

UKTI Performance & Impact Monitoring Surveys – PIMS

Position at Q4 FY 2013/14

Summary Results (PIMS 31-34)

March 2014

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Headline Results

Performance Against Key Measures

Measure	Position at Q4 FY 2013/14
<u>Provide export services to more UK businesses</u>	
Total number of businesses assisted (target 50,000 annually by 2015)	34,820
- Number of innovative businesses assisted	29,770
- Number of assisted businesses expecting substantial growth	14,960
- Number of assisted businesses that are new to exporting	5,990
Number of businesses assisted excluding 'light' support*	30,150
Number of businesses receiving 'light' support	9,550
<u>Help UK businesses benefit from increased overseas sales**</u>	
Total additional sales (target £56 billion by 2015)	£51.8 billion
% assisted businesses improving performance	52%
% businesses assisted in high growth markets improving performance	54%
% assisted businesses reporting significant business benefit (target 70%)	70%
<u>Increase R&D**</u>	
Number of businesses increasing R&D activity as result of UKTI support (target 2,500)	4,250
<u>Professionalism**</u>	
Quality Rating (80% target)	78%
Quality Rating for high intensity support (90% target)	88%
Satisfaction Rating (80% target)	77%
Satisfaction Rating for high intensity support (90% target)	84%
<u>Excellent Client Records (latest quarter)***</u>	
% records provided for PIMS are complete (100% target)	97%
...of which contact details are incorrect	18%

* '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 20-23	PIMS 21-24	PIMS 22-25	PIMS 23-26	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33	PIMS 31-34
UKTI total	Annual no. of firms supported	26,650	24,550	25,140	25,450	25,400	26,640	26,920	29,230	31,310	31,880	32,600	34,820
	% change from previous 12 months*	+2%	-9%	-3%	0%	-5%	+9%	+7%	+15%	+23%	+20%	+21%	+19%
Excluding 'light' support**	Annual number of firms supported	24,350	22,390	22,510	21,370	21,450	22,340	23,180	25,390	26,920	27,580	28,370	30,150
	% change from previous 12 months	+3%	-9%	-5%	-9%	-12%	+0%	+3%	+19%	+26%	+23%	+22%	+19%

* This shows the % change from the equivalent 4 waves a year previously, so for example the +19% for PIMS 31-34 shows the change from the PIMS 27-30 period.

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

Key Measures – Over Time

	PIMS 20-23	PIMS 21-24	PIMS 22-25	PIMS 23-26	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33	PIMS 31-34
<i>Base: Exc. light support*</i>	4000	3959	3870	3842	3817	3915	3904	3860	3823	3687	3722	3716
Quality Rating (A09)	78%	79%	78%	79%	78%	78%	78%	78%	79%	78%	78%	78%
Overall Satisfaction (B10)	76%	76%	75%	76%	75%	76%	76%	76%	77%	76%	76%	77%
Improved Business Performance	51%	53%	53%	54%	53%	52%	51%	50%	49%	49%	50%	52%
Increased Skills (A81)	50%	51%	51%	51%	51%	51%	50%	50%	50%	50%	53%	54%
Changed Behaviour (A83)	56%	56%	56%	57%	56%	55%	54%	53%	53%	54%	57%	58%
Increased R&D (AR&D)	13%	14%	15%	15%	15%	15%	16%	16%	15%	15%	15%	15%
Barriers Overcome (A92)	61%	62%	62%	62%	61%	60%	60%	59%	59%	60%	61%	63%
Significant Business Benefit (A06)	69%	70%	70%	71%	70%	69%	69%	68%	67%	68%	70%	70%
Mean Additional Profit (A49)	£302k	£248k	£239k	£219k	£257k	£252k	£250k	£230k	£151k	£188k	£181k	£181k
Mean Additional Sales	£2,433k	£1,987k	£1,748k	£1,486k	£1,794k	£1,884k	£1,965k	£1,953k	£1,241k	£1,847k	£1,820k	£1,717k

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

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

Key Measures – By Service Type

	UK-based Advisory Services	Overseas Network Services	Events	Tradeshows & Missions	Website Business Opps	DSO Support
<i>Base: All supported firms</i>	1138	1099	1155	431	295	118
Number Firms Assisted (Annual A01)	9,100	13,960	19,310	8,550	5,210	1,040
- % records complete (PIMS 34)	98%	98%	95%	97%	22%	97%
- % records with contact details incorrect (PIMS 34)	15%	20%	18%	15%	11%	15%
Quality Rating (A09)	89%	78%	78%	74%	60%	74%
Overall Satisfaction (B10)	83%	75%	74%	83%	60%	68%
Improved Business Performance	58%	45%	41%	81%	-	43%
Increased Skills (A81)	58%	45%	51%	73%	37%	41%
Changed Behaviour (A83)	65%	52%	52%	77%	22%	45%
Increased R&D (AR&D)	16%	11%	13%	25%	-	8%
Barriers Overcome (A92)	64%	58%	56%	83%	55%	53%
Significant Business Benefit (A06)	73%	65%	65%	88%	61%	62%
Mean Additional Profit (A49)	£293k	£227k	£129k	£102k	£124k	£151k
Mean Additional Sales	£3,131k	£2,601k	£762k	£775k	£593k	£1,329k

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, Posts Events, Sector Events Abroad, Webinars, CBBC Events, UKIBC Events, HVO Events*
 Tradeshows & Missions – *MVS, TAP, Outward Missions*
 Website Business Opps – *Website Business Opportunities*
 DSO – *DSO Events, DSO Sig Assists*

Key Measures – By Support Type

	High Intensity Support	Other Tailored Support	Outreach Events
<i>Base: Selected services</i>	852	731	763
Number Firms Assisted (Annual A01)	3,460	9,250	15,200
- % records complete (PIMS 34)	98%	98%	94%
- % records with contact details incorrect (PIMS 34)	16%	14%	18%
Quality Rating (A09)	88%	84%	79%
Overall Satisfaction (B10)	84%	78%	73%
Improved Business Performance	69%	53%	40%
Increased Skills (A81)	70%	52%	50%
Changed Behaviour (A83)	76%	60%	52%
Increased R&D (AR&D)	28%	12%	11%
Barriers Overcome (A92)	72%	62%	53%
Significant Business Benefit (A06)	83%	70%	65%
Mean Additional Profit (A49)	£217k	£283k	£174k
Mean Additional Sales	£1,594k	£2,964k	£991k

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, 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>	3716	342	344	40	344	315	41	71	387	106	36	140
Number Firms Assisted (PIMS 34)	12,092	263	560	34	2,058	1,976	207	349	929	420	229	1,078
- % records complete	97%	99%	98%	94%	98%	98%	98%	96%	98%	95%	100%	98%
- % with contact details incorrect	18%	10%	21%	22%	13%	16%	11%	5%	16%	14%	9%	10%
Quality Rating (A09)	78%	91%	89%	88%	89%	82%	90%	81%	77%	78%	79%	72%
Overall Satisfaction (B10)	77%	81%	82%	98%	82%	80%	93%	72%	72%	86%	86%	85%
Improved Business Performance	52%	73%	70%	73%	52%	42%	71%	35%	55%	80%	81%	84%
Increased Skills (A81)	54%	75%	68%	83%	50%	51%	88%	51%	56%	77%	81%	73%
Changed Behaviour (A83)	58%	82%	73%	88%	58%	59%	90%	46%	63%	77%	78%	80%
Increased R&D (AR&D)	15%	34%	27%	33%	10%	10%	32%	14%	16%	27%	22%	24%
Barriers Overcome (A92)	63%	76%	69%	88%	60%	54%	80%	51%	66%	83%	92%	85%
Significant Business Benefit (A06)	70%	86%	81%	95%	67%	67%	95%	63%	75%	88%	92%	89%
Mean Additional Profit (A49)	£181k	£269k	£191k	£112k	£312k	£72k	£212k	£110k	£218k	£127k	£42k	£101k
Mean Additional Sales	£1,717k	£1,832k	£1,298k	£628k	£3,669k	£831k	£1,084k	£739k	£1,608k	£1,083k	£385k	£675k

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

Key Measures – By Individual Service

	TAP Non Funded	Outward Missions	Inward Missions	Sector 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>	107	42	10	337	632	199	295	95	60	58	40
Number Firms Assisted (PIMS 34)	539	11	0	2,983	4,877	1,192	2,676	297	203	103	866
- % records complete	95%	91%	-	91%	97%	97%	22%	97%	98%	99%	97%
- % with contact details incorrect	20%	33%	-	22%	23%	23%	11%	32%	13%	19%	7%
Quality Rating (A09)	72%	67%	50%	77%	78%	76%	60%	69%	73%	80%	78%
Overall Satisfaction (B10)	78%	86%	40%	68%	75%	75%	60%	77%	65%	83%	75%
Improved Business Performance	83%	69%	30%	38%	43%	38%	-	61%	42%	52%	-
Increased Skills (A81)	72%	69%	60%	50%	41%	47%	37%	67%	47%	40%	30%
Changed Behaviour (A83)	77%	71%	60%	47%	48%	49%	22%	63%	43%	60%	33%
Increased R&D (AR&D)	28%	19%	20%	11%	10%	13%	-	17%	7%	14%	-
Barriers Overcome (A92)	79%	81%	50%	55%	56%	55%	56%	76%	55%	59%	33%
Significant Business Benefit (A06)	86%	88%	60%	63%	62%	64%	61%	80%	63%	71%	50%
Mean Additional Profit (A49)	£98k	£87k	£10k	£254k	£238k	£60k	£122k	£69k	£253k	£53k	-
Mean Additional Sales	£757k	£627k	£69k	£1,182k	£3,221k	£392k	£595k	£401k	£2,200k	£397k	-

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

Key Measures – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: All receiving CBBC support</i>	118	50	49	19
Number Firms Assisted (Quarterly A01)				
- PIMS 31	361	181	136	44
- PIMS 32	485	218	230	37
- PIMS 33	733	351	359	23
- PIMS 34	716	257	437	22
- % records complete (PIMS 34)	98%	97%	99%	100%
- % with contact details incorrect (PIMS 34)	7%	8%	5%	13%
- % refusing as no/minimal support (PIMS 34)	10%	3%	16%	0%
Quality Rating (A09)	79%	81%	76%	83%
Overall Satisfaction (B10)	77%	80%	71%	89%
Improved Business Performance	43%	44%	41%	68%
Increased Skills (A81)	52%	52%	51%	74%
Changed Behaviour (A83)	60%	60%	57%	95%
Increased R&D (AR&D)	16%	16%	16%	26%
Barriers Overcome (A92)	61%	66%	53%	84%
Significant Business Benefit (A06)	66%	70%	59%	95%
Mean Additional Profit (A49)	£189k	£123k	£16k	£1,536k
Mean Additional Sales	£778k	£608k	£224k	£5,118k

Key Measures – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: All receiving UKIBC support</i>	69	30	39
Number Firms Assisted (Quarterly A01)			
- PIMS 31	446	140	306
- PIMS 32	433	182	251
- PIMS 33	202	56	146
- PIMS 34	277	0	277
- % records complete (PIMS 34)	99%	-	99%
- % with contact details incorrect (PIMS 34)	15%	-	15%
- % refusing as no/minimal support (PIMS 34)	11%	-	11%
Quality Rating (A09)	79%	74%	82%
Overall Satisfaction (B10)	80%	77%	82%
Improved Business Performance	38%	27%	41%
Increased Skills (A81)	43%	27%	49%
Changed Behaviour (A83)	49%	37%	51%
Increased R&D (AR&D)	26%	13%	28%
Barriers Overcome (A92)	56%	43%	62%
Significant Business Benefit (A06)	66%	60%	67%
Mean Additional Profit (A49)	£234k	£682k	£82k
Mean Additional Sales	£1,789k	£4,075k	£855k

Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: All receiving HVO support</i>	27	27	0
Number Firms Assisted (Quarterly A01)			
- PIMS 31	98	98	0
- PIMS 32	32	32	0
- PIMS 33	6	6	0
- PIMS 34	14	14	0
- % records complete (PIMS 34)	93%	93%	-
- % with contact details incorrect (PIMS 34)	17%	17%	-
- % refusing as no/minimal support (PIMS 34)	8%	8%	-
Quality Rating (A09)	83%	83%	-
Overall Satisfaction (B10)	85%	85%	-
Improved Business Performance	33%	33%	-
Increased Skills (A81)	59%	59%	-
Changed Behaviour (A83)	59%	59%	-
Increased R&D (AR&D)	7%	7%	-
Barriers Overcome (A92)	56%	56%	-
Significant Business Benefit (A06)	63%	63%	-
Mean Additional Profit (A49)	£481k	£481k	-
Mean Additional Sales	£5,598k	£5,598k	-

* 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).



Background

Background

- This report is based on PIMS 31-34. The research was conducted in four fieldwork waves (April/May 2013, July/August 2013, October /November 2013, January/February 2014).
- These results are based on a total of **4,236 interviews**, as follows:

- Passport to Export: 342	- TAP Group: 140	- DSO Significant Assists: 58
- Gateway to Global Growth: 344	- TAP Non-Funded: 107	- Webinars: 40
- EMRS: 40	- Outward Missions: 42	- HVO Significant Assists: 27
- ERTA Significant Assists: 344	- Inward Missions: 10	- CBBC Events: 49
- English Regions Events: 315	- Sector Events UK: 337	- CBBC Significant Assists: 50
- ECR: 41	- Posts Significant Assists: 632	- UKIBC Events: 39
- HQ Events: 71	- Posts Events: 199	- UKIBC Significant Assists: 30
- OMIS: 387	- Web Business Opportunities: 295	
- Market Visit Support: 106	- Sector Events Abroad: 95	
- TAP Solo: 36	- DSO Events: 60	
- PIMS interviews are conducted **c.6 months** after firms receive the UKTI support, so the latest fieldwork wave (PIMS 34) covered firms receiving support in **July-September 2013**. The exceptions to this are...
 - Passport users: Interviewed c.15 months after signing up
 - GGG users: Interviewed c.12 months after signing up
- Please note that the data shown for English Regions Trade Advisors (ERTA) Significant Assists only covers those firms not also receiving support under Passport or GGG during the same time period, and data for Webinar attendees only covers those 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
Export Communications Review	ECR
Export Marketing Research Scheme	EMRS
Gateway to Global Growth	GGG
High Value Opportunities Programme	HVO
Market Visit Support	MVS
Overseas Market Introduction Service	OMIS
Passport to Export	Passport
Tradeshaw Access Programme	TAP
UK India Business Council	UKIBC
Website Business Opportunities service	Web Bus Opps

Interviews Achieved

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.
PIMS 31	1,037	72	72	10	74	100	10	15	97	25	8	25	26	20
PIMS 32	1,042	90	90	10	89	55	10	21	100	41	8	45	40	11
PIMS 33	1,086	90	90	10	90	90	10	20	100	25	10	30	24	10
PIMS 34	1,071	90	92	10	91	70	11	15	90	15	10	40	17	1

	Inward Miss.	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars	HVO Events	HVO Sig. Assists	CBBC Events	CBBC Sig. Assists	UKIBC Events	UKIBC Sig. Assists
PIMS 31	0	100	160	53	74	20	15	13	-	0	10	9	10	9	10
PIMS 32	0	55	160	46	71	20	15	15	-	0	10	10	10	9	10
PIMS 33	10	85	160	50	60	40	15	15	-	0	2	15	15	10	10
PIMS 34	0	97	152	50	90	15	15	15	40	0	5	15	15	10	0

Posts Significant Assists – Individual Markets/Areas

Interviews Conducted By Market & Market Area

Countries within Europe (241)...

- Austria (3), Belgium/Luxembourg (9), Bosnia & Herzegovina (1), Bulgaria (3), Croatia (1), Cyprus (1), Czech Republic (13), Denmark (7), Estonia (1), Finland (6), France (21), Germany (23), Greece (5), Hungary (7), Ireland (2), Italy (24), Latvia (1), Lithuania (2), Netherlands (3), Norway (3), Poland (20), Portugal (13), Romania (5), Russia (11), Serbia (1), Slovakia (6), Slovenia (1), Spain (25), Sweden (5), Switzerland (5), Turkey (10), Ukraine (3)

Countries within North America (68)...

- Canada (14), USA (54)

Countries in Latin America (74)...

- Argentina (5), Barbados (1), Brazil (28), Chile (1), Colombia (2), Cuba (5), Dominican Republic (1), Ecuador (5), Guyana (2), Jamaica (1), Mexico (11), Panama (2), Peru (1), Trinidad and Tobago (7), Venezuela (2)

Countries within Asia Pacific (138)...

- Australia (11), Bangladesh (1), China (17), Hong Kong (8), India (24), Indonesia (3), Japan (27), Kazakhstan (1), Malaysia (13), New Zealand (4), Pakistan (2), Philippines (2), Singapore (6), South Korea (7), Taiwan (4), Thailand (4), Vietnam (4)

Countries within Middle East and Africa (111)...

- Algeria (3), Cameroon (2), Egypt (14), Ethiopia (2), Ghana (6), Iraq (4), Israel (2), Jordan (5), Kenya (5), Kuwait (1), Lebanon (2), Morocco (4), Nigeria (12), Occupied Palestinian Territories (2), Oman (3), Qatar (3), Saudi Arabia (13), Sierra Leone (1), South Africa (12), Sudan (1), Tanzania (6), Tunisia (3), UAE (2), Uganda (3)

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 31	Oct - Dec 2012	Jan - Mar 2012	Apr - Jun 2012	Apr - May 2013
PIMS 32	Jan - Mar 2013	Apr - Jun 2012	Jul - Sep 2012	Jul - Aug 2013
PIMS 33	Apr - June 2013	Jul - Sep 2012	Oct - Dec 2012	Oct - Nov 2013
PIMS 34	Jul - Sep 2013	Oct - Dec 2012	Jan - Mar 2013	Jan - Feb 2014

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



Sample Analysis

Sample Analysis – PIMS 34

	Total	Passport	GGG	EMRS	ERTA Sig. Assist	ER Event	ECR	HQ Event	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.
SAMPLE CLEANING														
Total (in-scope) records provided	35,316	263	563	35	2,112	2,510	210	422	1,151	442	238	1,144	641	11
Incomplete/ineligible records	1,271	5	18	2	59	67	7	45	44	21	2	27	29	1
Duplicate records (within service)	12,481	0	3	1	54	534	3	73	222	22	9	66	102	0
Duplicate records (across services)	6,841	1	158	1	517	612	65	126	395	154	76	257	132	0
Took part in recent PIMS survey	1,300	15	35	8	99	142	11	20	78	29	13	57	27	1
On Passport or GGG (ERTA only)	-	-	-	-	124	-	-	-	-	-	-	-	-	-
CATI SCREENING														
Random selection for CATI	3,242	206	249	23	251	179	28	39	234	35	22	92	105	9
Unusable – ineligible for interview	543	5	9	0	33	25	3	6	19	1	1	3	33	0
Unusable – contact details incorrect	556	20	53	5	32	28	3	2	38	5	2	9	21	3
Unusable – other UKTI research	14	1	1	0	1	0	0	0	2	1	0	0	0	0
ACHIEVED INTERVIEWS / RESPONSE RATE														
Total useable sample (CATI)	2,129	180	186	18	185	126	22	31	175	28	19	80	51	6
Interviews achieved	1071	90	92	10	91	70	11	15	90	15	10	40	17	1
Response rate (%)	50%	50%	49%	56%	49%	56%	50%	48%	51%	54%	53%	50%	33%	17%
Refusal rate (%)	16%	12%	19%	0%	8%	11%	23%	10%	13%	7%	11%	6%	25%	17%

Sample Analysis – PIMS 34

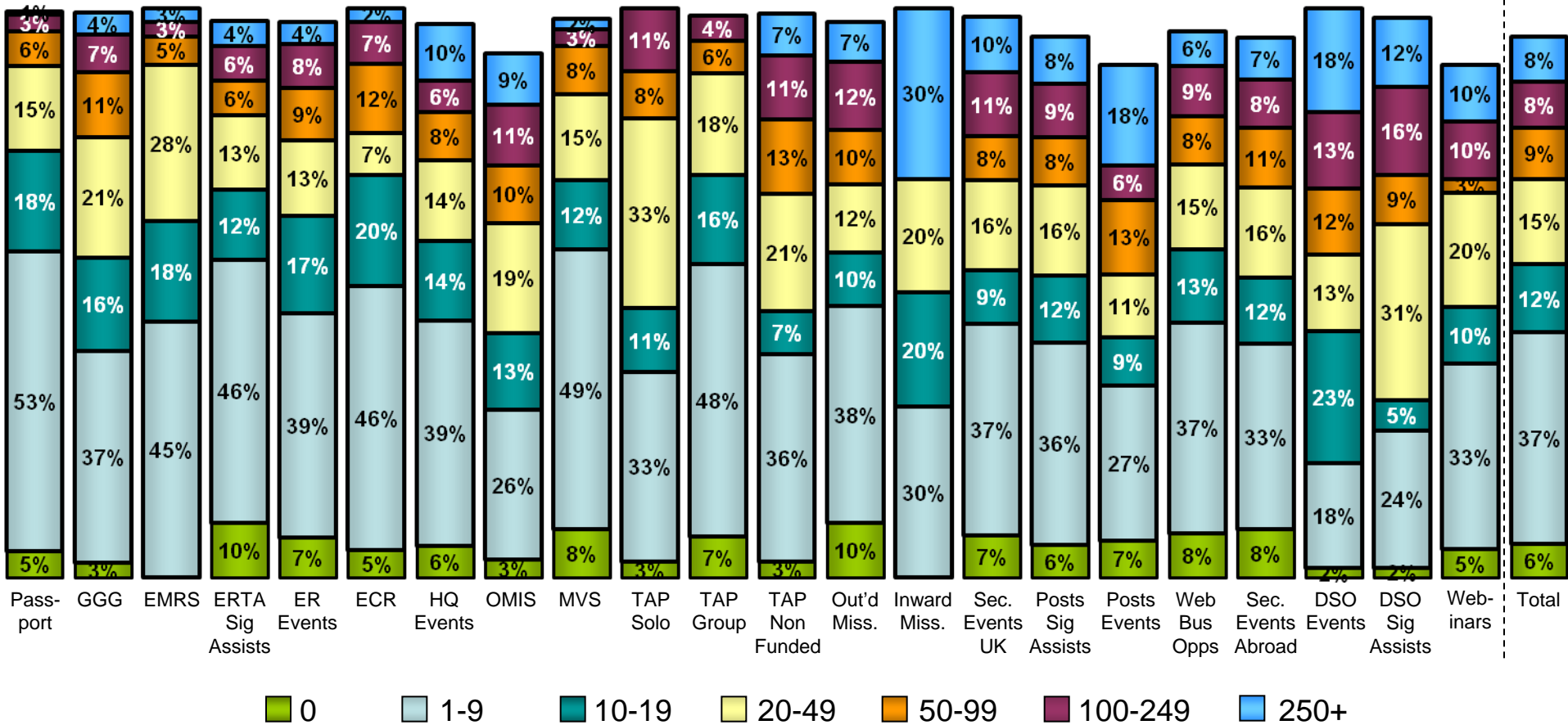
	Inward Miss.	Sec. Event UK	Posts Sig. Assist	Posts Event	Web Bus Opps	Sector Event Abroad	DSO Event	DSO Sig. Assist	Web-inar	HVO Event	HVO Sig. Assist	CBBC Event	CBBC Sig. Assist	UKIBC Event	UKIBC Sig. Assist
SAMPLE CLEANING															
Total (in-scope) records provided	0	3,384	8,461	2,145	8,062	365	640	191	1,084	0	15	598	330	299	0
Incomplete/ineligible records	0	310	170	54	168	32	8	2	125	0	1	46	13	15	0
Duplicate records (within service)	0	401	3,584	953	5,386	68	437	88	218	0	1	161	73	22	0
Duplicate records (across services)	0	699	1,577	447	726	151	112	5	293	0	0	153	98	86	0
Took part in recent PIMS survey	0	111	307	53	151	16	22	16	40	0	1	21	12	15	0
CATI SCREENING															
Random selection for CATI	0	414	531	191	276	47	48	37	94	0	12	57	36	27	0
Unusable – ineligible for interview	0	116	129	45	78	4	7	2	9	0	1	9	1	4	0
Unusable – contact details incorrect	0	91	123	43	31	15	6	7	7	0	2	3	3	4	0
Unusable – other UKTI research	0	1	1	0	3	1	0	0	0	0	0	2	0	0	0
ACHIEVED INTERVIEWS / RESPONSE RATE															
Total useable sample (CATI)	0	206	278	103	164	27	35	28	78	0	9	43	32	19	-
Interviews achieved	0	97	152	50	90	15	15	15	40	0	5	15	15	10	-
Response rate (%)	-	47%	55%	49%	55%	56%	43%	54%	51%	-	56%	35%	47%	53%	-
Refusal rate (%)	-	29%	13%	16%	23%	4%	20%	14%	9%	-	0%	26%	16%	21%	-



Client Profile

Size of Business – Number of Employees

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



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (342, 0%, 0%), GGG (344, 0%, 1%), EMRS (40, 0%, 0%), ERTA (344, 0%, 2%), ER Events (315, 1%, 2%), ECR (41, 0%, 0%), HQ Events (71, 0%, 3%), OMIS (387, 7%, 1%), MVS (106, 1%, 1%), TAP Solo (36, 0%, 0%), TAP Group (140, 1%, 0%), TAP Non Funded (107, 1%, 0%), Outward Missions (42, 2%, 0%), Inward Missions (10, 0%, 0%), Sector Events UK (337, 1%, 1%), Posts Sig Assists (632, 4%, 1%), Posts Events (199, 9%, 1%), Website Bus Opps (295, 1%, 3%), Sector Events Abroad (95, 2%, 3%), DSO Events (60, 0%, 0%), DSO Sig Assists (58, 2%, 0%), Webinars (40, 3%, 8%), Total (4236, 2%, 2%)

Size of Business – Number of Employees

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

	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base</i>	4236	3716	1046	1481	1683
0	6%	6%	15%	5%	3%
1-9	37%	37%	54%	48%	18%
10-19	12%	12%	11%	14%	12%
20-49	15%	16%	6%	16%	20%
50-99	9%	9%	2%	7%	14%
100-249	8%	8%	3%	5%	15%
250+	8%	8%	2%	2%	15%
Don't know/refused	2%	2%	0%	2%	3%
Not yet trading	2%	1%	7%	0%	0%

Estimated Total Employees

Estimated Total Employees

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

Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	29	10	91.7%	27,650	0.8 million
250-4999 employees	920	700	7.3%	2,200	2.0 million
5000+ employees	18,871	9,000	1.0%	300	5.7 million
Total	281	12	100%	30,150	8.5 million

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

Estimated Total Employees – By Sector

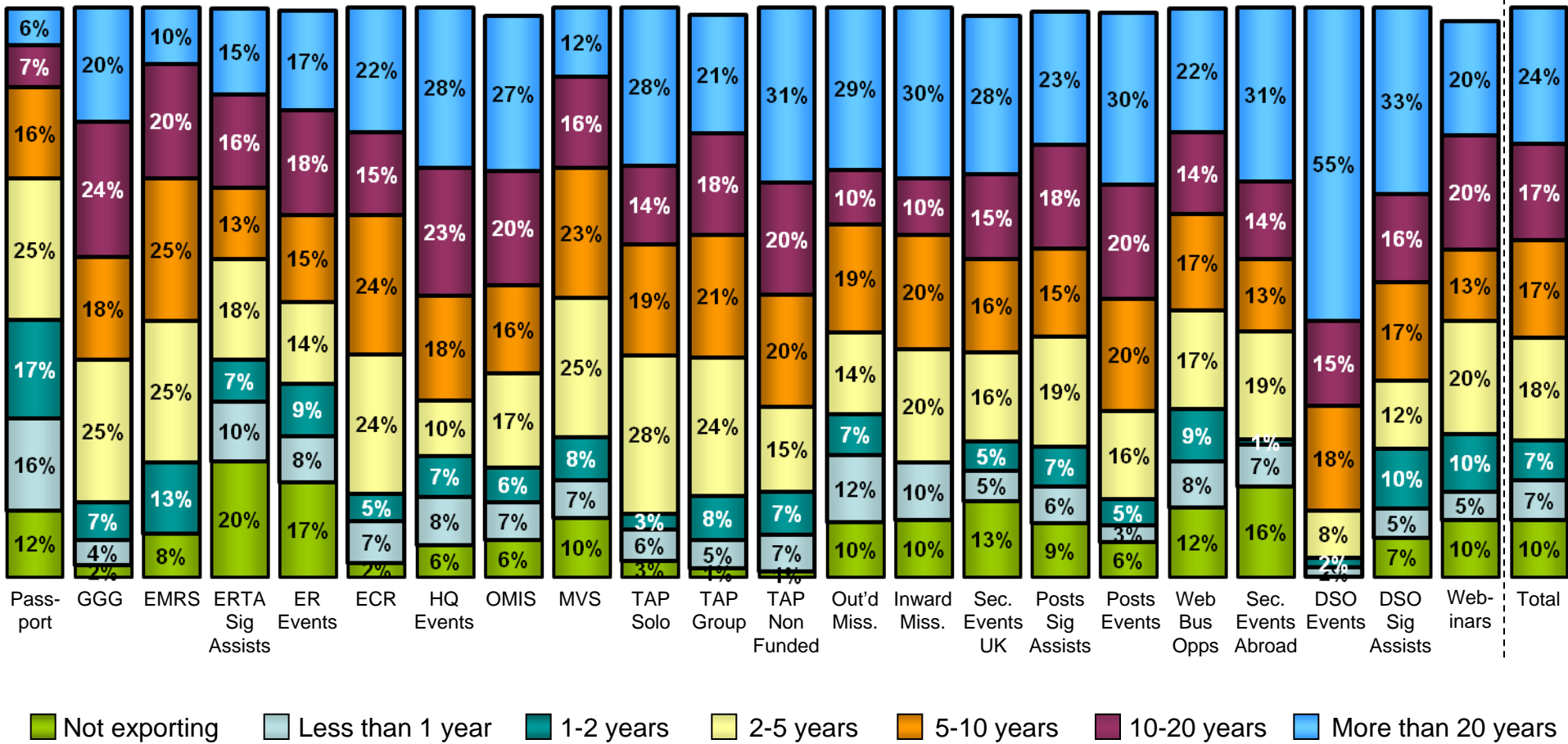
Production Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	39	16	93.6%	10,670	0.4 million
250-4999 employees	816	500	6.0%	680	0.6 million
5000+ employees	12,328	9,000	0.5%	60	0.7 million
Total	142	20	100%	11,400	1.6 million

