

# **UKTI Performance & Impact Monitoring Surveys – PIMS**

## **Position at Q1 FY 2014/15**

Summary Results (PIMS 32-35)

June 2014



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# Headline Results

# Performance Against Key Measures

Measure	Position at Q1 FY 2014/15
<b><u>Provide export services to more UK businesses</u></b>	
Total number of businesses assisted (target 50,000 annually by 2015)	36,900
- Number of innovative businesses assisted	31,510
- Number of assisted businesses expecting substantial growth	16,580
- Number of assisted businesses that are new to exporting	6,620
Number of businesses assisted excluding 'light' support*	31,470
Number of businesses receiving 'light' support	10,640
<b><u>Help UK businesses benefit from increased overseas sales**</u></b>	
Total additional sales (target £56 billion by 2015)	£62.7 billion
% assisted businesses improving performance	53%
% businesses assisted in high growth markets improving performance	54%
% assisted businesses reporting significant business benefit (target 70%)	72%
<b><u>Increase R&amp;D**</u></b>	
Number of businesses increasing R&D activity as result of UKTI support (target 2,500)	5,035
<b><u>Professionalism**</u></b>	
Quality Rating (80% target)	79%
Quality Rating for high intensity support (90% target)	90%
Satisfaction Rating (80% target)	76%
Satisfaction Rating for high intensity support (90% target)	86%
<b><u>Excellent Client Records (latest quarter)***</u></b>	
% records provided for PIMS are complete (100% target)	96%
...of which contact details are incorrect	16%

\* '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 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	PIMS 32-35
UKTI total	Annual no. of firms supported	24,550	25,140	25,450	25,400	26,640	26,920	29,230	31,310	31,880	32,600	34,820	36,900
	% change from previous 12 months*	-9%	-3%	0%	-5%	+9%	+7%	+15%	+23%	+20%	+21%	+19%	+18%
Excluding 'light' support**	Annual number of firms supported	22,390	22,510	21,370	21,450	22,340	23,180	25,390	26,920	27,580	28,370	30,150	31,470
	% change from previous 12 months	-9%	-5%	-9%	-12%	+0%	+3%	+19%	+26%	+23%	+22%	+19%	+17%

\* This shows the % change from the equivalent 4 waves a year previously, so for example the +18% for PIMS 32-35 shows the change from the PIMS 28-31 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 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	PIMS 32-35
<i>Base: Exc. light support*</i>	3959	3870	3842	3817	3915	3904	3860	3823	3687	3722	3716	3714
Quality Rating (A09)	79%	78%	79%	78%	78%	78%	78%	79%	78%	78%	78%	79%
Overall Satisfaction (B10)	76%	75%	76%	75%	76%	76%	76%	77%	76%	76%	77%	76%
Improved Business Performance	53%	53%	54%	53%	52%	51%	50%	49%	49%	50%	52%	53%
Increased Skills (A81)	51%	51%	51%	51%	51%	50%	50%	50%	50%	53%	54%	55%
Changed Behaviour (A83)	56%	56%	57%	56%	55%	54%	53%	53%	54%	57%	58%	60%
Increased R&D (AR&D)	14%	15%	15%	15%	15%	16%	16%	15%	15%	15%	15%	16%
Barriers Overcome (A92)	62%	62%	62%	61%	60%	60%	59%	59%	60%	61%	63%	64%
Significant Business Benefit (A06)	70%	70%	71%	70%	69%	69%	68%	67%	68%	70%	70%	72%
Mean Additional Profit (A49)	£248k	£239k	£219k	£257k	£252k	£250k	£230k	£151k	£188k	£181k	£181k	£205k
Mean Additional Sales	£1,987k	£1,748k	£1,486k	£1,794k	£1,884k	£1,965k	£1,953k	£1,241k	£1,847k	£1,820k	£1,717k	£1,992k

