306	52%	161	27%	59	-	0
Not scoring 4-5 for any elements	2%	285	4%	55	5%	306	7%	161	2%	59	-	0

Detailed Quality Ratings

(CBBC Events & UKIBC Events)

Quality Ratings	CBBC Events (A09 = 71%)		UKIBC Events (A09 = 79%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	71%	45	87%	30
<i>If speaker presentation... Speakers being competent & knowledgeable</i>	82%	33	92%	26
<i>If speaker presentation... Speakers being able to communicate in clear & effective manner</i>	91%	33	92%	26
<i>If speaker presentation... Quality & relevance of presentations</i>	79%	33	73%	26
<i>If networking event... Quality & relevance of any contacts made</i>	47%	43	48%	25
Scoring 4-5 out of 5 for all elements rated	40%	45	47%	30
Not scoring 4-5 for any elements	11%	45	0%	30

Detailed Quality Ratings

(Posts Events & Sector Events Abroad)

Quality Ratings	Posts Events (A09 = 75%)				Sector Events Abroad (A09 = 77%)			
	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	84%	194	92%	13	79%	77	92%	12
<i>If seminar attendee...</i> Quality & relevance of presentations	73%	51	-	-	78%	37	-	-
<i>If briefing attendee...</i> Quality & relevance of briefing	75%	92	-	-	-	-	-	-
<i>If networking event attendee or seminar speaker...</i> Quality & relevance of any contacts made	66%	163	54%	13	75%	48	50%	12
<i>If seminar speaker...</i> Size of seminar audience	-	-	54%	13	-	-	50%	12
<i>If seminar speaker...</i> Profile of seminar audience in terms of right people being there	-	-	54%	13	-	-	50%	12
<i>If seminar speaker...</i> Quality of other speakers from the UK	-	-	69%	13	-	-	83%	12
Scoring 4-5 out of 5 for all elements rated	53%	194	23%	13	60%	77	33%	12
Not scoring 4-5 for any elements	6%	194	0%	13	5%	77	8%	12

Detailed Quality Ratings

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

Quality Ratings	TAP Solo (A09 = 78%)		TAP Group (A09 = 73%)		TAP Non-Funded (A09 = 73%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the event*	70%	40	70%	140	78%	46**
ATO's organisation of practical arrangements for the delegation	-	-	69%	140	74%	46**
<i>If received ATO briefing/ report...Quality & relevance of ATO briefing/report</i>	-	-	69%	29	67%	12
Overall quality of event itself	83%	40	83%	140	82%	77
Quality & relevance of any contacts made	90%	40	75%	140	83%	77
Quality & relevance of info obtained	75%	40	72%	140	69%	77
Quality & profile of UK delegation	-	-	72%	140	60%	77
Scoring 4-5 out of 5 for all elements rated	48%	40	31%	140	32%	77
Not scoring 4-5 for any elements	0%	40	1%	140	1%	77

* 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 = 80%)		Outward Missions (A09 = 74%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the visit/mission	76%	55	83%	41
<i>If attended as part of group...</i> Organisation of the practical arrangements	100%	11	93%	41
Quality & relevance of any contacts made	78%	55	66%	41
Quality & relevance of info obtained	84%	55	-	-
Quality of activities arranged for the mission	-	-	71%	41
Scoring 4-5 out of 5 for all elements rated	60%	55	44%	41
Not scoring 4-5 for any elements	5%	55	0%	41

Detailed Quality Ratings (EMRS)

Quality Ratings	EMRS (A09 = 90%)	
	Scoring 4-5	Base
<i>If subsidised MR project...</i> Quality & relevance of export marketing research project	91%	33
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	85%	33
Quality & relevance of (other) advice or assistance provided by EMRS advisor	83%	40
Attitude & professionalism of EMRS advisor	93%	40
Scoring 4-5 out of 5 for all elements rated	65%	40
Not scoring 4-5 for any elements	0%	40

Detailed Quality Ratings (ECR)

Quality Ratings	ECR (A09 = 87%)	
	Scoring 4-5	Base
Quality and relevance of info & advice	81%	42
Communications consultant being impartial	90%	42
Communications consultant being competent and knowledgeable	86%	42
Communications consultant being able to communicate in clear & effective manner	90%	42
Attitude & professionalism of communications consultant	93%	42
Scoring 4-5 out of 5 for all elements rated	74%	42
Not scoring 4-5 for any elements	2%	42

Detailed Quality Ratings (OMIS)

Quality Ratings	OMIS Total (A09 = 75%)		CBBC OMIS (A09 = 78%)		Markets where A09 is...					
					High (80%+)		Medium (70-79%)		Low (<70%)	
	4-5	Base	4-5	Base	4-5	Base	4-5	Base	4-5	Base
<i>All except solely event organisation...</i> Quality & relevance of info & advice	73%	371	81%	31	90%	124	71%	145	55%	102
<i>All except solely event organisation...</i> Clarity & ease of understanding of info & advice	82%	371	87%	31	94%	124	81%	145	71%	102
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	65%	364	73%	30	86%	121	62%	143	42%	100
Communications between your business & main access point	79%	380	66%	32	87%	126	78%	149	70%	105
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	74%	230	77%	22	89%	73	76%	93	55%	64
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	81%	344	74%	31	91%	113	80%	138	69%	93
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	88%	344	84%	31	96%	113	86%	138	83%	93
<i>If had event organised for them...</i> Organisation of arrangements for event	89%	116	86%	7	92%	51	89%	38	81%	27
<i>If received report...</i> Time taken to provide OMIS report (PIMS 36 only)	73%	152	80%	15	80%	46	81%	63	53%	43
Scoring 4-5 out of 5 for all elements rated	45%	380	44%	32	64%	126	40%	149	28%	105
Not scoring 4-5 for any elements	3%	380	3%	32	1%	126	4%	149	5%	105

Detailed Quality Ratings (Inward Missions)

Quality Ratings	Inward Missions (A09 = 65%)	
	Scoring 4-5	<i>Base</i>
Organisation of practical arrangements for the meeting	71%	28
Profile of overseas delegation	68%	28
Quality & relevance of any contacts made	57%	28
Scoring 4-5 out of 5 for all elements rated	46%	28
Not scoring 4-5 for any elements	14%	28

Detailed Quality Ratings (Website Business Opportunities)

Quality Ratings	Web Business Opportunities (A09 = 58%)	
	Scoring 4-5	Base
Quality & relevance of info in web summary	56%	291
Clarity & ease of understanding of info in web summary	69%	291
Level of detail provided in web summary	45%	291
Ease of use & navigation of website (in terms of finding the business opportunities area)	58%	291
<i>If contact from embassy...</i> Quality & relevance of info provided by staff at the post	56%	262
<i>If contact from embassy...</i> Clarity & ease of understanding of info provided by staff at the post	67%	262
<i>If contact from embassy...</i> Level of detail provided by staff at the post	53%	262
<i>If contact from embassy...</i> Speed of response by staff at the post	65%	262
Scoring 4-5 out of 5 for all elements rated	16%	291
Not scoring 4-5 for any elements	8%	291

Detailed Quality Ratings (Webinars)

Quality Ratings	Webinars (A09 = 81%)	
	Scoring 4-5	Base
Speakers being competent & knowledgeable	92%	131
Speakers being able to communicate in clear & effective manner	88%	131
Quality & relevance of presentations	60%	131
Ease of installing software & logging on	86%	131
Reliability & quality of webinar streaming (i.e. audio & visuals)	82%	131
Ease of using system during webinar (e.g. asking questions, etc)	79%	131
Scoring 4-5 out of 5 for all elements rated	37%	131
Not scoring 4-5 for any elements	0%	131

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 – 65%

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 (OMIS)

Realistic Market Expectations Measure

	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>	95	19	38	38
Firms scoring against RME measure	65%	68%	53%	76%

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 (OMIS)

Building Client Relationships Measure

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	380	69	122	184
Firms scoring against Building Client Relationships measure	77%	75%	80%	76%

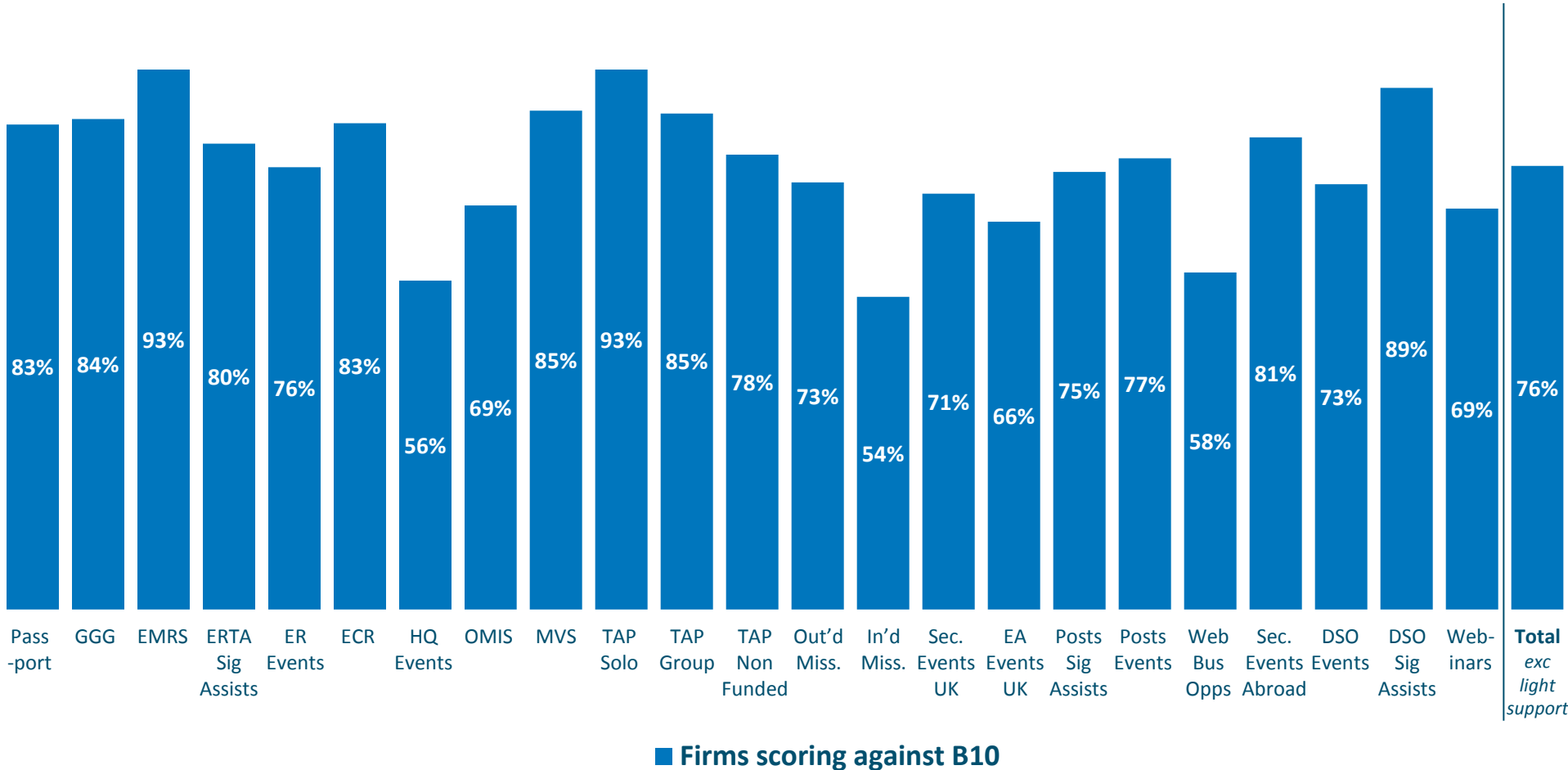
Overall Satisfaction (B10) – Definition

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%

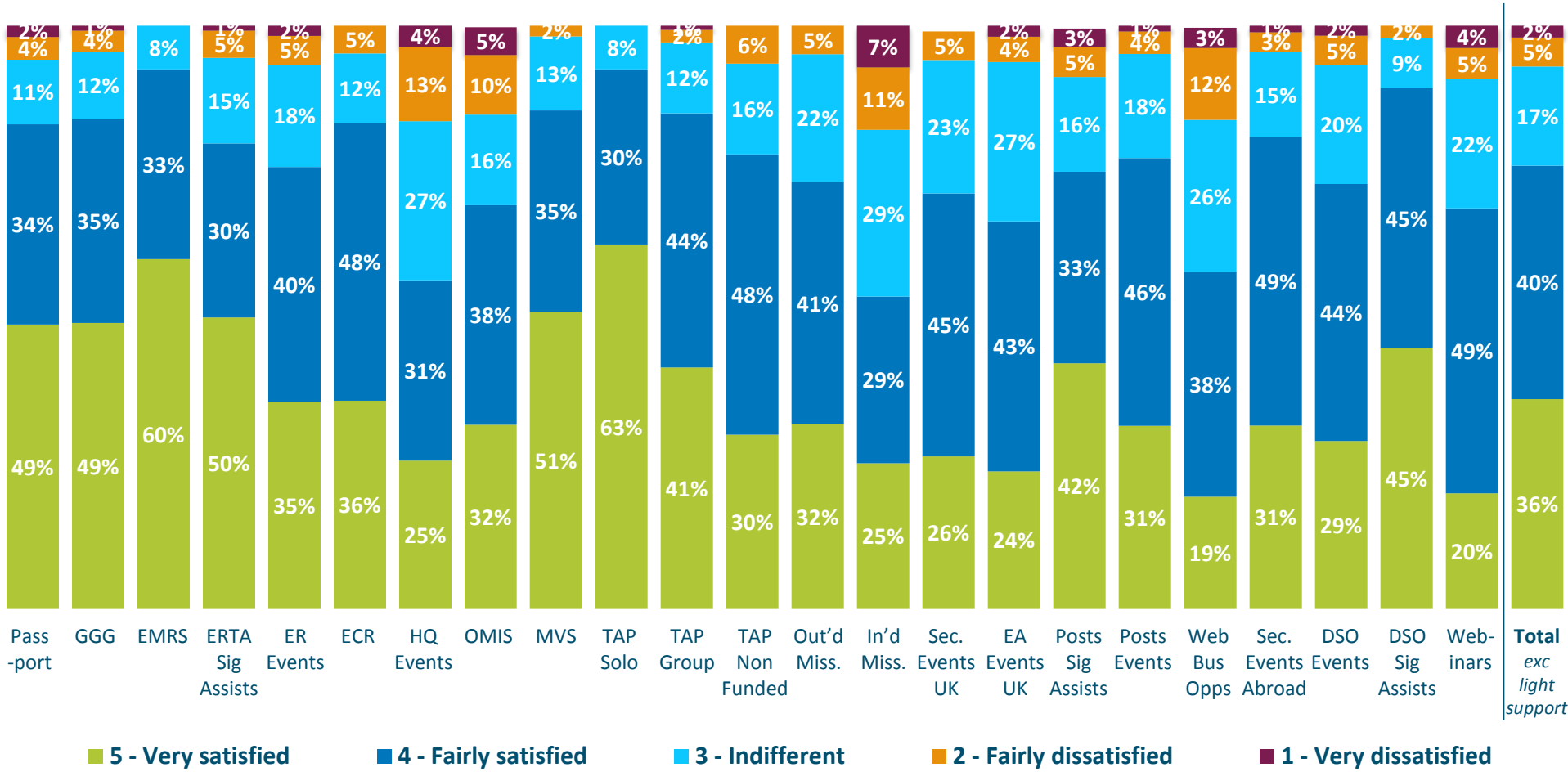
Overall Satisfaction (B10)



Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Overall Satisfaction (B10) – 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 (361, 0%), GGG (363, 0%), EMRS (40, 0%), ERTA (362, 0%), ER Events (285, 0%), ECR (42, 0%), HQ Events (55, 0%), OMIS (380, 0%), MVS (55, 0%), TAP Solo (40, 0%), TAP Group (140, 0%), TAP Non-Funded (77, 0%), Outward Missions (41, 0%), Inward Missions (28, 0%), Sector Events UK (306, 1%), EA Events UK (161, 0%), Posts Significant Assists (603, 0%), Posts Events (207, 0%), Website Bus Opps (291, 0%), Sector Events Abroad (89, 0%), DSO Events (59, 0%), DSO Significant Assists (47, 0%), Webinars (131, 0%), Total excl. light support (3737, 0%)