Services Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	22	7	90.6%	16,450	0.4 million
250-4999 employees	980	750	8.1%	1,470	1.4 million
5000+ employees	21,243	9,000	1.3%	240	5.0 million
Total	381	8	100%	18,150	6.9 million

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

Length of Time Exporting

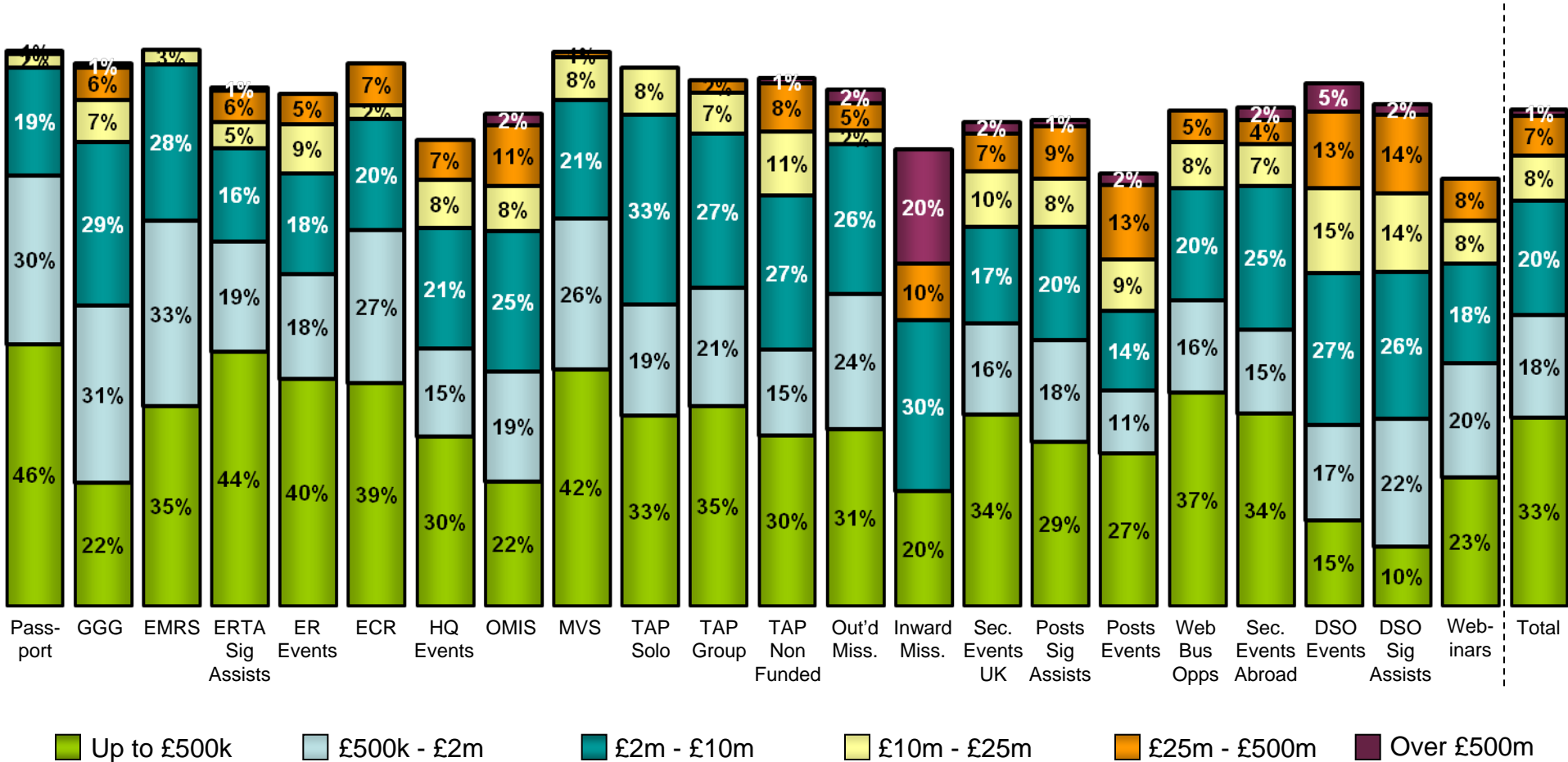
How long ago did your company start conducting business overseas?



Base: All respondents (Base, Don't know/Refused) - Passport (342, 0%), GGG (344, 0%), EMRS (40, 0%), ERTA (344, 0%), ER Events (315, 1%), ECR (41, 0%), HQ Events (71, 0%), OMIS (387, 2%), MVS (106, 0%), TAP Solo (36, 0%), TAP Group (140, 1%), TAP Non Funded (107, 0%), Outward Missions (42, 0%), Inward Missions (10, 0%), Sector Events UK (337, 1%), Posts Sig Assists (632, 1%), Posts Events (199, 1%), Website Bus Opps (295, 0%), Sector Events Abroad (95, 0%), DSO Events (60, 0%), DSO Sig Assists (58, 0%), Webinars (40, 3%), Total (4236, 1%)

Annual Turnover

What is the current annual turnover of your business?



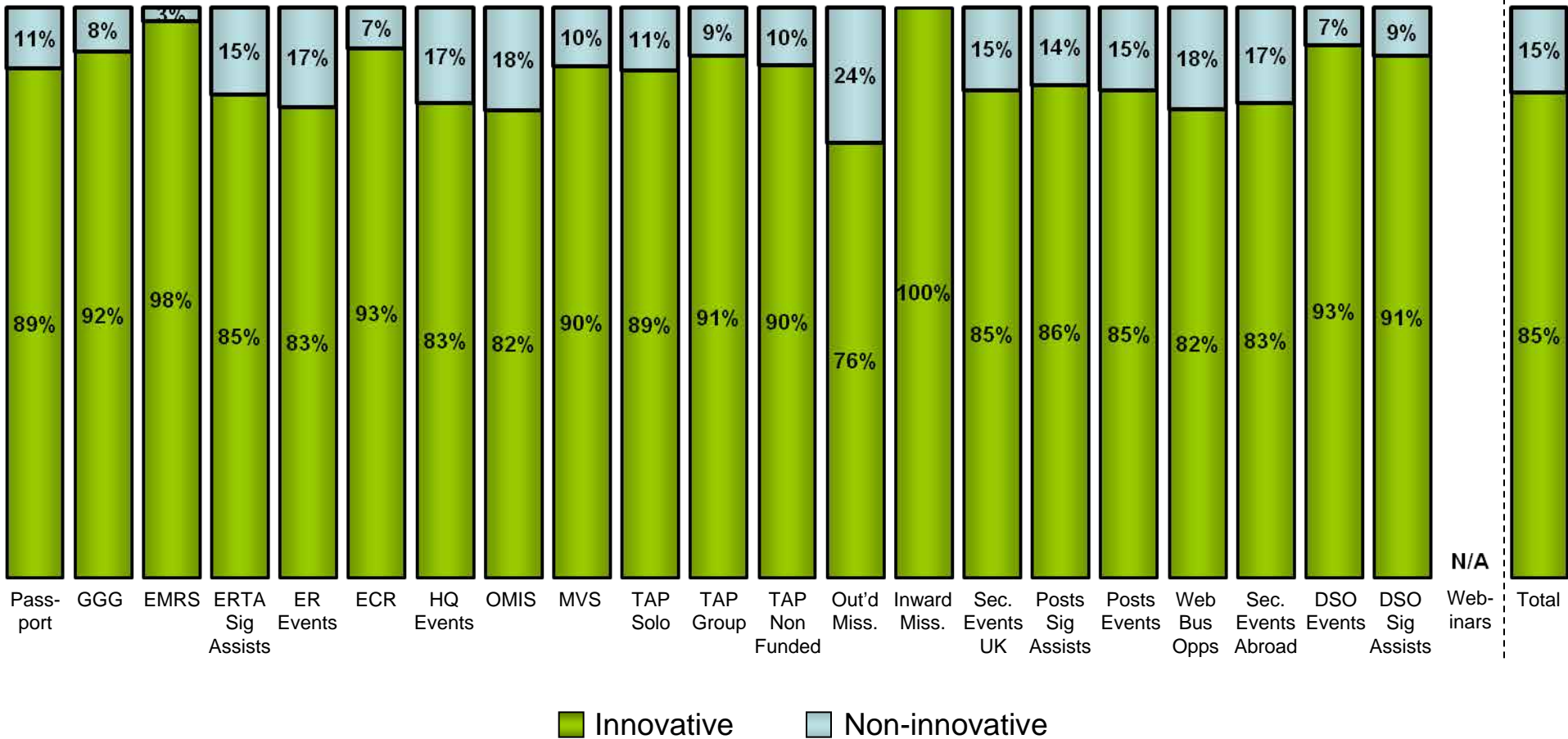
Base: All PIMS (Base, Don't know/Refused, Not yet trading) - Passport (342, 2%, 0%), GGG (344, 4%, 1%), EMRS (40, 3%, 0%), ERTA (344, 7%, 2%), ER Events (315, 8%, 2%), ECR (41, 5%, 0%), HQ Events (71, 15%, 3%), OMIS (387, 13%, 1%), MVS (106, 2%, 1%), TAP Solo (36, 6%, 0%), TAP Group (140, 8%, 0%), TAP Non Funded (107, 7%, 0%), Outward Missions (42, 10%, 0%), Inward Missions (10, 20%, 0%), Sector Events UK (337, 14%, 1%), Posts Sig Assists (632, 13%, 1%), Posts Events (199, 23%, 1%), Website Bus Opps (295, 9%, 3%), Sector Events Abroad (95, 9%, 3%), DSO Events (60, 8%, 0%), DSO Sig Assists (58, 12%, 0%), Webinars (40, 18%, 8%), Total (4236, 11%, 2%)

Defining Innovation

'Innovative' firms are those that...

- Have more than one employee engaged either wholly or partly in R&D activity or new product/service development (F3)
- Or, have employed someone external to the business to conduct R&D or new product/service development activity in the last year (F4)
- Or, have introduced new products or services in the last 3 years (E1c) *except firms established in the last 2 years*

Innovative Firms



Base: All except Webinar attendees (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Total (4196)

Innovative Firms

Innovative Firms – Standard Definition

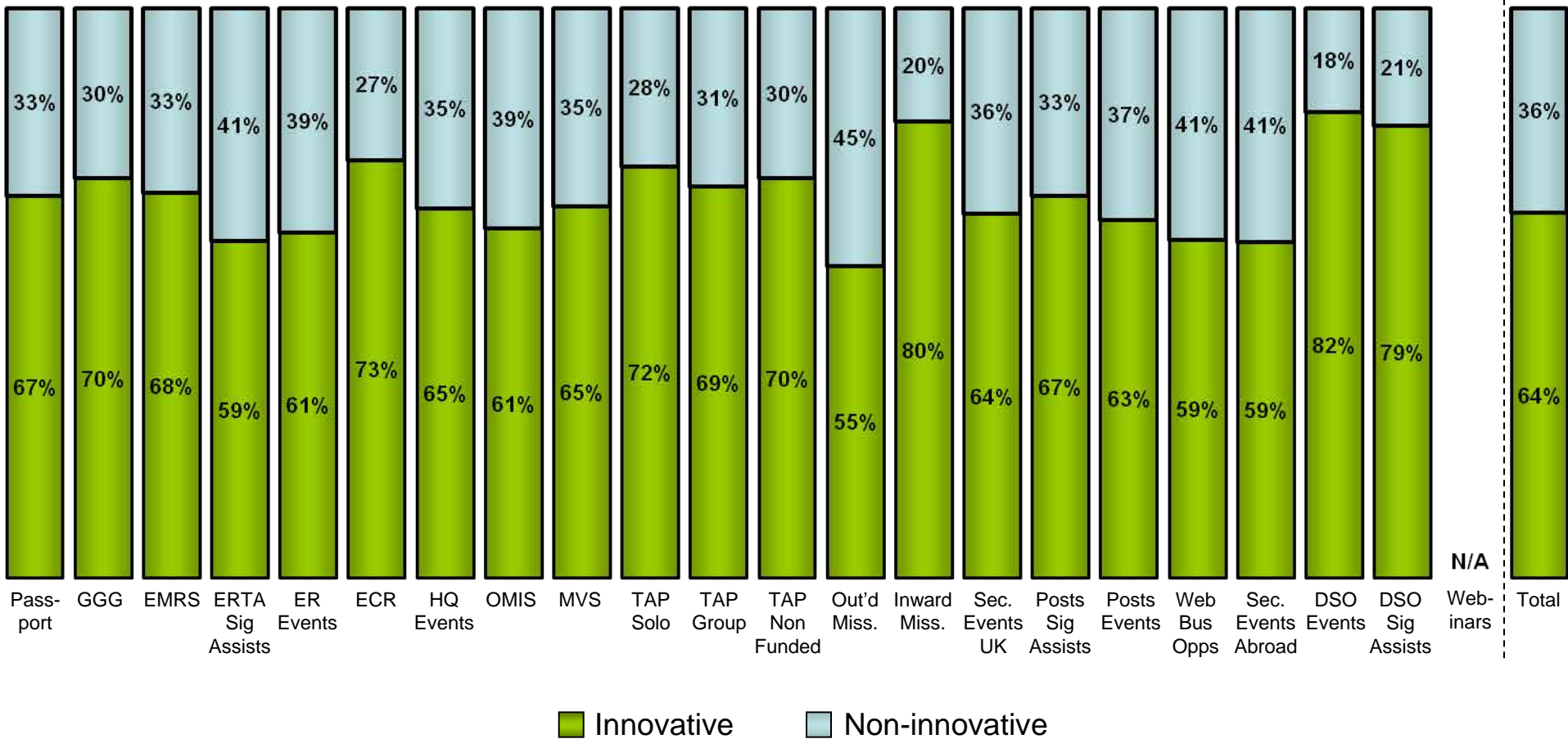
	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base: Exc. webinars</i>	4196	3716	1036	1468	1667
Innovative	85%	86%	73%	91%	89%
Non-innovative	15%	14%	27%	9%	11%

Defining Innovation – Alternative (Tighter) Definition

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

- Have more than one employee engaged wholly or partly in R&D activity or new product or service development (F3) and any employees are involved in the ‘development of scientific or technical knowledge that is not commonly available’ (F3x)
- Or, have employed someone external to the business to conduct R&D or new product/service development activity in the last year (F4)
- Or, have introduced new products or services in the last 3 years (E1c) *except firms established in the last 2 years* and these products & services are new to the world/sector (F5)

Innovative Firms – Alternative (Tighter) Definition



Base: All except Webinar attendees (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Total (4196)

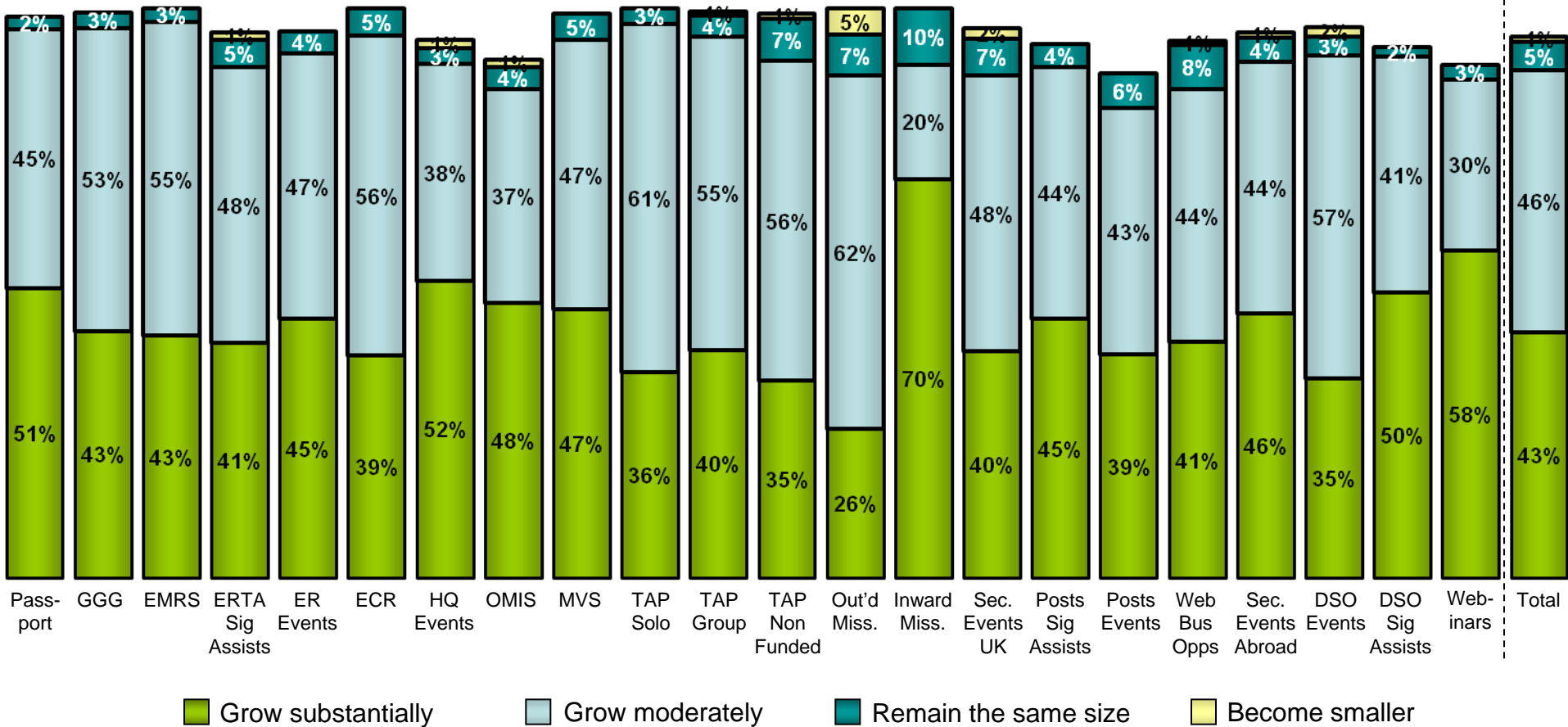
Innovative Firms – Constituent Elements

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base: Exc. webinars</i>	4196	342	344	40	344	315	41	71	387	106	36
At least 2 R&D & 2 new product development employees	56%	56%	69%	58%	49%	50%	54%	51%	60%	61%	69%
<i>...and involved in 'development of scientific or technical knowledge'</i>	31%	29%	38%	30%	28%	25%	22%	28%	34%	33%	39%
Introduced new products/services in last 3 years	72%	73%	82%	88%	72%	70%	76%	70%	72%	77%	81%
<i>...and these products/services are 'new to world or 'new to sector'</i>	42%	41%	49%	48%	38%	41%	41%	34%	42%	43%	56%
Commission external R&D/NPD	36%	39%	38%	43%	32%	34%	44%	28%	31%	37%	44%

	TAP Group	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
<i>Base</i>	140	107	42	10	337	632	199	295	95	60	58	-
At least 2 R&D & 2 new product development employees	56%	64%	60%	60%	53%	57%	55%	53%	59%	70%	72%	-
<i>...and involved in 'development of scientific or technical knowledge'</i>	24%	34%	33%	40%	31%	32%	30%	28%	37%	55%	50%	-
Introduced new products/services in last 3 years	83%	77%	57%	100%	71%	74%	74%	63%	65%	90%	83%	-
<i>...and these products/services are 'new to world or 'new to sector'</i>	49%	44%	40%	70%	39%	42%	42%	38%	36%	73%	64%	-
Commission external R&D/NPD	41%	44%	33%	30%	36%	39%	35%	30%	37%	48%	33%	-

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 (342, 1%, 0%), GGG (344, 0%, 1%), EMRS (40, 0%, 0%), ERTA (344, 2%, 2%), ER Events (315, 2%, 2%), ECR (41, 0%, 0%), HQ Events (71, 3%, 3%), OMIS (387, 8%, 1%), MVS (106, 0%, 1%), TAP Solo (36, 0%, 0%), TAP Group (140, 1%, 0%), TAP Non Funded (107, 1%, 0%), Outward Missions (42, 0%, 0%), Inward Missions (10, 0%, 0%), Sector Events UK (337, 3%, 1%), Posts Sig Assists (632, 5%, 1%), Posts Events (199, 11%, 1%), Website Bus Opps (295, 2%, 3%), Sector Events Abroad (95, 1%, 3%), DSO Events (60, 3%, 0%), DSO Sig Assists (58, 7%, 0%), Webinars (40, 3%, 8%), Total (4236, 3%, 2%)



Support Received

Focus of Support

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

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base: Exc. Web Opps & Webinars</i>	3880	342	344	40	344	315	41	71	387	106	36
Selling or exporting overseas	87%	99%	98%	95%	94%	91%	100%	93%	86%	91%	100%
Sourcing materials/goods overseas	9%	8%	7%	5%	9%	10%	12%	6%	5%	11%	3%
Joint venturing, partnering or franchising overseas	35%	43%	33%	25%	36%	39%	12%	28%	30%	35%	17%
Investing /setting up a site overseas	24%	32%	23%	25%	24%	33%	5%	34%	17%	18%	11%
Other/none of these	12%	2%	5%	8%	5%	10%	7%	14%	12%	10%	3%
Don't know/refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

	TAP Group	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	Posts Sig. Assists	Posts Events (exc. speakers)	Web Bus Opps	Sector Events Abroad (exc. speakers)	DSO Events	DSO Sig. Assists	Webinars
<i>Base</i>	140	107	42	10	337	632	190	-	83	60	58	-
Selling or exporting overseas	91%	89%	90%	70%	82%	85%	77%	-	86%	88%	86%	-
Sourcing materials/goods overseas	11%	10%	7%	0%	14%	6%	11%	-	14%	17%	5%	-
Joint venturing, partnering or franchising overseas	24%	16%	50%	50%	45%	29%	42%	-	41%	33%	21%	-
Investing /setting up a site overseas	8%	14%	33%	10%	29%	22%	25%	-	18%	15%	12%	-
Other/none of these	12%	10%	10%	30%	17%	13%	20%	-	14%	8%	14%	-
Don't know/refused	0%	0%	0%	0%	0%	1%	0%	-	0%	0%	0%	-

OMIS Referrals (Posts Sig. Assists)

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

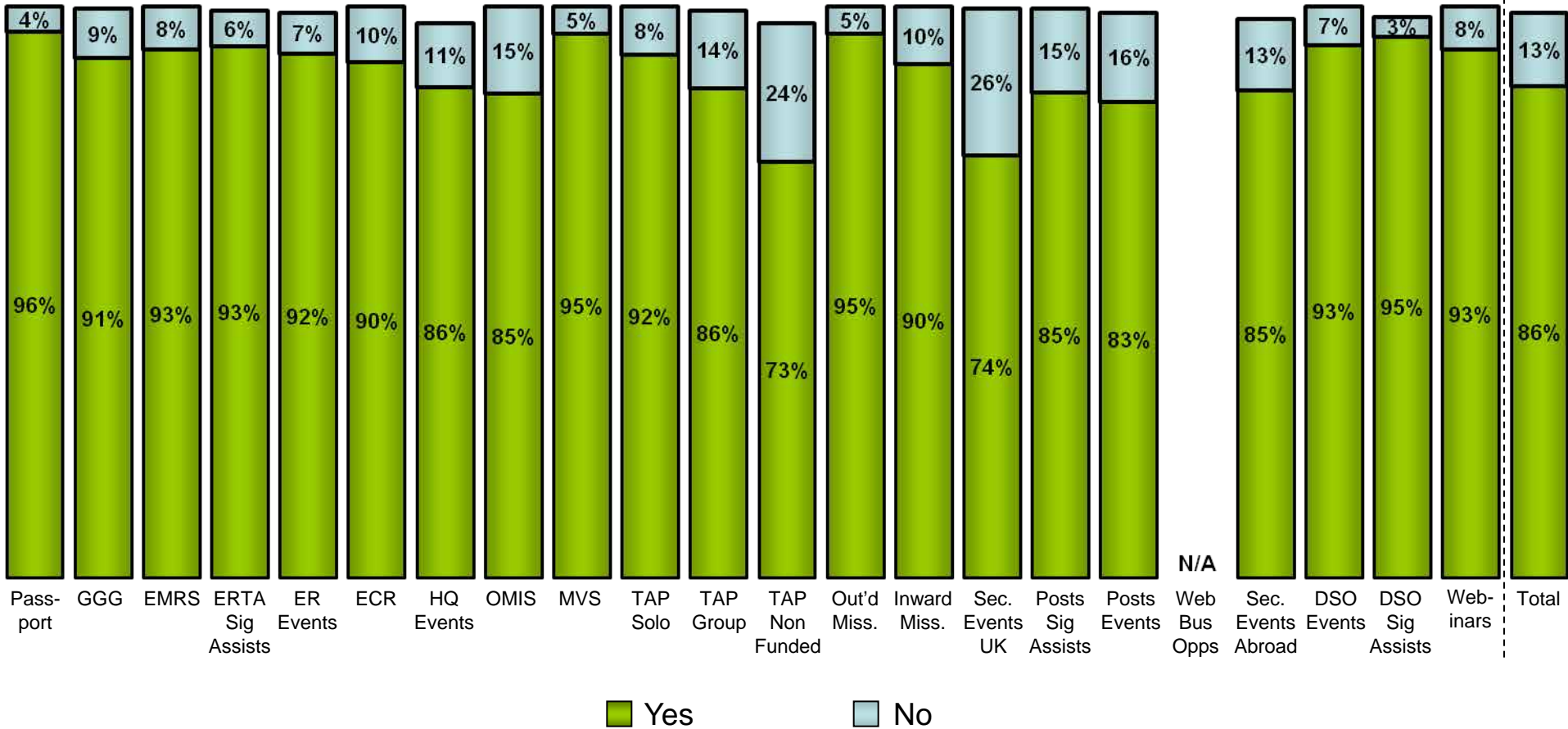
	Posts Significant Assists
<i>Base: Posts Significant Assists</i>	632
Offered OMIS	50%
- <i>Used OMIS</i>	14%
- <i>Planning to use OMIS</i>	13%
- <i>Not used or planning to use OMIS</i>	19%
- <i>Don't know if used it</i>	4%
Not offered OMIS	44%
Don't know/can't remember if offered OMIS	6%



Awareness of UKTI Involvement

Awareness of UKTI Involvement

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



Base: All respondents except Web Bus Opps (Base, Don't know/Refused) - Passport (342, 0%), GGG (344, 0%), EMRS (40, 0%), ERTA (344, 0%), ER Events (315, 1%), ECR (41, 0%), HQ Events (71, 3%), OMIS (387, 0%), MVS (106, 1%), TAP Solo (36, 0%), TAP Group (140, 1%), TAP Non Funded (107, 3%), Outward Missions (42, 0%), Inward Missions (10, 0%), Sector Events UK (337, 0%), Posts Sig Assists (632, 0%), Posts Events (199, 1%), Sector Events Abroad (95, 2%), DSO Events (60, 0%), DSO Sig Assists (58, 2%), Webinars (40, 0%), Total (3941, 1%)



Key Measures

PIMS Key Measures

Activities

No. of Firms Supported (A01)

Service Quality & Satisfaction

Quality Rating (A09)

Overall Satisfaction (B10)

Clear Information Rating (B09)

Business Outcomes

Improved Business Performance

£ Additional Profit (A49)

£ Additional Sales

Intermediate Outcomes

Significant Business Benefit (A06)

Increased Skills (A81)

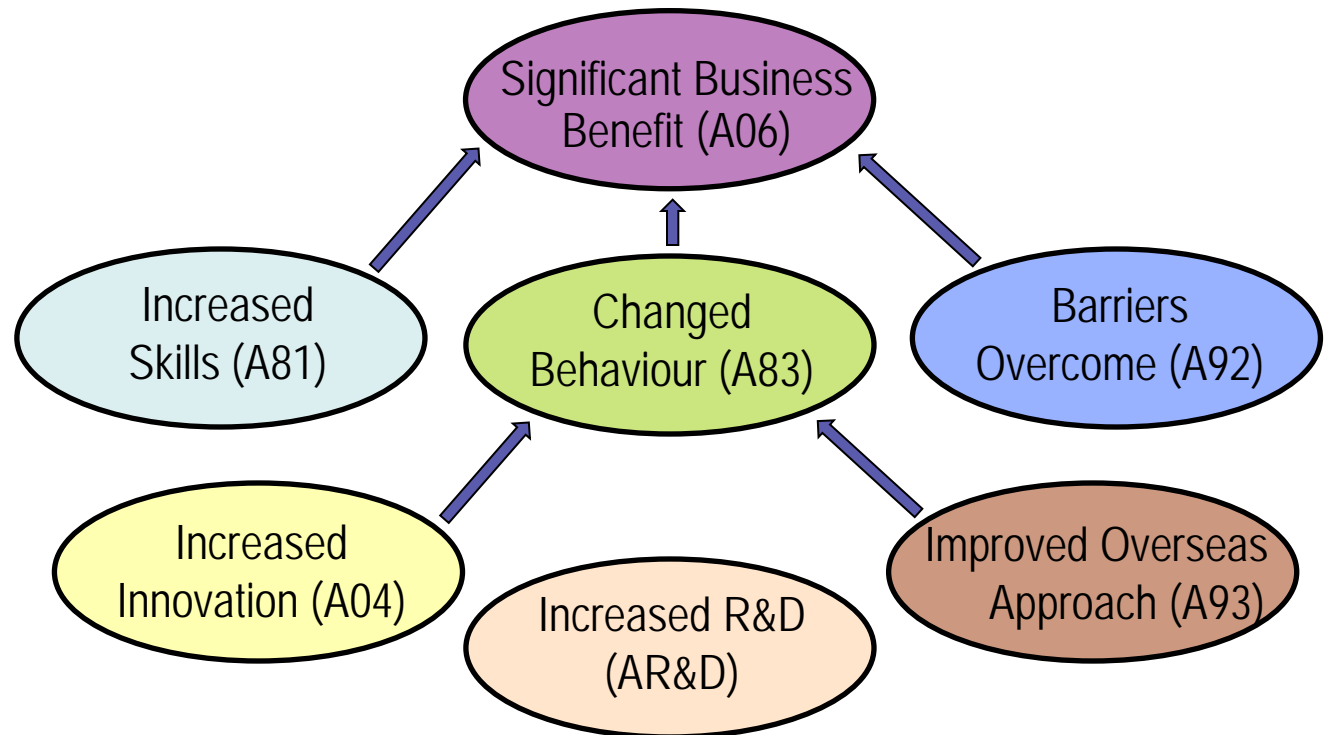
Changed Behaviour (A83)

Barriers Overcome (A92)

Increased Innovation (A04)

Increased R&D (AR&D)

Improved Overseas Approach (A93)



Firms Supported – Quarterly A01

The number of firms supported measure is...