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>	1187	1077	1158	418	289	119
Number Firms Assisted (Annual A01)	9,400	14,570	20,480	8,510	6,050	940
- % records complete (PIMS 35)	98%	95%	97%	93%	18%	98%
- % records with contact details incorrect (PIMS 35)	14%	17%	16%	20%	15%	16%
Quality Rating (A09)	89%	77%	78%	75%	59%	75%
Overall Satisfaction (B10)	81%	74%	74%	83%	60%	72%
Improved Business Performance	59%	45%	45%	82%	-	42%
Increased Skills (A81)	60%	43%	52%	74%	37%	45%
Changed Behaviour (A83)	67%	52%	55%	79%	21%	51%
Increased R&D (AR&D)	18%	12%	15%	27%	-	10%
Barriers Overcome (A92)	66%	57%	57%	83%	55%	60%
Significant Business Benefit (A06)	75%	64%	67%	87%	61%	70%
Mean Additional Profit (A49)	£269k	£238k	£188k	£105k	£115k	£181k
Mean Additional Sales	£2,958k	£2,794k	£1,357k	£816k	£527k	£1,588k

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>	887	740	753
Number Firms Assisted (Annual A01)	3,570	9,500	15,980
- % records complete (PIMS 35)	98%	98%	96%
- % records with contact details incorrect (PIMS 35)	14%	15%	15%
Quality Rating (A09)	90%	83%	79%
Overall Satisfaction (B10)	86%	75%	73%
Improved Business Performance	73%	53%	42%
Increased Skills (A81)	73%	52%	50%
Changed Behaviour (A83)	79%	60%	53%
Increased R&D (AR&D)	29%	13%	14%
Barriers Overcome (A92)	74%	64%	53%
Significant Business Benefit (A06)	86%	71%	65%
Mean Additional Profit (A49)	£148k	£266k	£234k
Mean Additional Sales	£1,095k	£2,945k	£1,696k

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>	3714	360	362	40	360	305	41	71	380	96	38	150
Number Firms Assisted (PIMS 35)	13,902	315	406	45	2,179	3,333	201	583	1,301	511	255	1,270
- % records complete	96%	97%	99%	98%	98%	99%	96%	98%	98%	98%	98%	90%
- % with contact details incorrect	16%	18%	10%	13%	15%	13%	13%	15%	15%	14%	23%	12%
Quality Rating (A09)	79%	92%	90%	89%	88%	82%	92%	80%	75%	76%	80%	74%
Overall Satisfaction (B10)	76%	82%	84%	98%	79%	78%	95%	72%	69%	84%	92%	84%
Improved Business Performance	53%	76%	75%	80%	51%	45%	78%	41%	55%	81%	84%	81%
Increased Skills (A81)	55%	76%	72%	85%	52%	53%	85%	54%	52%	81%	84%	71%
Changed Behaviour (A83)	60%	83%	76%	93%	60%	61%	88%	55%	61%	79%	87%	78%
Increased R&D (AR&D)	16%	32%	30%	25%	11%	14%	34%	17%	16%	30%	24%	26%
Barriers Overcome (A92)	64%	76%	72%	90%	62%	53%	80%	56%	66%	84%	95%	84%
Significant Business Benefit (A06)	72%	87%	85%	98%	69%	68%	90%	69%	73%	89%	95%	88%
Mean Additional Profit (A49)	£205k	£189k	£139k	£73k	£303k	£528k	£183k	£138k	£169k	£141k	£58k	£90k
Mean Additional Sales	£1,992k	£1,329k	£1,220k	£587k	£3,555k	£3,780k	£949k	£948k	£1,501k	£1,262k	£490k	£625k