Improved Business Performance - Definition

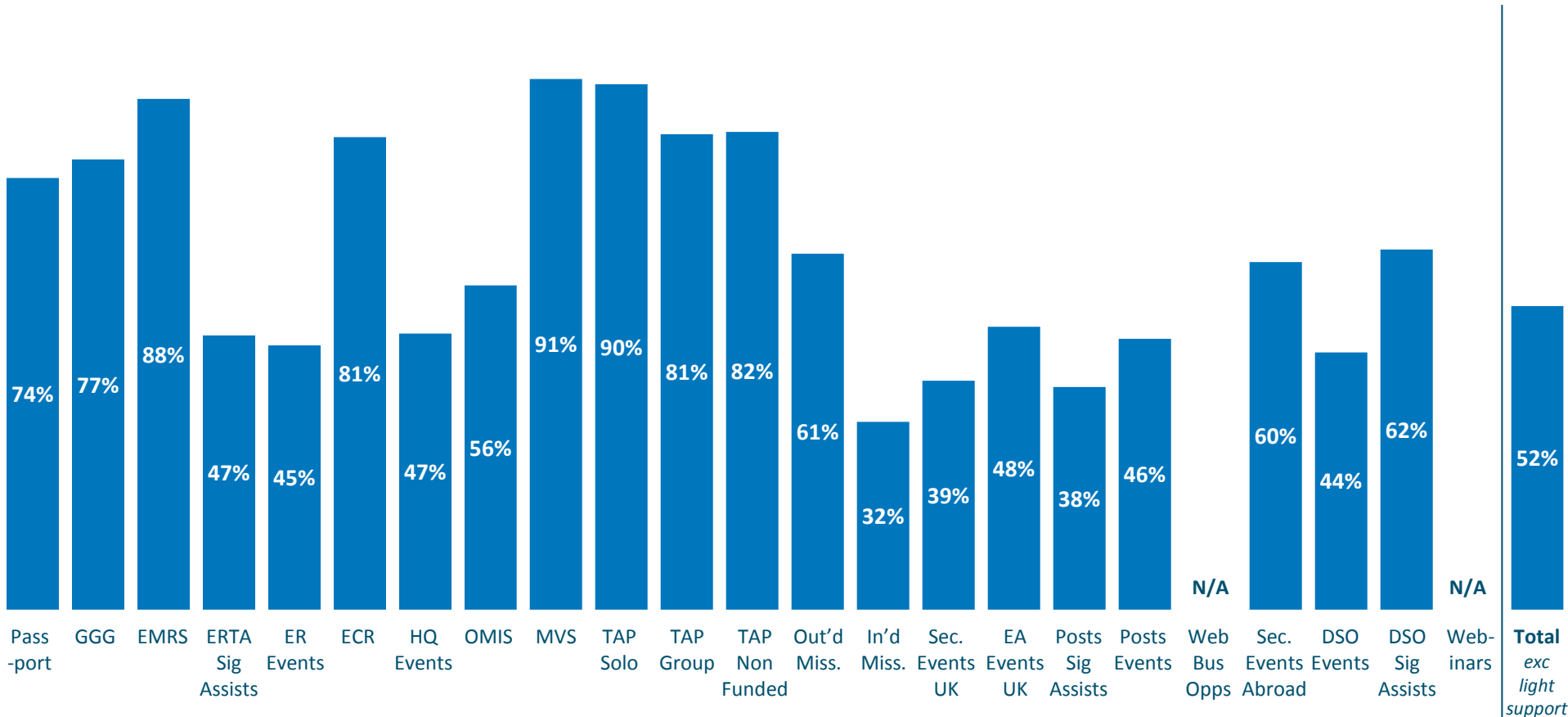
Improved Business
Performance

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



■ Firms improving their business performance

Base: All respondents exc. Web Business Opportunities & Webinars (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total excl. light support (3737)

Increased Skills (A81) – Definition

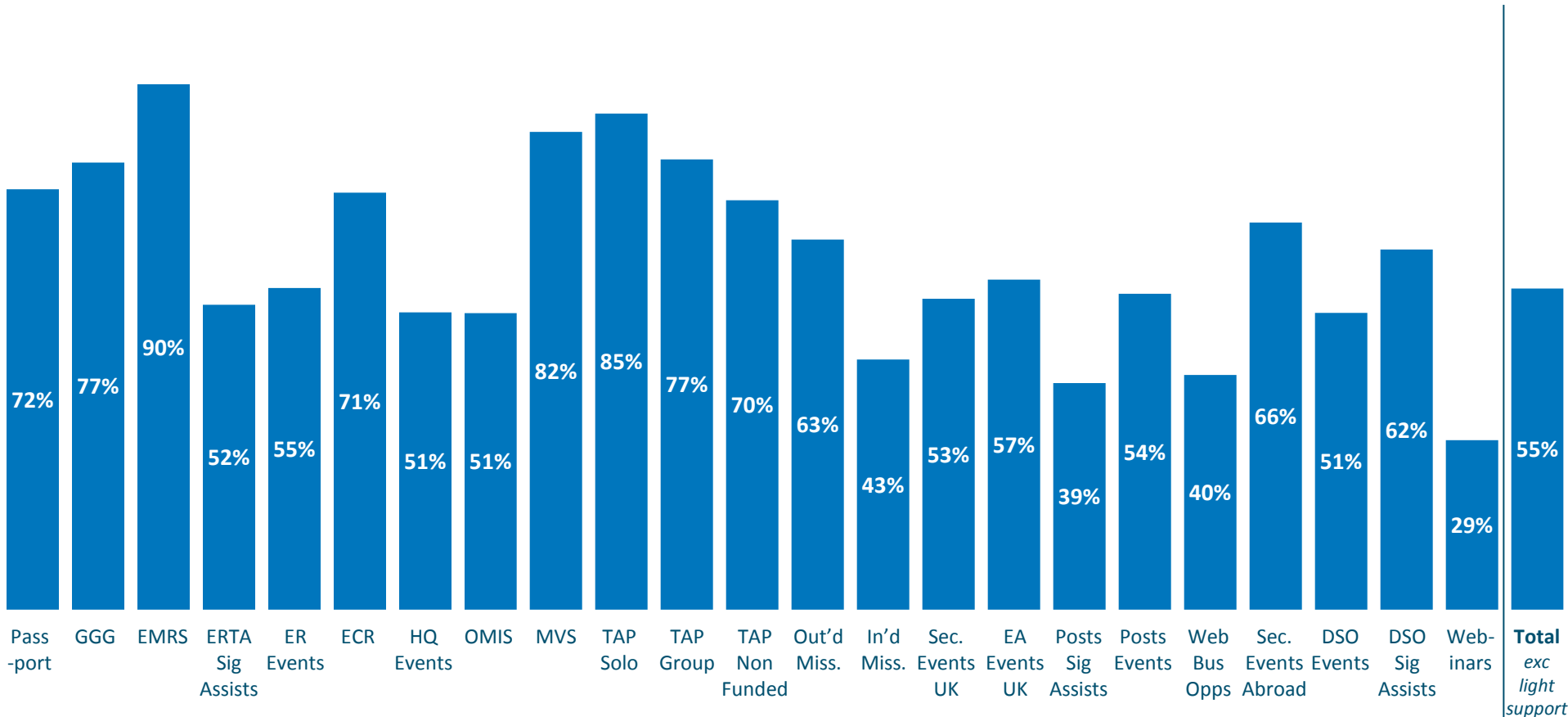
Increased
Skills (A81)

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

- Improved your knowledge of the competitive environment in an overseas market – 39%
- Or gained new ideas about products, services, techniques or technologies – 29%
- Or improved your overseas marketing strategy – 35%
- Or improved your marketing research skills (*EMRS only*) – 50%

In each case net of non-additionality

Increased Skills (A81)



■ Firms scoring against A81 (net of non-additionality)

Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Increased Skills (A81) – Top Impacts

Service	A81	Strongest Impact	2 nd Strongest Impact
Passport	72%	Improved overseas marketing strategy (61%)	Improved knowledge of competitive envt in overseas mkt (52%)
GGG	77%	Improved overseas marketing strategy (63%)	Improved knowledge of competitive envt in overseas mkt (54%)
EMRS	90%	Improved knowledge of competitive envt in overseas mkt (80%)	Improved overseas marketing strategy (68%)
ERTA Sig. Assists	52%	Improved overseas marketing strategy (39%)	Improved knowledge of competitive envt in overseas mkt (37%)
ER Events	55%	Improved overseas marketing strategy (42%)	Improved knowledge of competitive envt in overseas mkt (35%)
ECR	71%	Improved overseas marketing strategy (69%)	Improved knowledge of competitive envt in overseas mkt (48%)
HQ Events	51%	Improved knowledge of competitive envt in overseas mkt (42%)	Improved overseas marketing strategy (25%)
OMIS	51%	Improved knowledge of competitive envt in overseas mkt (37%)	Improved overseas marketing strategy (36%)
MVS	82%	Improved knowledge of competitive envt in overseas mkt (69%)	Improved overseas marketing strategy (56%)
TAP Solo	85%	Improved knowledge of competitive envt in overseas mkt (70%)	Improved overseas marketing strategy (65%)
TAP Group	77%	Improved knowledge of competitive envt in overseas mkt (64%)	Improved overseas marketing strategy (51%)
TAP Non Funded	70%	Improved knowledge of competitive envt in overseas mkt (56%)	Gained new ideas (49%)
Outward Missions	63%	Improved knowledge of competitive envt in overseas mkt (59%)	Improved overseas marketing strategy (49%)
Inward Missions	43%	Improved overseas marketing strategy (36%)	Improved knowledge of competitive envt in overseas mkt (25%)
Sector Events UK	53%	Improved knowledge of competitive envt in overseas mkt (33%)	Gained new ideas (32%)
EA Events UK	57%	Gained new ideas (49%)	Improved knowledge of competitive envt in overseas mkt (33%)
Posts Sig. Assists	39%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (25%)
Posts Events	54%	Improved knowledge of competitive envt in overseas mkt (38%)	Improved overseas marketing strategy (37%)
Web Bus Opps	40%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (26%)
Sec Events Abroad	66%	Improved knowledge of competitive envt in overseas mkt (51%)	Improved overseas marketing strategy (38%)
DSO Events	51%	Improved knowledge of competitive envt in overseas mkt (37%)	Gained new ideas (31%)
DSO Sig. Assists	62%	Improved overseas marketing strategy (43%)	Improved knowledge of competitive envt in overseas mkt (43%)
Webinars	29%	Improved knowledge of competitive envt in overseas mkt (23%)	Improved overseas marketing strategy (14%)

Changed Behaviour (A83) – Definition

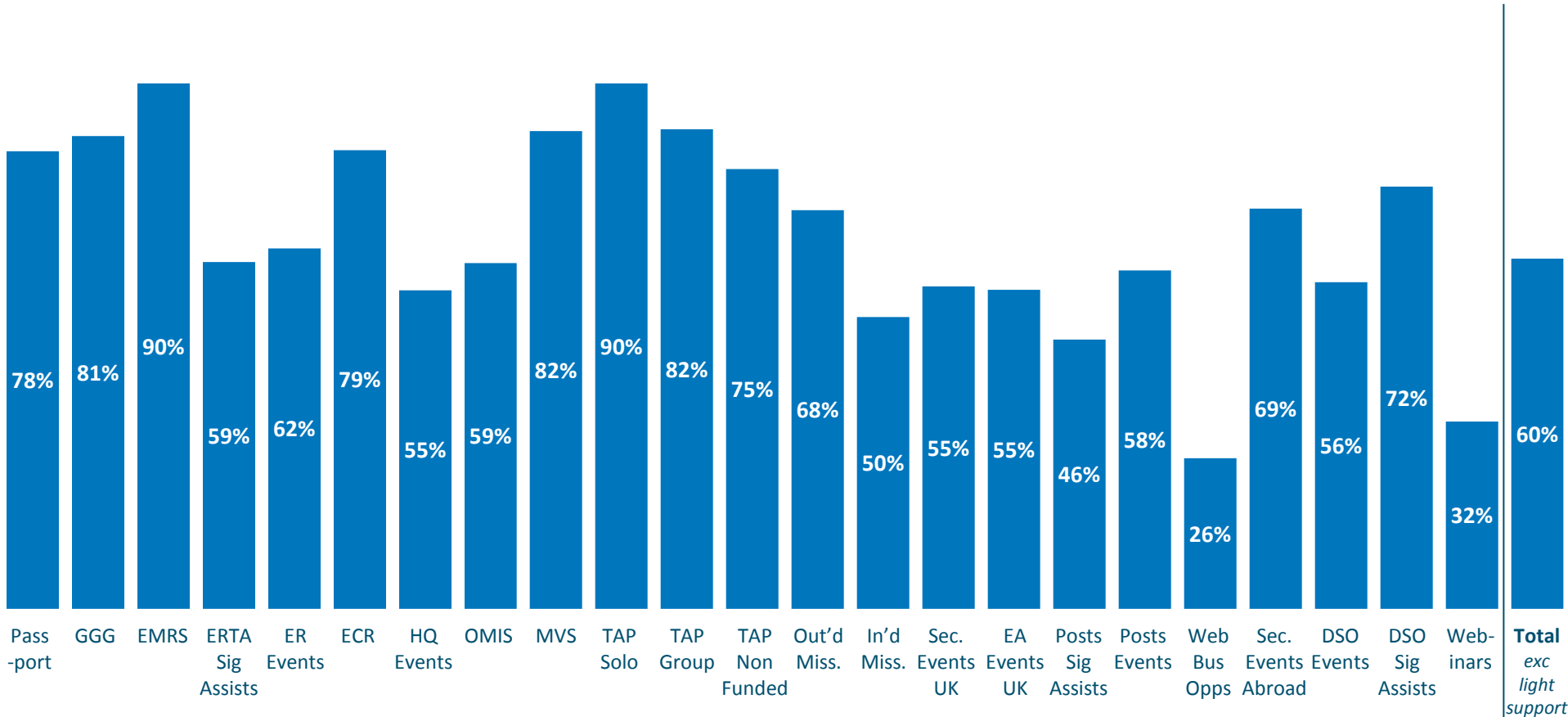
Changed
Behaviour (A83)

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

- Introduced new products or services or made improvements to existing ones – 29%
- Or made improvements to your new product development strategy – 31%
- Or improved the way you do business in an overseas market – 36%
- Or improved your overseas marketing strategy – 35%
- Or gained the confidence to either explore a new market or expand in an existing one – 43%

In each case net of non-additionality

Changed Behaviour (A83)



■ Firms scoring against A83 (net of non-additionality)

Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Changed Behaviour (A83) – Top Impacts

Service	A83	Strongest Impact	2 nd Strongest Impact
Passport	78%	Confidence to explore new/expand in existing markets (66%)	Improved the way you do business in overseas markets (62%)
GGG	81%	Improved your overseas marketing strategy (63%)	Confidence to explore new/expand in existing markets (62%)
EMRS	90%	Confidence to explore new/expand in existing markets (80%)	Improved your overseas marketing strategy (68%)
ERTA Sig. Assists	59%	Confidence to explore new/expand in existing markets (44%)	Improved the way you do business in overseas markets (40%)
ER Events	62%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (42%)
ECR	79%	Improved your overseas marketing strategy (69%)	Improved the way you do business in overseas markets (64%)
HQ Events	55%	Confidence to explore new/expand in existing markets (35%)	Improved your NPD strategy (31%)
OMIS	59%	Confidence to explore new/expand in existing markets (43%)	Improved the way you do business in overseas markets (37%)
MVS	82%	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 (73%)	Improved your overseas marketing strategy (65%)
TAP Group	82%	Confidence to explore new/expand in existing markets (60%)	Improved your NPD strategy (56%)
TAP Non Funded	75%	Confidence to explore new/expand in existing markets (56%)	Made improvements to products or services (49%)
Outward Missions	68%	Confidence to explore new/expand in existing markets (51%)	Improved your overseas marketing strategy (49%)
Inward Missions	50%	Improved the way you do business in overseas markets (39%)	Improved your overseas marketing strategy (36%)
Sector Events UK	55%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (27%)
EA Events UK	55%	Confidence to explore new/expand in existing markets (41%)	Improved your NPD strategy (35%)
Posts Sig. Assists	46%	Confidence to explore new/expand in existing markets (34%)	Improved the way you do business in overseas markets (28%)
Posts Events	58%	Improved the way you do business in overseas markets (38%)	Confidence to explore new/expand in existing markets (37%)
Web Bus Opps	26%	Improved your overseas marketing strategy (26%)	-
Sec Events Abroad	69%	Confidence to explore new/expand in existing markets (42%)	Improved your overseas marketing strategy (38%)
DSO Events	56%	Confidence to explore new/expand in existing markets (36%)	Improved your overseas marketing strategy (29%)
DSO Sig. Assists	72%	Confidence to explore new/expand in existing markets (51%)	Improved the way you do business in overseas markets (49%)
Webinars	32%	Confidence to explore new/expand in existing markets (21%)	Improved the way you do business in overseas markets (14%)

Increased Innovation (A04) – Definition

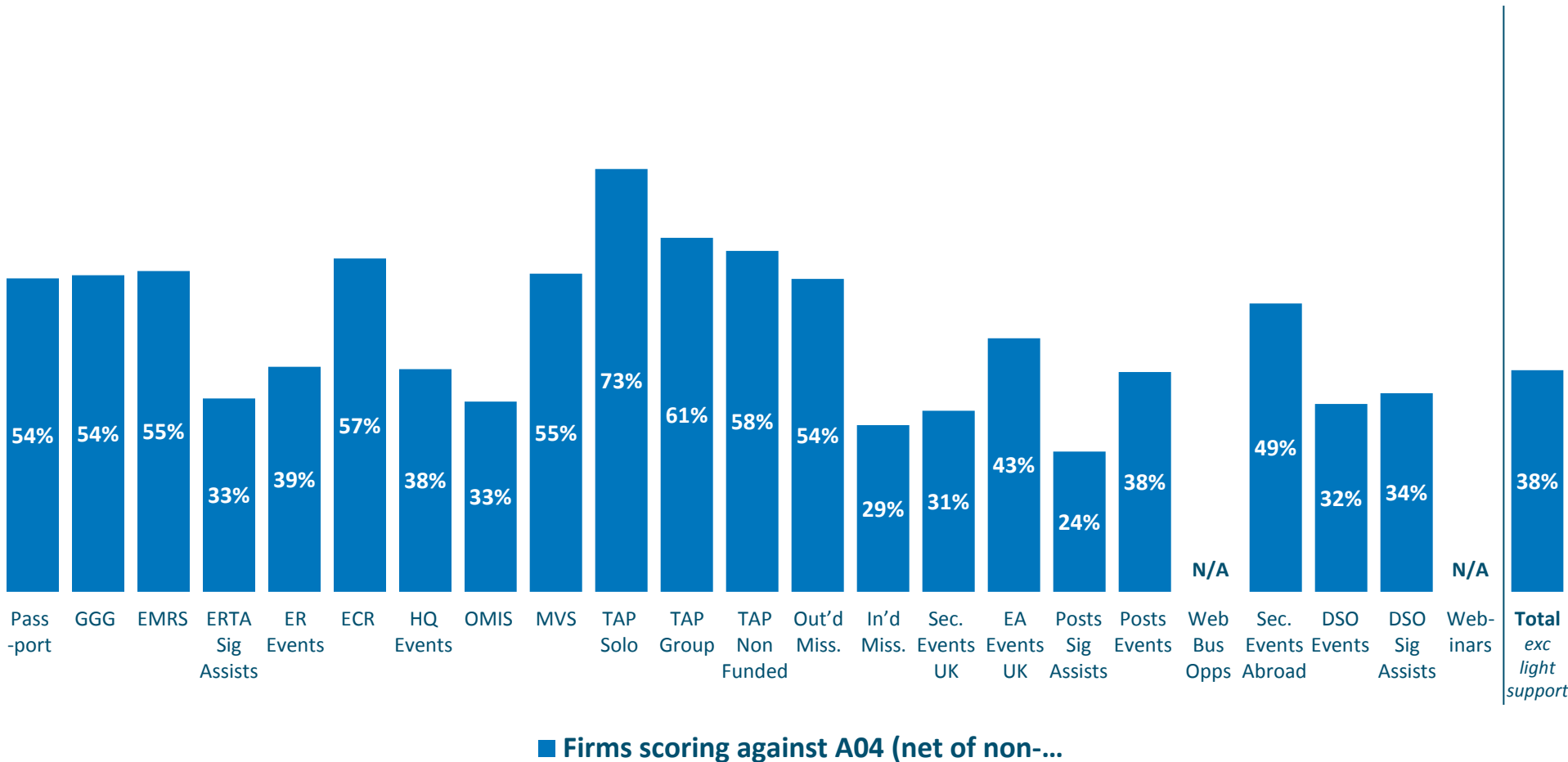
Increased
Innovation (A04)