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

- Please note that for ERTA Significant Assists & Posts Significant Assists two alternative versions of the A01 measure have been provided as follows:

	ERTA Significant Assists	Posts Significant Assists
Version 1	All firms indicated as 'significantly assisted' by the English Regions Trade Advisors during the sampling period	All firms indicated as 'significantly assisted' by the overseas network during the sampling period
Version 2	All firms indicated as 'significantly assisted' by the English Regions Trade Advisors during the sampling period <u>and NOT receiving support under the Passport or GGG schemes during this time</u>	An adjusted figure to account for the number of firms contacted that claim to have received no/minimal support (i.e. non-significant assists)

Firms Supported – Quarterly A01 (PIMS 31)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	188	318	39	2,062	4,520	89	526	1,480	734	158	814	945
Duplicate records	0	0	1	72	1,495	0	65	306	66	1	46	45
No. of firms supported (A01)	188	318	38	1,990	3,025	89	461	1,174	668	157	768	900
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,756	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	685	0	2,885	8,304	2,592	4,430	664	509	223	0	123
Duplicate records	98	0	493	3,625	1,025	2,531	162	154	95	0	25
A01 - No. of firms supported	587	0	2,392	4,679	1,567	1,899	502	355	128	0	98
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	4,086	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	15,948	13,603	2,345	1,575	1,900	12,135	5,948	6,513
Version 2 A01	15,381	13,119	2,262	1,519	1,833	11,703	5,737	6,282

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

Firms Supported – Quarterly A01 (PIMS 32)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	341	332	39	2,250	2,216	108	738	1,639	1,425	167	1,436	1,495
Duplicate records	0	2	0	92	589	1	127	311	192	6	85	217
No. of firms supported (A01)	341	330	39	2,158	1,627	107	611	1,328	1,233	161	1,351	1,278
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	2,019	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	380	0	2,355	7,694	3,023	5,631	674	991	341	0	34
Duplicate records	68	0	716	3,189	1,616	3,500	121	570	207	0	2
A01 - No. of firms supported	312	0	1,639	4,505	1,407	2,131	553	421	134	0	32
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	3,704	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	15,727	13,642	2,085	1,704	2,262	11,450	6,682	7,157
Version 2 A01	15,077	13,078	1,999	1,633	2,169	10,977	6,405	6,861

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

Firms Supported – Quarterly A01 (PIMS 33)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	266	368	54	1,791	3,688	134	825	1,423	608	256	808	684
Duplicate records	1	5	1	88	1,273	2	326	245	33	15	37	38
No. of firms supported (A01)	265	363	53	1,703	2,415	132	499	1,178	575	241	771	646
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,580	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	28	117	2,911	8,113	2,244	3,565	1,426	384	138	0	6
Duplicate records	1	26	728	3,241	966	2,008	386	91	40	0	0
A01 - No. of firms supported	27	91	2,183	4,872	1,278	1,557	1,040	293	98	0	6
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	4,580	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	14,764	12,639	2,125	1,612	2,001	10,882	6,040	6,447
Version 2 A01	14,472	12,389	2,083	1,580	1,961	10,667	5,921	6,288

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

Firms Supported – Quarterly A01 (PIMS 34)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
Total (in-scope) records provided	263	563	35	2,112	2,510	210	422	1,151	442	238	1,144
Duplicate records	0	3	1	54	534	3	73	222	22	9	66
No. of firms supported (A01)	263	560	34	2,058	1,976	207	349	929	420	229	1,078
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,873	-	-	-	-	-	-	-

Quarterly A01s Individual services	TAP Non-Funded	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Total (in-scope) records provided	641	11	0	3,384	8,461	2,145	8,062	365	640	191	1,084
Duplicate records	102	0	0	401	3,584	953	5,386	68	437	88	218
A01 - No. of firms supported	539	11	0	2,983	4,877	1,192	2,676	297	203	103	866
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	-	4,114	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	15,993	13,475	2,518	1,731	2,249	11,736	5,867	7,437
Version 2 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)

Annual No. of Firms Supported – Annual A01

No. of Firms
Supported (A01)

The total annual number of firms supported measure 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 ERTA Significant Assists that were also on Passport/GGG and Posts Significant Assists that received no/minimal support

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	34,820
Annual number of firms supported (exc. light support)*	30,150
Annual number of firms supported (exc. light support & DSO)	29,850

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

Annual A01 by Service

The annual number of firms supported through each UKTI service is calculated by combining the quarterly A01 figures for each service for each of the previous 4 quarters

- The same firm can potentially be included more than once in a single product/service (if they have used that product/service on more than once occasion in the previous year)
- As a result, the figures below do not relate to the number of individual firms supported through each channel
- Alternatives have been calculated (using the Version 2 A01 figures) as follows:
 - ERTA Significant Assists: Excluding Passport & GGG participants
 - Posts Significant Assists: Adjusted for 'non-significant' assists

	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
A01 (aggregated over last 4 quarters)	1,057	1,571	164	7,909	9,043	535	1,920	4,609	2,896	788	3,968
Alternative (using Version 2 A01)	-	-	-	7,228	-	-	-	-	-	-	-

	TAP Non-Funded	Out'd Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
A01 (aggregated over last 4 quarters)	3,363	937	91	9,197	18,933	5,444	8,263	2,392	1,272	463	866
Alternative (using Version 2 A01)	-	-	-	-	16,484	-	-	-	-	-	-

Annual A01 by Service & Overseas Region

	Total	Overseas Region					Key Individual Markets			
		Europe	North America	Latin America	Asia Pacific	M.East & Africa	USA	China	India	Japan
OMIS	4,609	1,579	523	505	1,464	538	462	275	239	238
MVS	2,896	625	568	215	926	468	536	211	149	105
TAP Solo	788	300	217	31	156	84	213	36	15	8
TAP Group	3,968	2,340	473	133	462	560	465	147	70	13
TAP Non-Funded	3,363	1,988	417	68	524	340	417	146	65	41
Outward Missions	937	199	167	82	316	173	167	59	83	30
Posts Sig. Assists (V1)	18,933	7,643	1,437	2,149	4,934	2,770	1,152	505	828	791
Posts Events	5,444	1,178	427	708	2,113	1,018	317	503	454	234
Sector Events Abroad	2,392	779	559	151	485	418	549	79	67	45

Please note that these figures are calculated by combining the number of individual firms receiving support in relation to each region over the last 4 quarters. The same firm can potentially be included more than once in the figures for a particular service if they have accessed that service on several occasions during the year.

Quality Rating – Measure A09

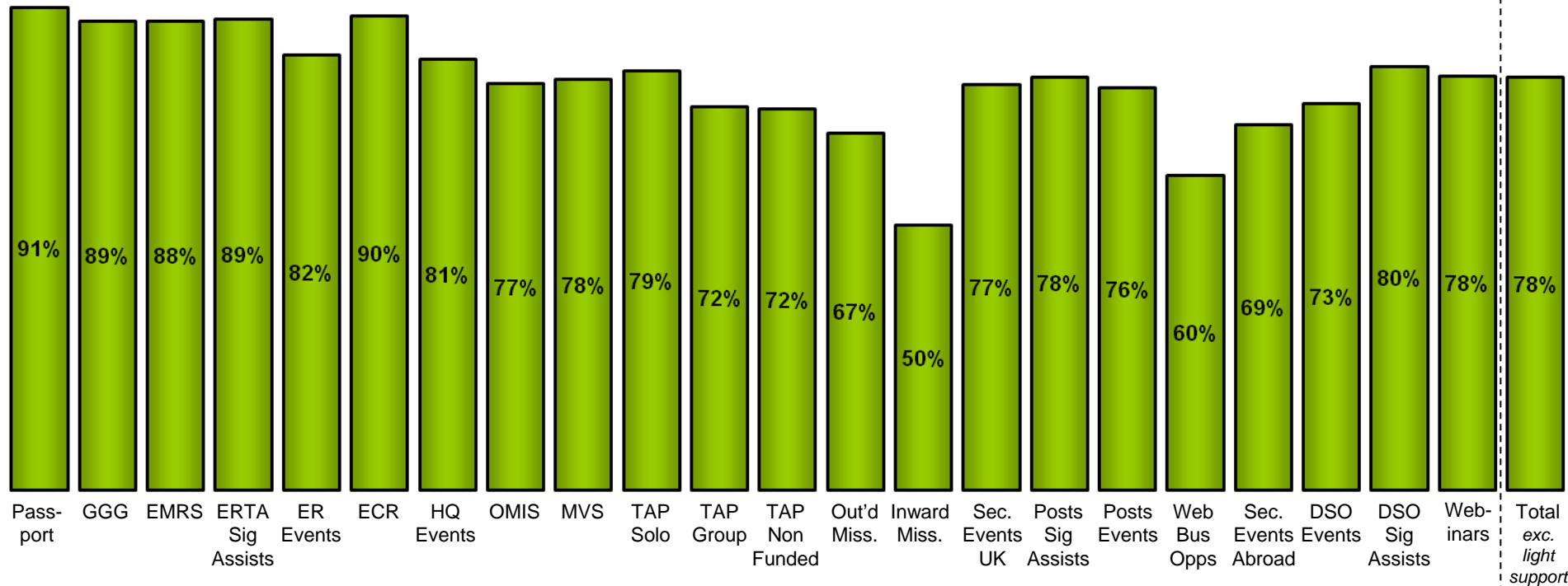
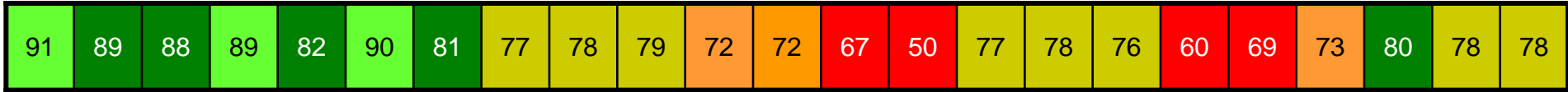
Quality Rating (A09)

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

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

Quality Rating – Measure A09

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

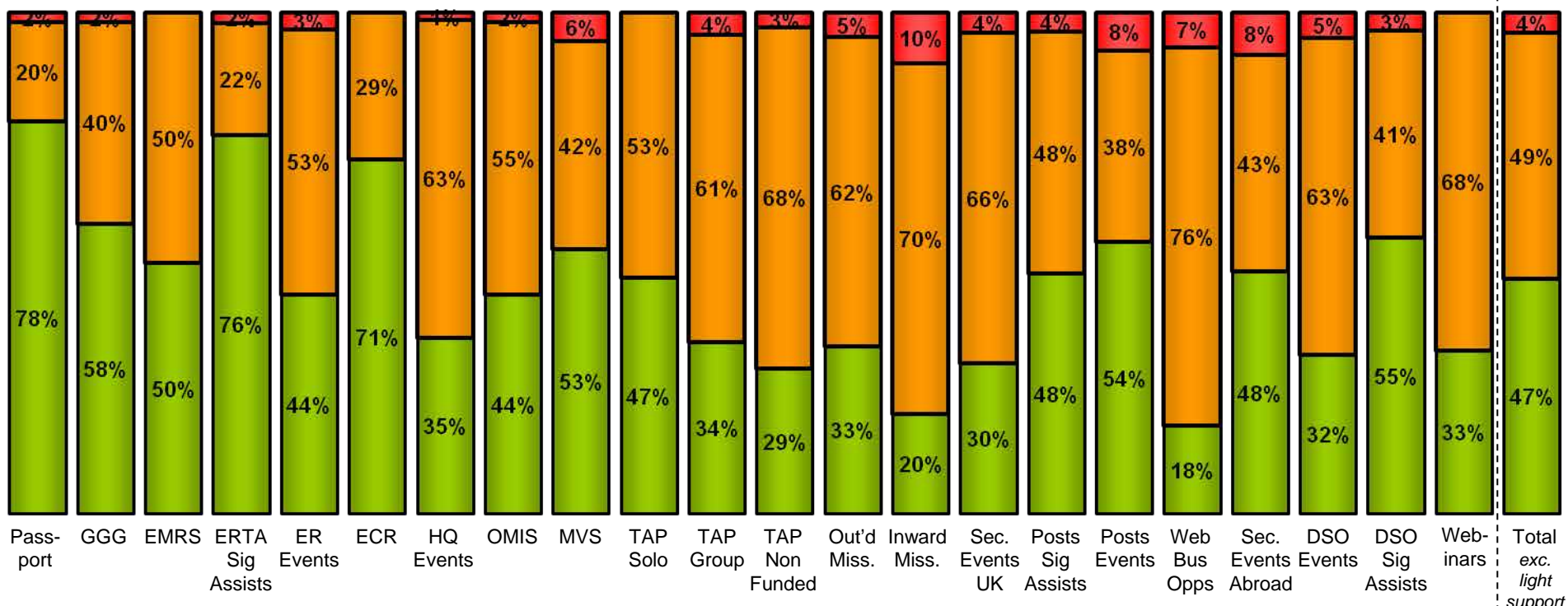
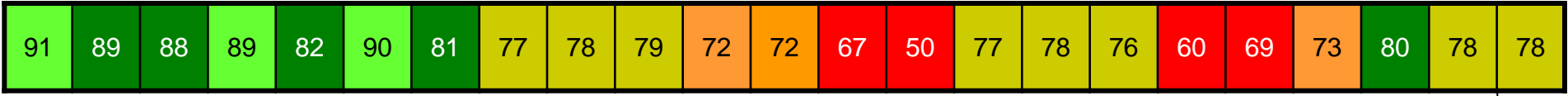


■ A09 rating

Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Quality Rating – Distribution of Scores

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



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

Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Detailed Quality Ratings

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

Quality Ratings	Passport (A09 = 91%)		GGG (A09 =89%)		ERTA Sig. Assists (A09 = 89%)		DSO Sig. Assists (A09 = 80%)		HVO Sig. Assists (A09 = 83%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
ITA being impartial	91%	342	92%	344	92%	344	81%	58	78%	27
ITA being competent & knowledgeable	91%	342	91%	344	89%	344	81%	58	85%	27
ITA being able to communicate in clear & effective manner	93%	342	93%	344	92%	344	86%	58	89%	27
<i>If not signposted only...</i> Quality & relevance of info & advice	87%	342	82%	344	80%	331	65%	57	78%	27
Attitude & professionalism of ITA	94%	342	95%	344	94%	344	90%	58	85%	27
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	-	-	71%	254	-	-	-	-	-	-
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	-	-	64%	107	-	-	-	-	-	-
Scoring 4-5 out of 5 for all elements rated	78%	342	58%	344	76%	344	55%	58	67%	27
Not scoring 4-5 for any elements	2%	342	2%	344	2%	344	3%	58	7%	27

Detailed Quality Ratings

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

Quality Ratings	Posts Sig. Assists (A09 = 78%)		CBBC Sig. Assists (A09 = 81%)		UKIBC Sig. Assists (A09 = 74%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Staff being competent & knowledgeable	82%	632	88%	50	80%	30
Staff being able to communicate in a clear & effective manner	88%	632	92%	50	83%	30
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	618	66%	50	63%	30
Attitude & professionalism of staff	89%	632	96%	50	87%	30
Staff's objectivity & acting in your best interests	76%	632	74%	50	73%	30
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	58%	409	64%	25	47%	17
Scoring 4-5 out of 5 for all elements rated	48%	632	42%	50	40%	30
Not scoring 4-5 for any elements	4%	632	2%	50	10%	30

Detailed Quality Ratings

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

Quality Ratings	ER Events (A09 = 82%)		HQ Events (A09 = 81%)		Sector Events UK (A09 = 77%)		DSO Events (A09 = 73%)		HVO Events	
	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	87%	315	90%	71	81%	337	83%	60	-	0
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	91%	263	91%	54	86%	258	78%	36	-	0
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	90%	263	91%	54	84%	258	69%	36	-	0
<i>If speaker presentation...</i> Quality & relevance of presentations	88%	263	80%	54	79%	258	67%	36	-	0
<i>If networking event...</i> Quality & relevance of any contacts made	56%	245	57%	56	58%	295	61%	49	-	0
Scoring 4-5 out of 5 for all elements rated	44%	315	35%	71	30%	337	32%	60	-	0
Not scoring 4-5 for any elements	3%	315	1%	71	4%	337	5%	60	-	0

Detailed Quality Ratings

(CBBC Events & UKIBC Events)

Quality Ratings	CBBC Events (A09 = 76%)		UKIBC Events (A09 = 82%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	71%	49	87%	39
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	90%	41	89%	37
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	93%	41	81%	37
<i>If speaker presentation...</i> Quality & relevance of presentations	85%	41	84%	37
<i>If networking event...</i> Quality & relevance of any contacts made	50%	42	67%	33
Scoring 4-5 out of 5 for all elements rated	41%	49	51%	39
Not scoring 4-5 for any elements	6%	49	3%	39

Detailed Quality Ratings

(Posts Events & Sector Events Abroad)

Quality Ratings	Posts Events (A09 = 76%)				Sector Events Abroad (A09 = 69%)			
	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%	190	78%	9	73%	83	100%	12
<i>If seminar attendee...</i> Quality & relevance of presentations	80%	35	-	-	83%	29	-	-
<i>If briefing attendee...</i> Quality & relevance of briefing	73%	83	-	-	-	-	-	-
<i>If networking event attendee or seminar speaker...</i> Quality & relevance of any contacts made	69%	150	22%	9	61%	46	58%	12
<i>If seminar speaker...</i> Size of seminar audience	-	-	56%	9	-	-	58%	12
<i>If seminar speaker...</i> Profile of seminar audience in terms of right people being there	-	-	22%	9	-	-	67%	12
<i>If seminar speaker...</i> Quality of other speakers from the UK	-	-	89%	9	-	-	83%	12
Scoring 4-5 out of 5 for all elements rated	57%	190	0%	9	52%	83	25%	12
Not scoring 4-5 for any elements	7%	190	11%	9	10%	83	0%	12

Detailed Quality Ratings

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

Quality Ratings	TAP Solo (A09 = 79%)		TAP Group (A09 = 72%)		TAP Non-Funded (A09 = 72%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the event*	69%	36	67%	140	74%	100**
ATO's organisation of practical arrangements for the delegation	-	-	66%	140	70%	100**
<i>If received ATO briefing/report...Quality & relevance of ATO briefing/report</i>	-	-	74%	27	71%	21
Overall quality of event itself	83%	36	83%	140	77%	107
Quality & relevance of any contacts made	89%	36	80%	140	79%	107
Quality & relevance of info obtained	81%	36	69%	140	68%	107
Quality & profile of UK delegation	-	-	71%	140	69%	107
Scoring 4-5 out of 5 for all elements rated	47%	36	34%	140	29%	107
Not scoring 4-5 for any elements	0%	36	4%	140	3%	107

* 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 ATO.

** TAP Non-Funded participants were only asked these questions if their trip was organised by an Accredited Trade Organisation or their Trade Association

Detailed Quality Ratings

(MVS & Outward Missions)

Quality Ratings	MVS (A09 = 78%)		Outward Missions (A09 = 67%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the visit/mission	78%	106	52%	42
<i>If attended as part of group...</i> Organisation of the practical arrangements	92%	24	76%	42
Quality & relevance of any contacts made	75%	106	67%	42
Quality & relevance of info obtained	77%	106	-	-
Quality of activities arranged for the mission	-	-	76%	42
Scoring 4-5 out of 5 for all elements rated	53%	106	33%	42
Not scoring 4-5 for any elements	6%	106	5%	42

Detailed Quality Ratings (EMRS)

Quality Ratings	EMRS (A09 = 88%)	
	Scoring 4-5	Base
<i>If subsidised MR project...</i> Quality & relevance of export marketing research project	93%	30
EMRS advisor being impartial	93%	40
EMRS advisor being competent & knowledgeable	88%	40
EMRS advisor being able to communicate in clear & effective manner	90%	40
<i>If subsidised MR project...</i> Advice & assistance provided by EMRS advisor in selecting & managing consultant	70%	30
Quality & relevance of (other) advice or assistance provided by EMRS advisor	83%	40
Attitude & professionalism of EMRS advisor	95%	40
Scoring 4-5 out of 5 for all elements rated	50%	40
Not scoring 4-5 for any elements	0%	40

Detailed Quality Ratings (ECR)

Quality Ratings	ECR (A09 = 90%)	
	Scoring 4-5	Base
Quality and relevance of info & advice	85%	41
Communications consultant being impartial	90%	41
Communications consultant being competent and knowledgeable	90%	41
Communications consultant being able to communicate in clear & effective manner	98%	41
Attitude & professionalism of communications consultant	95%	41
Scoring 4-5 out of 5 for all elements rated	71%	41
Not scoring 4-5 for any elements	0%	41

Detailed Quality Ratings (OMIS)

Quality Ratings	OMIS Total (A09 = 77%)		CBBC OMIS (A09 = 83%)		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	71%	378	84%	19	90%	156	62%	132	53%	90
<i>All except solely event organisation...</i> Clarity & ease of understanding of info & advice	83%	378	89%	19	92%	156	80%	132	72%	90
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	66%	366	83%	18	80%	147	63%	131	49%	88
Communications between your business & main access point	82%	387	68%	19	89%	161	80%	133	75%	93
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	76%	230	88%	16	91%	96	70%	79	60%	55
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	81%	345	84%	19	87%	151	79%	112	70%	82
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	87%	345	89%	19	94%	151	85%	112	78%	82
<i>If had event organised for them...</i> Organisation of arrangements for event	93%	125	75%	4	93%	60	97%	37	86%	28
Scoring 4-5 out of 5 for all elements rated	44%	387	37%	19	57%	161	38%	133	29%	93
Not scoring 4-5 for any elements	2%	387	0%	19	1%	161	1%	133	4%	93

Detailed Quality Ratings

(Inward Missions)

Quality Ratings	Inward Missions (A09 = 50%)	
	Scoring 4-5	Base
Organisation of practical arrangements for the meeting	80%	10
Profile of overseas delegation	40%	10
Quality & relevance of any contacts made	30%	10
Scoring 4-5 out of 5 for all elements rated	20%	10
Not scoring 4-5 for any elements	10%	10

Detailed Quality Ratings

(Website Business Opportunities)

Quality Ratings	Web Business Opportunities (A09 = 60%)	
	Scoring 4-5	Base
Quality & relevance of info in web summary	55%	295
Clarity & ease of understanding of info in web summary	67%	295
Level of detail provided in web summary	46%	295
Ease of use & navigation of website (in terms of finding the business opportunities area)	65%	295
<i>If contact from embassy... Quality & relevance of info provided by staff at the post</i>	58%	266
<i>If contact from embassy... Clarity & ease of understanding of info provided by staff at the post</i>	65%	266
<i>If contact from embassy... Level of detail provided by staff at the post</i>	56%	266
<i>If contact from embassy... Speed of response by staff at the post</i>	68%	266
Scoring 4-5 out of 5 for all elements rated	18%	295
Not scoring 4-5 for any elements	7%	295

Detailed Quality Ratings

(Webinars)

Quality Ratings	Webinars (A09 = 78%)	
	Scoring 4-5	Base
Speakers being competent & knowledgeable	88%	40
Speakers being able to communicate in clear & effective manner	83%	40
Quality & relevance of presentations	63%	40
Ease of installing software & logging on	80%	40
Reliability & quality of webinar streaming (i.e. audio & visuals)	88%	40
Ease of using system during webinar (e.g. asking questions, etc)	70%	40
Scoring 4-5 out of 5 for all elements rated	33%	40
Not scoring 4-5 for any elements	0%	40

Clear Information Rating – Measure B09 (OMIS)

Clear Information
Rating (B09)

For OMIS only:

Weighted average proportion of firms scoring '4' or '5' on a 5-point scale for...