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

- Introduced new products or services or made improvements to existing ones – 29%
- Or made improvements to your new product development strategy – 31%

In each case net of non-additionality

Increased Innovation (A04)



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total excl. light support (3737)

Increased Innovation (A04) – Top Impacts

Service	A04	Strongest Impact	2 nd Strongest Impact
Passport	54%	Made improvements to NPD strategy (45%)	Made improvements to products or services (38%)
GGG	54%	Made improvements to NPD strategy (44%)	Made improvements to products or services (41%)
EMRS	55%	Made improvements to NPD strategy (48%)	Made improvements to products or services (45%)
ERTA Significant Assists	33%	Made improvements to NPD strategy (26%)	Made improvements to products or services (23%)
ER Events	39%	Made improvements to NPD strategy (32%)	Made improvements to products or services (25%)
ECR	57%	Made improvements to products or services (45%)	Made improvements to NPD strategy (43%)
HQ Events	38%	Made improvements to NPD strategy (31%)	Made improvements to products or services (27%)
OMIS	33%	Made improvements to NPD strategy (24%)	Made improvements to products or services (24%)
MVS	55%	Made improvements to NPD strategy (51%)	Made improvements to products or services (45%)
TAP Solo	73%	Made improvements to products or services (60%)	Made improvements to NPD strategy (60%)
TAP Group	61%	Made improvements to NPD strategy (56%)	Made improvements to products or services (49%)
TAP Non Funded	58%	Made improvements to products or services (49%)	Made improvements to NPD strategy (48%)
Outward Missions	54%	Made improvements to products or services (46%)	Made improvements to NPD strategy (44%)
Inward Missions	29%	Made improvements to NPD strategy (21%)	Made improvements to products or services (18%)
Sector Events UK	31%	Made improvements to NPD strategy (25%)	Made improvements to products or services (22%)
EA Events UK	43%	Made improvements to NPD strategy (35%)	Made improvements to products or services (35%)
Posts Significant Assists	24%	Made improvements to products or services (20%)	Made improvements to NPD strategy (17%)
Posts Events	38%	Made improvements to NPD strategy (30%)	Made improvements to products or services (23%)
Sector Events Abroad	49%	Made improvements to products or services (37%)	Made improvements to NPD strategy (35%)
DSO Events	32%	Made improvements to products or services (25%)	Made improvements to NPD strategy (20%)
DSO Significant Assists	34%	Made improvements to NPD strategy (32%)	Made improvements to products or services (28%)

Improved Overseas Approach (A93) – Definition ⁸⁶

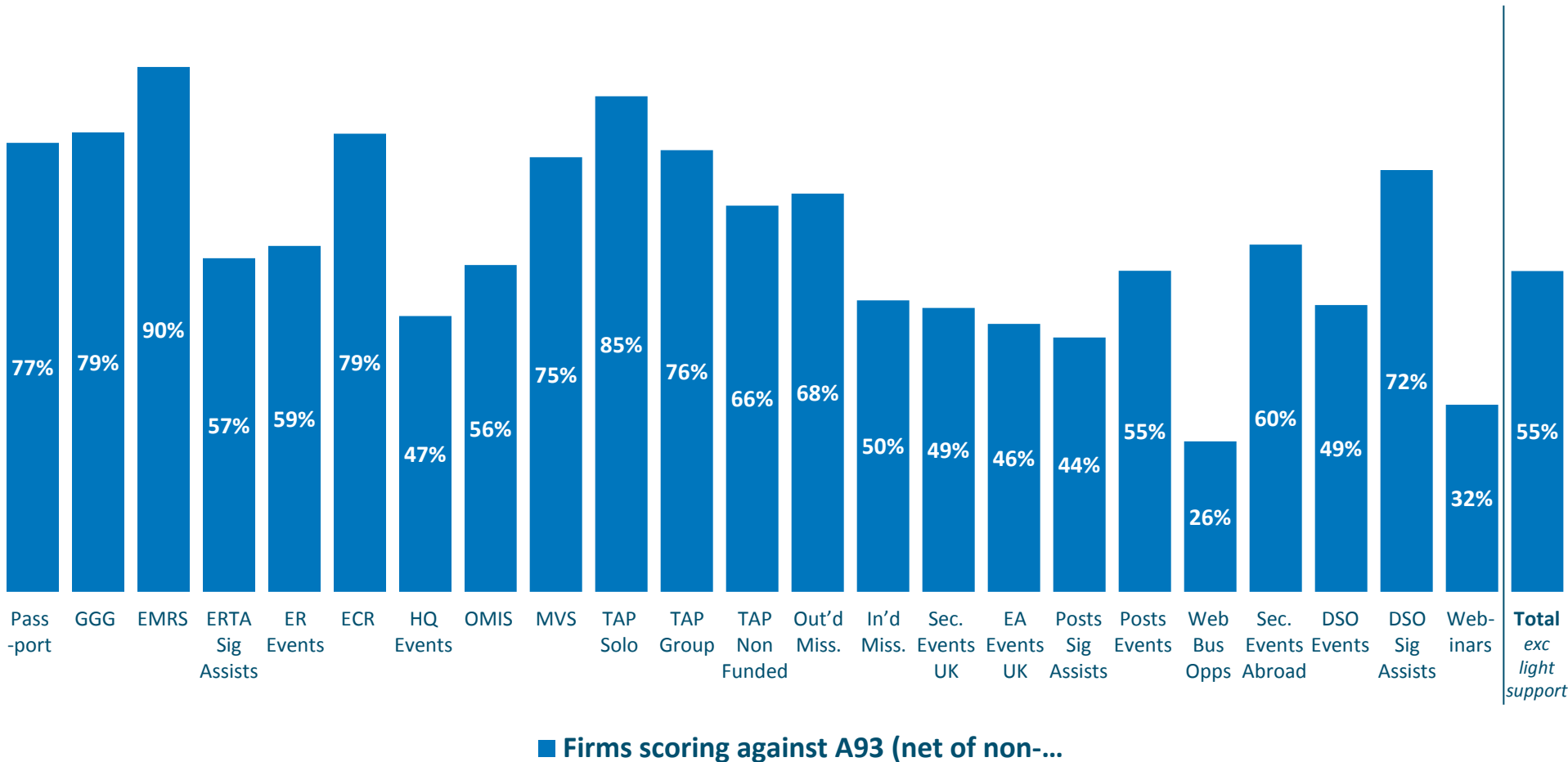
Improved Overseas
Approach (A93)

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

- Improved the way you do business in an overseas market – 36%
- Or improved your overseas marketing strategy – 35%
- Or gained the confidence to either explore a new market or expand in an existing one – 43%

In each case net of non-additionality

Improved Overseas Approach (A93)



Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Improved Overseas Approach (A93) – Top Impacts

Service	A93	Strongest Impact	2 nd Strongest Impact
Passport	77%	Confidence to explore new/expand in existing markets (66%)	Improved the way you do business in overseas markets (61%)
GGG	79%	Improved your overseas marketing strategy (63%)	Confidence to explore new/expand in existing markets (62%)
EMRS	90%	Confidence to explore new/expand in existing markets (80%)	Improved your overseas marketing strategy (68%)
ERTA Sig. Assists	57%	Confidence to explore new/expand in existing markets (44%)	Improved the way you do business in overseas markets (40%)
ER Events	59%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (42%)
ECR	79%	Improved your overseas marketing strategy (69%)	Improved the way you do business in overseas markets (64%)
HQ Events	47%	Confidence to explore new/expand in existing markets (35%)	Improved the way you do business in overseas markets (29%)
OMIS	56%	Confidence to explore new/expand in existing markets (43%)	Improved the way you do business in overseas markets (37%)
MVS	75%	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 (73%)	Improved your overseas marketing strategy (65%)
TAP Group	76%	Confidence to explore new/expand in existing markets (60%)	Improved your overseas marketing strategy (51%)
TAP Non Funded	66%	Confidence to explore new/expand in existing markets (56%)	Improved your overseas marketing strategy (47%)
Outward Missions	68%	Confidence to explore new/expand in existing markets (51%)	Improved your overseas marketing strategy (49%)
Inward Missions	50%	Improved the way you do business in overseas markets (39%)	Improved your overseas marketing strategy (36%)
Sector Events UK	49%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (27%)
EA Events UK	46%	Confidence to explore new/expand in existing markets (41%)	Improved the way you do business in overseas markets (25%)
Posts Sig. Assists	44%	Confidence to explore new/expand in existing markets (34%)	Improved the way you do business in overseas markets (28%)
Posts Events	55%	Improved the way you do business in overseas markets (38%)	Confidence to explore new/expand in existing markets (37%)
Web Bus Opps	26%	Improved your overseas marketing strategy (26%)	-
Sec Events Abroad	60%	Confidence to explore new/expand in existing markets (42%)	Improved your overseas marketing strategy (38%)
DSO Events	49%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (29%)
DSO Sig. Assists	72%	Confidence to explore new/expand in existing markets (51%)	Improved the way you do business in overseas markets (49%)
Webinars	32%	Confidence to explore new/expand in existing markets (21%)	Improved the way you do business in overseas markets (14%)

Increased R&D (AR&D) - Definition

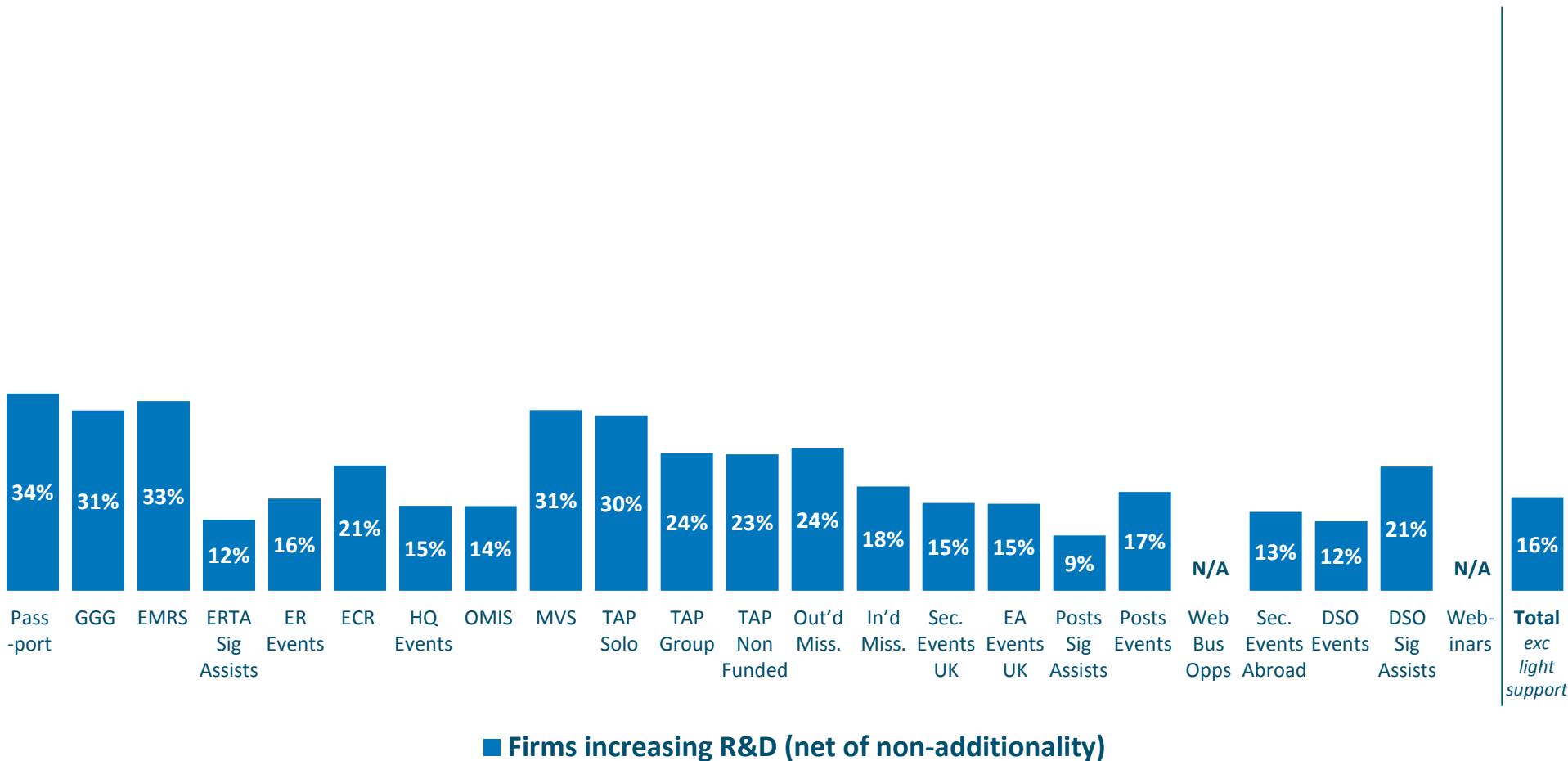
Increased R&D
(AR&D)

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 (AR&D)



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total excl. light support (3737)

Increased R&D (AR&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>	1678	450	329	541	541
Increased R&D	10%	15%	29%	24%	28%

Barriers To Market Access Overcome (A92) – Definition

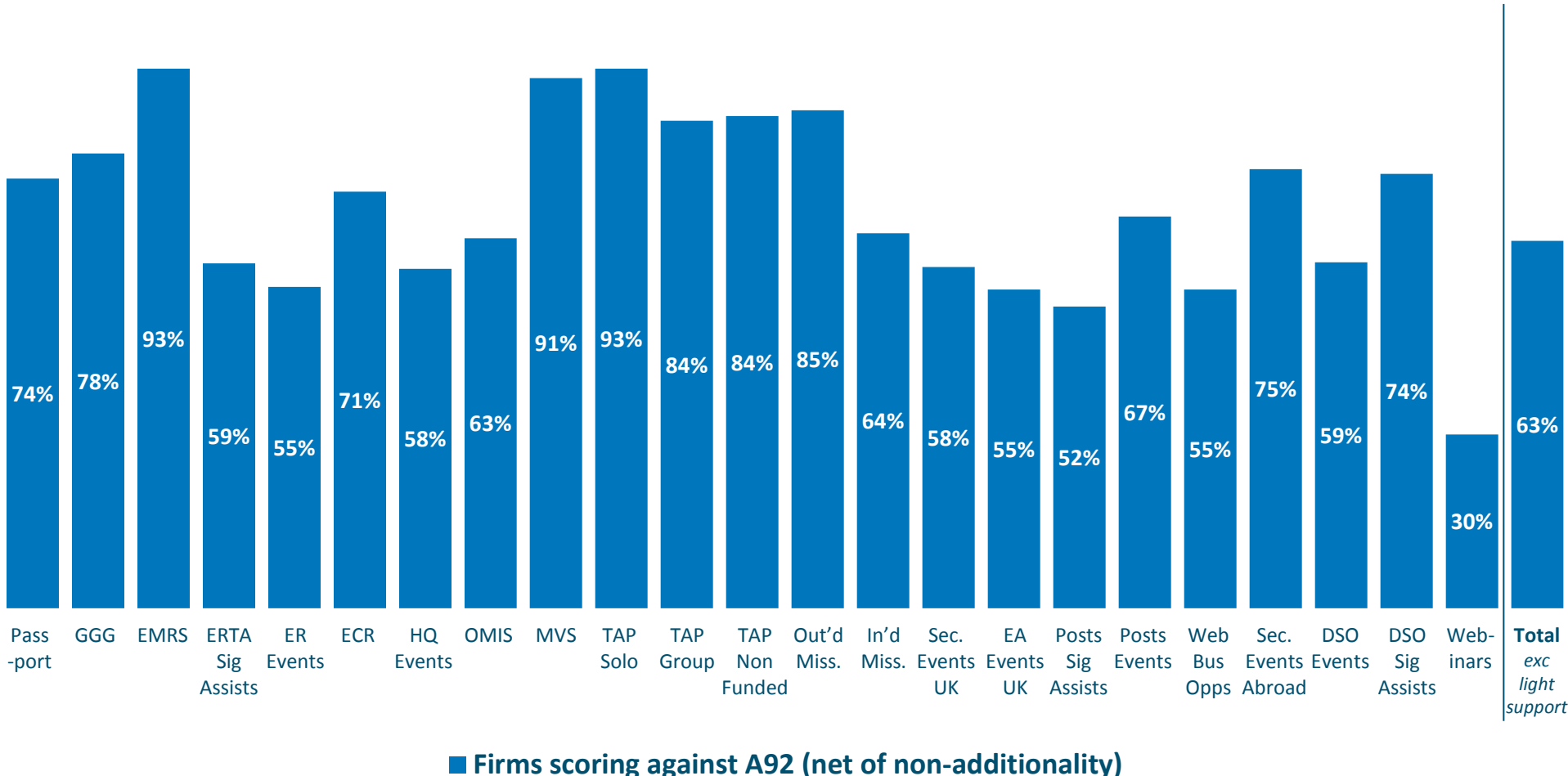
Barriers Overcome (A92)

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

- Gained access to prospective customers or business partners – 46%
- Or, gained access to information that you would otherwise have been unable to come by – 45%
- 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*) – 12%

In each case net of non-additionality

Barriers To Market Access Overcome (A92)



Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

Barriers To Market Access Overcome (A92) – Top Impacts

Service	A92	Strongest Impact	2 nd Strongest Impact
Passport	74%	Access to information otherwise unable to come by (58%)	Access to prospective customers or business partners (55%)
GGG	78%	Access to information otherwise unable to come by (60%)	Access to prospective customers or business partners (58%)
EMRS	93%	Access to prospective customers or business partners (83%)	Improved your company's profile or credibility (78%)
ERTA Significant Assists	59%	Access to information otherwise unable to come by (49%)	Access to prospective customers or business partners (39%)
ER Events	55%	Access to information otherwise unable to come by (44%)	Improved your company's profile or credibility (29%)
ECR	71%	Improved your company's profile or credibility (64%)	Access to information otherwise unable to come by (45%)
HQ Events	58%	Access to prospective customers or business partners (45%)	Access to information otherwise unable to come by (42%)
OMIS	63%	Access to prospective customers or business partners (50%)	Access to information otherwise unable to come by (43%)
MVS	91%	Access to prospective customers or business partners (82%)	Access to information otherwise unable to come by (69%)
TAP Solo	93%	Access to prospective customers or business partners (83%)	Improved your company's profile or credibility (83%)
TAP Group	84%	Access to prospective customers or business partners (79%)	Improved your company's profile or credibility (73%)
TAP Non Funded	84%	Improved your company's profile or credibility (75%)	Access to prospective customers or business partners (73%)
Outward Missions	85%	Access to prospective customers or business partners (73%)	Improved your company's profile or credibility (66%)
Inward Missions	64%	Access to information otherwise unable to come by (54%)	Improved your company's profile or credibility (46%)
Sector Events UK	58%	Access to information otherwise unable to come by (41%)	Access to prospective customers or business partners (40%)
EA Events UK	55%	Access to prospective customers or business partners (44%)	Access to information otherwise unable to come by (35%)
Posts Significant Assists	52%	Access to information otherwise unable to come by (39%)	Access to prospective customers or business partners (34%)
Posts Events	67%	Access to prospective customers or business partners (49%)	Improved your company's profile or credibility (48%)
Website Business Opps	55%	Access to information otherwise unable to come by (44%)	Access to prospective customers or business partners (39%)
Sector Events Abroad	75%	Access to prospective customers or business partners (64%)	Access to information otherwise unable to come by (51%)
DSO Events	59%	Access to prospective customers or business partners (42%)	Access to information otherwise unable to come by (39%)
DSO Significant Assists	74%	Improved your company's profile or credibility (53%)	Access to information otherwise unable to come by (51%)
Webinars	30%	Access to information otherwise unable to come by (25%)	Improved your company's profile or credibility (12%)

Significant Business Benefit (A06) – Definition

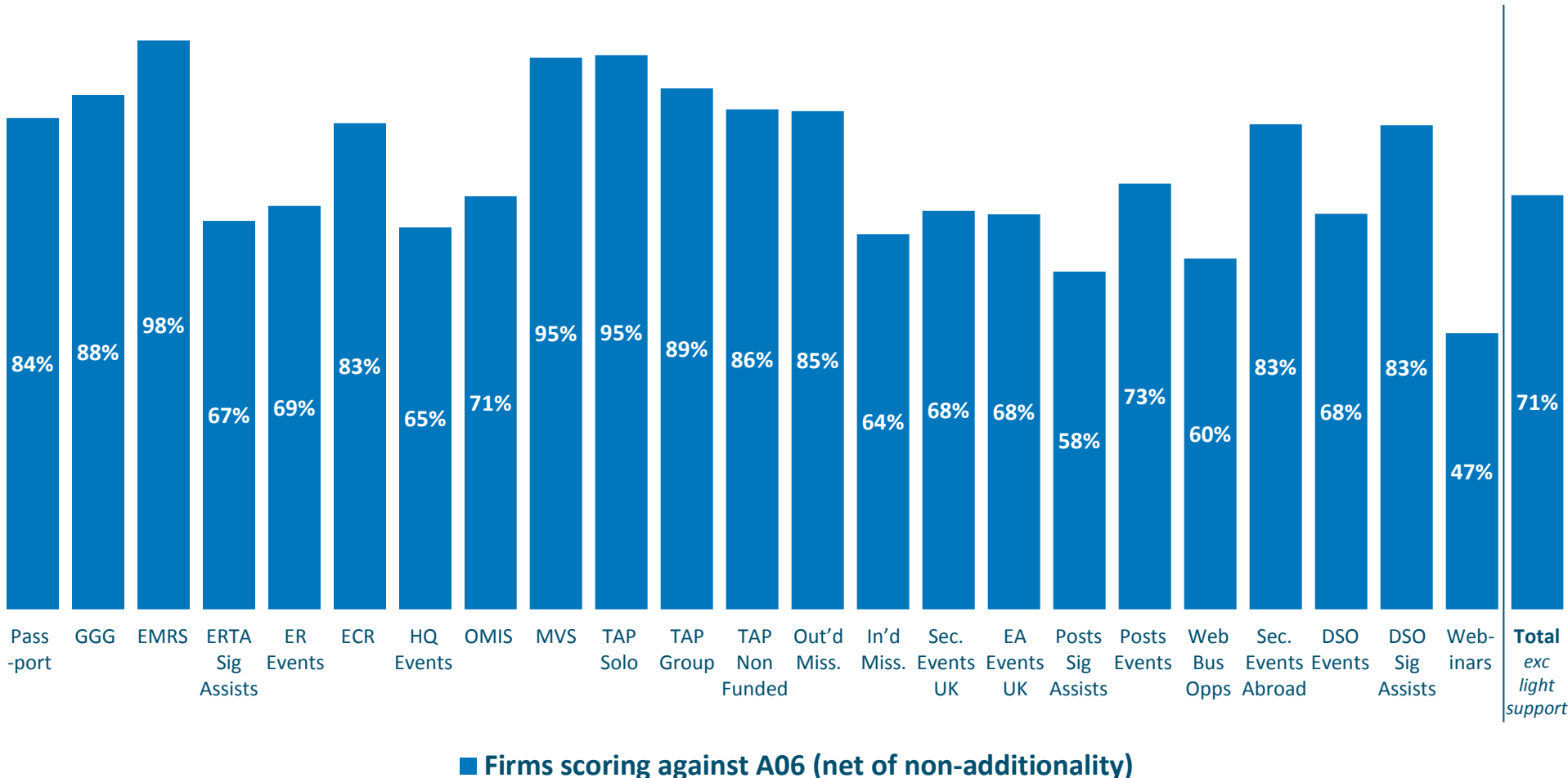
Significant Business Benefit (A06)

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

- Increased Skills (A81) – 55%
 - Improved your knowledge of the competitive environment in an overseas market – 39%
 - Or, gained new ideas about products, services, techniques or technologies – 29%
 - Or, improved your overseas marketing strategy – 35%
 - Or, improved your marketing research skills (*EMRS only*) – 50%
- Or Changed Behaviour (A83) – 64%
 - Introduced new products or services or made improvements to existing ones – 29%
 - Or, made improvements to your new product development strategy – 31%
 - Or, improved the way you do business in an overseas market – 36%
 - Or, improved your overseas marketing strategy – 35%
 - Or, gained the confidence to either explore a new market or expand in an existing one – 43%
- Or Barriers to Market Access Overcome (A92) – 63%
 - Gained access to prospective customers or business partners – 46%
 - Or, gained access to information that you would otherwise have been unable to come by – 45%
 - 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*) – 12%

In each case net of non-additionality

Significant Business Benefit (A06)



Base: All respondents (Base) - Passport (361), GGG (363), EMRS (40), ERTA (362), ER Events (285), ECR (42), HQ Events (55), OMIS (380), MVS (55), TAP Solo (40), TAP Group (140), TAP Non-Funded (77), Outward Missions (41), Inward Missions (28), Sector Events UK (306), EA Events UK (161), Posts Significant Assists (603), Posts Events (207), Website Bus Opps (291), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (131), Total excl. light support (3737)

£ Estimated Additional Profit (A49) – Definition

£ 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...

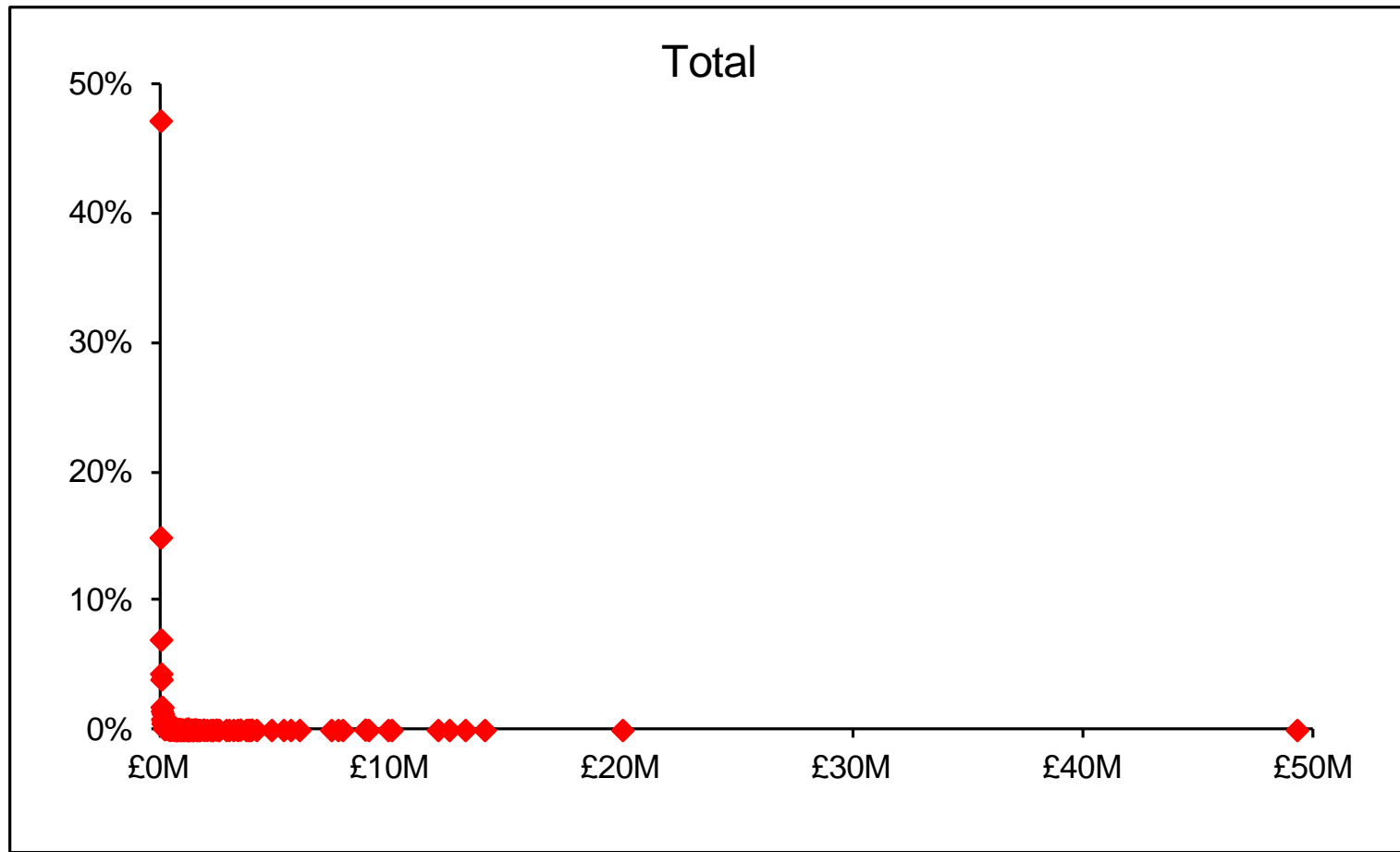
- Stage 1 – Firms asked to estimate the expected financial benefit of the support in terms of additional profit
 - Firms not reporting any significant benefit in terms of ‘Changed Behaviour (A83)’ or ‘Barriers Overcome (A92)’ are counted as zero
- Stage 2 – Estimates converted to profit for those indicating 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 (A49)

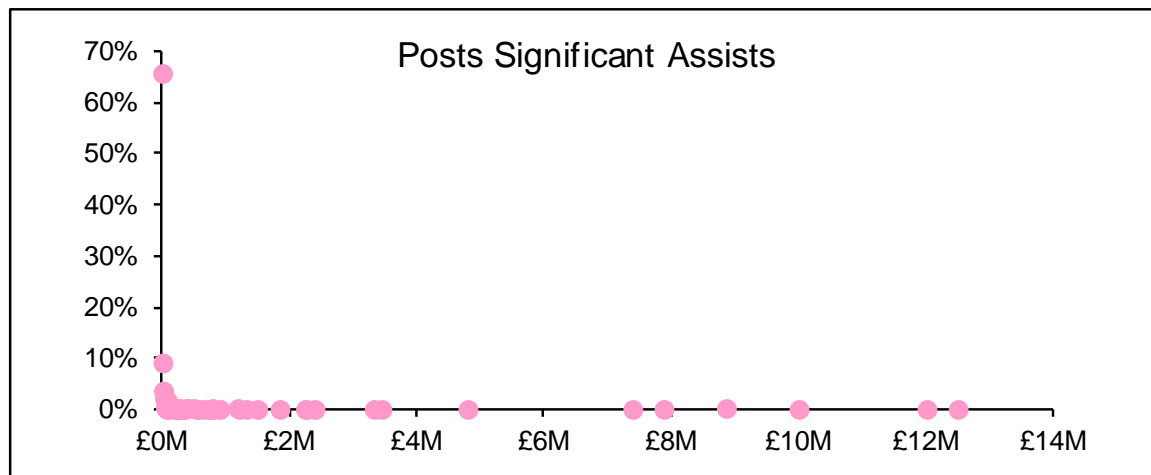
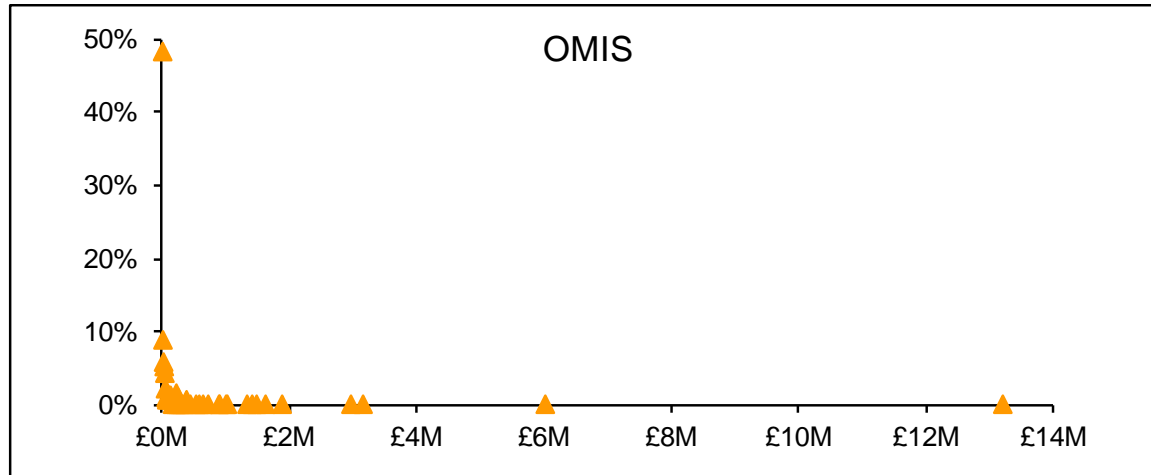
	Total (exc. light support)	Total (exc. light support & DSO)	Pass- port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base</i>	3737	3631	361	363	40	362	137	42	55	380	55	40
Mean additional profit (£)	146k	145k	165k	118k	123k	98k	515k	320k	68k	156k	204k	71k
Median additional profit (£)	0	0	20k	21k	10k	0	0	15k	0	2k	11k	22k
% reporting positive £ benefit	41%	41%	64%	64%	60%	38%	31%	62%	40%	45%	73%	78%
% reporting zero £ benefit	43%	43%	27%	23%	28%	46%	44%	26%	53%	42%	15%	10%
% unable/unwilling to estimate £ benefit	16%	16%	8%	13%	13%	16%	25%	12%	7%	13%	13%	13%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	24k	23k	43k	40k	58k	17k	15k	27k	55k	45k	20k	30k

	TAP Group	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>	140	77	41	28	306	161	603	207	291	89	59	47	-
Mean additional profit (£)	56k	65k	155k	40k	51k	19k	213k	235k	80k	123k	240k	232k	-
Median additional profit (£)	9k	6k	6k	0	0	0	0	0	0	11k	0	0	-
% reporting positive £ benefit	68%	53%	54%	25%	35%	35%	30%	40%	30%	57%	32%	32%	-
% reporting zero £ benefit	18%	23%	32%	61%	47%	45%	58%	46%	58%	25%	49%	40%	-
% unable/unwilling to estimate £ benefit	14%	23%	15%	14%	18%	20%	12%	14%	12%	18%	19%	28%	-
<i>Median additional profit (£) among those reporting positive £ benefit</i>	18k	19k	26k	58k	9k	7k	37k	30k	26k	39k	79k	210k	-

Distribution of £ Estimated Additional Profit (UKTI Total)



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



£ Estimated Additional Profit 'Big Wins' - By Support Type

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

	Number of Big Wins (£3m+)					% of all 'big wins' accounted for by each scheme	% of all interviews accounted for by each scheme
	PIMS 34	PIMS 35	PIMS 36	PIMS 37	Total		
Passport	2	0	1	0	3	10%	10%
GGG	0	0	1	0	1	3%	10%
ERTA	1	0	1	0	2	7%	10%
ER Events (excluding <½ day)	0	1	0	0	1	3%	4%
ECR	0	0	1	0	1	3%	1%
OMIS	0	0	3	0	3	10%	10%
MVS	1	0	0	0	1	3%	1%
Outward Missions	0	0	1	0	1	3%	1%
Posts Significant Assists	1	3	3	3	10	34%	16%
Post Events	0	2	1	0	3	10%	6%
Sector Events Abroad	0	1	0	0	1	3%	3%
DSO Events	1	0	0	0	1	3%	2%
DSO Significant Assists	0	0	1	0	1	3%	1%