- The extent to which it was made clear what to expect in terms of the...
 - Format and content of the report (50% weight) – 79%
 - Time it would take to received the report (25% weight) – 77%
 - Cost of using the OMIS service (25% weight) – 87%

Please note that if the OMIS did not take the form of a 'report' then Measure B09 is based only on the rating for the cost of using the service

Clear Information Rating – Measure B09 (OMIS)

B09 – Clear Information Rating

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	387	74	124	183
Firms scoring against B09	80%	77%	84%	79%

Realistic Market Expectations – Measure RME (OMIS)

For OMIS only:

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

- They indicate that the potential opportunities identified in the OMIS report were 'more positive' or 'about the same' as they had expected (X10g) – 78%

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

Realistic Market Expectations – Measure RME (OMIS)

RME – Realistic Market Expectations

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users receiving report or analysis in relation to market entry</i>	115	33	47	33
Firms scoring against RME	78%	94%	74%	67%

Building Client Relationships Measure (OMIS)

For OMIS only:

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

- **Firms accessing OMIS directly through the overseas post:**
They received a progress update from the post during the process (S7m)
- **Firms accessing OMIS in some other way (e.g. through their ITA):** They were contacted by the post on commission to discuss/confirm requirements (S7I) and received a progress update from the post during the process (S7m)

Building Client Relationships Measure (OMIS)

Building Client Relationships

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	387	74	124	183
Scoring against Building Client Relationships measure	75%	72%	74%	78%

Overall Satisfaction – Measure B10

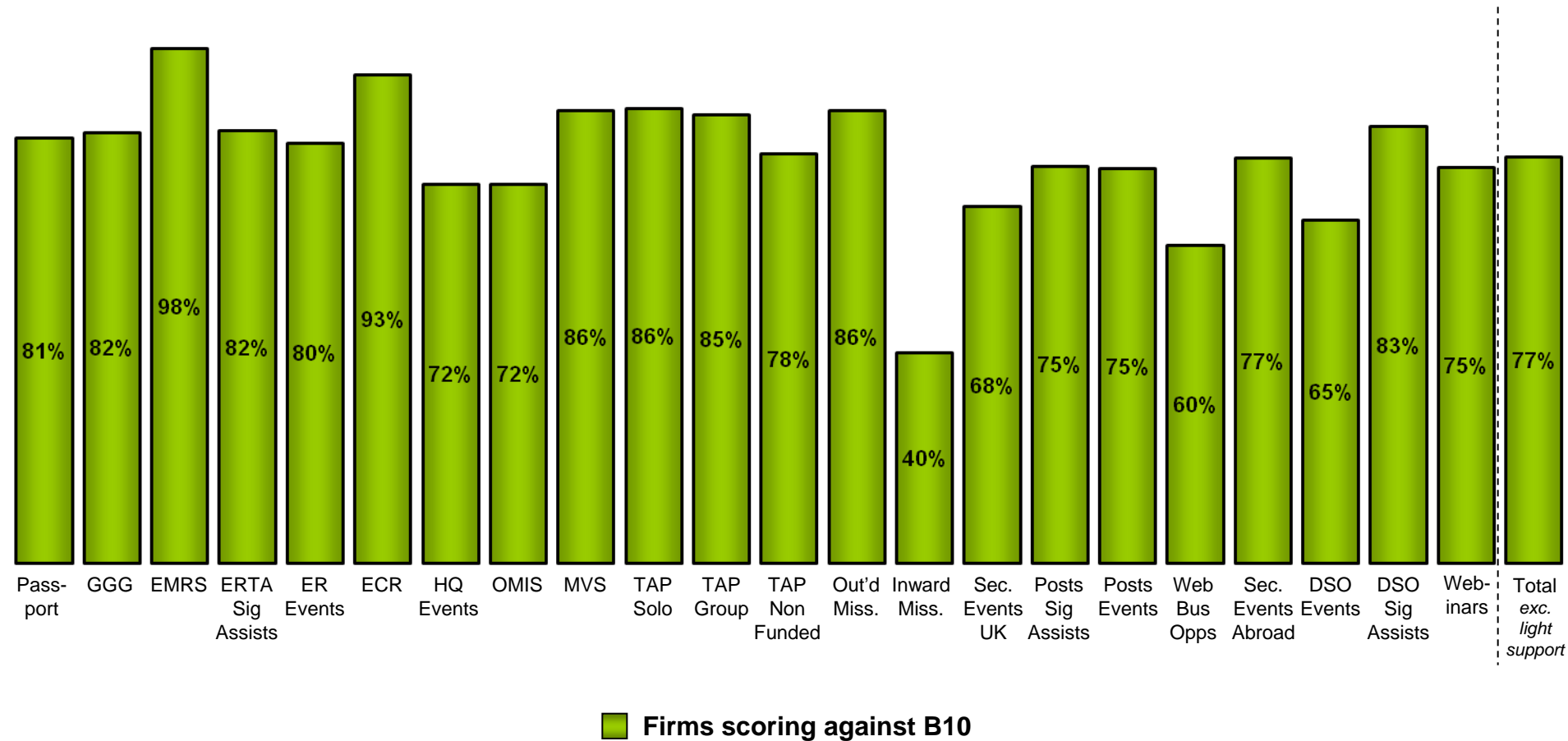
Overall Satisfaction
(B10)

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

- Thinking now about your total experience of <the support>, how would you rate your satisfaction overall? (B12) – 77%

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

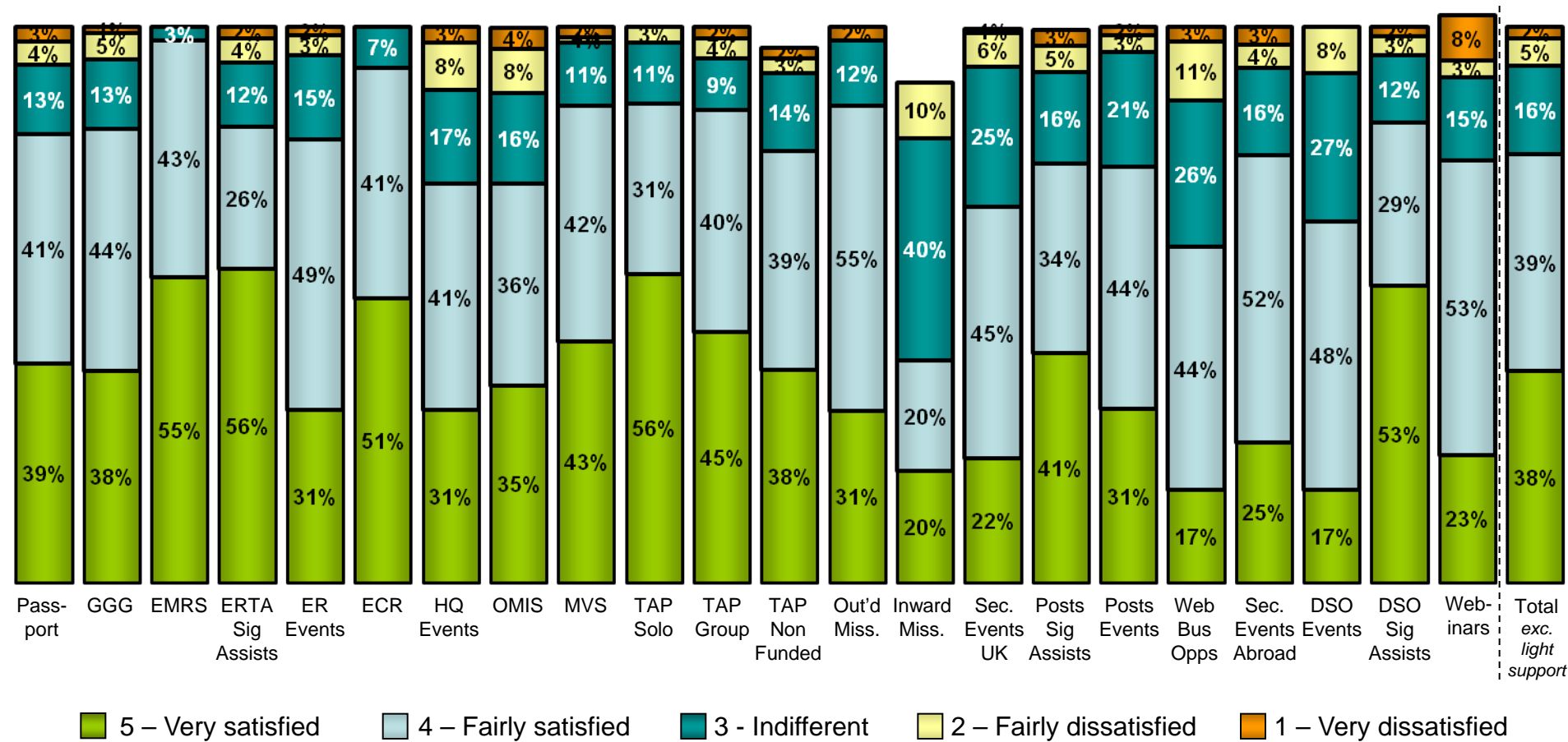
Overall Satisfaction – Measure B10



Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Overall Satisfaction – Detailed Ratings

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



Base: All respondents (Base, Don't Know/Can't Remember) - Passport (342, 0%), GGG (344, 0%), EMRS (40, 0%), ERTA (344, 0%), ER Events (315, 0%), ECR (41, 0%), HQ Events (71, 0%), OMIS (387, 0%), MVS (106, 0%), TAP Solo (36, 0%), TAP Group (140, 0%), TAP Non Funded (107, 4%), Outward Missions (42, 0%), Inward Missions (10, 10%), Sector Events UK (337, 0%), Posts Sig Assists (632, 1%), Posts Events (199, 0%), Website Bus Opps (295, 0%), Sector Events Abroad (95, 0%), DSO Events (60, 0%), DSO Sig Assists (58, 0%), Webinars (40, 0%), Total excl. light support (3716, 0%)

Improved Business Performance

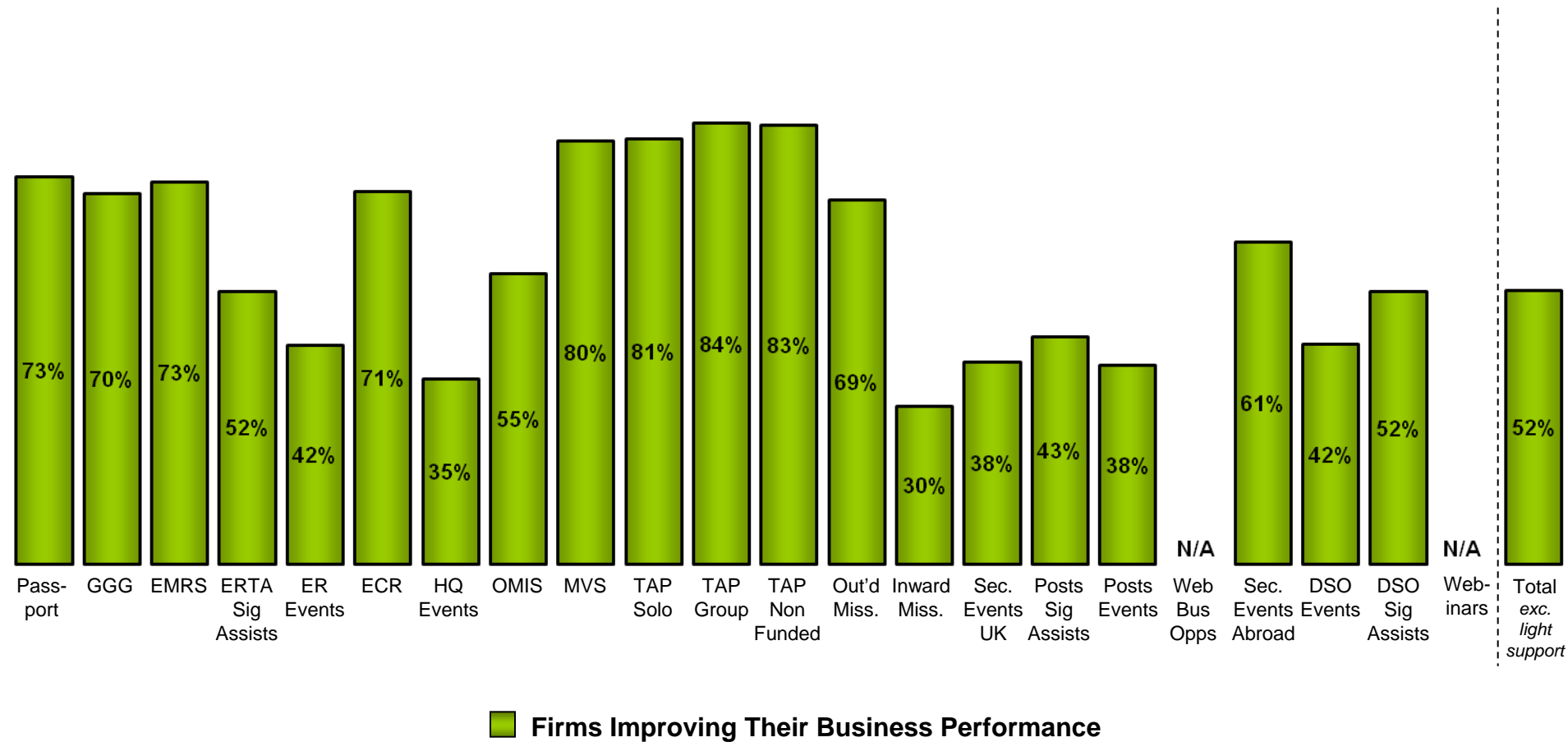
Improved Business
Performance

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

- Expect that in 5 years time the support will have had a positive impact on their annual profit (E21e) – 58%
- And, expect a positive impact on their sales per employee (productivity) (E21c)
- And, have or expect to increase sales/win new orders (D8a) or be invited to tender or quote for work (D8b)

Please note that individual results are only available for the profit element of this measure (E21e), as the other questions are only asked to those giving a positive response at E21e

Improved Business Performance



Base: All respondents exc. Web Business Opportunities & Webinars (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Total excl. light support (3716)

Increased Skills – Measure A81

Increased Skills (A81)

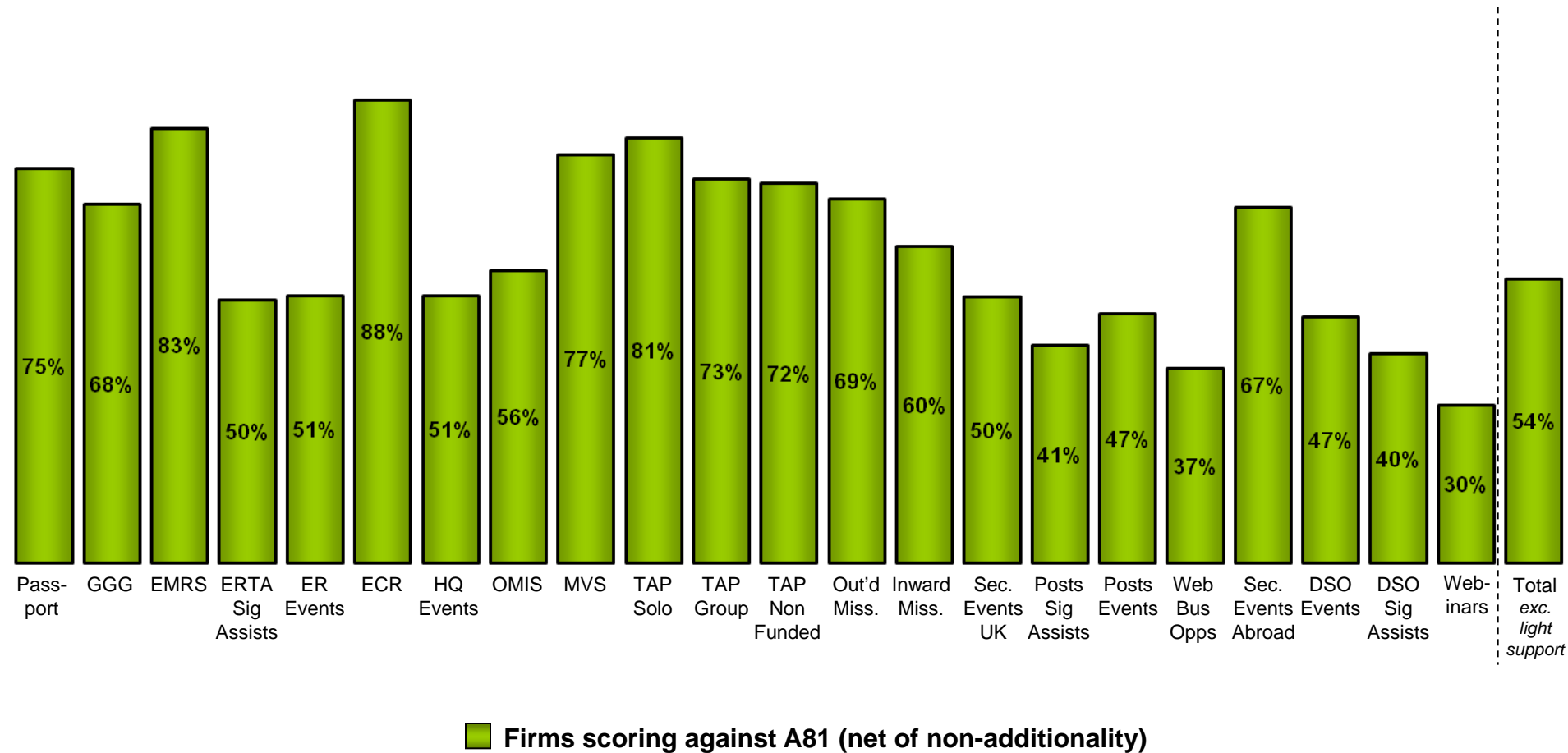
Firms scoring '4' or '5' on a 5-point scale for...

- Improved your knowledge of the competitive environment in an overseas market (D2i) – 39%
- Or, gained new ideas about products, services, techniques or technologies (D2k) – 25%
- Or, improved your overseas marketing strategy (D2o) – 36%
- Or, improved your marketing research skills (D2u) (EMRS only) – 53%

In each case net of non-additionality (D10)

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

Increased Skills – Measure A81



Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Increased Skills – Top Impacts

Service	A81	Strongest Impact	2 nd Strongest Impact
Passport	75%	Improved overseas marketing strategy (63%)	Improved knowledge of competitive envt in overseas mkt (56%)
GCG	68%	Improved overseas marketing strategy (51%)	Improved knowledge of competitive envt in overseas mkt (44%)
EMRS	83%	Improved knowledge of competitive envt in overseas mkt (68%)	Improved overseas marketing strategy (60%)
ERTA Significant Assists	50%	Improved overseas marketing strategy (39%)	Improved knowledge of competitive envt in overseas mkt (32%)
ER Events	51%	Improved overseas marketing strategy (38%)	Improved knowledge of competitive envt in overseas mkt (32%)
ECR	88%	Improved overseas marketing strategy (78%)	Improved knowledge of competitive envt in overseas mkt (37%)
HQ Events	51%	Improved knowledge of competitive envt in overseas mkt (38%)	Improved overseas marketing strategy (30%)
OMIS	56%	Improved knowledge of competitive envt in overseas mkt (41%)	Improved overseas marketing strategy (39%)
MVS	77%	Improved knowledge of competitive envt in overseas mkt (64%)	Improved overseas marketing strategy (48%)
TAP Solo	81%	Improved knowledge of competitive envt in overseas mkt (72%)	Improved overseas marketing strategy (53%)
TAP Group	73%	Improved knowledge of competitive envt in overseas mkt (56%)	Improved overseas marketing strategy (51%)
TAP Non Funded	72%	Improved knowledge of competitive envt in overseas mkt (50%)	Improved overseas marketing strategy (44%)
Outward Missions	69%	Improved knowledge of competitive envt in overseas mkt (60%)	Improved overseas marketing strategy (38%)
Inward Missions	60%	Gained new ideas (60%)	Improved knowledge of competitive envt in overseas mkt (50%)
Sector Events UK	50%	Improved knowledge of competitive envt in overseas mkt (33%)	Gained new ideas (27%)
Posts Significant Assists	41%	Improved knowledge of competitive envt in overseas mkt (32%)	Improved overseas marketing strategy (28%)
Posts Events	47%	Improved knowledge of competitive envt in overseas mkt (36%)	Improved overseas marketing strategy (29%)
Website Business Opps	37%	Improved knowledge of competitive envt in overseas mkt (29%)	Improved overseas marketing strategy (22%)
Sector Events Abroad	67%	Improved knowledge of competitive envt in overseas mkt (54%)	Improved overseas marketing strategy (42%)
DSO Events	47%	Improved knowledge of competitive envt in overseas mkt (33%)	Improved overseas marketing strategy (23%)
DSO Significant Assists	40%	Improved knowledge of competitive envt in overseas mkt (33%)	Improved overseas marketing strategy (29%)
Webinars	30%	Improved knowledge of competitive envt in overseas mkt (20%)	Improved overseas marketing strategy (18%)

Changed Behaviour – Measure A83

Changed
Behaviour (A83)

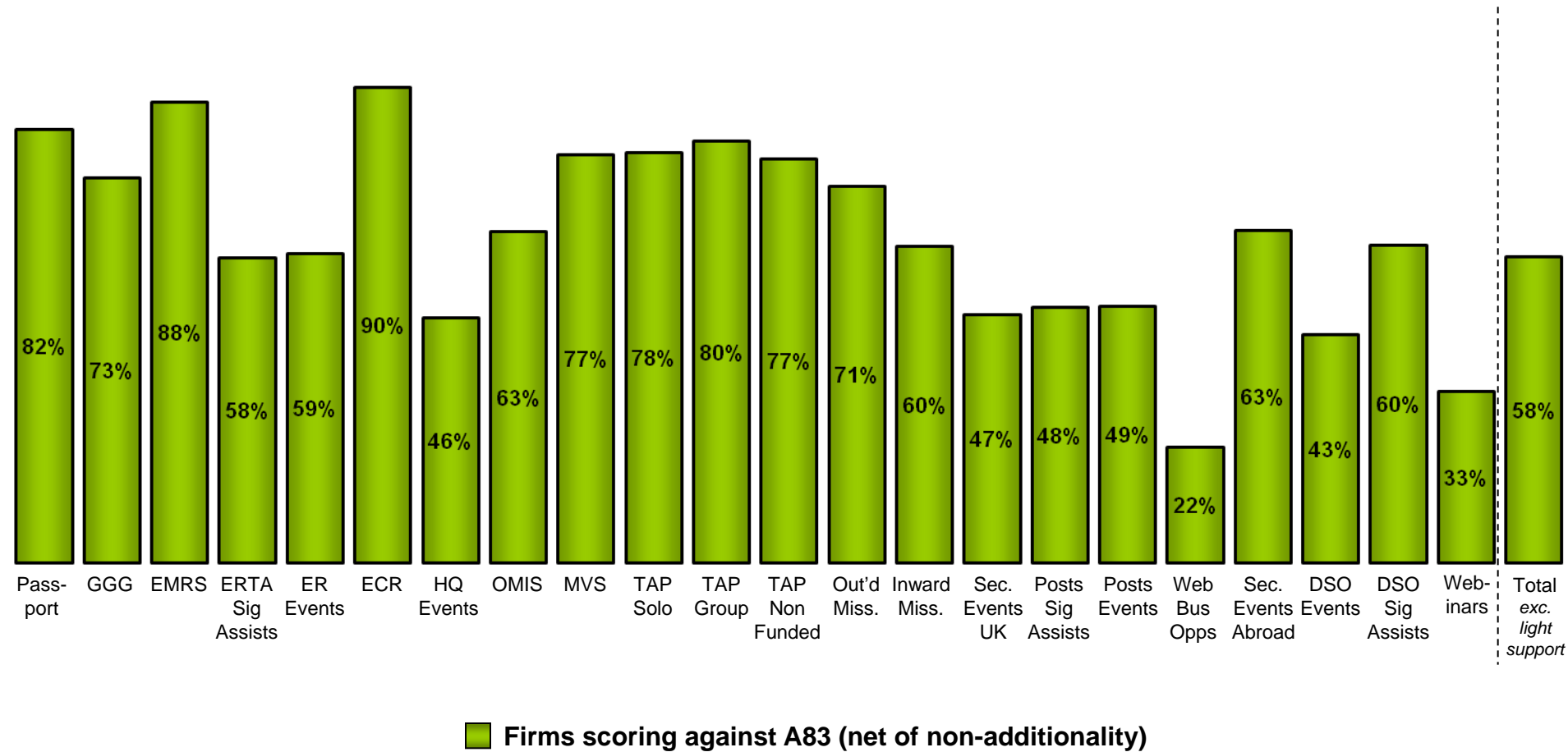
Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones (D2l) – 27%
- Or, made improvements to your new product development strategy (D2t) – 26%
- Or, improved the way you do business in an overseas market (D2n) – 36%
- Or, improved your overseas marketing strategy (D2o) – 36%
- Or, gained the confidence to either explore a new market or expand in an existing one (D2h) – 41%

In each case net of non-additionality (D10)

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

Changed Behaviour – Measure A83



Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Changed Behaviour – Top Impacts

Service	A83	Strongest Impact	2 nd Strongest Impact
Passport	82%	Confidence to explore new/expand in existing markets (65%)	Improved your overseas marketing strategy (63%)
GCG	73%	Confidence to explore new/expand in existing markets (56%)	Improved the way you do business in overseas markets (52%)
EMRS	88%	Confidence to explore new/expand in existing markets (78%)	Improved your overseas marketing strategy (60%)
ERTA Significant Assists	58%	Confidence to explore new/expand in existing markets (42%)	Improved the way you do business in overseas markets (41%)
ER Events	59%	Improved the way you do business in overseas markets (42%)	Confidence to explore new/expand in existing markets (38%)
ECR	90%	Improved your overseas marketing strategy (78%)	Confidence to explore new/expand in existing markets (63%)
HQ Events	46%	Improved your overseas marketing strategy (30%)	Improved the way you do business in overseas markets (30%)
OMIS	63%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (39%)
MVS	77%	Confidence to explore new/expand in existing markets (62%)	Made improvements to products or services (53%)
TAP Solo	78%	Confidence to explore new/expand in existing markets (56%)	Improved your overseas marketing strategy (53%)
TAP Group	80%	Confidence to explore new/expand in existing markets (64%)	Improved your overseas marketing strategy (51%)
TAP Non Funded	77%	Made improvements to products or services (50%)	Confidence to explore new/expand in existing markets (49%)
Outward Missions	71%	Confidence to explore new/expand in existing markets (45%)	Made improvements to products or services (45%)
Inward Missions	60%	Confidence to explore new/expand in existing markets (50%)	Made improvements to products or services (50%)
Sector Events in the UK	47%	Confidence to explore new/expand in existing markets (32%)	Improved your overseas marketing strategy (26%)
Posts Significant Assists	48%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (31%)
Posts Events	49%	Confidence to explore new/expand in existing markets (31%)	Improved your overseas marketing strategy (29%)
Website Business Opps	22%	Improved your overseas marketing strategy (22%)	-
Sector Events Abroad	63%	Confidence to explore new/expand in existing markets (44%)	Improved your overseas marketing strategy (42%)
DSO Events	43%	Confidence to explore new/expand in existing markets (32%)	Improved the way you do business in overseas markets (27%)
DSO Significant Assists	60%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (34%)
Webinars	33%	Confidence to explore new/expand in existing markets (18%)	Improved your overseas marketing strategy (18%)

Increased Innovation – Measure A04

Increased
Innovation (A04)

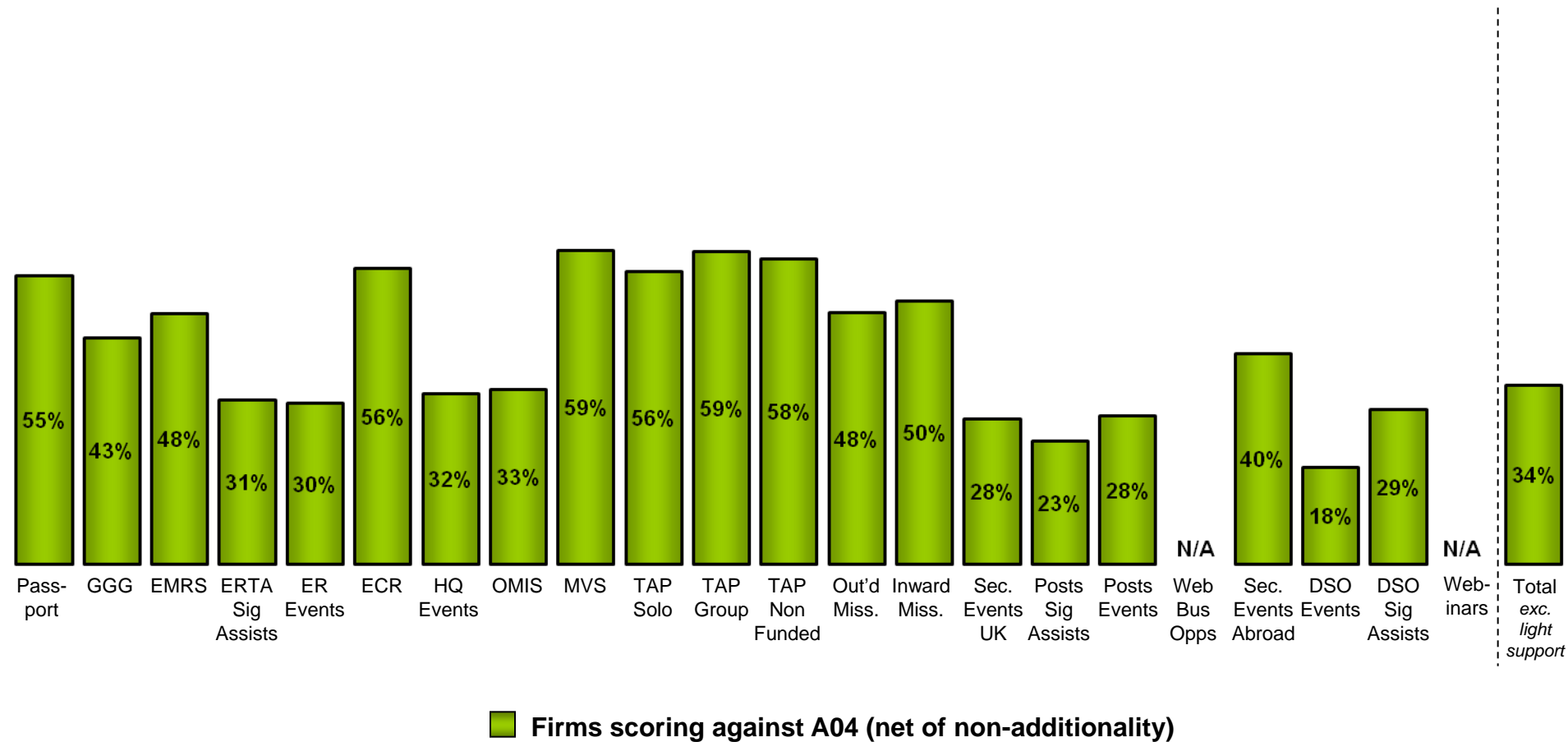
Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones (D2I) – 27%
- Or, made improvements to your new product development strategy (D2t) – 26%