£ Estimated Additional Profit 'Big Wins' - By 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'	
Size (Employees)					
Not yet trading	1	3%	3	2%	1%
0-9	11	38%	43	31%	45%
10-99	7	24%	60	43%	38%
100-249	4	14%	14	10%	8%
250+	6	21%	17	12%	6%
Innovation					
Innovative	27	93%	126	91%	86%
Innovative (alternative)	24	83%	111	80%	65%
Years Exporting					
Not yet exporting	7	24%	14	10%	11%
<2 years	6	21%	35	25%	15%
2-10 years	7	24%	44	32%	36%
>10 years	9	31%	45	32%	37%
Growth Objectives					
Substantial growth	20	69%	97	70%	45%
Moderate growth	6	21%	31	22%	45%
Stay same/smaller	1	3%	3	2%	5%
Not yet trading	2	7%	5	4%	2%

£ Estimated Additional Profit 'Big Wins' - By Market

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

	No. of £3m+ 'big wins'	% of all £3m+ 'big wins'
Africa	1	3%
Australia	2	7%
Austria	1	3%
Belgium	1	3%
Brazil	1	3%
Brunei	1	3%
China	3	10%
Cyprus	1	3%
France	1	3%
Germany	4	14%
Holland	1	3%
Hong Kong	1	3%
India	4	14%
Iraq	1	3%
Italy	1	3%
Japan	1	3%
Korea	1	3%
Kuwait	1	3%

	No. of £3m+ 'big wins'	% of all £3m+ 'big wins'
Malaysia	2	7%
Mexico	1	3%
Morocco	1	3%
New Zealand	1	3%
Nigeria	1	3%
Oman	1	3%
Qatar	1	3%
Saudi Arabia	1	3%
Scandinavia	1	3%
South Africa	1	3%
Spain	3	10%
Taiwan	1	3%
Thailand	1	3%
Turkey	1	3%
United Arab Emirates	2	7%
Ukraine	1	3%
USA	4	14%
No particular market	2	7%

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 (78%)
GGG	Improved overseas marketing strategy – A81/A83 (78%)	Gained confidence to explore/expand in existing market – A83 (77%)
EMRS	Gained confidence to explore/expand in existing market – A83 (96%)	Improved your knowledge of the competitive market – A81 (88%)
ERTA Sig. Assists	Gained access to info otherwise unable to come by – A92 (78%)	Gained confidence to explore/expand in existing market– A83 (73%)
ER Events	Improved the way you do business in overseas market – A83 (77%)	Gained confidence to explore/expand in existing market– A83 (70%)
ECR	Improved your company's profile overseas – A92 (85%)	Improved overseas marketing strategy – A81/A83 (81%)
HQ Events	Gained access to prospective customers/partners – A92 (73%)	Gained access to info otherwise unable to come by – A92 (73%)
OMIS	Gained access to prospective customers/partners – A92 (75%)	Gained access to info otherwise unable to come by – A92 (65%)
MVS	Gained access to prospective customers/partners – A92 (90%)	Improved your company's profile overseas – A92 (80%)
TAP Solo	Gained access to prospective customers/partners – A92 (84%)	Improved your company's profile overseas – A92 (84%)
TAP Group	Gained access to prospective customers/partners – A92 (91%)	Improved your company's profile overseas – A92 (83%)
TAP Non Funded	Gained access to prospective customers/partners – A92 (93%)	Improved your company's profile overseas – A92 (83%)
Outward Missions	Gained access to prospective customers/partners – A92 (95%)	Improved your company's profile overseas – A92 (77%)
Inward Missions	Improved your company's profile overseas – A92 (100%)	Improved the way you do business in overseas market – A83 (86%)
Sector Events UK	Gained access to prospective customers/partners – A92 (73%)	Gained access to info otherwise unable to come by – A92 (64%)
EA Events UK	Gained access to prospective customers/partners – A92 (81%)	Gained confidence to explore/expand in existing market– A83 (70%)
Posts Sig. Assists	Gained access to info otherwise unable to come by – A92 (77%)	Gained access to prospective customers/partners – A92 (73%)
Posts Events	Gained access to prospective customers/partners – A92 (73%)	Improved your company's profile overseas – A92 (69%)
Web Bus Opps	Gained access to info otherwise unable to come by – A92 (81%)	Gained access to prospective customers/partners – A92 (71%)
Sec Events Abroad	Gained access to prospective customers/partners – A92 (88%)	Gained access to info otherwise unable to come by – A92 (69%)
DSO Events	Gained access to info otherwise unable to come by – A92 (63%)	Gained confidence to explore/expand in existing market – A83 (63%)
DSO Sig. Assists	Gained confidence to explore/expand in existing market – A83 (80%)	Gained access to info otherwise unable to come by – A92 (73%)

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*)	£146,000	44,070	£6.5bn
Total (exc. light support & DSO)	£145,000	43,820	£6.4bn

* '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

Distribution of Total Additional Profit Attributed to UKTI Support

Additional profit (banded)	<i>Base (exc. light support)</i>	Mean additional profit	% of all firms	% of total UKTI £ benefit
Zero	1,504	£0	43%	0%
Up to £10,000	476	£4,000	14%	0.5%
£10,001-£50,000	548	£25,000	12%	2.5%
£50,001-£100,000	191	£74,000	4%	2.6%
£100,001-£500,000	328	£229,000	7%	12.6%
More than £500,000	139	£3,158,000	3%	81.9%
Don't know refused	551	-	16%	-

£ Estimated Additional Sales - Definition

£ 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.
 - 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
<i>Base</i>	3737	3631	361	363	40	362	137	42	55	380	55	40
Mean additional sales (£)	992k	982k	1,243k	961k	861k	381k	3,653k	1,992k	469k	1,152k	1,715k	592k
Median additional sales (£)	0	0	123k	124k	66k	0	0	48k	0	8k	70k	138k
% reporting positive £ benefit	41%	41%	64%	64%	60%	38%	31%	62%	40%	45%	73%	78%
% reporting zero £ benefit	43%	43%	27%	23%	28%	46%	44%	26%	53%	42%	15%	10%
% unable/unwilling to estimate £ benefit	16%	16%	8%	13%	13%	16%	25%	12%	7%	13%	13%	13%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	150k	148k	321k	246k	363k	100k	94k	174k	313k	277k	152k	188k

	TAP Group	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>	140	77	41	28	306	161	603	207	291	89	59	47	-
Mean additional sales (£)	360k	353k	518k	213k	448k	140k	1,403k	1,429k	428k	559k	1,819k	1,529k	-
Median additional sales (£)	46k	45k	38k	0	0	0	0	0	0	50k	0	0	-
% reporting positive £ benefit	68%	53%	54%	25%	35%	35%	30%	40%	30%	57%	32%	32%	-
% reporting zero £ benefit	18%	23%	32%	61%	47%	45%	58%	46%	58%	25%	49%	40%	-
% unable/unwilling to estimate £ benefit	14%	23%	15%	14%	18%	20%	12%	14%	12%	18%	19%	28%	-
<i>Median additional sales (£) among those reporting positive £ benefit</i>	118k	138k	161k	205k	52k	38k	248k	180k	181k	240k	492k	1,500k	-

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*)	£992,000	44,070	£43.7 billion
Total (exc. light support & DSO)	£982,000	43,820	£43.0 billion

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

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)	1,597	1,654	157	6,422	7,295	772	925	2,754	1,518	652	4,381	1,844
Improved Business Performance	1,424	1,516	149	3,773	4,320	753	776	2,236	1,625	631	4,175	1,938
Increased R&D (AR&D)	654	610	56	963	1,536	195	248	559	554	210	1,237	544
Significant Business Benefit (A06)	1,616	1,733	166	5,378	6,623	772	1,074	2,834	1,697	666	4,587	2,033
Reporting positive additional profit/ sales	1,231	1,260	101	3,050	1,411	577	661	1,796	1,304	547	3,505	1,253

	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
Overall Satisfaction (B10)	756	241	6,961	7,908	13,531	4,177	5,150	2,714	656	249	2,774
Improved Business Performance	631	143	3,824	5,751	6,856	2,496	-	2,011	396	174	-
Increased R&D (AR&D)	248	80	1,471	1,797	1,624	922	-	436	108	59	-
Significant Business Benefit (A06)	880	286	6,667	8,148	10,464	3,960	5,327	2,781	611	232	1,890
Reporting positive additional profit/ sales	559	112	3,431	4,194	5,412	2,170	2,664	1,910	288	90	-

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.

	All except 'light' support*			
	Mean	Median	Total no. of firms supported (A01)	Estimated total number of jobs created/ safeguarded
Number of new jobs created	2.2	0	44,070	96,950
Number of jobs safeguarded	2.3	0		101,350

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

PIMS 34-37, November 2014

ADDITIONALITY

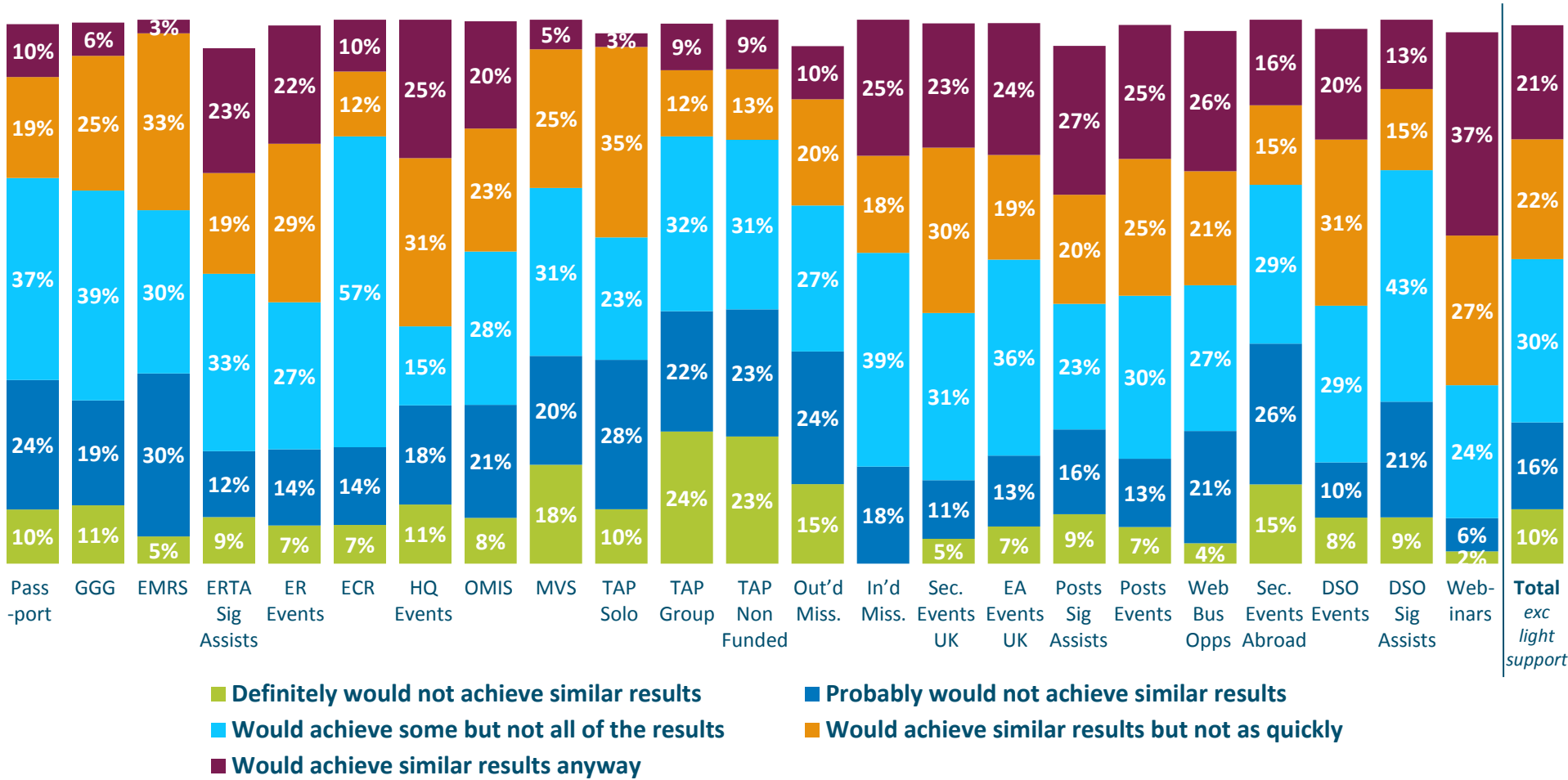


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Generic Additionality

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 (361, 1%), GGG (363, 1%), EMRS (40, 0%), ERTA (362, 5%), ER Events (285, 1%), ECR (42, 0%), HQ Events (55, 0%), OMIS (380, 0%), MVS (55, 0%), TAP Solo (40, 3%), TAP Group (140, 1%), TAP Non-Funded (77, 0%), Outward Missions (41, 5%), Inward Missions (28, 0%), Sector Events UK (306, 1%), EA Events UK (161, 1%), Posts Significant Assists (603, 5%), Posts Events (207, 1%), Website Bus Opps (291, 2%), Sector Events Abroad (89, 0%), DSO Events (59, 2%), DSO Significant Assists (47, 0%), Webinars (131, 2%), Total excl. light support (3737, 2%)

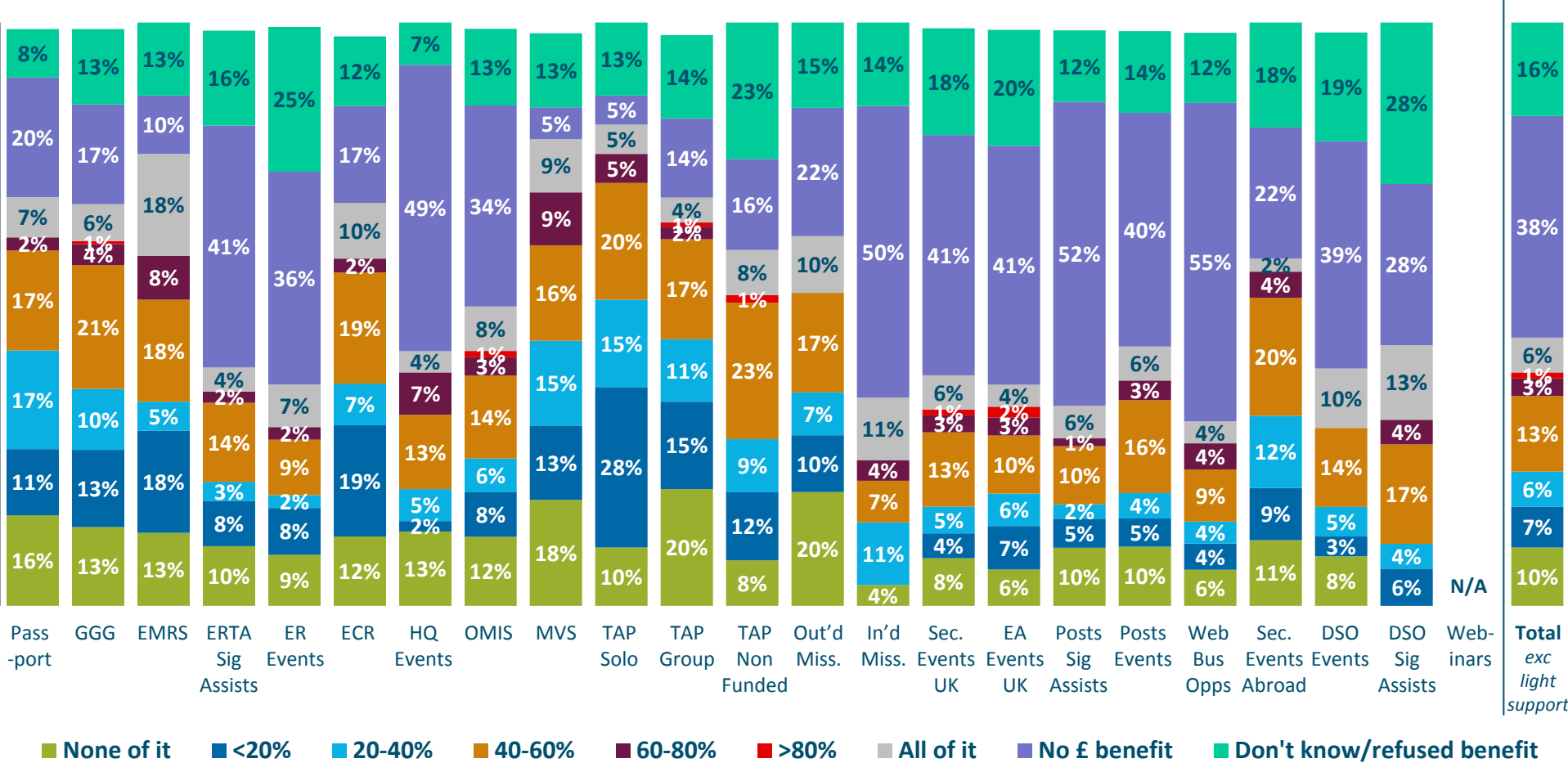
Generic Additionality – By Profile

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>	3737	974	1333	1396	1691	1402	282	234
Definitely would not achieve similar results	10%	12%	10%	7%	13%	7%	7%	4%
Probably would not achieve similar results	16%	18%	16%	15%	17%	17%	14%	8%
Would achieve some but not all of the results	30%	27%	32%	29%	30%	30%	30%	28%
Would achieve similar results but not as quickly	22%	21%	20%	24%	18%	24%	24%	31%
Would achieve similar results anyway	21%	18%	20%	23%	19%	20%	23%	26%
None of these/signposted only	2%	3%	2%	2%	2%	2%	2%	2%

Extent Financial Benefits Attributable

Had you not received this support, and taking into account any alternative action you may have taken instead of doing this, approximately what percentage of this financial gain would you expect to realise anyway?



■ None of it ■ <20% ■ 20-40% ■ 40-60% ■ 60-80% ■ >80% ■ All of it ■ No £ benefit ■ Don't know/refused benefit

Base: All except Webinars & short ER Events (Base, Don't know/Refused % attributable) - Passport (361, 1%), GGG (363, 1%), EMRS (40, 0%), ERTA (362, 1%), ER Events (137, 1%), ECR (42, 2%), HQ Events (55, 0%), OMIS (380, 1%), MVS (55, 2%), TAP Solo (40, 0%), TAP Group (140, 2%), TAP Non-Funded (77, 0%), Outward Missions (41, 0%), Inward Missions (28, 0%), Sector Events UK (306, 1%), EA Events UK (161, 1%), Posts Significant Assists (603, 1%), Posts Events (207, 1%), Website Bus Opps (291, 1%), Sector Events Abroad (89, 0%), DSO Events (59, 2%), DSO Significant Assists (47, 0%), Total excl. light support (3737, 1%)

Extent Financial Benefits Attributable – Micro SMEs

Had you not received this support, and taking into account any alternative action you may have taken instead of doing this, approximately what percentage of this financial gain would you expect to realise anyway?

	0-9 Employees		
	0 employees	1-9 employees	Total 0-9 employees
<i>Base: Micro SMEs exc. light support</i>	235	1456	1691
None of it (0%)	10%	12%	12%
Less than 20%	9%	9%	9%
20-40%	6%	7%	7%
40-60%	10%	14%	14%
60-80%	2%	2%	2%
More than 80%	1%	1%	1%
All of it (100%)	5%	5%	5%
No financial benefit	34%	33%	33%
Don't know/refused £ benefit	22%	16%	17%
Don't know % attributable	0%	1%	1%

PIMS 34-37, November 2014

SUMMARIES



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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>	3737	1691	1402	282	234	3198	539	974	1333	1396	1469	1773
No. Firms Assisted (Annual A01)	44,070	20,730	15,670	3,310	2,840	37,260	6,800	11,720	15,090	16,760	15,060	19,480
Quality Rating (A09)	80%	80%	79%	79%	78%	79%	81%	83%	79%	78%	80%	80%
Overall Satisfaction (B10)	76%	75%	75%	77%	77%	75%	77%	78%	77%	73%	77%	79%
Improved Business Performance	52%	55%	54%	44%	31%	53%	43%	53%	53%	49%	53%	56%
Increased Skills (A81)	55%	61%	53%	40%	50%	56%	52%	62%	56%	50%	57%	56%
Changed Behaviour (A83)	60%	65%	59%	47%	49%	61%	56%	66%	62%	54%	62%	62%
Increased Innovation (A04)	38%	45%	34%	23%	30%	39%	36%	45%	39%	33%	37%	41%
Increased R&D (AR&D)	16%	18%	17%	12%	11%	18%	4%	20%	17%	12%	18%	17%
Barriers Overcome (A92)	63%	66%	61%	57%	50%	63%	60%	66%	64%	59%	65%	66%
Significant Business Benefit (A06)	71%	74%	70%	63%	63%	71%	68%	75%	72%	67%	73%	72%
Mean Additional Profit (A49)	£146k	£134k	£135k	£195k	£247k	£159k	£73k	£198k	£154k	£104k	£230k	£172k
Mean Additional Sales	£992k	£888k	£930k	£1,668k	£1,543k	£1,125k	£228k	£1,065k	£1,182k	£771k	£1,572k	£1,178k
Reporting positive £ benefit	41%	45%	41%	33%	30%	42%	35%	43%	44%	37%	42%	46%
Unable/unwilling to estimate £ benefit	16%	17%	14%	16%	12%	15%	19%	17%	15%	15%	17%	14%

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>	235	1456	1691	395	263	316	974
Quality Rating (A09)	81%	80%	80%	83%	86%	80%	83%
Overall Satisfaction (B10)	71%	76%	75%	76%	81%	78%	78%
Improved Business Performance	48%	56%	55%	44%	60%	60%	53%
Increased Skills (A81)	60%	61%	61%	59%	66%	61%	62%
Changed Behaviour (A83)	63%	66%	65%	63%	70%	69%	66%
Increased Innovation (A04)	46%	45%	45%	43%	49%	45%	45%
Increased R&D (AR&D)	8%	20%	18%	14%	29%	23%	20%
Barriers Overcome (A92)	66%	67%	66%	64%	69%	67%	66%
Significant Business Benefit (A06)	74%	74%	74%	74%	76%	75%	75%
Mean Additional Profit (A49)	£96k	£141k	£134k	£252k	£112k	£194k	£198k
Mean Additional Sales	£317k	£991k	£888k	£1,108k	£743k	£1,276k	£1,065k
Reporting positive £ benefit	39%	46%	45%	35%	50%	48%	43%
Unable/unwilling to estimate £ benefit	22%	16%	17%	21%	14%	13%	17%

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>	1242	756	764	265	230	47
Quality Rating (A09)	82%	77%	81%	80%	78%	84%
Overall Satisfaction (B10)	76%	75%	78%	77%	75%	85%
Improved Business Performance	56%	56%	55%	48%	42%	33%
Increased Skills (A81)	61%	59%	54%	51%	42%	39%
Changed Behaviour (A83)	66%	64%	62%	52%	50%	39%
Increased Innovation (A04)	47%	38%	37%	27%	27%	23%
Increased R&D (AR&D)	20%	18%	18%	9%	10%	0%
Barriers Overcome (A92)	68%	64%	66%	60%	51%	34%
Significant Business Benefit (A06)	74%	73%	73%	68%	62%	53%
Mean Additional Profit (A49)	£149k	£62k	£205k	£196k	£206k	£572k
Mean Additional Sales	£1,033k	£452k	£1,402k	£1,577k	£1,571k	£2,886k
Reporting positive £ benefit	47%	45%	45%	42%	35%	15%
Unable/unwilling to estimate £ benefit	16%	14%	11%	10%	12%	18%

Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. light support</i>	1683	1664	184
Quality Rating (A09)	81%	78%	79%
Overall Satisfaction (B10)	76%	75%	72%
Improved Business Performance	57%	50%	40%
Increased Skills (A81)	56%	55%	53%
Changed Behaviour (A83)	62%	60%	55%
Increased Innovation (A04)	41%	36%	32%
Increased R&D (AR&D)	22%	14%	6%
Barriers Overcome (A92)	64%	62%	59%
Significant Business Benefit (A06)	72%	71%	70%
Mean Additional Profit (A49)	£238k	£66k	£46k
Mean Additional Sales	£1,577k	£561k	£319k
Reporting positive £ benefit	42%	42%	36%
Unable/unwilling to estimate £ benefit	16%	14%	22%

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>	42	38	42	37	31	43	41	44	43
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 37	44	52	72	29	102	92	66	102	68
- % records complete (PIMS 37)	98%	100%	93%	100%	95%	97%	98%	95%	100%
- % records incorrect (PIMS 37)	22%	21%	24%	16%	32%	17%	17%	27%	21%
Quality Rating (A09)	93%	89%	88%	91%	91%	92%	95%	91%	95%
Overall Satisfaction (B10)	88%	79%	86%	81%	87%	88%	83%	73%	84%
Improved Business Performance	74%	68%	64%	78%	74%	81%	83%	61%	81%
Increased Skills (A81)	76%	68%	64%	68%	81%	74%	78%	61%	79%
Changed Behaviour (A83)	79%	74%	76%	76%	84%	81%	83%	64%	91%
Increased Innovation (A04)	48%	58%	38%	49%	65%	65%	59%	41%	65%
Increased R&D (AR&D)	29%	34%	33%	30%	39%	33%	46%	27%	35%
Barriers Overcome (A92)	71%	68%	74%	70%	74%	72%	73%	70%	88%
Significant Business Benefit (A06)	81%	82%	79%	84%	84%	84%	88%	80%	98%
Reporting positive £ benefit	64%	58%	60%	65%	55%	70%	71%	59%	74%
Unable/unwilling to estimate £ benefit	12%	3%	10%	5%	6%	12%	7%	14%	5%

Detailed Quality Ratings – By English Region (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>	42	38	42	37	31	43	41	44	43
ITA being impartial	93%	87%	90%	100%	87%	91%	95%	93%	95%
ITA being competent & knowledgeable	90%	92%	86%	95%	90%	91%	93%	91%	95%
ITA being able to communicate in clear & effective manner	95%	89%	90%	86%	90%	93%	98%	93%	98%
<i>If not signposted only...</i> Quality & relevance of info & advice	93%	84%	79%	86%	87%	86%	90%	84%	88%
Attitude & professionalism of ITA	95%	95%	95%	92%	97%	98%	100%	95%	98%
Scoring 4-5 out of 5 for all elements rated	86%	79%	74%	81%	74%	81%	85%	77%	86%
Not scoring 4-5 for any elements	5%	5%	2%	0%	3%	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>	42	38	42	37	31	43	41	44	43
Growth plans: Substantial	55%	71%	55%	43%	32%	53%	66%	45%	47%
Growth plans: Substantial or moderate	98%	92%	93%	86%	90%	98%	98%	98%	95%
Innovative firms (standard definition)	90%	79%	86%	76%	90%	95%	95%	86%	72%
Innovative firms (tighter definition)	67%	61%	69%	65%	74%	77%	68%	70%	51%
Age: <5 years old	29%	39%	43%	46%	35%	33%	46%	41%	44%
Age: 6-10 years old	31%	29%	14%	32%	19%	21%	20%	25%	16%
Age: 10+ years old	40%	32%	43%	22%	45%	47%	34%	34%	40%
Size: <10 employees	55%	66%	64%	65%	77%	58%	59%	57%	58%
Size: 10-249 employees	45%	32%	36%	32%	23%	40%	37%	41%	40%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	2%	2%	0%
Experience: Less than 2 years	45%	47%	38%	54%	35%	47%	54%	43%	47%
Experience: 2-10 years	38%	47%	55%	35%	52%	28%	29%	43%	42%
Experience: More than 10 years	17%	5%	7%	11%	10%	26%	15%	14%	12%
Focus of support: Exporting	98%	100%	98%	92%	97%	95%	100%	98%	95%
Focus of support: Sourcing	10%	13%	12%	11%	16%	5%	7%	9%	5%
Focus of support: JV/franchising	38%	42%	48%	49%	48%	40%	41%	36%	49%
Focus of support: Investing/overseas site	21%	29%	33%	24%	29%	37%	32%	39%	33%

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>	43	41	42	33	42	36	44	41	41
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 37	37	55	67	18	31	68	60	66	40
- % records complete (PIMS 37)	97%	100%	94%	100%	97%	99%	100%	98%	98%
- % records incorrect (PIMS 37)	22%	21%	26%	12%	13%	17%	4%	21%	15%
Quality Rating (A09)	92%	94%	90%	93%	90%	87%	89%	88%	92%
Overall Satisfaction (B10)	84%	88%	81%	73%	90%	75%	82%	90%	90%
Improved Business Performance	74%	78%	71%	79%	88%	69%	75%	88%	71%
Increased Skills (A81)	67%	76%	79%	76%	71%	83%	75%	88%	76%
Changed Behaviour (A83)	74%	80%	79%	76%	83%	86%	84%	85%	80%
Increased Innovation (A04)	58%	46%	60%	42%	57%	53%	52%	54%	63%
Increased R&D (AR&D)	26%	20%	26%	36%	33%	39%	34%	32%	34%
Barriers Overcome (A92)	70%	80%	79%	76%	81%	83%	73%	85%	76%
Significant Business Benefit (A06)	84%	90%	90%	85%	88%	94%	84%	93%	85%
Reporting positive £ benefit	58%	66%	67%	55%	64%	69%	64%	68%	61%
Unable/unwilling to estimate £ benefit	12%	20%	10%	12%	14%	8%	9%	20%	12%

Detailed Quality Ratings – By English Region (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>	43	41	42	33	42	36	44	41	41
ITA being impartial	93%	95%	95%	97%	90%	92%	95%	93%	98%
ITA being competent & knowledgeable	95%	95%	93%	97%	88%	89%	91%	85%	88%
ITA being able to communicate in clear & effective manner	95%	98%	93%	97%	93%	86%	93%	98%	95%
<i>If not signposted only... Quality & relevance of info & advice</i>	79%	93%	81%	91%	88%	83%	91%	80%	93%
Attitude & professionalism of ITA	95%	100%	93%	97%	98%	94%	93%	93%	98%
<i>If referred to UKTI... Relevance of referrals to other UKTI support</i>	87%	76%	76%	67%	71%	70%	67%	71%	71%
<i>If referred to non-UKTI... Relevance of referrals to non-UKTI support</i>	91%	75%	85%	63%	73%	70%	44%	80%	77%
Scoring 4-5 out of 5 for all elements rated	72%	68%	64%	67%	64%	58%	57%	61%	61%
Not scoring 4-5 for any elements	0%	0%	2%	0%	0%	0%	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>	43	41	42	33	42	36	44	41	41
Growth plans: Substantial	40%	37%	55%	58%	36%	53%	43%	49%	32%
Growth plans: Substantial or moderate	95%	98%	93%	100%	95%	100%	93%	98%	93%
Innovative firms (standard definition)	86%	88%	98%	88%	95%	94%	82%	98%	95%
Innovative firms (tighter definition)	67%	68%	76%	73%	76%	58%	57%	76%	80%
Age: <5 years old	19%	10%	26%	36%	7%	14%	16%	20%	22%
Age: 6-10 years old	14%	24%	21%	18%	26%	11%	18%	7%	22%
Age: 10+ years old	67%	66%	52%	45%	67%	75%	66%	73%	56%
Size: <10 employees	51%	32%	43%	55%	40%	33%	43%	37%	41%
Size: 10-249 employees	49%	66%	52%	42%	60%	64%	55%	59%	51%
Size: 250+ employees	0%	2%	2%	3%	0%	3%	2%	5%	5%
Experience: Less than 2 years	12%	15%	12%	27%	14%	22%	14%	10%	7%
Experience: 2-10 years	44%	37%	60%	42%	60%	31%	41%	44%	56%
Experience: More than 10 years	44%	49%	29%	30%	26%	47%	45%	46%	37%
Focus of support: Exporting	100%	90%	98%	94%	95%	94%	95%	95%	98%
Focus of support: Sourcing	9%	10%	10%	12%	10%	11%	9%	12%	7%
Focus of support: JV/franchising	19%	34%	40%	39%	29%	39%	36%	27%	27%
Focus of support: Investing/overseas site	19%	22%	43%	33%	36%	44%	20%	27%	12%

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>	41	41	40	42	35	40	41	38	44
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 37	186	244	256	101	188	412	104	273	190
- % records complete (PIMS 37)	89%	97%	94%	98%	97%	94%	98%	96%	100%
- % records incorrect (PIMS 37)	19%	30%	15%	15%	11%	0%	7%	3%	11%
Quality Rating (A09)	88%	89%	86%	85%	82%	84%	91%	87%	90%
Overall Satisfaction (B10)	76%	76%	78%	79%	77%	80%	90%	79%	84%
Improved Business Performance	49%	59%	45%	48%	34%	45%	39%	42%	59%
Increased Skills (A81)	41%	56%	53%	62%	29%	45%	59%	47%	73%
Changed Behaviour (A83)	54%	71%	55%	64%	49%	45%	63%	53%	77%
Increased Innovation (A04)	29%	34%	33%	36%	31%	20%	37%	26%	50%
Increased R&D (AR&D)	7%	15%	15%	10%	6%	10%	12%	16%	18%
Barriers Overcome (A92)	59%	56%	60%	64%	49%	48%	61%	61%	73%
Significant Business Benefit (A06)	63%	76%	65%	71%	51%	55%	71%	61%	82%
Reporting positive £ benefit	41%	41%	30%	33%	29%	38%	46%	37%	45%
Unable/unwilling to estimate £ benefit	10%	17%	25%	24%	14%	15%	12%	13%	16%

Detailed Quality Ratings – By English Region (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>	41	41	40	42	35	40	41	38	44
ITA being impartial	98%	93%	85%	93%	91%	85%	98%	87%	93%
ITA being competent & knowledgeable	88%	88%	88%	81%	83%	88%	98%	84%	93%
ITA being able to communicate in clear & effective manner	88%	95%	93%	86%	91%	85%	95%	89%	93%
<i>If not signposted only... Quality & relevance of info & advice</i>	83%	78%	74%	75%	64%	72%	74%	84%	80%
Attitude & professionalism of ITA	88%	95%	93%	90%	86%	95%	95%	89%	95%
Scoring 4-5 out of 5 for all elements rated	73%	76%	65%	76%	57%	63%	76%	74%	77%
Not scoring 4-5 for any elements	0%	2%	5%	5%	3%	5%	0%	5%	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>	41	41	40	42	35	40	41	38	44
Growth plans: Substantial	39%	37%	50%	40%	54%	53%	44%	34%	52%
Growth plans: Substantial or moderate	93%	93%	88%	86%	91%	90%	90%	87%	93%
Innovative firms (standard definition)	83%	85%	70%	88%	83%	88%	78%	84%	89%
Innovative firms (tighter definition)	66%	46%	58%	69%	63%	50%	66%	58%	73%
Age: <5 years old	24%	41%	50%	40%	34%	30%	46%	24%	25%
Age: 6-10 years old	7%	12%	5%	29%	17%	13%	15%	13%	23%
Age: 10+ years old	68%	46%	45%	31%	49%	58%	39%	63%	52%
Size: <10 employees	44%	61%	70%	69%	57%	50%	68%	55%	50%
Size: 10-249 employees	49%	32%	23%	29%	31%	48%	29%	39%	50%
Size: 250+ employees	7%	7%	3%	2%	11%	3%	0%	3%	0%
Experience: Less than 2 years	39%	44%	53%	48%	37%	33%	46%	32%	36%
Experience: 2-10 years	24%	29%	20%	31%	40%	33%	27%	21%	32%
Experience: More than 10 years	34%	24%	28%	19%	23%	35%	27%	47%	32%
Focus of support: Exporting	88%	98%	90%	90%	94%	98%	98%	92%	95%
Focus of support: Sourcing	15%	10%	5%	12%	9%	5%	12%	11%	7%
Focus of support: JV/franchising	27%	22%	38%	31%	37%	33%	34%	26%	27%
Focus of support: Investing/overseas site	20%	12%	40%	26%	34%	25%	12%	18%	27%