In each case net of non-additionality (D10)

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

Increased Innovation – Measure A04



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Total excl. light support (3716)

Increased Innovation – Top Impacts

Service	A04	Strongest Impact	2 nd Strongest Impact
Passport	55%	Made improvements to NPD strategy (44%)	Made improvements to products or services (43%)
GGG	43%	Made improvements to NPD strategy (34%)	Made improvements to products or services (32%)
EMRS	48%	Made improvements to products or services (43%)	Made improvements to NPD strategy (38%)
ERTA Significant Assists	31%	Made improvements to NPD strategy (25%)	Made improvements to products or services (22%)
ER Events	30%	Made improvements to NPD strategy (28%)	Made improvements to products or services (19%)
ECR	56%	Made improvements to NPD strategy (46%)	Made improvements to products or services (37%)
HQ Events	32%	Made improvements to NPD strategy (28%)	Made improvements to products or services (24%)
OMIS	33%	Made improvements to products or services (25%)	Made improvements to NPD strategy (23%)
MVS	59%	Made improvements to products or services (53%)	Made improvements to NPD strategy (44%)
TAP Solo	56%	Made improvements to products or services (47%)	Made improvements to NPD strategy (33%)
TAP Group	59%	Made improvements to products or services (51%)	Made improvements to NPD strategy (50%)
TAP Non Funded	58%	Made improvements to products or services (50%)	Made improvements to NPD strategy (40%)
Outward Missions	48%	Made improvements to products or services (45%)	Made improvements to NPD strategy (36%)
Inward Missions	50%	Made improvements to products or services (50%)	Made improvements to NPD strategy (40%)
Sector Events UK	28%	Made improvements to NPD strategy (22%)	Made improvements to products or services (20%)
Posts Significant Assists	23%	Made improvements to products or services (19%)	Made improvements to NPD strategy (17%)
Posts Events	28%	Made improvements to products or services (20%)	Made improvements to NPD strategy (20%)
Sector Events Abroad	40%	Made improvements to NPD strategy (32%)	Made improvements to products or services (29%)
DSO Events	18%	Made improvements to products or services (15%)	Made improvements to NPD strategy (15%)
DSO Significant Assists	29%	Made improvements to products or services (24%)	Made improvements to NPD strategy (19%)

Improved Overseas Approach – Measure A93

Improved Overseas
Approach (A93)

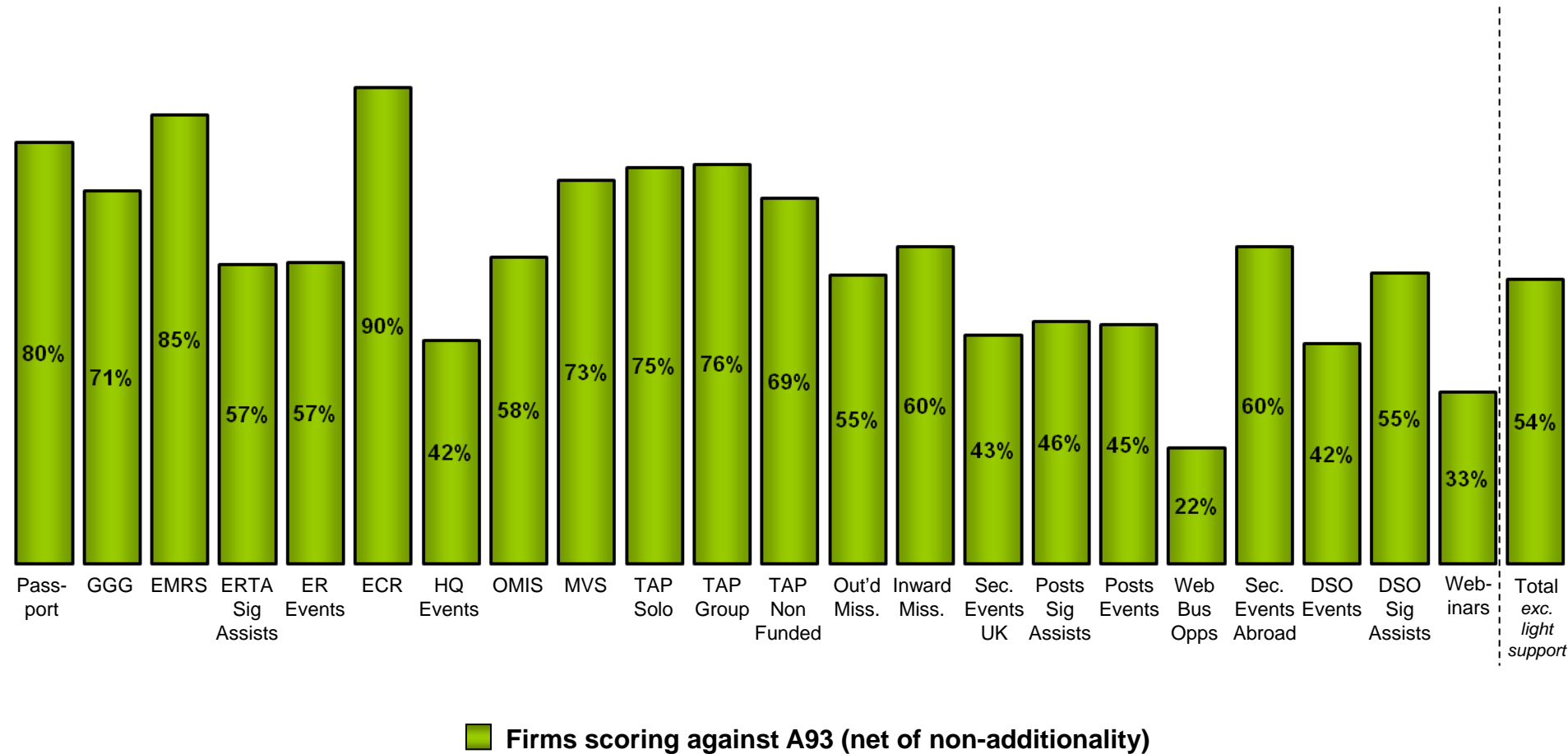
Firms scoring '4' or '5' on a 5-point scale for...

- Improved the way you do business in an overseas market (D2n) – 36%
- Or, improved your overseas marketing strategy (D2o) – 36%
- Or, gained the confidence to either explore a new market or expand in an existing one (D2h) – 41%

In each case net of non-additionality (D10)

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

Improved Overseas Approach – Measure A93



Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Improved Overseas Approach – Top Impacts

Service	A93	Strongest Impact	2 nd Strongest Impact
Passport	80%	Confidence to explore new/expand in existing markets (65%)	Improved your overseas marketing strategy (63%)
GCG	71%	Confidence to explore new/expand in existing markets (56%)	Improved the way you do business in overseas markets (52%)
EMRS	85%	Confidence to explore new/expand in existing markets (78%)	Improved the way you do business in overseas markets (60%)
ERTA Significant Assists	57%	Confidence to explore new/expand in existing markets (42%)	Improved the way you do business in overseas markets (41%)
ER Events	57%	Improved the way you do business in overseas markets (42%)	Confidence to explore new/expand in existing markets (38%)
ECR	90%	Improved your overseas marketing strategy (78%)	Confidence to explore new/expand in existing markets (63%)
HQ Events	42%	Improved your overseas marketing strategy (30%)	Improved the way you do business in overseas markets (30%)
OMIS	58%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (39%)
MVS	73%	Confidence to explore new/expand in existing markets (62%)	Improved the way you do business in overseas markets (49%)
TAP Solo	75%	Confidence to explore new/expand in existing markets (56%)	Improved your overseas marketing strategy (53%)
TAP Group	76%	Confidence to explore new/expand in existing markets (64%)	Improved your overseas marketing strategy (51%)
TAP Non Funded	69%	Confidence to explore new/expand in existing markets (49%)	Improved your overseas marketing strategy (44%)
Outward Missions	55%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (38%)
Inward Missions	60%	Confidence to explore new/expand in existing markets (50%)	Improved the way you do business in overseas markets (50%)
Sector Events in the UK	43%	Confidence to explore new/expand in existing markets (32%)	Improved your overseas marketing strategy (26%)
Posts Significant Assists	46%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (31%)
Posts Events	45%	Confidence to explore new/expand in existing markets (31%)	Improved your overseas marketing strategy (29%)
Website Business Opps	22%	Improved your overseas marketing strategy (22%)	-
Sector Events Abroad	60%	Confidence to explore new/expand in existing markets (44%)	Improved your overseas marketing strategy (42%)
DSO Events	42%	Confidence to explore new/expand in existing markets (32%)	Improved the way you do business in overseas markets (27%)
DSO Significant Assists	55%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (34%)
Webinars	33%	Confidence to explore new/expand in existing markets (18%)	Improved your overseas marketing strategy (18%)

Increased R&D – Measure AR&D

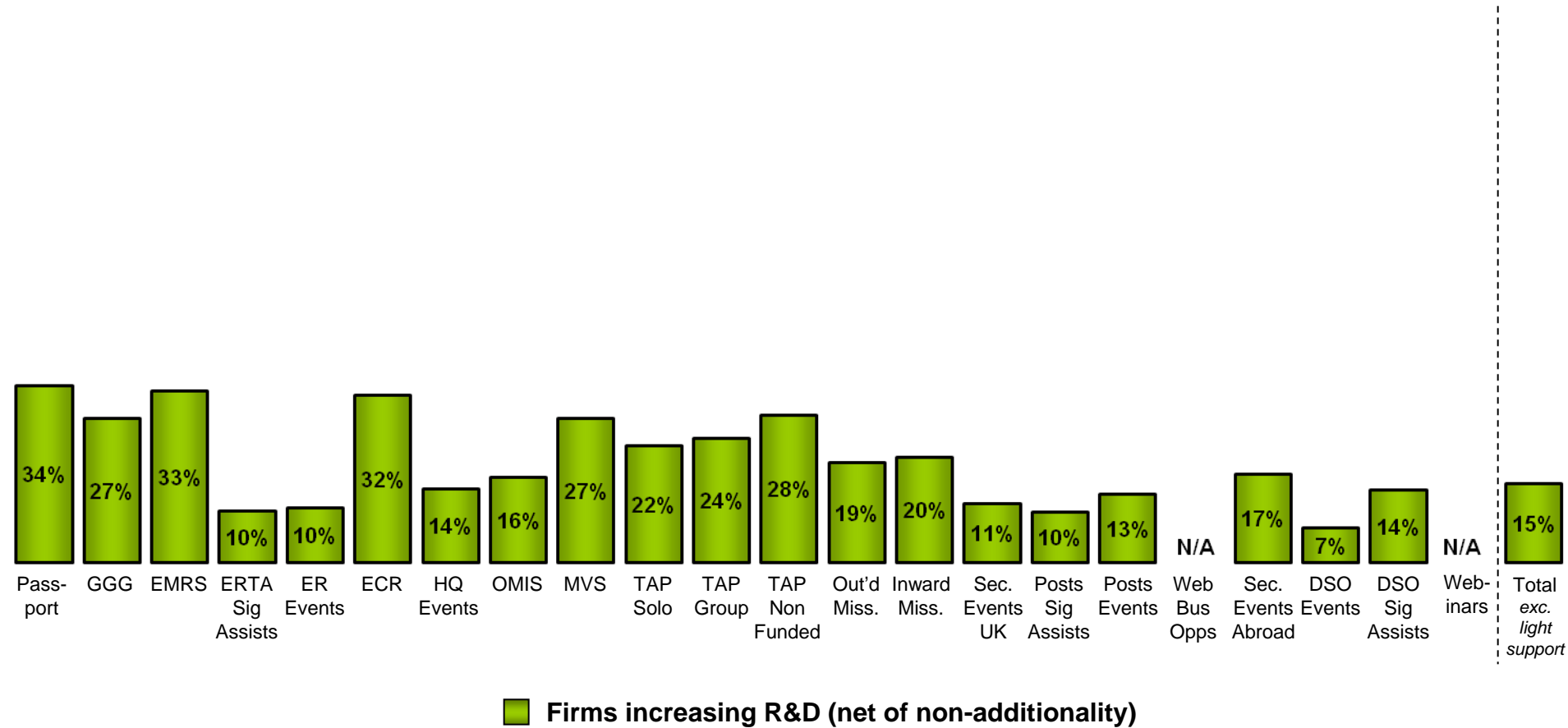
Increased R&D
(AR&D)

Firms who have or expect to ...

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

Then adjusted for non-additionality (D10)

Increased R&D – Measure AR&D



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Total excl. light support (3716)

Increased R&D – By R&D Intensity

Increased R&D – By R&D Intensity

	Proportion of employees engaged wholly or partly in R&D or NPD (with at least some of this involving 'the development of scientific or technical knowledge not commonly available')				
	Zero	Up to 10%	11-20%	21-50%	More than 50%
<i>Base: Exc. light support</i>	1682	458	338	539	501
Increased R&D	10%	18%	26%	23%	20%

Barriers To Market Access Overcome – Measure A92

Barriers
Overcome (A92)

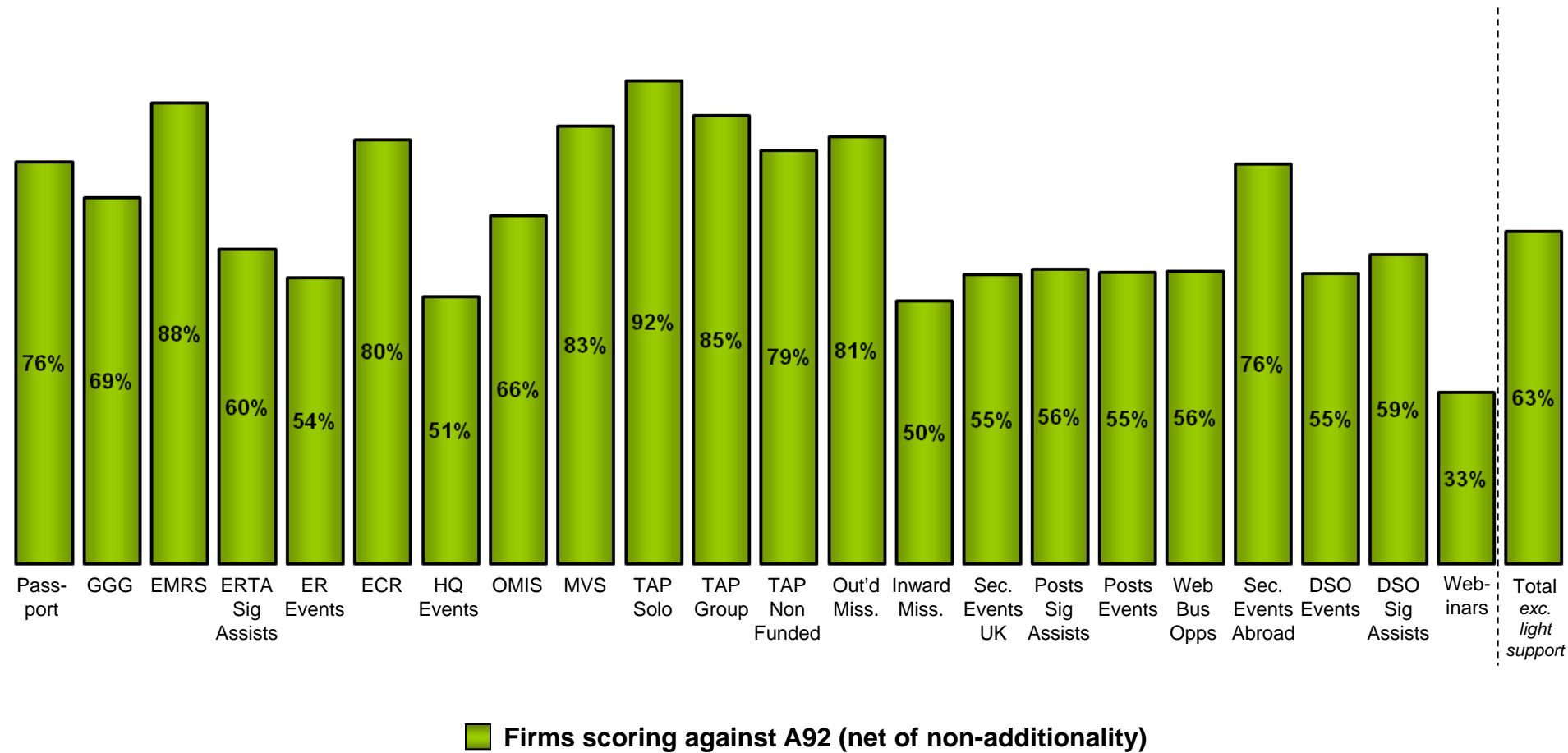
Firms scoring '4' or '5' on a 5-point scale for...

- Gained access to prospective customers or business partners (D2a) – 46%
- Or, gained access to information that you would otherwise have been unable to come by (D2e) – 45%
- Or, improved your company's profile or credibility (D2c) – 41%
- Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (D2f) (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 15%

In each case net of non-additionality (D10)

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

Barriers To Market Access Overcome – Measure A92



Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Barriers To Market Access Overcome – Top Impacts

Service	A92	Strongest Impact	2 nd Strongest Impact
Passport	76%	Access to information otherwise unable to come by (60%)	Access to prospective customers or business partners (56%)
GGG	69%	Access to information otherwise unable to come by (52%)	Access to prospective customers or business partners (51%)
EMRS	88%	Access to prospective customers or business partners (70%)	Improved your company's profile or credibility (68%)
ERTA Significant Assists	60%	Access to information otherwise unable to come by (51%)	Access to prospective customers or business partners (37%)
ER Events	54%	Access to information otherwise unable to come by (41%)	Improved your company's profile or credibility (27%)
ECR	80%	Improved your company's profile or credibility (66%)	Access to information otherwise unable to come by (54%)
HQ Events	51%	Access to information otherwise unable to come by (41%)	Improved your company's profile or credibility (34%)
OMIS	66%	Access to prospective customers or business partners (53%)	Access to information otherwise unable to come by (45%)
MVS	83%	Access to prospective customers or business partners (76%)	Access to information otherwise unable to come by (63%)
TAP Solo	92%	Access to prospective customers or business partners (86%)	Improved your company's profile or credibility (81%)
TAP Group	85%	Access to prospective customers or business partners (81%)	Improved your company's profile or credibility (76%)
TAP Non Funded	79%	Access to prospective customers or business partners (69%)	Improved your company's profile or credibility (64%)
Outward Missions	81%	Access to prospective customers or business partners (60%)	Improved your company's profile or credibility (52%)
Inward Missions	50%	Access to prospective customers or business partners (40%)	Improved your company's profile or credibility (40%)
Sector Events UK	55%	Access to information otherwise unable to come by (39%)	Access to prospective customers or business partners (38%)
Posts Significant Assists	56%	Access to information otherwise unable to come by (39%)	Access to prospective customers or business partners (37%)
Posts Events	55%	Access to prospective customers or business partners (38%)	Improved your company's profile or credibility (38%)
Website Business Opps	56%	Access to information otherwise unable to come by (43%)	Access to prospective customers or business partners (41%)
Sector Events Abroad	76%	Access to prospective customers or business partners (64%)	Improved your company's profile or credibility (58%)
DSO Events	55%	Access to information otherwise unable to come by (35%)	Improved your company's profile or credibility (35%)
DSO Significant Assists	59%	Improved your company's profile or credibility (43%)	Access to prospective customers or business partners (43%)
Webinars	33%	Access to information otherwise unable to come by (30%)	Improved your company's profile or credibility (10%)

£ Estimated Additional Profit – Measure A49

£ Additional
Profit (A49)

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

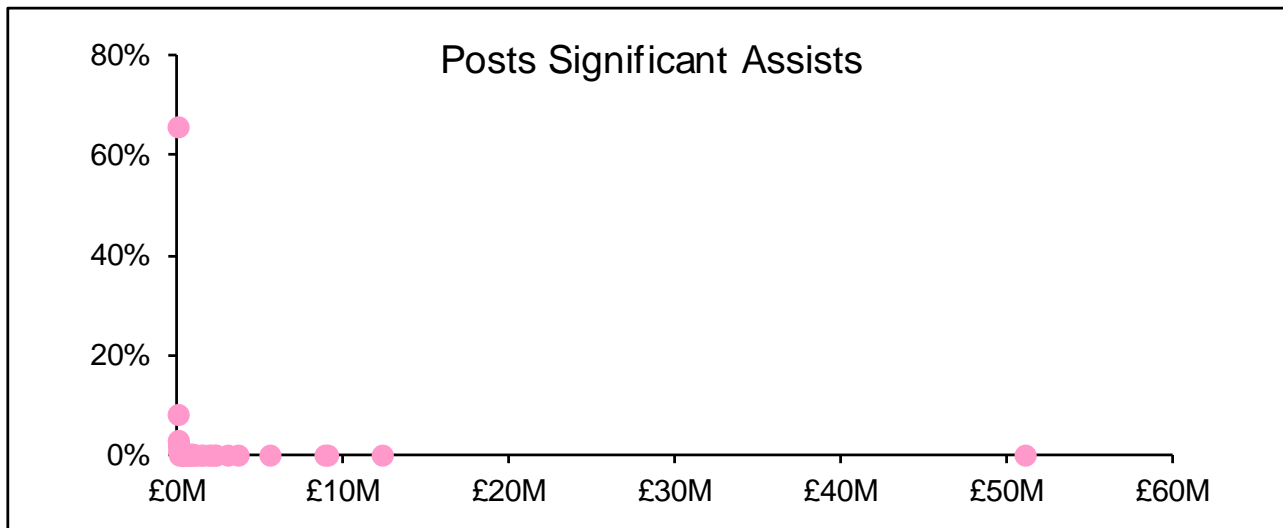
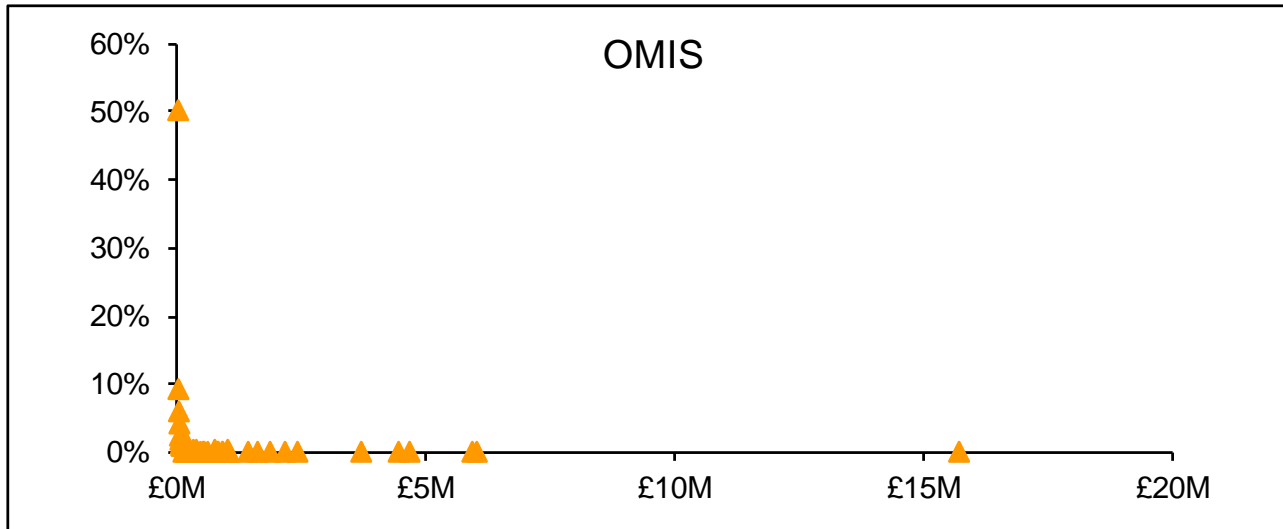
- Stage 1 – Firms asked to estimate the expected financial benefit of the support in terms of additional profit (E9)
 - Firms not reporting any significant benefit in terms of ‘Changed Behaviour (A83)’ or ‘Barriers Overcome (A92)’ are counted as zero
- Stage 2 – Estimates converted to profit for those indicating the figure given was in terms of turnover (E10/E4)
- Stage 3 – Future expectations allowed for (using annual discounting rate of 8%) (E11-13)
- Stage 4 – Figures adjusted for non-additionality using the proportion of the financial benefit the firm ‘would have realised anyway’ (E14)

£ Estimated Additional Profit – Measure 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>	3716	3598	342	344	40	344	130	41	71	387	106	36
Mean additional profit (£)	181k	182k	269k	191k	112k	312k	72k	212k	110k	218k	127k	42k
Median additional profit (£)	0	0	20k	17k	8k	0	0	25k	0	0	10k	6k
% reporting any positive £ benefit	40%	40%	65%	56%	60%	41%	37%	66%	35%	43%	57%	67%
% reporting zero £ benefit	46%	46%	26%	31%	30%	44%	48%	10%	55%	44%	28%	22%
% unable/unwilling to estimate £ benefit	15%	15%	9%	13%	10%	15%	15%	24%	10%	13%	15%	11%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	32k	32k	59k	68k	31k	33k	29k	28k	56k	50k	20k	21k

	TAP Group	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	Web- inars
<i>Base</i>	140	107	42	10	337	632	199	295	95	60	58	-
Mean additional profit (£)	101k	98k	87k	10k	254k	238k	60k	122k	69k	253k	53k	-
Median additional profit (£)	8k	5k	1k	0	0	0	0	0	5k	0	0	-
% reporting any positive £ benefit	68%	55%	48%	20%	33%	29%	28%	31%	58%	27%	24%	-
% reporting zero £ benefit	24%	26%	29%	60%	52%	56%	54%	58%	32%	52%	50%	-
% unable/unwilling to estimate £ benefit	9%	19%	24%	20%	15%	14%	18%	12%	11%	22%	26%	-
<i>Median additional profit (£) among those reporting positive £ benefit</i>	18k	18k	16k	40k	27k	52k	29k	50k	28k	102k	96k	-

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



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

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

	Number of Big Wins (£3m+)					% of all ‘big wins’ accounted for by each scheme	% of all <i>interviews</i> accounted for by each scheme
	PIMS 30	PIMS 31	PIMS 32	PIMS 33	Total		
Passport	1	0	1	2	4	11%	9%
GGG	1	0	0	0	1	3%	9%
ERTA	0	2	1	1	4	11%	9%
ECR	0	0	1	0	1	3%	1%
HQ Events	0	0	1	0	1	3%	2%
OMIS	1	3	2	0	6	17%	10%
MVS	0	0	0	1	1	3%	3%
TAP Group	0	0	1	0	1	3%	4%
Sector Events UK	2	2	1	0	5	14%	9%
Posts Significant Assists	2	2	1	1	6	17%	17%
Post Events	0	0	1	0	1	3%	5%
DSO Events	0	0	0	1	1	3%	2%
HVO Significant Assists	1	0	0	0	1	3%	1%
CBBC Significant Assists	1	0	0	0	1	3%	1%
UKIBC Significant Assists	0	1	1	0	2	6%	1%

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

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

	£3m+ Additional Profit		£500k+ Additional Profit		% of all interviews
	Number of £3m+ 'big wins'	% of all £3m+ 'big wins'	Number of £500k+ 'big wins'	% of all £500k+ 'big wins'	
Not yet trading	2	6%	3	2%	1%
0-9	7	19%	53	31%	43%
10-99	11	31%	76	44%	38%
100-249	8	22%	23	13%	8%
250+	8	22%	18	10%	7%
Innovative	33	92%	162	94%	87%
Innovative (alternative)	27	75%	124	72%	66%
Not yet exporting	7	19%	19	11%	9%
Exporting less than 2 years	4	11%	30	17%	15%
Exporting 2-10 years	10	28%	57	33%	35%
Exporting more than 10 years	15	42%	66	38%	40%
Planning substantial growth	25	69%	107	62%	44%
Planning moderate growth	8	22%	61	35%	47%
Not planning to grow	1	3%	2	1%	5%
Not yet trading	2	6%	3	2%	1%

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

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

	No. of £3m+ ‘big wins’	% of all £3m+ ‘big wins’
Africa	1	3%
Australia	2	6%
Belgium	1	3%
Brazil	4	11%
Brunei	1	3%
Canada	1	3%
China	6	17%
Far East	2	6%
France	6	17%
Germany	2	6%
Hong Kong	2	6%
Hungary	1	3%
India	7	19%
Indonesia	1	3%
Iraq	1	3%
Italy	1	3%
Japan	1	3%
Kazakhstan	1	3%
Korea	1	3%
Kuwait	1	3%

	No. of £3m+ ‘big wins’	% of all ‘3m+ ‘big wins’
Malaysia	2	6%
Netherlands	1	3%
New Zealand	1	3%
Oman	1	3%
Poland	1	3%
Russia	2	6%
Saudi Arabia	3	8%
Scandinavia	1	3%
Singapore	2	6%
South Africa	1	3%
South America	1	3%
Spain	2	6%
Sweden	3	8%
Thailand	2	6%
Trinidad & Tobago	1	3%
United Arab Emirates	2	6%
USA	2	6%
Vietnam	1	3%
No particular market	3	8%