Key Measures – By English Region (MVS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	5	10	7	3	4	11	6	7	2
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 37	12	30	31	2	0	76	1	42	0
- % records complete (PIMS 37)	92%	100%	68%	100%	-	96%	100%	95%	-
- % records incorrect (PIMS 37)	0%	0%	25%	-	-	0%	-	20%	-
Quality Rating (A09)	65%	95%	90%	100%	92%	82%	68%	68%	25%
Overall Satisfaction (B10)	60%	90%	86%	100%	100%	82%	100%	86%	50%
Improved Business Performance	80%	90%	86%	100%	100%	91%	100%	86%	100%
Increased Skills (A81)	100%	70%	100%	100%	100%	73%	83%	86%	0%
Changed Behaviour (A83)	100%	70%	86%	100%	100%	73%	83%	86%	50%
Increased Innovation (A04)	40%	50%	71%	100%	75%	36%	50%	57%	50%
Increased R&D (AR&D)	40%	20%	43%	67%	75%	36%	17%	0%	0%
Barriers Overcome (A92)	80%	90%	100%	100%	100%	100%	100%	71%	50%
Significant Business Benefit (A06)	100%	90%	100%	100%	100%	100%	100%	86%	50%
Reporting positive £ benefit	40%	80%	86%	100%	75%	82%	67%	57%	50%
Unable/unwilling to estimate £ benefit	20%	10%	14%	0%	25%	9%	17%	14%	0%

CAUTION:LOW BASE SIZES

Key Measures – By English Region (MVS)

% 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>	5	10	7	3	4	11	6	7	2
Help preparing for the visit/mission	60%	90%	100%	100%	100%	73%	50%	71%	0%
<i>If attended as part of a group...</i> Organisation of the practical arrangements	-	100%	100%	100%	100%	-	100%	100%	-
Quality & relevance of any contacts made	80%	90%	86%	100%	75%	82%	67%	57%	50%
Quality & relevance of info obtained	60%	100%	71%	100%	75%	100%	83%	71%	50%
Scoring 4-5 out of 5 for all elements rated	60%	90%	57%	100%	75%	55%	33%	43%	0%
Not scoring 4-5 for any elements	20%	0%	0%	0%	0%	0%	0%	14%	50%

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>	25	44	28	18	26	40	43	24	37
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 37	315	358	335	367	282	322	301	135	255
- % records complete (PIMS 37)	98%	100%	95%	95%	100%	98%	99%	85%	98%
- % records incorrect (PIMS 37)	10%	35%	19%	35%	27%	19%	18%	27%	14%
Quality Rating (A09)	82%	86%	80%	73%	75%	81%	91%	83%	79%
Overall Satisfaction (B10)	72%	84%	86%	56%	65%	80%	79%	75%	70%
Improved Business Performance	44%	48%	43%	33%	42%	63%	44%	29%	46%
Increased Skills (A81)	44%	59%	54%	44%	50%	73%	58%	50%	49%
Changed Behaviour (A83)	48%	64%	68%	50%	50%	78%	67%	58%	57%
Increased Innovation (A04)	12%	36%	46%	39%	31%	60%	51%	25%	30%
Increased R&D (AR&D)	12%	18%	14%	6%	12%	28%	19%	21%	5%
Barriers Overcome (A92)	52%	57%	61%	33%	58%	65%	56%	58%	46%
Significant Business Benefit (A06)	64%	68%	79%	50%	62%	83%	74%	67%	62%
Reporting positive £ benefit	13%	39%	17%	67%	43%	18%	33%	46%	36%
Unable/unwilling to estimate £ benefit	25%	26%	28%	0%	29%	32%	24%	15%	21%

Detailed Quality Ratings – By English Region (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>	25	44	28	18	26	40	43	24	37
Organisation of practical arrangements for the event	84%	91%	86%	78%	73%	85%	91%	88%	73%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	84%	95%	96%	80%	91%	92%	98%	95%	85%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	84%	92%	92%	73%	91%	95%	93%	100%	91%
<i>If speaker presentation...</i> Quality & relevance of presentations	79%	92%	88%	67%	83%	84%	93%	85%	85%
<i>If networking event...</i> Quality & relevance of any contacts made	54%	58%	41%	67%	48%	50%	76%	50%	60%
Scoring 4-5 out of 5 for all elements rated	64%	48%	43%	33%	38%	35%	49%	42%	35%
Not scoring 4-5 for any elements	4%	0%	4%	11%	4%	3%	0%	4%	0%

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	40	75	25	23	53	39	32	35
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 37	51	66	186	26	53	103	61	55	59
- % records complete (PIMS 37)	98%	97%	96%	100%	98%	97%	100%	100%	98%
- % records incorrect (PIMS 37)	14%	17%	22%	11%	11%	22%	20%	16%	13%
Quality Rating (A09)	86%	68%	80%	78%	72%	68%	75%	75%	75%
Overall Satisfaction (B10)	84%	60%	83%	72%	65%	57%	64%	69%	74%
Improved Business Performance	56%	68%	45%	68%	52%	51%	72%	56%	60%
Increased Skills (A81)	63%	53%	41%	64%	39%	49%	54%	66%	43%
Changed Behaviour (A83)	63%	70%	56%	72%	57%	53%	54%	66%	54%
Increased Innovation (A04)	38%	33%	28%	40%	39%	28%	36%	38%	26%
Increased R&D (AR&D)	25%	18%	9%	24%	0%	11%	18%	9%	26%
Barriers Overcome (A92)	69%	60%	61%	68%	70%	64%	59%	75%	57%
Significant Business Benefit (A06)	81%	70%	65%	76%	74%	70%	69%	81%	66%
Reporting positive £ benefit	63%	50%	28%	52%	52%	45%	46%	53%	43%
Unable/unwilling to estimate £ benefit	9%	8%	25%	16%	13%	6%	10%	19%	6%

Detailed Quality 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	40	75	25	23	53	39	32	35
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	88%	65%	85%	76%	70%	64%	74%	74%	65%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	88%	70%	87%	88%	83%	74%	90%	84%	76%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	80%	61%	76%	72%	68%	43%	62%	53%	74%
Communications between your business & main access point	88%	83%	75%	88%	83%	74%	72%	81%	83%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	84%	70%	77%	71%	69%	76%	79%	82%	67%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	90%	69%	86%	72%	58%	89%	81%	93%	73%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	97%	86%	87%	84%	79%	89%	86%	100%	83%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	86%	80%	86%	100%	100%	89%	80%	100%	100%
<i>If received report...</i> Time taken to provide report (PIMS 36 only)	79%	67%	69%	67%	50%	70%	80%	80%	81%
Scoring 4-5 out of 5 for all elements rated	53%	43%	53%	48%	39%	28%	46%	38%	51%
Not scoring 4-5 for any elements	0%	8%	4%	4%	0%	2%	5%	0%	3%

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	40	75	25	23	53	39	32	35
Growth plans: Substantial	50%	38%	36%	36%	52%	49%	44%	56%	40%
Growth plans: Substantial or moderate	97%	83%	77%	92%	91%	87%	90%	91%	86%
Innovative firms (standard definition)	91%	85%	73%	88%	91%	77%	90%	75%	83%
Innovative firms (tighter definition)	84%	60%	53%	68%	70%	66%	59%	59%	66%
Age: <5 years old	3%	10%	21%	32%	17%	17%	26%	22%	20%
Age: 6-10 years old	19%	10%	11%	40%	0%	8%	13%	16%	17%
Age: 10+ years old	78%	78%	67%	28%	83%	75%	62%	63%	60%
Size: <10 employees	19%	20%	29%	40%	17%	32%	36%	34%	29%
Size: 10-249 employees	69%	63%	39%	56%	74%	53%	51%	50%	63%
Size: 250+ employees	13%	8%	12%	4%	9%	6%	8%	13%	3%
Experience: Less than 2 years	9%	10%	12%	32%	26%	17%	31%	22%	17%
Experience: 2-10 years	44%	30%	31%	48%	17%	32%	28%	31%	37%
Experience: More than 10 years	47%	58%	53%	20%	57%	51%	41%	47%	46%
Focus of support: Exporting	75%	93%	69%	80%	91%	85%	95%	91%	89%
Focus of support: Sourcing	6%	5%	13%	4%	0%	6%	3%	3%	11%
Focus of support: JV/franchising	41%	30%	24%	24%	17%	32%	28%	28%	34%
Focus of support: Investing/overseas site	9%	3%	15%	28%	13%	17%	5%	25%	9%

Profile – By Overseas Region (Overseas Network)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: All core overseas network services*</i>	492	122	100	440	165
Growth plans: Substantial	45%	59%	48%	47%	44%
Growth plans: Substantial or moderate	85%	89%	84%	86%	86%
Innovative firms (standard definition)	81%	79%	86%	84%	84%
Innovative firms (tighter definition)	60%	67%	72%	62%	59%
Age: <5 years old	19%	31%	23%	25%	22%
Age: 6-10 years old	16%	20%	14%	14%	18%
Age: 10+ years old	64%	49%	63%	61%	60%
Size: <10 employees	35%	50%	30%	39%	29%
Size: 10-249 employees	49%	33%	50%	43%	55%
Size: 250+ employees	8%	9%	11%	11%	8%
Experience: Less than 2 years	21%	31%	16%	22%	17%
Experience: 2-10 years	31%	40%	38%	35%	37%
Experience: More than 10 years	46%	29%	45%	42%	45%
Focus of support: Exporting	86%	87%	90%	85%	82%
Focus of support: Sourcing	10%	6%	11%	12%	5%
Focus of support: JV/franchising	26%	31%	41%	39%	34%
Focus of support: Investing/overseas site	13%	26%	24%	24%	30%

* 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>	136	40	35	114	50
No. Firms Supported (Quarterly A01)					
- PIMS 34	280	75	138	334	102
- PIMS 35	459	152	101	377	212
- PIMS 36	368	101	96	325	148
- PIMS 37	269	52	66	211	108
- % records complete (PIMS 37)	99%	96%	97%	96%	97%
- % records incorrect (PIMS 37)	14%	13%	26%	25%	14%
Quality Rating (A09)	75%	73%	84%	75%	70%
Overall Satisfaction (B10)	68%	75%	77%	66%	71%
Improved Business Performance	54%	60%	63%	55%	51%
Increased Skills (A81)	51%	50%	54%	50%	49%
Changed Behaviour (A83)	57%	60%	51%	63%	62%
Increased Innovation (A04)	29%	25%	40%	35%	36%
Increased R&D (AR&D)	13%	13%	17%	17%	15%
Barriers Overcome (A92)	59%	60%	60%	69%	67%
Significant Business Benefit (A06)	67%	70%	69%	75%	73%
Reporting positive £ benefit	46%	30%	49%	47%	44%
Unable/unwilling to estimate £ benefit	10%	15%	6%	16%	18%

Detailed Quality Ratings – By Overseas Region (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	136	40	35	114	55
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	72%	68%	80%	75%	69%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	82%	79%	94%	82%	76%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	64%	62%	79%	65%	57%
Communications between your business & main access point	78%	90%	83%	72%	85%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	75%	76%	68%	76%	72%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	82%	81%	88%	80%	75%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	92%	86%	91%	87%	79%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	96%	73%	100%	86%	78%
<i>If received report...</i> Time taken to provide report (PIMS 36 only)	72%	71%	73%	74%	75%
Scoring 4-5 out of 5 for all elements rated	46%	43%	54%	41%	45%
Not scoring 4-5 for any elements	4%	3%	0%	3%	4%

Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	136	40	35	114	55
Growth plans: Substantial	39%	50%	51%	44%	42%
Growth plans: Substantial or moderate	85%	93%	83%	85%	87%
Innovative firms (standard definition)	79%	90%	80%	80%	85%
Innovative firms (tighter definition)	62%	65%	63%	63%	65%
Age: <5 years old	21%	25%	9%	15%	22%
Age: 6-10 years old	10%	20%	17%	14%	15%
Age: 10+ years old	68%	55%	74%	70%	62%
Size: <10 employees	29%	38%	14%	26%	31%
Size: 10-249 employees	54%	58%	69%	59%	38%
Size: 250+ employees	7%	3%	9%	5%	25%
Experience: Less than 2 years	21%	23%	9%	19%	13%
Experience: 2-10 years	32%	50%	31%	24%	36%
Experience: More than 10 years	46%	25%	60%	57%	47%
Focus of support: Exporting	87%	88%	80%	82%	80%
Focus of support: Sourcing	10%	3%	3%	4%	11%
Focus of support: JV/franchising	24%	25%	37%	31%	40%
Focus of support: Investing/overseas site	12%	18%	3%	11%	22%

Key Measures – By Overseas Region (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Significant Assists</i>	271	59	46	145	82
No. Firms Supported (Quarterly A01)					
- 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
- PIMS 37	2,658	445	529	1,274	771
- % records complete (PIMS 37)	97%	90%	97%	96%	91%
- % records incorrect (PIMS 37)	25%	11%	27%	21%	27%
Quality Rating (A09)	78%	75%	78%	81%	76%
Overall Satisfaction (B10)	74%	75%	76%	74%	80%
Improved Business Performance	37%	27%	46%	41%	43%
Increased Skills (A81)	34%	34%	54%	42%	44%
Changed Behaviour (A83)	41%	36%	57%	53%	51%
Increased Innovation (A04)	22%	14%	30%	29%	26%
Increased R&D (AR&D)	8%	8%	4%	13%	12%
Barriers Overcome (A92)	49%	42%	61%	52%	60%
Significant Business Benefit (A06)	55%	47%	67%	60%	67%
Reporting positive £ benefit	28%	22%	37%	32%	34%
Unable/unwilling to estimate £ benefit	10%	14%	17%	18%	7%

Detailed Quality Ratings – By Overseas Region (Posts Sig. Assists)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Significant Assists</i>	271	59	46	145	82
Embassy staff being competent & knowledgeable	85%	81%	76%	80%	80%
Embassy staff being able to communicate in a clear & effective manner	89%	92%	96%	89%	87%
<i>If not signposted only...</i> Quality & relevance of info & advice	67%	59%	70%	73%	73%
Attitude & professionalism of embassy staff	91%	88%	89%	92%	87%
Embassy staff's objectivity & acting in your best interests	77%	76%	74%	79%	72%
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	56%	52%	58%	68%	48%
Scoring 4-5 out of 5 for all elements rated	44%	41%	46%	55%	38%
Not scoring 4-5 for any elements	4%	8%	2%	5%	6%

Profile – By Overseas Region (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Significant Assists</i>	271	59	46	145	82
Growth plans: Substantial	50%	66%	52%	50%	48%
Growth plans: Substantial or moderate	87%	92%	85%	90%	90%
Innovative firms (standard definition)	82%	76%	89%	88%	85%
Innovative firms (tighter definition)	61%	69%	76%	66%	59%
Age: <5 years old	20%	34%	26%	24%	20%
Age: 6-10 years old	18%	24%	11%	14%	21%
Age: 10+ years old	62%	42%	63%	61%	60%
Size: <10 employees	35%	58%	37%	44%	27%
Size: 10-249 employees	52%	27%	50%	42%	61%
Size: 250+ employees	7%	7%	4%	10%	7%
Experience: Less than 2 years	23%	32%	22%	24%	17%
Experience: 2-10 years	32%	42%	35%	32%	41%
Experience: More than 10 years	44%	25%	41%	41%	41%
Focus of support: Exporting	89%	93%	91%	86%	82%
Focus of support: Sourcing	8%	3%	13%	8%	6%
Focus of support: JV/franchising	21%	31%	35%	34%	28%
Focus of support: Investing/overseas site	11%	29%	24%	18%	27%

Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC users</i>	121	44	45	32
Growth plans: Substantial	42%	39%	44%	38%
Growth plans: Substantial or moderate	85%	82%	89%	78%
Innovative firms (standard definition)	81%	86%	82%	66%
Innovative firms (tighter definition)	57%	64%	51%	59%
Age: <5 years old	30%	32%	33%	9%
Age: 6-10 years old	9%	7%	9%	16%
Age: 10+ years old	61%	61%	58%	72%
Size: <10 employees	39%	45%	38%	25%
Size: 10-249 employees	43%	43%	40%	59%
Size: 250+ employees	13%	9%	18%	3%
Experience: Less than 2 years	23%	23%	22%	25%
Experience: 2-10 years	38%	43%	40%	9%
Experience: More than 10 years	38%	32%	38%	66%

Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC users</i>	40	10	30
Growth plans: Substantial	41%	40%	43%
Growth plans: Substantial or moderate	79%	90%	73%
Innovative firms (standard definition)	74%	80%	73%
Innovative firms (tighter definition)	60%	60%	60%
Age: <5 years old	35%	20%	37%
Age: 6-10 years old	13%	20%	10%
Age: 10+ years old	52%	60%	53%
Size: <10 employees	53%	20%	57%
Size: 10-249 employees	27%	50%	23%
Size: 250+ employees	15%	20%	17%
Experience: Less than 2 years	21%	10%	23%
Experience: 2-10 years	38%	30%	37%
Experience: More than 10 years	41%	60%	40%

Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	15	15	0
Growth plans: Substantial	53%	53%	-
Growth plans: Substantial or moderate	100%	100%	-
Innovative firms (standard definition)	100%	100%	-
Innovative firms (tighter definition)	87%	87%	-
Age: <5 years old	27%	27%	-
Age: 6-10 years old	7%	7%	-
Age: 10+ years old	67%	67%	-
Size: <10 employees	27%	27%	-
Size: 10-249 employees	47%	47%	-
Size: 250+ employees	27%	27%	-
Experience: Less than 2 years	20%	20%	-
Experience: 2-10 years	27%	27%	-
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							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	232	224	234	324	342	360	360	361	312	304	314	324	344	362	362	363
Quality Rating (A09)	90%	91%	94%	93%	91%	92%	91%	92%	90%	90%	90%	89%	89%	90%	90%	91%
Overall Satisfaction (B10)	73%	76%	77%	78%	81%	82%	84%	83%	78%	78%	78%	80%	82%	84%	85%	84%
Imp. Business Performance	74%	72%	74%	74%	73%	76%	76%	74%	73%	70%	70%	70%	70%	75%	76%	77%
Changed Behaviour (A83)	79%	80%	82%	83%	82%	83%	82%	78%	69%	69%	73%	72%	73%	76%	79%	81%
Increased R&D (AR&D)	31%	32%	29%	31%	34%	32%	36%	34%	28%	25%	27%	27%	27%	30%	33%	31%
Barriers Overcome (A92)	76%	76%	75%	75%	76%	76%	77%	74%	66%	67%	68%	68%	69%	72%	76%	78%
Sig. Business Benefit (A06)	84%	85%	85%	86%	86%	87%	88%	84%	75%	77%	79%	79%	81%	85%	87%	88%
Positive £ benefit	61%	60%	65%	65%	65%	67%	66%	64%	58%	54%	57%	55%	56%	60%	63%	64%
Don't know £ benefit	12%	12%	8%	10%	9%	11%	10%	8%	9%	10%	9%	11%	13%	13%	13%	13%
	EMRS								ERTA Sig. Assists							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	38	38	40	40	40	40	40	40	319	313	324	334	344	360	361	362
Quality Rating (A09)	86%	87%	86%	87%	88%	89%	89%	90%	87%	87%	88%	90%	89%	88%	88%	87%
Overall Satisfaction (B10)	95%	95%	95%	95%	98%	98%	98%	93%	82%	83%	83%	83%	82%	79%	78%	80%
Imp. Business Performance	84%	79%	78%	75%	73%	80%	83%	88%	48%	50%	53%	53%	52%	51%	50%	47%
Changed Behaviour (A83)	87%	84%	85%	88%	88%	93%	95%	90%	59%	59%	61%	61%	58%	60%	61%	59%
Increased R&D (AR&D)	39%	47%	40%	35%	33%	25%	25%	33%	17%	14%	15%	10%	10%	11%	13%	12%
Barriers Overcome (A92)	87%	87%	85%	85%	88%	90%	93%	93%	62%	60%	62%	62%	60%	62%	60%	59%
Sig. Business Benefit (A06)	89%	89%	90%	93%	95%	98%	100%	98%	71%	70%	71%	70%	67%	69%	68%	67%
Positive £ benefit	50%	50%	50%	50%	60%	60%	63%	60%	40%	40%	44%	42%	41%	41%	40%	38%
Don't know £ benefit	16%	16%	15%	18%	10%	15%	13%	13%	15%	13%	14%	14%	15%	17%	18%	16%

Key Measures – Over Time

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

	ER Events*								ECR							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	291	321	305	345	315	305	295	285	40	40	40	40	41	41	42	42
Quality Rating (A09)	81%	81%	81%	82%	82%	82%	82%	82%	89%	90%	90%	91%	90%	92%	88%	87%
Overall Satisfaction (B10)	74%	75%	75%	77%	80%	78%	77%	76%	88%	88%	85%	93%	93%	95%	90%	83%
Imp. Business Performance	38%	37%	37%	40%	42%	45%	45%	45%	83%	75%	73%	70%	71%	78%	81%	81%
Changed Behaviour (A83)	55%	51%	55%	55%	59%	61%	60%	62%	85%	88%	90%	93%	90%	88%	83%	79%
Increased R&D (AR&D)	15%	11%	12%	11%	10%	14%	15%	16%	28%	30%	33%	33%	32%	34%	24%	21%
Barriers Overcome (A92)	49%	51%	51%	52%	54%	53%	54%	55%	83%	78%	83%	83%	80%	80%	71%	71%
Sig. Business Benefit (A06)	63%	62%	64%	65%	67%	68%	67%	69%	90%	93%	95%	98%	95%	90%	86%	83%
Positive £ benefit	39%	38%	38%	43%	37%	36%	36%	31%	68%	68%	70%	68%	66%	63%	60%	62%
Don't know £ benefit	11%	8%	10%	9%	15%	23%	23%	25%	13%	15%	15%	20%	24%	22%	19%	12%
	HQ Events								OMIS							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	84	92	76	71	71	71	65	55	535	527	417	397	387	380	380	380
Quality Rating (A09)	84%	82%	80%	81%	81%	80%	76%	72%	75%	76%	77%	78%	77%	75%	75%	75%
Overall Satisfaction (B10)	76%	75%	74%	75%	72%	72%	66%	56%	70%	71%	72%	74%	72%	69%	69%	69%
Imp. Business Performance	37%	36%	28%	32%	35%	41%	45%	47%	55%	56%	58%	57%	55%	55%	54%	56%
Changed Behaviour (A83)	44%	40%	34%	41%	46%	55%	60%	55%	55%	57%	60%	65%	63%	61%	60%	59%
Increased R&D (AR&D)	11%	9%	7%	11%	14%	17%	18%	15%	13%	14%	16%	17%	16%	16%	16%	14%
Barriers Overcome (A92)	49%	47%	38%	44%	51%	56%	65%	58%	64%	65%	67%	70%	66%	66%	65%	63%
Sig. Business Benefit (A06)	58%	57%	54%	59%	63%	69%	72%	65%	70%	72%	73%	77%	75%	73%	73%	71%
Positive £ benefit	32%	30%	29%	31%	35%	39%	40%	40%	41%	39%	42%	43%	43%	45%	44%	45%
Don't know £ benefit	11%	10%	7%	10%	10%	11%	12%	7%	11%	13%	12%	13%	13%	12%	14%	13%

Key Measures – Over Time

	MVS								TAP Solo							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	67	67	93	103	106	96	70	55	43	36	34	34	36	38	40	40
Quality Rating (A09)	83%	85%	81%	78%	78%	76%	75%	80%	78%	80%	78%	78%	79%	80%	78%	78%
Overall Satisfaction (B10)	91%	91%	87%	84%	86%	84%	83%	85%	81%	81%	82%	85%	86%	92%	93%	93%
Imp. Business Performance	82%	81%	76%	78%	80%	81%	87%	91%	77%	81%	76%	71%	81%	84%	88%	90%
Changed Behaviour (A83)	82%	81%	78%	79%	77%	79%	81%	82%	72%	64%	68%	74%	78%	87%	90%	90%
Increased R&D (AR&D)	42%	33%	33%	28%	27%	30%	27%	31%	19%	25%	24%	24%	22%	24%	23%	30%
Barriers Overcome (A92)	87%	84%	84%	82%	83%	84%	86%	91%	79%	78%	85%	88%	92%	95%	93%	93%
Sig. Business Benefit (A06)	91%	90%	89%	87%	88%	89%	91%	95%	84%	81%	88%	88%	92%	95%	93%	95%
Positive £ benefit	61%	55%	55%	56%	57%	59%	64%	73%	51%	47%	56%	56%	67%	76%	68%	78%
Don't know £ benefit	10%	9%	12%	15%	15%	16%	17%	13%	12%	6%	3%	6%	11%	11%	18%	13%
	TAP Group								TAP Non-Funded							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	159	144	133	128	140	150	135	140	67	83	119	115	107	102	86	77
Quality Rating (A09)	72%	73%	72%	71%	72%	74%	74%	73%	64%	65%	68%	69%	72%	73%	73%	73%
Overall Satisfaction (B10)	79%	78%	79%	84%	85%	84%	84%	85%	72%	76%	76%	76%	78%	78%	79%	78%
Imp. Business Performance	76%	77%	79%	79%	84%	81%	81%	81%	78%	77%	79%	79%	83%	84%	81%	82%
Changed Behaviour (A83)	70%	72%	74%	73%	80%	78%	80%	82%	70%	69%	71%	73%	77%	77%	77%	75%
Increased R&D (AR&D)	25%	23%	28%	28%	24%	26%	25%	24%	24%	28%	26%	28%	28%	26%	24%	23%
Barriers Overcome (A92)	75%	74%	77%	78%	85%	84%	84%	84%	78%	77%	76%	77%	79%	78%	84%	84%
Sig. Business Benefit (A06)	84%	84%	84%	85%	89%	88%	88%	89%	82%	84%	83%	84%	86%	83%	87%	86%
Positive £ benefit	58%	56%	65%	64%	68%	67%	66%	68%	52%	51%	54%	49%	55%	57%	55%	53%
Don't know £ benefit	11%	9%	7%	7%	9%	11%	13%	14%	10%	11%	13%	18%	19%	20%	23%	23%

Key Measures – Over Time

	Outward Missions								Inward Missions							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	65	65	59	49	42	32	36	41	77	49	28	18	10	10	18	28
Quality Rating (A09)	65%	64%	65%	63%	67%	67%	70%	74%	61%	65%	65%	52%	50%	50%	54%	65%
Overall Satisfaction (B10)	71%	74%	75%	76%	86%	81%	75%	73%	60%	69%	68%	39%	40%	40%	39%	54%
Imp. Business Performance	65%	69%	71%	67%	69%	72%	58%	61%	43%	45%	50%	22%	30%	30%	28%	32%
Changed Behaviour (A83)	69%	68%	69%	71%	71%	84%	67%	68%	45%	49%	54%	44%	60%	60%	44%	50%
Increased R&D (AR&D)	20%	22%	19%	18%	19%	19%	14%	24%	14%	14%	14%	17%	20%	20%	11%	18%
Barriers Overcome (A92)	75%	77%	78%	78%	81%	88%	83%	85%	45%	47%	57%	44%	50%	50%	50%	64%
Sig. Business Benefit (A06)	80%	83%	85%	86%	88%	94%	86%	85%	56%	57%	64%	50%	60%	60%	56%	64%
Positive £ benefit	54%	52%	53%	49%	48%	59%	56%	54%	29%	33%	36%	11%	20%	20%	22%	25%
Don't know £ benefit	9%	11%	12%	18%	24%	22%	19%	15%	9%	12%	18%	22%	20%	20%	11%	14%
	Sector Events UK								EA Events UK							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	346	389	370	380	337	297	297	306	0	0	0	0	0	0	121	161
Quality Rating (A09)	79%	79%	79%	77%	77%	76%	77%	78%	-	-	-	-	-	-	84%	83%
Overall Satisfaction (B10)	75%	74%	72%	71%	68%	68%	70%	71%	-	-	-	-	-	-	70%	66%
Imp. Business Performance	40%	35%	34%	37%	38%	40%	38%	39%	-	-	-	-	-	-	47%	48%
Changed Behaviour (A83)	45%	43%	44%	45%	47%	49%	52%	55%	-	-	-	-	-	-	55%	55%
Increased R&D (AR&D)	11%	10%	10%	9%	11%	13%	13%	15%	-	-	-	-	-	-	17%	15%
Barriers Overcome (A92)	49%	48%	49%	52%	55%	56%	58%	58%	-	-	-	-	-	-	55%	55%
Sig. Business Benefit (A06)	60%	58%	59%	61%	63%	65%	68%	68%	-	-	-	-	-	-	68%	68%
Positive £ benefit	29%	29%	31%	31%	33%	32%	33%	35%	-	-	-	-	-	-	35%	35%
Don't know £ benefit	12%	11%	11%	12%	15%	19%	21%	18%	-	-	-	-	-	-	22%	20%

Key Measures – Over Time

	Posts Sig. Assists								Posts Events							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	626	625	625	620	632	617	603	603	165	188	192	194	199	201	207	207
Quality Rating (A09)	78%	79%	78%	77%	78%	78%	78%	78%	74%	75%	74%	74%	76%	75%	76%	75%
Overall Satisfaction (B10)	76%	77%	75%	73%	75%	74%	75%	75%	76%	77%	75%	76%	75%	77%	79%	77%
Imp. Business Performance	40%	42%	43%	44%	43%	42%	40%	38%	42%	39%	33%	39%	38%	47%	52%	46%
Changed Behaviour (A83)	44%	44%	46%	49%	48%	49%	49%	46%	47%	45%	45%	48%	49%	59%	61%	58%
Increased R&D (AR&D)	12%	11%	11%	10%	10%	11%	11%	9%	14%	13%	12%	12%	13%	17%	18%	17%
Barriers Overcome (A92)	54%	55%	55%	56%	56%	54%	54%	52%	61%	57%	54%	55%	55%	66%	69%	67%
Sig. Business Benefit (A06)	62%	62%	61%	63%	62%	61%	61%	58%	68%	65%	64%	64%	64%	73%	75%	73%
Positive £ benefit	31%	33%	32%	31%	29%	28%	29%	30%	35%	31%	31%	30%	28%	35%	38%	40%
Don't know £ benefit	10%	8%	10%	13%	14%	17%	16%	12%	15%	14%	15%	19%	18%	19%	18%	14%
	Website Business Opportunities								Sector Events Abroad							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	551	284	295	285	295	289	276	291	113	93	80	90	95	104	114	89
Quality Rating (A09)	55%	55%	56%	57%	60%	59%	59%	58%	73%	69%	65%	66%	69%	74%	74%	77%
Overall Satisfaction (B10)	56%	54%	53%	55%	60%	60%	61%	58%	77%	75%	75%	76%	77%	82%	82%	81%
Imp. Business Performance	-	-	-	-	-	-	-	-	64%	62%	63%	64%	61%	62%	63%	60%
Changed Behaviour (A83)	26%	25%	20%	21%	22%	21%	23%	26%	65%	58%	59%	60%	63%	64%	68%	69%
Increased R&D (AR&D)	-	-	-	-	-	-	-	-	18%	20%	19%	16%	17%	14%	12%	13%
Barriers Overcome (A92)	51%	54%	52%	53%	56%	55%	55%	55%	74%	72%	71%	74%	76%	74%	75%	75%
Sig. Business Benefit (A06)	56%	58%	56%	58%	61%	61%	62%	60%	79%	75%	75%	78%	80%	81%	82%	83%
Positive £ benefit	29%	30%	29%	28%	31%	31%	30%	30%	48%	48%	53%	56%	58%	57%	57%	57%
Don't know £ benefit	9%	8%	8%	9%	12%	13%	14%	12%	13%	12%	11%	10%	11%	14%	17%	18%

Key Measures – Over Time

	CBBC Events								CBBC Sig. Assists							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	40	39	39	44	49	50	50	45	40	40	40	45	50	50	49	44
Quality Rating (A09)	73%	78%	77%	77%	76%	75%	75%	71%	83%	81%	81%	82%	81%	83%	84%	84%
Overall Satisfaction (B10)	63%	69%	64%	68%	71%	66%	74%	73%	83%	78%	78%	80%	80%	86%	84%	82%
Imp. Business Performance	53%	59%	56%	41%	41%	36%	38%	42%	43%	40%	35%	33%	44%	46%	49%	55%
Changed Behaviour (A83)	53%	67%	67%	61%	57%	56%	60%	58%	55%	53%	45%	49%	60%	64%	67%	68%
Increased R&D (AR&D)	8%	15%	18%	20%	16%	10%	12%	9%	8%	8%	8%	9%	16%	14%	16%	14%
Barriers Overcome (A92)	53%	62%	64%	52%	53%	52%	52%	53%	63%	63%	58%	62%	66%	64%	69%	64%
Sig. Business Benefit (A06)	63%	74%	74%	64%	59%	58%	62%	64%	75%	73%	65%	64%	70%	72%	78%	73%
Positive £ benefit	35%	41%	38%	20%	20%	22%	22%	29%	35%	40%	38%	27%	30%	28%	35%	43%
Don't know £ benefit	5%	5%	10%	16%	16%	16%	18%	16%	15%	15%	8%	11%	12%	18%	18%	14%
	UKIBC Events								UKIBC Sig. Assists							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	76	78	58	39	39	40	40	30	64	66	60	40	30	30	20	10
Quality Rating (A09)	78%	78%	77%	78%	82%	83%	79%	79%	69%	69%	69%	73%	74%	80%	84%	80%
Overall Satisfaction (B10)	75%	77%	74%	82%	82%	78%	70%	67%	64%	65%	68%	75%	77%	77%	80%	70%
Imp. Business Performance	24%	23%	26%	33%	41%	45%	35%	37%	38%	41%	38%	35%	27%	27%	25%	40%
Changed Behaviour (A83)	32%	35%	38%	38%	51%	50%	45%	47%	41%	44%	45%	40%	37%	40%	35%	50%
Increased R&D (AR&D)	9%	10%	10%	21%	28%	23%	20%	17%	11%	12%	17%	15%	13%	10%	0%	0%
Barriers Overcome (A92)	41%	44%	50%	54%	62%	60%	50%	47%	53%	53%	55%	53%	43%	53%	55%	70%
Sig. Business Benefit (A06)	50%	50%	55%	56%	67%	63%	55%	53%	61%	64%	67%	68%	60%	67%	65%	80%
Positive £ benefit	17%	21%	28%	31%	33%	30%	23%	23%	28%	30%	30%	33%	33%	30%	20%	20%
Don't know £ benefit	14%	14%	12%	13%	21%	23%	20%	20%	16%	14%	13%	13%	7%	17%	20%	30%

Key Measures – Over Time

	HVO Events								HVO Sig. Assists							
	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37	27-30	28-31	29-32	30-33	31-34	32-35	33-36	34-37
<i>Base</i>	74	44	34	18	0	0	0	0	37	38	38	30	27	24	17	15
Quality Rating (A09)	75%	84%	84%	84%	-	-	-	-	97%	94%	91%	89%	83%	83%	84%	84%
Overall Satisfaction (B10)	59%	70%	68%	67%	-	-	-	-	89%	87%	84%	83%	85%	88%	94%	93%
Imp. Business Performance	22%	25%	24%	33%	-	-	-	-	49%	50%	39%	33%	33%	33%	41%	47%
Changed Behaviour (A83)	35%	30%	24%	28%	-	-	-	-	70%	74%	66%	63%	59%	67%	76%	73%
Increased R&D (AR&D)	5%	7%	3%	6%	-	-	-	-	11%	13%	8%	7%	7%	8%	12%	13%
Barriers Overcome (A92)	41%	43%	44%	44%	-	-	-	-	73%	76%	68%	63%	56%	54%	65%	67%
Sig. Business Benefit (A06)	53%	52%	50%	50%	-	-	-	-	86%	87%	74%	70%	63%	71%	88%	87%
Positive £ benefit	16%	18%	21%	28%	-	-	-	-	49%	55%	47%	43%	41%	42%	41%	47%
Don't know £ benefit	11%	9%	6%	0%	-	-	-	-	19%	11%	11%	10%	11%	17%	29%	27%