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

Strengths – Top Impacts For Firms Reporting Additional Profit

Service	Firms Reporting Additional Profit (at Measure A49)	
	Strongest Impact	2 nd Strongest Impact
Passport	Gained confidence to explore/expand in existing market – A83 (79%)	Improved the way you do business in overseas market – A83 (76%)
GGG	Gained confidence to explore/expand in existing market – A83 (76%)	Improved the way you do business in overseas market – A83 (70%)
EMRS	Gained confidence to explore/expand in existing market – A83 (92%)	Gained access to prospective customers/partners – A92 (75%)
ERTA Sig. Assists	Gained access to info otherwise unable to come by – A92 (81%)	Gained confidence to explore/expand in existing market – A83 (68%)
ER Events	Gained access to info otherwise unable to come by – A92 (73%)	Improved the way you do business in overseas market – A83 (71%)
ECR	Improved overseas marketing strategy – A81/A83 (81%)	Improved your company's profile overseas – A92 (74%)
HQ Events	Gained access to info otherwise unable to come by – A92 (72%)	Improved your company's profile overseas – A92 (64%)
OMIS	Gained access to prospective customers/partners – A92 (82%)	Gained confidence to explore/expand in existing market – A83 (68%)
MVS	Gained access to prospective customers/partners – A92 (92%)	Gained confidence to explore/expand in existing market – A83 (78%)
TAP Solo	Gained access to prospective customers/partners – A92 (92%)	Improved your knowledge of the competitive market – A81 (88%)
TAP Group	Gained access to prospective customers/partners – A92 (93%)	Improved your company's profile overseas – A92 (84%)
TAP Non Funded	Gained access to prospective customers/partners – A92 (85%)	Improved your company's profile overseas – A92 (78%)
Outward Missions	Gained access to prospective customers/partners – A92 (80%)	Improved your knowledge of the competitive market – A81 (75%)
Inward Missions	Gained access to prospective customers/partners – A92 (100%)	Improved your knowledge of the competitive market – A81 (100%)
Sector Events UK	Gained access to prospective customers/partners – A92 (67%)	Gained access to info otherwise unable to come by – A92 (65%)
Posts Sig. Assists	Gained access to prospective customers/partners – A92 (73%)	Gained access to info otherwise unable to come by – A92 (70%)
Posts Events	Gained access to prospective customers/partners – A92 (63%)	Improved your company's profile overseas – A92 (63%)
Website Bus Opps	Gained access to info otherwise unable to come by – A92 (82%)	Gained access to prospective customers/partners – A92 (71%)
Sector Events Abroad	Gained access to prospective customers/partners – A92 (84%)	Improved your company's profile overseas – A92 (76%)
DSO Events	Gained access to info otherwise unable to come by – A92 (63%)	Gained access to prospective customers/partners – A92 (56%)
DSO Sig. Assists	Gained access to prospective customers/partners – A92 (86%)	Gained confidence to explore/expand in existing market – A83 (71%)

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*)	£181,000	30,150	£5.5bn
Total (exc. light support & DSO)	£182,000	29,850	£5.4bn

* '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

Additional profit (banded)	<i>Base (exc. light support)</i>	Mean additional profit	% of all firms	% of total UKTI £ benefit
Zero	1587	£0	46%	0%
Up to £10,000	420	£4,000	12%	0.3%
£10,001-£50,000	472	£26,000	12%	2.0%
£50,001-£100,000	205	£73,000	5%	2.3%
£100,001-£500,000	333	£237,000	7%	10.9%
More than £500,000	173	£3,240,000	4%	84.5%
Don't know refused	526	-	15%	-

£ Estimated Additional Sales

£ Additional
Sales

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

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

£ Estimated Additional Sales

	Total (exc. light support)	Total (exc. light support & DSO)	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base</i>	3716	3598	342	344	40	344	130	41	71	387	106	36
Mean additional sales (£)	1,717k	1,726k	1,832k	1,298k	628k	3,669k	831k	1,084k	739k	1,608k	1,083k	385k
Median additional sales (£)	0	0	140k	118k	54k	0	0	170k	0	0	68k	50k
% reporting any positive £ benefit	40%	40%	65%	56%	60%	41%	37%	66%	35%	43%	57%	67%
% reporting zero £ benefit	46%	46%	26%	31%	30%	44%	48%	10%	55%	44%	28%	22%
% unable/unwilling to estimate £ benefit	15%	15%	9%	13%	10%	15%	15%	24%	10%	13%	15%	11%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	207k	200k	409k	492k	212k	203k	154k	177k	375k	303k	138k	141k

	TAP Group	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
<i>Base</i>	140	107	42	10	337	632	199	295	95	60	58	-
Mean additional sales (£)	675k	757k	627k	69k	1,182k	3,221k	392k	595k	401k	2,200k	397k	-
Median additional sales (£)	53k	38k	6k	0	0	0	0	0	18k	0	0	-
% reporting any positive £ benefit	68%	55%	48%	20%	33%	29%	28%	31%	58%	27%	24%	-
% reporting zero £ benefit	24%	26%	29%	60%	52%	56%	54%	58%	32%	52%	50%	-
% unable/unwilling to estimate £ benefit	9%	19%	24%	20%	15%	14%	18%	12%	11%	22%	26%	-
<i>Median additional sales (£) among those reporting positive £ benefit</i>	128k	164k	91k	275k	177k	420k	182k	295k	177k	656k	567k	-

Estimated Total Additional Sales

Estimated Total Additional Sales

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

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

UKTI Total	Mean additional sales (A49)	Total no. of firms supported (A01)	Estimated total additional sales
Total (exc. light support*)	£1,717,000	30,150	£51.8 billion
Total (exc. light support & DSO)	£1,726,000	29,850	£51.5 billion

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

Significant Business Benefit – Measure A06

Significant Business
Benefit (A06)

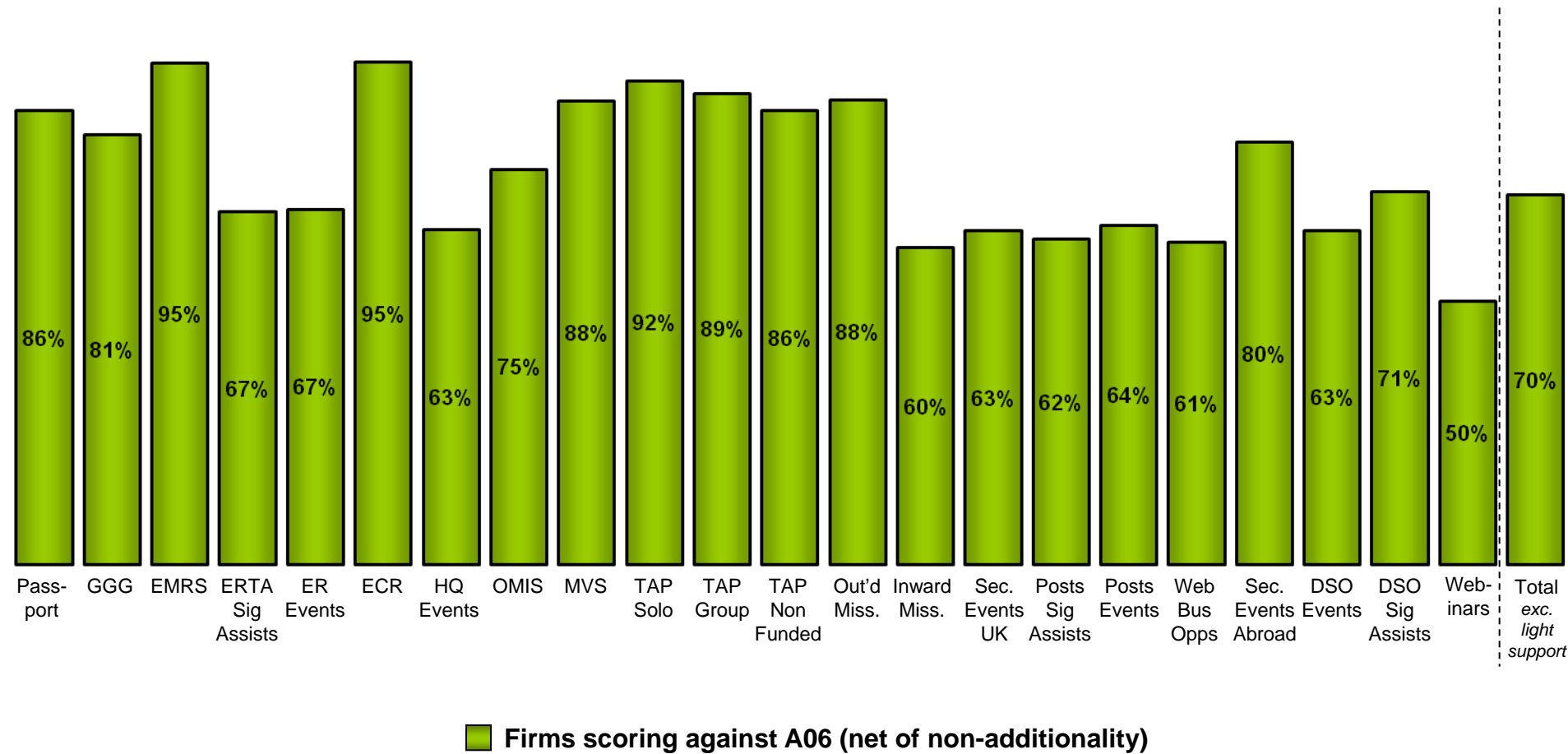
Firms scoring 4-5 out of 5 for any of the following...

- Increased Skills (A81) – 54%
 - Improved your knowledge of the competitive environment in an overseas market – 39%
 - Or, gained new ideas about products, services, techniques or technologies – 25%
 - Or, improved your overseas marketing strategy – 36%
 - Or, improved your marketing research skills (EMRS only) – 53%
- Or Changed Behaviour (A83) – 62%
 - Introduced new products or services or made improvements to existing ones – 27%
 - Or, made improvements to your new product development strategy – 26%
 - Or, improved the way you do business in an overseas market – 36%
 - Or, improved your overseas marketing strategy – 36%
 - Or, gained the confidence to either explore a new market or expand in an existing one – 41%
- 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*) – 15%

In each case net of non-additionality

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

Significant Business Benefit – Measure A06



Base: All respondents (Base) - Passport (342), GGG (344), EMRS (40), ERTA (344), ER Events (315), ECR (41), HQ Events (71), OMIS (387), MVS (106), TAP Solo (36), TAP Group (140), TAP Non Funded (107), Outward Missions (42), Inward Missions (10), Sector Events UK (337), Posts Sig Assists (632), Posts Events (199), Website Bus Opps (295), Sector Events Abroad (95), DSO Events (60), DSO Sig Assists (58), Webinars (40), Total excl. light support (3716)

Key Measures - Number of Firms Scoring

Estimated Number of Firms Scoring Against Each Measure in Last Year

	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
Overall Satisfaction (B10)	856	1,288	161	5,927	7,234	498	1,382	3,318	2,491	678	3,373
Improved Business Performance	772	1,100	120	3,759	3,798	380	672	2,535	2,317	638	3,333
Increased R&D (AR&D)	359	424	54	723	904	171	269	737	782	173	952
Significant Business Benefit (A06)	909	1,273	156	4,843	6,059	508	1,210	3,457	2,548	725	3,532
Reporting positive additional profit/ sales	687	880	98	2,963	1,378	353	672	1,982	1,651	528	2,698

	TAP Non Funded	Outward Missions	Inward Missions	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Overall Satisfaction (B10)	2,623	806	36	6,254	12,363	4,083	4,958	1,842	827	384	650
Improved Business Performance	2,791	647	27	3,495	7,088	2,069	-	1,459	534	241	-
Increased R&D (AR&D)	942	178	18	1,012	1,648	708	-	407	89	65	-
Significant Business Benefit (A06)	2,892	825	55	5,794	10,220	3,484	5,040	1,914	801	329	433
Reporting positive additional profit/ sales	1,850	450	18	3,035	4,780	1,524	2,562	1,387	343	111	-

Estimated Jobs Created & Safeguarded

Estimated Jobs Created & Safeguarded

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

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

	Excluding 'light' support*			
	Mean	Median	Total no. of firms supported (A01)	Estimated total number of jobs created/safeguarded
Number of new jobs created	2.2	0	30,150	69,340
Number of jobs safeguarded	3.7	0		111,570

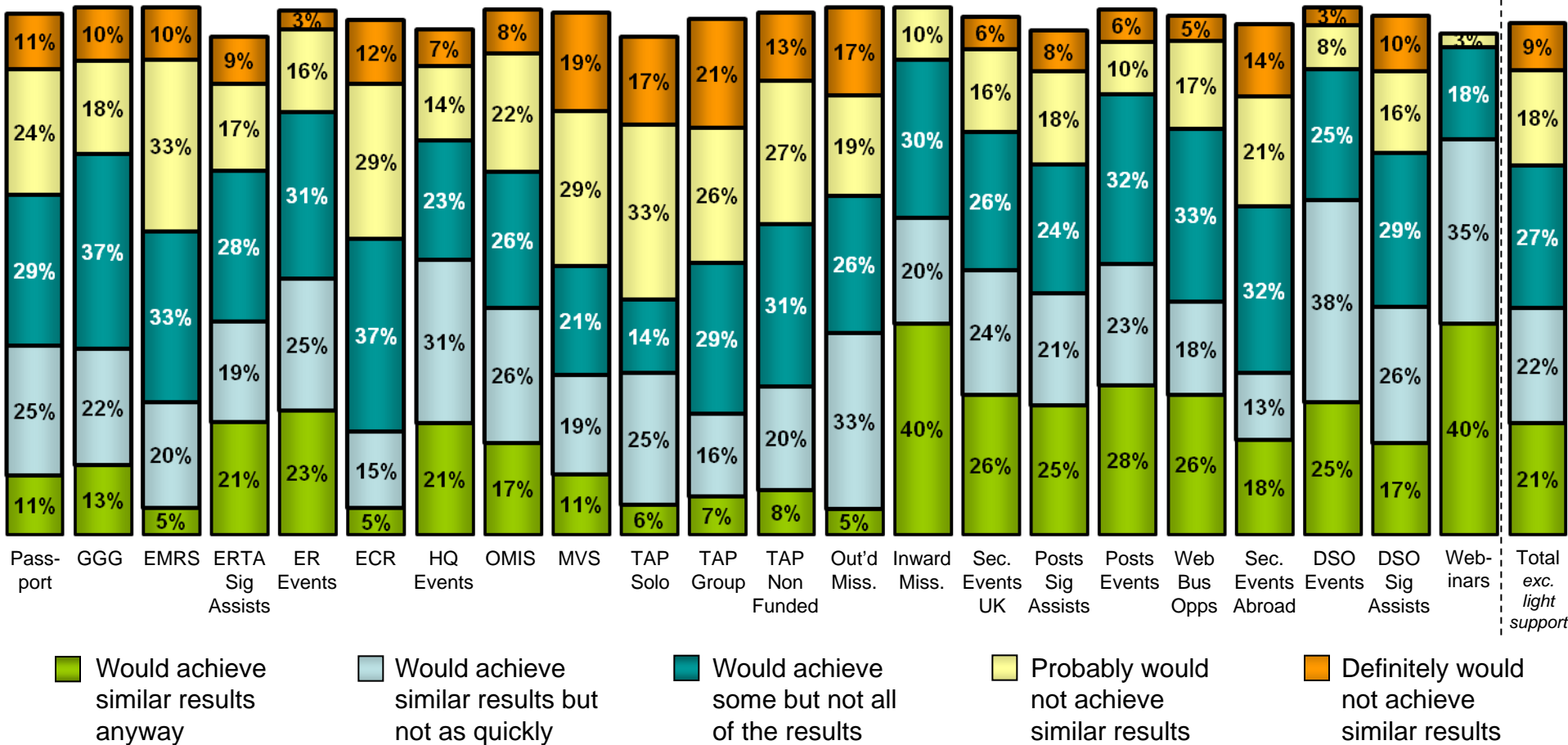
* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.



Additionality

Generic Additionality

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



Base: All respondents (Base, None of these/Signposted only) - Passport (342, 1%), GGG (344, 0%), EMRS (40, 0%), ERTA (344, 6%), ER Events (315, 1%), ECR (41, 2%), HQ Events (71, 4%), OMIS (387, 1%), MVS (106, 1%), TAP Solo (36, 6%), TAP Group (140, 2%), TAP Non Funded (107, 1%), Outward Missions (42, 0%), Inward Missions (10, 0%), Sector Events UK (337, 2%), Posts Sig Assists (632, 4%), Posts Events (199, 1%), Website Bus Opps (295, 2%), Sector Events Abroad (95, 3%), DSO Events (60, 0%), DSO Sig Assists (58, 2%), Webinars (40, 5%), Total excl. light support (3716, 2%)

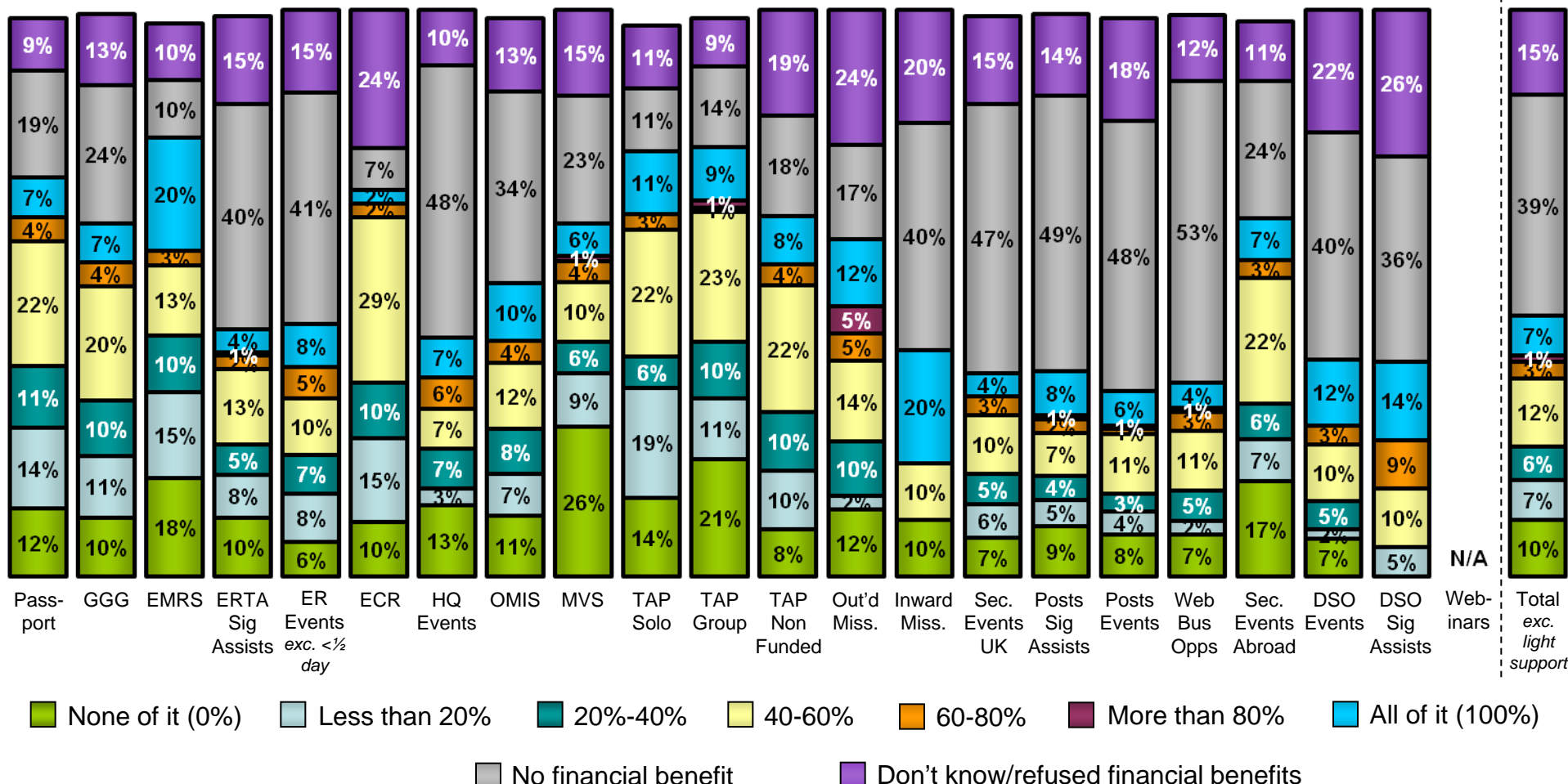
Generic Additionality – By Profile

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>	3716	894	1312	1487	1599	1419	300	272
Would achieve similar results anyway	21%	19%	21%	21%	20%	19%	23%	23%
Would achieve similar results but not as quickly	22%	22%	19%	25%	19%	24%	28%	27%
Would achieve some but not all of the results	27%	24%	27%	29%	26%	29%	26%	29%
Probably would not achieve similar results	18%	21%	20%	16%	20%	20%	14%	13%
Definitely would not achieve similar results	9%	11%	10%	8%	12%	7%	6%	7%
None of these/signposted only	2%	3%	3%	2%	3%	2%	2%	1%

Extent Financial Benefits Attributable

Proportion of Financial Benefit Would Have Realised Anyway



Base: All except Webinars & short ER Events (Base, Don't know/Refused % attributable) - Passport (342, 1%), GGG (344, 1%), EMRS (40, 3%), ERTA (344, 1%), ER Events (excl. <½ day) (130, 0%), ECR (41, 0%), HQ Events (71, 0%), OMIS (387, 1%), MVS (106, 0%), TAP Solo (36, 3%), TAP Group (140, 1%), TAP Non Funded (107, 0%), Outward Missions (42, 0%), Inward Missions (10, 0%), Sector Events UK (337, 1%), Posts Sig Assists (632, 1%), Posts Events (199, 2%), Website Bus Opps (295, 0%), Sector Events Abroad (95, 2%), DSO Events (60, 0%), DSO Sig Assists (58, 0%), Total excl. light support (3716, 1%)

Extent Financial Benefits Attributable

– Firms With 0-9 Employees

Proportion of Financial Benefit Would Have Realised Anyway

	0-9 Employees		
	0 employees	1-9 employees	Total 0-9 employees
<i>Base: Exc. light support</i>	203	1396	1599
None of it (0%)	14%	11%	12%
Less than 20%	9%	8%	8%
20-40%	5%	6%	6%
40-60%	8%	13%	12%
60-80%	1%	2%	2%
More than 80%	1%	0%	0%
All of it (100%)	5%	7%	6%
No financial benefit	43%	37%	38%
Don't know/refused £ benefit	14%	15%	15%
Don't know % attributable	1%	1%	1%



Summaries

Key Measures – By Profile

	Total	Business Size (employees)				Innovative		Years Exporting			Support Market	
		0-9	10-99	100-249	250+	Yes	No	<2 years	2-10 years	>10 years	High growth	Established
<i>Base: Exc. light support</i>	3716	1599	1419	300	272	3225	491	894	1312	1487	1546	1812
No. Firms Assisted (Annual A01)	30,150	12,980	11,061	2,531	2,450	25,985	4,168	6,988	10,381	12,578	11,758	14,071
Quality Rating (A09)	78%	79%	78%	76%	79%	78%	80%	81%	78%	77%	79%	80%
Overall Satisfaction (B10)	77%	76%	78%	72%	80%	77%	79%	78%	75%	78%	77%	80%
Improved Business Performance	52%	53%	55%	49%	41%	53%	43%	48%	54%	52%	54%	57%
Increased Skills (A81)	54%	57%	53%	49%	49%	55%	46%	57%	55%	52%	57%	56%
Changed Behaviour (A83)	58%	61%	59%	52%	49%	59%	50%	61%	60%	55%	62%	61%
Increased Innovation (A04)	34%	39%	33%	26%	28%	35%	29%	39%	36%	31%	35%	37%
Increased R&D (AR&D)	15%	18%	16%	13%	7%	17%	4%	18%	17%	12%	16%	17%
Barriers Overcome (A92)	63%	66%	62%	59%	59%	63%	60%	66%	64%	60%	64%	67%
Significant Business Benefit (A06)	70%	72%	71%	69%	66%	71%	66%	73%	71%	69%	73%	73%
Mean Additional Profit (A49)	£181k	£99k	£173k	£263k	£577k	£196k	£83k	£174k	£116k	£238k	£265k	£123k
Mean Additional Sales	£1,717k	£777k	£1,871k	£2,241k	£5,801k	£1,892k	£571k	£1,242k	£952k	£2,602k	£3,004k	£869k
Reporting positive £ benefit	40%	41%	43%	37%	30%	41%	31%	39%	42%	38%	41%	44%
Unable/unwilling to estimate £ benefit	15%	15%	12%	16%	19%	14%	18%	16%	15%	14%	15%	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>	203	1396	1599	351	267	276	894
Quality Rating (A09)	81%	79%	79%	80%	84%	81%	81%
Overall Satisfaction (B10)	81%	75%	76%	72%	83%	81%	78%
Improved Business Performance	38%	54%	52%	36%	54%	56%	46%
Increased Skills (A81)	57%	57%	57%	54%	60%	59%	57%
Changed Behaviour (A83)	58%	62%	61%	56%	65%	65%	61%
Increased Innovation (A04)	36%	39%	39%	36%	43%	39%	39%
Increased R&D (AR&D)	5%	20%	18%	13%	22%	23%	18%
Barriers Overcome (A92)	63%	66%	66%	62%	66%	71%	66%
Significant Business Benefit (A06)	71%	72%	72%	70%	74%	77%	73%
Mean Additional Profit (A49)	£23k	£112k	£99k	£228k	£147k	£121k	£174k
Mean Additional Sales	£194k	£876k	£777k	£1,611k	£1,121k	£818k	£1,242k
Reporting positive £ benefit	38%	42%	41%	31%	45%	46%	39%
Unable/unwilling to estimate £ benefit	14%	15%	15%	18%	13%	16%	16%

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>	1166	751	793	273	262	52
Quality Rating (A09)	80%	78%	77%	79%	76%	82%
Overall Satisfaction (B10)	75%	79%	79%	78%	74%	86%
Improved Business Performance	53%	54%	59%	53%	45%	49%
Increased Skills (A81)	58%	55%	55%	52%	47%	52%
Changed Behaviour (A83)	62%	61%	61%	56%	50%	51%
Increased Innovation (A04)	40%	34%	36%	25%	26%	32%
Increased R&D (AR&D)	19%	20%	16%	13%	6%	11%
Barriers Overcome (A92)	66%	66%	65%	61%	57%	62%
Significant Business Benefit (A06)	73%	72%	74%	69%	65%	72%
Mean Additional Profit (A49)	£78k	£120k	£206k	£402k	£200k	£2,388k
Mean Additional Sales	£666k	£825k	£2,699k	£3,085k	£1,490k	£25,663k
Reporting positive £ benefit	41%	45%	47%	43%	31%	31%
Unable/unwilling to estimate £ benefit	15%	12%	10%	10%	15%	22%

Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. light support</i>	1632	1731	187
Quality Rating (A09)	80%	78%	73%
Overall Satisfaction (B10)	79%	75%	78%
Improved Business Performance	55%	52%	37%
Increased Skills (A81)	56%	54%	51%
Changed Behaviour (A83)	61%	57%	53%
Increased Innovation (A04)	37%	33%	30%
Increased R&D (AR&D)	21%	12%	7%
Barriers Overcome (A92)	66%	62%	56%
Significant Business Benefit (A06)	72%	71%	66%
Mean Additional Profit (A49)	£281k	£108k	£70k
Mean Additional Sales	£3,057k	£732k	£477k
Reporting positive £ benefit	43%	41%	28%
Unable/unwilling to estimate £ benefit	15%	13%	17%

Key Measures – Passport, GGG & ERTA Sig. Assists

	0-9			10-99	100+
	0	1-9	Total		
<i>Base: Passport, GGG & ERTA</i>	58	467	525	408	84
Quality Rating (A09)	86%	91%	90%	89%	89%
Overall Satisfaction (B10)	78%	84%	83%	84%	78%
Increased Skills (A81)	47%	58%	57%	57%	50%
Changed Behaviour (A83)	51%	68%	65%	64%	52%
Increased R&D (AR&D)	1%	15%	13%	21%	12%
Barriers Overcome (A92)	58%	66%	65%	63%	58%

Key Measures – By English Region (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport & GGG</i>	78	81	77	55	73	82	77	82	81
No. Firms Supported (A01) – PIMS 34									
- Passport	23	32	37	23	24	35	30	29	30
- GGG	41	72	108	12	42	107	66	66	46
- % records complete (Passport & GGG)	98%	97%	98%	100%	98%	100%	100%	96%	97%
- % records incorrect (Passport & GGG)	13%	17%	20%	7%	14%	19%	21%	12%	15%
Quality Rating (A09)	88%	89%	88%	90%	92%	88%	94%	89%	91%
Overall Satisfaction (B10)	75%	81%	83%	76%	87%	82%	90%	74%	88%
Improved Business Performance	62%	75%	64%	73%	78%	73%	82%	77%	68%
Increased Skills (A81)	63%	66%	69%	80%	63%	69%	82%	74%	78%
Changed Behaviour (A83)	70%	72%	72%	85%	73%	75%	88%	80%	81%
Increased Innovation (A04)	46%	35%	51%	48%	52%	51%	59%	41%	51%
Increased R&D (AR&D)	20%	25%	33%	30%	27%	36%	39%	30%	32%
Barriers Overcome (A92)	74%	69%	68%	80%	67%	71%	79%	73%	79%
Significant Business Benefit (A06)	80%	80%	83%	91%	82%	82%	91%	85%	85%
Reporting positive £ benefit	54%	63%	59%	68%	56%	61%	62%	64%	60%
Unable/unwilling to estimate £ benefit	16%	7%	8%	11%	15%	8%	16%	11%	12%

Profile – By English Region (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport & GGG</i>	78	81	77	55	73	82	77	82	81
Growth plans: Substantial	42%	49%	56%	52%	39%	51%	55%	34%	40%
Growth plans: Substantial or moderate	100%	94%	96%	97%	93%	99%	96%	97%	96%
Innovative firms (standard definition)	86%	93%	93%	92%	87%	91%	95%	93%	87%
Innovative firms (tighter definition)	63%	69%	69%	71%	73%	68%	73%	68%	66%
Age: <5 years old	20%	26%	33%	46%	20%	29%	22%	26%	21%
Age: 6-10 years old	20%	16%	19%	17%	22%	13%	25%	13%	16%
Age: 10+ years old	60%	58%	47%	37%	57%	58%	54%	61%	63%
Size: <10 employees	51%	39%	47%	50%	46%	45%	50%	49%	44%
Size: 10-249 employees	46%	60%	48%	48%	51%	50%	48%	46%	49%
Size: 250+ employees	1%	0%	2%	2%	1%	4%	2%	5%	5%
Experience: Less than 2 years	24%	28%	25%	36%	28%	25%	25%	24%	27%
Experience: 2-10 years	40%	30%	52%	43%	45%	41%	47%	34%	46%
Experience: More than 10 years	36%	42%	22%	21%	27%	34%	28%	42%	26%
Focus of support: Exporting	97%	99%	99%	98%	99%	98%	93%	98%	100%
Focus of support: Sourcing	9%	7%	16%	3%	8%	9%	6%	6%	4%
Focus of support: JV/franchising	31%	45%	43%	43%	35%	34%	39%	33%	39%
Focus of support: Investing/overseas site	19%	22%	39%	28%	28%	26%	23%	33%	23%

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>	37	39	40	28	35	41	37	41	44
No. Firms Supported (Quarterly A01)									
- PIMS 31	20	25	19	1	18	25	20	19	41
- PIMS 32	16	35	40	23	65	41	33	48	40
- PIMS 33	26	28	28	24	32	38	26	41	22
- PIMS 34	23	32	37	23	24	35	30	29	30
- % records complete (PIMS 34)	100%	97%	100%	100%	100%	100%	100%	93%	100%
- % records incorrect (PIMS 34)	10%	9%	21%	9%	9%	8%	4%	4%	13%
Quality Rating (A09)	90%	90%	89%	93%	90%	90%	94%	95%	89%
Overall Satisfaction (B10)	68%	87%	85%	79%	80%	83%	89%	76%	80%
Improved Business Performance	73%	77%	73%	75%	74%	76%	78%	78%	59%
Increased Skills (A81)	76%	74%	73%	75%	74%	66%	81%	78%	77%
Changed Behaviour (A83)	81%	85%	80%	89%	74%	76%	92%	83%	82%
Increased Innovation (A04)	54%	49%	53%	46%	60%	56%	65%	54%	55%
Increased R&D (AR&D)	22%	33%	40%	36%	23%	46%	27%	41%	32%
Barriers Overcome (A92)	78%	79%	58%	82%	71%	73%	84%	83%	80%
Significant Business Benefit (A06)	84%	87%	83%	96%	77%	80%	95%	88%	86%
Reporting positive £ benefit	65%	72%	60%	68%	60%	66%	70%	63%	61%
Unable/unwilling to estimate £ benefit	14%	5%	8%	14%	6%	7%	11%	10%	11%

Detailed Quality Ratings – By English Region ¹³⁰

(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>	37	39	40	28	35	41	37	41	44
ITA being impartial	86%	92%	90%	86%	89%	90%	97%	90%	95%
ITA being competent & knowledgeable	89%	90%	83%	96%	86%	95%	97%	95%	89%
ITA being able to communicate in clear & effective manner	95%	90%	98%	89%	94%	93%	92%	98%	91%
<i>If not signposted only... Quality & relevance of info & advice</i>	84%	85%	85%	96%	86%	85%	92%	95%	80%
Attitude & professionalism of ITA	97%	95%	93%	93%	94%	90%	95%	98%	93%
Scoring 4-5 out of 5 for all elements rated	70%	79%	78%	75%	77%	80%	84%	88%	73%
Not scoring 4-5 for any elements	27%	18%	23%	25%	17%	17%	16%	12%	25%

Profile – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	37	39	40	28	35	41	37	41	44
Growth plans: Substantial	49%	56%	50%	50%	40%	59%	65%	41%	48%
Growth plans: Substantial or moderate	100%	92%	95%	96%	89%	100%	100%	95%	98%
Innovative firms (standard definition)	89%	90%	90%	86%	83%	93%	100%	88%	84%
Innovative firms (tighter definition)	62%	64%	70%	61%	69%	76%	76%	68%	57%
Age: <5 years old	24%	49%	38%	54%	31%	41%	35%	44%	27%
Age: 6-10 years old	22%	23%	20%	21%	14%	12%	24%	20%	16%
Age: 10+ years old	54%	28%	43%	25%	54%	46%	41%	37%	57%
Size: <10 employees	46%	62%	55%	64%	60%	59%	54%	71%	48%
Size: 10-249 employees	51%	36%	45%	36%	40%	41%	43%	29%	50%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	3%	0%	2%
Experience: Less than 2 years	43%	44%	33%	54%	49%	49%	49%	49%	41%
Experience: 2-10 years	38%	46%	53%	39%	31%	39%	41%	41%	39%
Experience: More than 10 years	19%	10%	15%	7%	20%	12%	8%	10%	20%
Focus of support: Exporting	97%	100%	98%	96%	97%	100%	97%	100%	100%
Focus of support: Sourcing	5%	5%	13%	7%	6%	5%	11%	12%	9%
Focus of support: JV/franchising	54%	46%	40%	39%	40%	34%	57%	29%	50%
Focus of support: Investing/overseas site	27%	38%	35%	25%	26%	37%	38%	32%	30%

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>	41	42	37	27	38	41	40	41	37
No. Firms Supported (Quarterly A01)									
- PIMS 31	40	19	29	22	43	45	28	44	48
- PIMS 32	25	30	56	20	44	59	28	36	32
- PIMS 33	26	50	56	34	40	46	38	32	41
- PIMS 34	41	72	108	12	42	107	66	66	46
- % records complete (PIMS 34)	98%	97%	97%	100%	98%	100%	100%	97%	96%
- % records incorrect (PIMS 34)	15%	24%	20%	0%	18%	26%	32%	19%	17%
Quality Rating (A09)	86%	88%	86%	88%	92%	86%	94%	85%	93%
Overall Satisfaction (B10)	78%	76%	81%	74%	89%	80%	90%	71%	95%
Improved Business Performance	54%	71%	57%	70%	76%	71%	85%	73%	76%
Increased Skills (A81)	54%	60%	65%	81%	55%	71%	85%	68%	78%
Changed Behaviour (A83)	61%	64%	68%	81%	68%	76%	85%	76%	81%
Increased Innovation (A04)	37%	26%	49%	48%	45%	49%	58%	32%	49%
Increased R&D (AR&D)	20%	21%	27%	22%	29%	29%	43%	22%	32%
Barriers Overcome (A92)	71%	60%	73%	78%	61%	68%	78%	63%	78%
Significant Business Benefit (A06)	76%	74%	81%	85%	82%	83%	90%	80%	84%
Reporting positive £ benefit	46%	57%	54%	67%	53%	56%	58%	61%	59%
Unable/unwilling to estimate £ benefit	17%	7%	8%	7%	18%	10%	20%	10%	14%

Detailed Quality Ratings – By English Region ¹³³

(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>	41	42	37	27	38	41	40	41	37
ITA being impartial	85%	95%	92%	93%	92%	90%	98%	88%	95%
ITA being competent & knowledgeable	85%	90%	89%	96%	95%	93%	98%	88%	89%
ITA being able to communicate in clear & effective manner	90%	93%	95%	89%	95%	88%	98%	93%	100%
<i>If not signposted only... Quality & relevance of info & advice</i>	78%	74%	70%	85%	89%	80%	95%	78%	92%
Attitude & professionalism of ITA	93%	95%	95%	93%	97%	90%	98%	95%	100%
<i>If referred to UKTI... Relevance of referrals to other UKTI support</i>	75%	74%	66%	79%	73%	71%	79%	57%	68%
<i>If referred to non-UKTI... Relevance of referrals to non-UKTI support</i>	79%	58%	76%	50%	56%	57%	44%	64%	77%
Scoring 4-5 out of 5 for all elements rated	59%	55%	54%	52%	68%	61%	63%	49%	59%
Not scoring 4-5 for any elements	2%	2%	3%	0%	3%	5%	0%	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>	41	42	37	27	38	41	40	41	37
Growth plans: Substantial	39%	48%	59%	52%	37%	46%	50%	27%	35%
Growth plans: Substantial or moderate	100%	95%	97%	96%	95%	98%	95%	98%	95%
Innovative firms (standard definition)	88%	95%	95%	96%	89%	90%	93%	95%	89%
Innovative firms (tighter definition)	66%	71%	68%	78%	74%	63%	73%	68%	73%
Age: <5 years old	15%	12%	30%	37%	13%	20%	15%	12%	19%
Age: 6-10 years old	17%	10%	22%	15%	26%	15%	25%	10%	14%
Age: 10+ years old	68%	79%	49%	48%	61%	66%	60%	78%	68%
Size: <10 employees	49%	24%	43%	37%	34%	37%	50%	37%	49%
Size: 10-249 employees	49%	76%	51%	59%	61%	56%	48%	56%	43%
Size: 250+ employees	2%	0%	3%	4%	3%	7%	3%	7%	5%
Experience: Less than 2 years	10%	17%	19%	19%	13%	7%	13%	5%	19%
Experience: 2-10 years	44%	21%	54%	48%	53%	41%	50%	29%	51%
Experience: More than 10 years	46%	62%	27%	33%	34%	51%	38%	66%	30%
Focus of support: Exporting	98%	98%	100%	100%	100%	98%	93%	95%	100%
Focus of support: Sourcing	12%	7%	16%	0%	11%	12%	3%	2%	0%
Focus of support: JV/franchising	20%	40%	43%	44%	32%	34%	28%	34%	30%
Focus of support: Investing/overseas site	17%	14%	41%	33%	26%	17%	13%	34%	19%

Key Measures – By English Region

(ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	44	37	34	30	43	43	35	38
No. Firms Supported (Quarterly A01)									
- PIMS 31	150	185	212	304	257	312	194	185	191
- PIMS 32	209	294	334	69	288	342	211	193	210
- PIMS 33	114	239	194	225	276	212	57	216	170
- PIMS 34	125	204	280	152	244	340	214	302	197
- % records complete (PIMS 34)	99%	98%	94%	99%	99%	99%	96%	98%	99%
- % records incorrect (PIMS 34)	14%	18%	7%	18%	29%	15%	0%	11%	4%
Quality Rating (A09)	92%	92%	84%	79%	88%	83%	95%	93%	93%
Overall Satisfaction (B10)	85%	82%	86%	74%	77%	74%	91%	80%	87%
Improved Business Performance	43%	55%	46%	29%	43%	47%	65%	63%	71%
Increased Skills (A81)	48%	48%	57%	32%	43%	37%	65%	51%	66%
Changed Behaviour (A83)	63%	55%	68%	35%	43%	47%	72%	60%	74%
Increased Innovation (A04)	40%	23%	41%	12%	20%	23%	42%	31%	45%
Increased R&D (AR&D)	13%	14%	19%	6%	3%	0%	5%	14%	16%
Barriers Overcome (A92)	58%	57%	65%	47%	53%	51%	70%	60%	74%
Significant Business Benefit (A06)	65%	66%	78%	50%	60%	56%	81%	63%	79%
Reporting positive £ benefit	23%	39%	49%	18%	27%	42%	56%	49%	61%
Unable/unwilling to estimate £ benefit	23%	16%	22%	18%	13%	5%	21%	11%	11%

Detailed Quality Ratings – By English Region ¹³⁶

(ERTA Sig. Assists)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	44	37	34	30	43	43	35	38
ITA being impartial	95%	95%	84%	88%	87%	88%	100%	94%	95%
ITA being competent & knowledgeable	93%	95%	86%	76%	93%	77%	95%	89%	95%
ITA being able to communicate in clear & effective manner	93%	95%	89%	76%	93%	86%	95%	100%	100%
<i>If not signposted only... Quality & relevance of info & advice</i>	89%	79%	73%	63%	78%	73%	90%	86%	86%
Attitude & professionalism of ITA	93%	98%	89%	94%	93%	93%	98%	97%	92%
Scoring 4-5 out of 5 for all elements rated	83%	77%	68%	59%	70%	67%	91%	80%	82%
Not scoring 4-5 for any elements	3%	2%	8%	0%	3%	2%	0%	0%	0%

Profile – By English Region

(ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	44	37	34	30	43	43	35	38
Growth plans: Substantial	40%	25%	57%	41%	27%	47%	51%	49%	34%
Growth plans: Substantial or moderate	93%	86%	92%	85%	90%	88%	95%	91%	84%
Innovative firms (standard definition)	85%	73%	73%	88%	100%	91%	84%	94%	79%
Innovative firms (tighter definition)	63%	45%	54%	47%	67%	56%	58%	77%	68%
Age: <5 years old	13%	27%	51%	38%	27%	28%	51%	23%	37%
Age: 6-10 years old	15%	16%	11%	24%	17%	16%	5%	23%	16%
Age: 10+ years old	73%	57%	38%	38%	57%	56%	44%	54%	47%
Size: <10 employees	45%	52%	59%	62%	60%	56%	72%	46%	50%
Size: 10-249 employees	45%	39%	32%	29%	40%	37%	28%	49%	39%
Size: 250+ employees	10%	5%	3%	9%	0%	5%	0%	3%	5%
Experience: Less than 2 years	35%	30%	65%	47%	30%	28%	47%	23%	39%
Experience: 2-10 years	28%	36%	19%	24%	43%	40%	28%	37%	18%
Experience: More than 10 years	35%	34%	16%	29%	27%	33%	26%	40%	42%
Focus of support: Exporting	93%	98%	95%	88%	97%	98%	86%	97%	95%
Focus of support: Sourcing	20%	2%	11%	6%	13%	5%	14%	6%	8%
Focus of support: JV/franchising	40%	20%	43%	38%	30%	44%	37%	43%	29%
Focus of support: Investing/overseas site	23%	20%	46%	29%	23%	28%	12%	20%	21%

Key Measures – By English Region (MVS)

CAUTION:LOW BASE SIZES

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	10	12	12	6	13	14	9	15	15
No. Firms Supported (Quarterly A01)									
- PIMS 31	25	59	94	31	102	57	116	74	110
- PIMS 32	86	69	226	77	92	169	154	111	239
- PIMS 33	23	49	87	24	24	96	120	65	87
- PIMS 34	21	22	59	10	8	67	60	80	93
- % records complete (PIMS 34)	86%	100%	93%	90%	100%	97%	93%	95%	97%
- % records incorrect (PIMS 34)	0%	25%	25%	50%	0%	0%	0%	0%	25%
Quality Rating (A09)	79%	78%	88%	79%	85%	77%	69%	77%	67%
Overall Satisfaction (B10)	80%	83%	92%	83%	92%	86%	78%	100%	73%
Improved Business Performance	100%	75%	83%	67%	77%	71%	89%	80%	80%
Increased Skills (A81)	50%	75%	83%	100%	85%	64%	78%	93%	73%
Changed Behaviour (A83)	60%	67%	83%	100%	85%	71%	78%	80%	80%
Increased Innovation (A04)	60%	50%	83%	67%	62%	43%	78%	47%	60%
Increased R&D (AR&D)	40%	25%	33%	33%	23%	21%	33%	33%	13%
Barriers Overcome (A92)	80%	75%	92%	100%	85%	86%	67%	87%	80%
Significant Business Benefit (A06)	80%	92%	92%	100%	85%	86%	78%	100%	80%
Reporting positive £ benefit	70%	42%	58%	33%	62%	43%	44%	60%	80%
Unable/unwilling to estimate £ benefit	10%	17%	33%	17%	15%	14%	22%	13%	0%

Detailed Quality Ratings – By English Region ¹³⁹

(MVS)

CAUTION:LOW BASE SIZES

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	10	12	12	6	13	14	9	15	15
Help preparing for the visit/mission	80%	75%	92%	83%	85%	86%	67%	80%	60%
<i>If attended as part of a group...</i> Organisation of the practical arrangements	100%	100%	80%	75%	100%	100%	-	100%	100%
Quality & relevance of any contacts made	70%	75%	92%	83%	77%	71%	78%	73%	67%
Quality & relevance of info obtained	80%	83%	83%	67%	92%	64%	67%	73%	80%
Scoring 4-5 out of 5 for all elements rated	50%	50%	58%	50%	69%	50%	44%	60%	40%
Not scoring 4-5 for any elements	0%	0%	0%	0%	8%	7%	11%	7%	13%

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>	40	47	34	29	25	39	35	27	39
No. Firms Supported (Quarterly A01)									
- PIMS 31	464	331	301	420	257	300	287	315	350
- PIMS 32	258	246	265	60	164	184	245	43	162
- PIMS 33	255	319	210	316	305	199	423	241	147
- PIMS 34	352	140	283	172	319	206	229	124	151
- % records complete (PIMS 34)	98%	98%	98%	95%	97%	99%	98%	98%	98%
- % records incorrect (PIMS 34)	24%	5%	15%	20%	15%	10%	10%	17%	25%
Quality Rating (A09)	86%	84%	71%	77%	80%	88%	85%	86%	81%
Overall Satisfaction (B10)	93%	79%	68%	72%	76%	90%	86%	70%	77%
Improved Business Performance	38%	38%	26%	41%	36%	62%	57%	33%	38%
Increased Skills (A81)	45%	53%	38%	34%	56%	51%	57%	63%	59%
Changed Behaviour (A83)	60%	55%	56%	45%	56%	67%	60%	70%	59%
Increased Innovation (A04)	25%	32%	26%	38%	32%	41%	29%	19%	31%
Increased R&D (AR&D)	8%	6%	9%	10%	8%	21%	17%	15%	3%
Barriers Overcome (A92)	58%	49%	41%	45%	60%	64%	63%	56%	54%
Significant Business Benefit (A06)	78%	60%	59%	55%	64%	79%	69%	74%	67%
Reporting positive £ benefit (exc. < ½ day)	36%	37%	24%	25%	50%	41%	50%	27%	50%
Unable/unwilling to estimate £ benefit (exc. < ½ day)	14%	10%	12%	13%	50%	18%	17%	18%	13%

Detailed Quality Ratings – By English Region ¹⁴¹

(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>	40	47	34	29	25	39	35	27	39
Organisation of practical arrangements for the event	95%	85%	82%	79%	88%	95%	91%	89%	77%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	92%	95%	81%	81%	92%	91%	97%	100%	87%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	92%	89%	77%	81%	88%	94%	91%	100%	93%
<i>If speaker presentation...</i> Quality & relevance of presentations	92%	89%	77%	86%	88%	94%	79%	95%	90%
<i>If networking event...</i> Quality & relevance of any contacts made	53%	73%	35%	63%	43%	62%	50%	47%	68%
Scoring 4-5 out of 5 for all elements rated	43%	40%	38%	38%	44%	54%	40%	52%	46%
Not scoring 4-5 for any elements	0%	0%	12%	10%	0%	0%	0%	4%	5%

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>	29	36	72	29	33	54	27	34	37
No. Firms Supported (Quarterly A01)									
- PIMS 31	66	105	317	76	95	152	92	81	92
- PIMS 32	96	121	328	59	92	196	104	113	126
- PIMS 33	66	88	339	63	91	156	93	109	84
- PIMS 34	52	78	248	49	79	134	81	89	63
- % records complete (PIMS 34)	98%	97%	97%	100%	99%	99%	99%	99%	100%
- % records incorrect (PIMS 34)	7%	25%	26%	14%	11%	14%	8%	8%	18%
Quality Rating (A09)	81%	75%	75%	76%	73%	77%	77%	81%	73%
Overall Satisfaction (B10)	76%	75%	75%	66%	58%	72%	59%	82%	73%
Clear Information Rating (B09)	84%	81%	78%	76%	89%	83%	88%	76%	71%
Improved Business Performance	62%	64%	43%	62%	48%	50%	63%	65%	59%
Increased Skills (A81)	69%	53%	40%	62%	48%	56%	63%	65%	65%
Changed Behaviour (A83)	69%	67%	53%	59%	61%	56%	59%	76%	70%
Increased Innovation (A04)	34%	28%	24%	38%	27%	35%	26%	50%	32%
Increased R&D (AR&D)	21%	17%	4%	24%	12%	24%	15%	18%	16%
Barriers Overcome (A92)	66%	72%	58%	66%	64%	65%	63%	76%	70%
Significant Business Benefit (A06)	90%	81%	64%	72%	73%	72%	70%	85%	81%
Reporting positive £ benefit	48%	42%	32%	55%	42%	39%	37%	62%	41%
Unable/unwilling to estimate £ benefit	17%	17%	14%	7%	6%	13%	7%	15%	19%

Detailed Quality/Clear Information Ratings – By English Region¹⁴³ (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>	29	36	72	29	33	54	27	34	37
Quality Ratings									
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	79%	74%	72%	72%	67%	67%	70%	82%	59%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	97%	66%	78%	83%	85%	86%	85%	91%	73%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	56%	73%	71%	66%	61%	63%	67%	59%	77%
Communications between your business & main access point	90%	78%	69%	93%	82%	87%	89%	85%	86%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	72%	77%	83%	72%	72%	87%	63%	88%	70%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	95%	81%	83%	69%	71%	85%	73%	81%	79%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	95%	94%	83%	85%	75%	88%	82%	94%	88%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	100%	94%	93%	100%	100%	88%	100%	93%	100%
Scoring 4-5 out of 5 for all elements rated	45%	39%	43%	45%	33%	39%	48%	47%	43%
Not scoring 4-5 for any elements	0%	3%	4%	3%	0%	0%	0%	0%	3%
Clear Information Ratings									
Format and content of the report	79%	77%	71%	67%	86%	79%	90%	79%	85%
Time it would take to receive the report	79%	88%	71%	74%	81%	77%	75%	69%	73%
Cost of using the OMIS service	86%	89%	85%	90%	94%	89%	96%	85%	73%

Profile – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	29	36	72	29	33	54	27	34	37
Growth plans: Substantial	45%	31%	43%	45%	58%	61%	48%	44%	51%
Growth plans: Substantial or moderate	90%	89%	78%	86%	97%	78%	89%	85%	89%
Innovative firms (standard definition)	90%	86%	69%	76%	88%	78%	85%	88%	86%
Innovative firms (tighter definition)	72%	69%	42%	55%	73%	67%	63%	59%	57%
Age: <5 years old	3%	14%	18%	31%	15%	28%	22%	15%	14%
Age: 6-10 years old	17%	6%	14%	17%	12%	17%	15%	15%	11%
Age: 10+ years old	79%	81%	68%	52%	73%	56%	63%	71%	76%
Size: <10 employees	28%	28%	24%	55%	30%	31%	33%	29%	14%
Size: 10-249 employees	62%	64%	50%	41%	58%	44%	41%	56%	70%
Size: 250+ employees	10%	6%	8%	0%	12%	9%	15%	12%	8%
Experience: Less than 2 years	17%	6%	14%	28%	18%	20%	22%	21%	24%
Experience: 2-10 years	41%	28%	28%	31%	36%	39%	37%	24%	27%
Experience: More than 10 years	41%	64%	53%	41%	45%	39%	41%	56%	49%
Focus of support: Exporting	93%	86%	69%	93%	91%	93%	96%	91%	86%
Focus of support: Sourcing	3%	11%	3%	3%	3%	7%	0%	3%	5%
Focus of support: JV/franchising	31%	42%	18%	38%	39%	26%	33%	38%	24%
Focus of support: Investing/overseas site	17%	19%	17%	24%	18%	17%	19%	15%	14%

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

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS & Posts Sig. Assists</i>	358	118	125	261	157
No. Firms Supported (A01) – PIMS 34					
- OMIS	280	75	138	334	102
- Posts Sig. Assists	1,892	482	536	1,239	728
- % records complete (OMIS & Posts Sig Assists)	99%	96%	99%	97%	96%
- % records incorrect (OMIS & Posts Sig Assists)	22%	17%	21%	20%	23%
Quality Rating (A09)	79%	75%	81%	78%	73%
Overall Satisfaction (B10)	76%	72%	79%	76%	70%
Improved Business Performance	44%	45%	55%	47%	42%
Increased Skills (A81)	42%	43%	53%	49%	39%
Changed Behaviour (A83)	48%	52%	56%	55%	51%
Increased Innovation (A04)	20%	26%	30%	30%	29%
Increased R&D (AR&D)	8%	18%	13%	14%	9%
Barriers Overcome (A92)	56%	58%	65%	59%	57%
Significant Business Benefit (A06)	63%	63%	72%	67%	60%
Reporting positive £ benefit	33%	28%	38%	33%	28%
Unable/unwilling to estimate £ benefit	12%	18%	13%	16%	13%

Profile – By Overseas Region

(OMIS & Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS & Posts Sig. Assists</i>	358	118	125	261	157
Growth plans: Substantial	42%	62%	52%	49%	36%
Growth plans: Substantial or moderate	89%	91%	86%	90%	87%
Innovative firms (standard definition)	84%	84%	87%	88%	84%
Innovative firms (tighter definition)	65%	71%	67%	67%	62%
Age: <5 years old	22%	35%	20%	22%	22%
Age: 6-10 years old	15%	22%	15%	16%	16%
Age: 10+ years old	63%	44%	66%	62%	60%
Size: <10 employees	40%	54%	33%	35%	35%
Size: 10-249 employees	47%	38%	52%	48%	48%
Size: 250+ employees	8%	2%	8%	10%	11%
Experience: Less than 2 years	25%	32%	19%	20%	14%
Experience: 2-10 years	31%	44%	25%	39%	36%
Experience: More than 10 years	43%	23%	56%	41%	49%
Focus of support: Exporting	88%	86%	83%	81%	87%
Focus of support: Sourcing	5%	4%	7%	5%	8%
Focus of support: JV/franchising	24%	29%	38%	31%	35%
Focus of support: Investing/overseas site	13%	31%	19%	22%	30%

Key Measures – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	117	50	51	123	46
No. Firms Supported (Quarterly A01)					
- PIMS 31	414	101	121	388	150
- PIMS 32	476	169	120	415	148
- PIMS 33	409	178	126	327	138
- PIMS 34	280	75	138	334	102
- % records complete (PIMS 34)	100%	100%	99%	96%	99%
- % records incorrect (PIMS 34)	20%	4%	13%	18%	16%
Quality Rating (A09)	78%	70%	79%	77%	77%
Overall Satisfaction (B10)	67%	72%	76%	75%	72%
Clear Information Rating (B09)	80%	72%	85%	78%	91%
Improved Business Performance	54%	54%	61%	59%	43%
Increased Skills (A81)	54%	52%	51%	63%	50%
Changed Behaviour (A83)	56%	58%	61%	72%	63%
Increased Innovation (A04)	24%	30%	41%	38%	37%
Increased R&D (AR&D)	8%	26%	22%	18%	17%
Barriers Overcome (A92)	61%	64%	73%	72%	61%
Significant Business Benefit (A06)	74%	66%	78%	80%	70%
Reporting positive £ benefit	46%	36%	45%	42%	43%
Unable/unwilling to estimate £ benefit	9%	18%	12%	15%	13%

Detailed Quality/Clear Information Ratings – By Overseas Region¹⁴⁸ (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	117	50	51	123	46
Quality Ratings					
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	75%	65%	64%	72%	76%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	84%	71%	88%	83%	89%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	62%	60%	78%	70%	61%
Communications between your business & main access point	79%	82%	80%	84%	89%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	76%	65%	79%	82%	69%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	85%	77%	79%	81%	74%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	91%	79%	91%	88%	79%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	100%	100%	100%	77%	100%
Scoring 4-5 out of 5 for all elements rated	44%	42%	43%	42%	50%
Not scoring 4-5 for any elements	3%	2%	2%	2%	0%
Clear Information Ratings					
Format and content of the report	76%	74%	80%	81%	87%
Time it would take to receive the report	73%	68%	83%	79%	87%

Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	117	50	51	123	46
Growth plans: Substantial	47%	68%	43%	44%	48%
Growth plans: Substantial or moderate	89%	90%	84%	81%	87%
Innovative firms (standard definition)	79%	88%	80%	79%	91%
Innovative firms (tighter definition)	58%	66%	59%	63%	63%
Age: <5 years old	19%	30%	10%	16%	24%
Age: 6-10 years old	20%	16%	10%	12%	9%
Age: 10+ years old	62%	54%	80%	72%	67%
Size: <10 employees	31%	42%	16%	26%	37%
Size: 10-249 employees	53%	48%	69%	55%	39%
Size: 250+ employees	9%	4%	4%	9%	20%
Experience: Less than 2 years	19%	28%	16%	20%	11%
Experience: 2-10 years	34%	38%	22%	32%	33%
Experience: More than 10 years	46%	30%	61%	46%	57%
Focus of support: Exporting	85%	92%	90%	83%	87%
Focus of support: Sourcing	4%	2%	4%	7%	7%
Focus of support: JV/franchising	27%	22%	29%	33%	41%
Focus of support: Investing/overseas site	11%	24%	4%	20%	30%

Key Measures – By Overseas Region

(Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	241	68	74	138	111
No. Firms Supported (Quarterly A01)					
- PIMS 31	2,017	417	585	1,068	592
- PIMS 32	1,918	195	439	1,314	639
- PIMS 33	1,816	343	589	1,313	811
- PIMS 34	1,892	482	536	1,239	728
- % records complete (PIMS 34)	98%	95%	99%	97%	96%
- % records incorrect (PIMS 34)	23%	23%	25%	21%	26%
Quality Rating (A09)	80%	77%	81%	79%	73%
Overall Satisfaction (B10)	77%	71%	80%	76%	70%
Improved Business Performance	41%	41%	53%	43%	41%
Increased Skills (A81)	39%	40%	53%	43%	37%
Changed Behaviour (A83)	46%	50%	54%	48%	50%
Increased Innovation (A04)	19%	25%	26%	26%	28%
Increased R&D (AR&D)	7%	15%	11%	12%	7%
Barriers Overcome (A92)	55%	56%	62%	54%	57%
Significant Business Benefit (A06)	61%	62%	69%	61%	59%
Reporting positive £ benefit	31%	25%	35%	29%	25%
Unable/unwilling to estimate £ benefit	13%	19%	14%	16%	13%

Detailed Quality Ratings – By Overseas Region¹⁵¹

(Posts Sig. Assists)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	241	68	74	138	111
Embassy staff being competent & knowledgeable	83%	82%	88%	81%	77%
Embassy staff being able to communicate in a clear & effective manner	90%	90%	89%	86%	86%
<i>If not signposted only...</i> Quality & relevance of info & advice	70%	68%	69%	71%	64%
Attitude & professionalism of embassy staff	91%	90%	86%	91%	84%
Embassy staff's objectivity & acting in your best interests	78%	76%	84%	75%	70%
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	57%	49%	73%	62%	48%
Scoring 4-5 out of 5 for all elements rated	48%	46%	62%	50%	37%
Not scoring 4-5 for any elements	2%	4%	4%	5%	6%

Profile – By Overseas Region

(Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	241	68	74	138	111
Growth plans: Substantial	41%	59%	54%	51%	33%
Growth plans: Substantial or moderate	89%	91%	86%	94%	87%
Innovative firms (standard definition)	84%	82%	89%	93%	83%
Innovative firms (tighter definition)	66%	72%	69%	70%	61%
Age: <5 years old	23%	37%	22%	25%	23%
Age: 6-10 years old	14%	24%	16%	17%	17%
Age: 10+ years old	63%	40%	62%	58%	59%
Size: <10 employees	42%	59%	36%	39%	35%
Size: 10-249 employees	46%	34%	49%	46%	49%
Size: 250+ employees	8%	1%	9%	11%	9%
Experience: Less than 2 years	27%	34%	19%	20%	14%
Experience: 2-10 years	29%	46%	26%	42%	37%
Experience: More than 10 years	43%	21%	55%	38%	46%
Focus of support: Exporting	88%	84%	81%	80%	86%
Focus of support: Sourcing	5%	4%	8%	5%	8%
Focus of support: JV/franchising	23%	32%	41%	30%	33%
Focus of support: Investing/overseas site	14%	34%	24%	23%	31%

Key Measures – By Key Individual Markets (OMIS)

	USA	China	India	Japan
<i>Base: OMIS</i>	42	32	24	25
No. Firms Supported (Quarterly A01)				
- PIMS 31	88	91	44	58
- PIMS 32	153	67	89	100
- PIMS 33	158	57	50	55
- PIMS 34	63	60	56	25
- % records complete (PIMS 34)	100%	98%	100%	96%
- % records incorrect (PIMS 34)	5%	15%	18%	38%
Quality Rating (A09)	71%	80%	67%	86%
Overall Satisfaction (B10)	74%	81%	58%	96%
Clear Information Rating (B09)	73%	90%	65%	86%
Improved Business Performance	57%	63%	54%	64%
Increased Skills (A81)	55%	72%	63%	76%
Changed Behaviour (A83)	62%	84%	63%	80%
Increased Innovation (A04)	33%	50%	25%	40%
Increased R&D (AR&D)	29%	22%	17%	20%
Barriers Overcome (A92)	69%	78%	67%	76%
Significant Business Benefit (A06)	71%	88%	83%	88%
Reporting positive £ benefit	40%	47%	33%	48%
Unable/unwilling to estimate £ benefit	19%	16%	17%	20%

Key Measures – By Key Individual Markets (Posts Sig. Assists)

	USA	China	India	Japan
<i>Base: Posts Sig. Assists</i>	54	17	24	27
No. Firms Supported (Quarterly A01)				
- PIMS 31	380	77	124	212
- PIMS 32	159	128	196	349
- PIMS 33	218	126	280	113
- PIMS 34	395	174	228	117
- % records complete (PIMS 34)	94%	95%	98%	97%
- % records incorrect (PIMS 34)	21%	9%	11%	9%
Quality Rating (A09)	77%	82%	73%	83%
Overall Satisfaction (B10)	69%	88%	63%	74%
Improved Business Performance	39%	65%	50%	33%
Increased Skills (A81)	43%	59%	50%	41%
Changed Behaviour (A83)	50%	59%	58%	41%
Increased Innovation (A04)	26%	35%	46%	22%
Increased R&D (AR&D)	15%	18%	21%	11%
Barriers Overcome (A92)	59%	71%	54%	52%
Significant Business Benefit (A06)	63%	71%	63%	67%
Reporting positive £ benefit	40%	47%	33%	48%
Unable/unwilling to estimate £ benefit	19%	16%	17%	20%

Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC clients</i>	118	50	49	19
Growth plans: Substantial	39%	42%	31%	58%
Growth plans: Substantial or moderate	85%	84%	86%	89%
Innovative firms (standard definition)	85%	86%	86%	89%
Innovative firms (tighter definition)	61%	62%	59%	79%
Age: <5 years old	17%	20%	14%	5%
Age: 6-10 years old	10%	12%	6%	21%
Age: 10+ years old	73%	68%	80%	74%
Size: <10 employees	33%	38%	33%	26%
Size: 10-249 employees	50%	54%	41%	74%
Size: 250+ employees	13%	6%	22%	0%
Experience: Less than 2 years	18%	18%	16%	21%
Experience: 2-10 years	31%	34%	24%	37%
Experience: More than 10 years	51%	48%	59%	42%

Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC clients</i>	69	30	39
Growth plans: Substantial	43%	50%	38%
Growth plans: Substantial or moderate	86%	90%	85%
Innovative firms (standard definition)	79%	80%	79%
Innovative firms (tighter definition)	55%	60%	51%
Age: <5 years old	31%	20%	36%
Age: 6-10 years old	15%	13%	15%
Age: 10+ years old	55%	67%	49%
Size: <10 employees	46%	30%	54%
Size: 10-249 employees	31%	50%	23%
Size: 250+ employees	18%	13%	18%
Experience: Less than 2 years	30%	20%	36%
Experience: 2-10 years	27%	23%	28%
Experience: More than 10 years	43%	57%	36%

Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	27	27	0
Growth plans: Substantial	48%	48%	-
Growth plans: Substantial or moderate	93%	93%	-
Innovative firms (standard definition)	93%	93%	-
Innovative firms (tighter definition)	78%	78%	-
Age: <5 years old	11%	11%	-
Age: 6-10 years old	4%	4%	-
Age: 10+ years old	85%	85%	-
Size: <10 employees	15%	15%	-
Size: 10-249 employees	52%	52%	-
Size: 250+ employees	33%	33%	-
Experience: Less than 2 years	11%	11%	-
Experience: 2-10 years	15%	15%	-
Experience: More than 10 years	74%	74%	-

* 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							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	322	321	240	232	224	234	324	342	320	320	320	312	304	314	324	344
Quality Rating (A09)	87%	87%	86%	90%	91%	94%	93%	91%	89%	88%	89%	90%	90%	90%	89%	89%
Overall Satisfaction (B10)	72%	74%	72%	73%	76%	77%	78%	81%	79%	77%	78%	78%	78%	78%	80%	82%
Imp. Business Performance	72%	74%	75%	74%	72%	74%	74%	73%	76%	73%	72%	73%	70%	70%	70%	70%
Changed Behaviour (A83)	76%	79%	79%	79%	80%	82%	83%	82%	72%	68%	68%	69%	69%	73%	72%	73%
Increased R&D (AR&D)	30%	33%	32%	31%	32%	29%	31%	34%	28%	26%	27%	28%	25%	27%	27%	27%
Barriers Overcome (A92)	73%	76%	77%	76%	76%	75%	75%	76%	72%	68%	66%	66%	67%	68%	68%	69%
Sig. Business Benefit (A06)	81%	83%	83%	84%	85%	85%	86%	86%	82%	77%	75%	75%	77%	79%	79%	81%
Positive £ benefit	58%	62%	62%	61%	60%	65%	65%	65%	60%	58%	58%	58%	54%	57%	55%	56%
Don't know £ benefit	15%	13%	12%	12%	12%	8%	10%	9%	10%	8%	9%	9%	10%	9%	11%	13%
	EMRS								ERTA Sig. Assists							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	55	48	43	38	38	40	40	40	351	339	329	319	313	324	334	344
Quality Rating (A09)	88%	91%	89%	86%	87%	86%	87%	88%	84%	86%	86%	87%	87%	88%	90%	89%
Overall Satisfaction (B10)	95%	98%	98%	95%	95%	95%	95%	98%	77%	80%	79%	82%	83%	83%	83%	82%
Imp. Business Performance	80%	77%	79%	84%	79%	78%	75%	73%	47%	48%	47%	48%	50%	53%	53%	52%
Changed Behaviour (A83)	78%	75%	79%	87%	84%	85%	88%	88%	56%	55%	54%	59%	59%	61%	61%	58%
Increased R&D (AR&D)	38%	29%	26%	39%	47%	40%	35%	33%	11%	12%	15%	17%	14%	15%	10%	10%
Barriers Overcome (A92)	85%	83%	86%	87%	87%	85%	85%	88%	60%	60%	60%	62%	60%	62%	62%	60%
Sig. Business Benefit (A06)	89%	88%	88%	89%	89%	90%	93%	95%	68%	68%	68%	71%	70%	71%	70%	67%
Positive £ benefit	67%	63%	65%	50%	50%	50%	50%	60%	34%	35%	39%	40%	40%	44%	42%	41%
Don't know £ benefit	13%	15%	12%	16%	16%	15%	18%	10%	18%	16%	16%	15%	13%	14%	14%	15%

Key Measures – Over Time

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

	ER Events								ECR							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
Base	220	241	241	291	321	305	345	315	55	50	45	40	40	40	40	41
Quality Rating (A09)	80%	80%	81%	81%	81%	81%	82%	82%	87%	86%	88%	89%	90%	90%	91%	90%
Overall Satisfaction (B10)	77%	77%	77%	74%	75%	75%	77%	80%	84%	88%	84%	88%	88%	85%	93%	93%
Imp. Business Performance	42%	39%	37%	38%	37%	37%	40%	42%	69%	66%	73%	83%	75%	73%	70%	71%
Changed Behaviour (A83)	60%	56%	56%	55%	51%	55%	55%	59%	82%	80%	84%	85%	88%	90%	93%	90%
Increased R&D (AR&D)	17%	14%	15%	15%	11%	12%	11%	10%	24%	22%	24%	28%	30%	33%	33%	32%
Barriers Overcome (A92)	56%	50%	49%	49%	51%	51%	52%	54%	73%	72%	78%	83%	78%	83%	83%	80%
Sig. Business Benefit (A06)	68%	64%	63%	63%	62%	64%	65%	67%	85%	84%	89%	90%	93%	95%	98%	95%
Positive £ benefit*	39%	36%	35%	39%	38%	38%	43%	37%	49%	52%	62%	68%	68%	70%	68%	66%
Don't know £ benefit*	18%	12%	13%	11%	8%	10%	9%	15%	24%	20%	16%	13%	15%	15%	20%	24%
	HQ Events								OMIS							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
Base	79	91	94	84	92	76	71	71	420	525	540	535	527	417	397	387
Quality Rating (A09)	82%	84%	85%	84%	82%	80%	81%	81%	76%	75%	75%	75%	76%	77%	78%	77%
Overall Satisfaction (B10)	73%	78%	79%	76%	75%	74%	75%	72%	70%	70%	68%	70%	71%	72%	74%	72%
Clear Information (B09)	-	-	-	-	-	-	-	-	83%	82%	81%	79%	79%	80%	78%	80%
Imp. Business Performance	37%	45%	41%	37%	36%	28%	32%	35%	57%	55%	54%	55%	56%	58%	57%	55%
Changed Behaviour (A83)	48%	52%	49%	44%	40%	34%	41%	46%	54%	56%	54%	55%	57%	60%	65%	63%
Increased R&D (AR&D)	16%	15%	17%	11%	9%	7%	11%	14%	11%	12%	12%	13%	14%	16%	17%	16%
Barriers Overcome (A92)	48%	52%	55%	49%	47%	38%	44%	51%	65%	65%	63%	64%	65%	67%	70%	66%
Sig. Business Benefit (A06)	57%	60%	62%	58%	57%	54%	59%	63%	72%	72%	70%	70%	72%	73%	77%	75%
Positive £ benefit	20%	26%	31%	32%	30%	29%	31%	35%	45%	43%	39%	41%	39%	42%	43%	43%
Don't know £ benefit	24%	18%	14%	11%	10%	7%	10%	10%	10%	10%	11%	11%	13%	12%	13%	13%

Key Measures – Over Time

	MVS								TAP Solo							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	115	100	85	67	67	93	103	106	30	25	35	43	36	34	34	36
Quality Rating (A09)	77%	79%	82%	83%	85%	81%	78%	78%	82%	77%	80%	78%	80%	78%	78%	79%
Overall Satisfaction (B10)	87%	87%	93%	91%	91%	87%	84%	86%	87%	80%	80%	81%	81%	82%	85%	86%
Imp. Business Performance	81%	84%	84%	82%	81%	76%	78%	80%	80%	80%	83%	77%	81%	76%	71%	81%
Changed Behaviour (A83)	75%	76%	75%	82%	81%	78%	79%	77%	83%	76%	74%	72%	64%	68%	74%	78%
Increased R&D (AR&D)	25%	28%	36%	42%	33%	33%	28%	27%	17%	20%	17%	19%	25%	24%	24%	22%
Barriers Overcome (A92)	82%	81%	85%	87%	84%	84%	82%	83%	83%	80%	80%	79%	78%	85%	88%	92%
Sig. Business Benefit (A06)	88%	87%	89%	91%	90%	89%	87%	88%	90%	84%	86%	84%	81%	88%	88%	92%
Positive £ benefit	63%	65%	62%	61%	55%	55%	56%	57%	57%	56%	57%	51%	47%	56%	56%	67%
Don't know £ benefit	13%	10%	11%	10%	9%	12%	15%	15%	27%	16%	14%	12%	6%	3%	6%	11%
	TAP Group								TAP Non-Funded							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	160	176	171	159	144	133	128	140	30	24	52	67	83	119	115	107
Quality Rating (A09)	71%	71%	70%	72%	73%	72%	71%	72%	74%	69%	70%	64%	65%	68%	69%	72%
Overall Satisfaction (B10)	83%	84%	80%	79%	78%	79%	84%	85%	73%	79%	77%	72%	76%	76%	76%	78%
Imp. Business Performance	86%	83%	80%	76%	77%	79%	79%	84%	80%	83%	83%	78%	77%	79%	79%	83%
Changed Behaviour (A83)	76%	76%	74%	70%	72%	74%	73%	80%	67%	71%	75%	70%	69%	71%	73%	77%
Increased R&D (AR&D)	29%	24%	24%	25%	23%	28%	28%	24%	20%	21%	23%	24%	28%	26%	28%	28%
Barriers Overcome (A92)	85%	81%	79%	75%	74%	77%	78%	85%	80%	83%	83%	78%	77%	76%	77%	79%
Sig. Business Benefit (A06)	88%	87%	86%	84%	84%	84%	85%	89%	83%	83%	87%	82%	84%	83%	84%	86%
Positive £ benefit	66%	62%	61%	58%	56%	65%	64%	68%	43%	46%	62%	52%	51%	54%	49%	55%
Don't know £ benefit	13%	14%	12%	11%	9%	7%	7%	9%	33%	29%	15%	10%	11%	13%	18%	19%

Key Measures – Over Time

	Outward Missions								Inward Missions							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	80	77	77	65	65	59	49	42	88	89	89	77	49	28	18	10
Quality Rating (A09)	78%	75%	72%	65%	64%	65%	63%	67%	59%	57%	61%	61%	65%	65%	52%	50%
Overall Satisfaction (B10)	86%	86%	82%	71%	74%	75%	76%	86%	51%	52%	60%	60%	69%	68%	39%	40%
Imp. Business Performance	73%	70%	68%	65%	69%	71%	67%	69%	35%	36%	44%	43%	45%	50%	22%	30%
Changed Behaviour (A83)	70%	71%	70%	69%	68%	69%	71%	71%	40%	39%	47%	45%	49%	54%	44%	60%
Increased R&D (AR&D)	18%	18%	18%	20%	22%	19%	18%	19%	8%	10%	13%	14%	14%	14%	17%	20%
Barriers Overcome (A92)	85%	82%	81%	75%	77%	78%	78%	81%	50%	42%	47%	45%	47%	57%	44%	50%
Sig. Business Benefit (A06)	88%	84%	83%	80%	83%	85%	86%	88%	60%	53%	58%	56%	57%	64%	50%	60%
Positive £ benefit	55%	53%	52%	54%	52%	53%	49%	48%	27%	22%	31%	29%	33%	36%	11%	20%
Don't know £ benefit	18%	16%	13%	9%	11%	12%	18%	24%	6%	4%	7%	9%	12%	18%	22%	20%
	Sector Events UK								Posts Sig. Assists							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	237	251	266	346	389	370	380	337	761	721	686	626	625	625	620	632
Quality Rating (A09)	78%	78%	81%	79%	79%	79%	77%	77%	79%	79%	79%	78%	79%	78%	77%	78%
Overall Satisfaction (B10)	72%	73%	76%	75%	74%	72%	71%	68%	76%	76%	77%	76%	77%	75%	73%	75%
Imp. Business Performance	42%	43%	47%	40%	35%	34%	37%	38%	42%	41%	39%	40%	42%	43%	44%	43%
Changed Behaviour (A83)	50%	48%	48%	45%	43%	44%	45%	47%	44%	44%	42%	44%	44%	46%	49%	48%
Increased R&D (AR&D)	7%	10%	11%	11%	10%	10%	9%	11%	12%	11%	12%	12%	11%	11%	10%	10%
Barriers Overcome (A92)	51%	51%	53%	49%	48%	49%	52%	55%	54%	54%	52%	54%	55%	55%	56%	56%
Sig. Business Benefit (A06)	63%	63%	64%	60%	58%	59%	61%	63%	62%	62%	60%	62%	62%	61%	63%	62%
Positive £ benefit	31%	29%	31%	29%	29%	31%	31%	33%	28%	28%	28%	31%	33%	32%	31%	29%
Don't know £ benefit	13%	12%	13%	12%	11%	11%	12%	15%	13%	12%	11%	10%	8%	10%	13%	14%

Key Measures – Over Time

	Posts Events								Website Business Opportunities							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
Base	151	153	160	165	188	192	194	199	461	481	511	551	284	295	285	295
Quality Rating (A09)	74%	75%	74%	74%	75%	74%	74%	76%	55%	56%	56%	55%	55%	56%	57%	60%
Overall Satisfaction (B10)	74%	75%	76%	76%	77%	75%	76%	75%	56%	56%	57%	56%	54%	53%	55%	60%
Imp. Business Performance	45%	46%	43%	42%	39%	33%	39%	38%	-	-	-	-	-	-	-	-
Changed Behaviour (A83)	43%	44%	44%	47%	45%	45%	48%	49%	25%	26%	25%	26%	25%	20%	21%	22%
Increased R&D (AR&D)	11%	10%	14%	14%	13%	12%	12%	13%	-	-	-	-	-	-	-	-
Barriers Overcome (A92)	52%	56%	58%	61%	57%	54%	55%	55%	51%	51%	51%	51%	54%	52%	53%	56%
Sig. Business Benefit (A06)	60%	63%	64%	68%	65%	64%	64%	64%	55%	55%	56%	56%	58%	56%	58%	61%
Positive £ benefit	29%	31%	30%	35%	31%	31%	30%	28%	27%	28%	29%	29%	30%	29%	28%	31%
Don't know £ benefit	15%	14%	13%	15%	14%	15%	19%	18%	10%	10%	9%	9%	8%	8%	9%	12%
	Sector Events Abroad								DSO Events							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
Base	160	153	143	113	93	80	90	95	70	65	60	55	60	60	60	60
Quality Rating (A09)	72%	74%	73%	73%	69%	65%	66%	69%	80%	78%	80%	77%	76%	69%	72%	73%
Overall Satisfaction (B10)	73%	73%	78%	77%	75%	75%	76%	77%	71%	68%	72%	73%	67%	60%	67%	65%
Imp. Business Performance	57%	57%	62%	64%	62%	63%	64%	61%	43%	46%	50%	44%	43%	35%	37%	42%
Changed Behaviour (A83)	63%	61%	67%	65%	58%	59%	60%	63%	49%	43%	47%	45%	38%	37%	40%	43%
Increased R&D (AR&D)	19%	20%	22%	18%	20%	19%	16%	17%	11%	14%	13%	11%	7%	2%	5%	7%
Barriers Overcome (A92)	71%	71%	75%	74%	72%	71%	74%	76%	63%	63%	62%	49%	42%	38%	47%	55%
Sig. Business Benefit (A06)	78%	78%	80%	79%	75%	75%	78%	80%	70%	68%	68%	58%	52%	48%	55%	63%
Positive £ benefit	38%	39%	44%	48%	48%	53%	56%	58%	36%	42%	47%	42%	33%	25%	25%	27%
Don't know £ benefit	19%	16%	15%	13%	12%	11%	10%	11%	21%	15%	7%	4%	8%	13%	15%	22%

Key Measures – Over Time

	DSO Sig. Assists								Webinars							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	70	60	55	50	53	58	58	58	0	0	0	0	0	0	0	40
Quality Rating (A09)	92%	93%	91%	89%	86%	83%	84%	80%	-	-	-	-	-	-	-	78%
Overall Satisfaction (B10)	91%	90%	89%	88%	85%	83%	84%	83%	-	-	-	-	-	-	-	75%
Imp. Business Performance	69%	67%	55%	48%	49%	45%	50%	52%	-	-	-	-	-	-	-	-
Changed Behaviour (A83)	63%	63%	51%	54%	51%	48%	59%	60%	-	-	-	-	-	-	-	33%
Increased R&D (AR&D)	7%	8%	13%	16%	13%	12%	12%	14%	-	-	-	-	-	-	-	-
Barriers Overcome (A92)	76%	75%	67%	70%	62%	57%	60%	59%	-	-	-	-	-	-	-	33%
Sig. Business Benefit (A06)	79%	78%	73%	74%	70%	69%	72%	71%	-	-	-	-	-	-	-	50%
Positive £ benefit	27%	27%	22%	28%	28%	24%	28%	24%	-	-	-	-	-	-	-	-
Don't know £ benefit	36%	38%	31%	24%	21%	22%	19%	26%	-	-	-	-	-	-	-	-
	HVO Events								HVO Sig. Assists							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	30	40	56	74	44	34	18	0	9	19	29	37	38	38	30	27
Quality Rating (A09)	63%	68%	72%	75%	84%	84%	84%	-	100%	99%	97%	97%	94%	91%	89%	83%
Overall Satisfaction (B10)	43%	53%	57%	59%	70%	68%	67%	-	100%	95%	93%	89%	87%	84%	83%	85%
Imp. Business Performance	17%	20%	18%	22%	25%	24%	33%	-	44%	58%	55%	49%	50%	39%	33%	33%
Changed Behaviour (A83)	43%	45%	38%	35%	30%	24%	28%	-	56%	68%	72%	70%	74%	66%	63%	59%
Increased R&D (AR&D)	3%	8%	5%	5%	7%	3%	6%	-	11%	16%	14%	11%	13%	8%	7%	7%
Barriers Overcome (A92)	37%	38%	39%	41%	43%	44%	44%	-	56%	68%	72%	73%	76%	68%	63%	56%
Sig. Business Benefit (A06)	53%	55%	54%	53%	52%	50%	50%	-	67%	84%	86%	86%	87%	74%	70%	63%
Positive £ benefit	13%	13%	13%	16%	18%	21%	28%	-	33%	58%	55%	49%	55%	47%	43%	41%
Don't know £ benefit	13%	15%	14%	11%	9%	6%	0%	-	33%	16%	17%	19%	11%	11%	10%	11%

Key Measures – Over Time

	CBBC Events								CBBC Sig. Assists							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	10	20	30	40	39	39	44	49	40	40	40	40	40	40	45	50
Quality Rating (A09)	61%	72%	74%	73%	78%	77%	77%	76%	81%	85%	82%	83%	81%	81%	82%	81%
Overall Satisfaction (B10)	60%	65%	63%	63%	69%	64%	68%	71%	73%	83%	83%	83%	78%	78%	80%	80%
Imp. Business Performance	40%	45%	57%	53%	59%	56%	41%	41%	50%	43%	48%	43%	40%	35%	33%	44%
Changed Behaviour (A83)	20%	40%	53%	53%	67%	67%	61%	57%	53%	63%	55%	55%	53%	45%	49%	60%
Increased R&D (AR&D)	0%	0%	7%	8%	15%	18%	20%	16%	10%	8%	8%	8%	8%	8%	9%	16%
Barriers Overcome (A92)	30%	40%	57%	53%	62%	64%	52%	53%	58%	60%	60%	63%	63%	58%	62%	66%
Sig. Business Benefit (A06)	30%	45%	63%	63%	74%	74%	64%	59%	63%	70%	73%	75%	73%	65%	64%	70%
Positive £ benefit	10%	25%	43%	35%	41%	38%	20%	20%	33%	33%	38%	35%	40%	38%	27%	30%
Don't know £ benefit	10%	5%	3%	5%	5%	10%	16%	16%	8%	10%	13%	15%	15%	8%	11%	12%
	UKIBC Events								UKIBC Sig. Assists							
	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34	24-27	25-28	26-29	27-30	28-31	29-32	30-33	31-34
<i>Base</i>	7	37	66	76	78	58	39	39	8	24	54	64	66	60	40	30
Quality Rating (A09)	67%	80%	79%	78%	78%	77%	78%	82%	63%	67%	69%	69%	69%	69%	73%	74%
Overall Satisfaction (B10)	71%	84%	76%	75%	77%	74%	82%	82%	63%	58%	63%	64%	65%	68%	75%	77%
Imp. Business Performance	29%	30%	24%	24%	23%	26%	33%	41%	13%	33%	33%	38%	41%	38%	35%	27%
Changed Behaviour (A83)	14%	32%	35%	32%	35%	38%	38%	51%	13%	33%	39%	41%	44%	45%	40%	37%
Increased R&D (AR&D)	29%	16%	11%	9%	10%	10%	21%	28%	0%	4%	9%	11%	12%	17%	15%	13%
Barriers Overcome (A92)	14%	38%	42%	41%	44%	50%	54%	62%	38%	42%	48%	53%	53%	55%	53%	43%
Sig. Business Benefit (A06)	57%	51%	53%	50%	50%	55%	56%	67%	38%	50%	56%	61%	64%	67%	68%	60%
Positive £ benefit	0%	14%	17%	17%	21%	28%	31%	33%	13%	33%	28%	28%	30%	30%	33%	33%
Don't know £ benefit	14%	19%	17%	14%	14%	12%	13%	21%	13%	13%	13%	16%	14%	13%	13%	7%