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>	102	32	10	297	617	201	289	104	59	60	80
Number Firms Assisted (PIMS 35)	787	65	0	2,174	5,715	2,003	2,495	1,068	173	63	1,073
- % records complete	91%	100%	-	92%	95%	98%	18%	98%	98%	97%	97%
- % with contact details incorrect	23%	31%	-	18%	17%	18%	15%	15%	14%	19%	16%
Quality Rating (A09)	73%	67%	50%	76%	78%	75%	59%	74%	76%	83%	82%
Overall Satisfaction (B10)	78%	81%	40%	68%	74%	77%	60%	82%	68%	87%	78%
Improved Business Performance	84%	72%	30%	40%	42%	47%	-	62%	41%	52%	-
Increased Skills (A81)	69%	84%	60%	51%	40%	57%	37%	67%	46%	57%	29%
Changed Behaviour (A83)	77%	84%	60%	49%	49%	59%	21%	64%	47%	72%	38%
Increased R&D (AR&D)	26%	19%	20%	13%	11%	17%	-	14%	7%	18%	-
Barriers Overcome (A92)	78%	88%	50%	56%	54%	66%	55%	74%	59%	70%	30%
Significant Business Benefit (A06)	83%	94%	60%	65%	61%	73%	61%	81%	69%	80%	51%
Mean Additional Profit (A49)	£106k	£96k	£10k	£144k	£274k	£149k	£116k	£110	£268k	£90k	-
Mean Additional Sales	£813k	£704k	£69k	£1,077k	£3,600k	£1,193k	£538k	£474k	£2,323k	£637k	-

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>	124	50	50	24
Number Firms Assisted (Quarterly A01)				
- PIMS 32	485	218	230	37
- PIMS 33	733	351	359	23
- PIMS 34	716	257	437	22
- PIMS 35	392	135	219	38
- % records complete (PIMS 35)	100%	100%	100%	100%
- % with contact details incorrect (PIMS 35)	15%	24%	9%	6%
- % refusing as no/minimal support (PIMS 35)	11%	12%	13%	6%
Quality Rating (A09)	78%	83%	75%	78%
Overall Satisfaction (B10)	75%	86%	66%	71%
Improved Business Performance	42%	46%	36%	63%
Increased Skills (A81)	53%	58%	48%	63%
Changed Behaviour (A83)	60%	64%	56%	79%
Increased R&D (AR&D)	13%	14%	10%	21%
Barriers Overcome (A92)	58%	64%	52%	67%
Significant Business Benefit (A06)	66%	72%	58%	83%
Mean Additional Profit (A49)	£66k	£45k	£23k	£335k
Mean Additional Sales	£473k	£300k	£151k	£2,521k

# Key Measures – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: All receiving UKIBC support</i>	70	30	40
Number Firms Assisted (Quarterly A01)			
- PIMS 32	433	182	251
- PIMS 33	202	56	146
- PIMS 34	277	0	277
- PIMS 35	412	103	309
- % records complete (PIMS 35)	100%	99%	100%
- % with contact details incorrect (PIMS 35)	21%	16%	26%
- % refusing as no/minimal support (PIMS 35)	17%	16%	17%
Quality Rating (A09)	81%	80%	83%
Overall Satisfaction (B10)	76%	77%	78%
Improved Business Performance	42%	27%	45%
Increased Skills (A81)	40%	33%	43%
Changed Behaviour (A83)	49%	40%	50%
Increased R&D (AR&D)	20%	10%	23%
Barriers Overcome (A92)	58%	53%	60%
Significant Business Benefit (A06)	64%	67%	63%
Mean Additional Profit (A49)	£254k	£749k	£78k
Mean Additional Sales	£1,897k	£4,484k	£776k

# Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: All receiving HVO support</i>	24	24	0
Number Firms Assisted (Quarterly A01)			
- PIMS 32	32	32	0
- PIMS 33	6	6	0
- PIMS 34	14	14	0
- PIMS 35	15	15	0
- % records complete (PIMS 35)	100%	100%	-
- % with contact details incorrect (PIMS 35)	14%	14%	-
- % refusing as no/minimal support (PIMS 35)	0%	0%	-
Quality Rating (A09)	83%	83%	-
Overall Satisfaction (B10)	88%	88%	-
Improved Business Performance	33%	33%	-
Increased Skills (A81)	54%	54%	-
Changed Behaviour (A83)	67%	67%	-
Increased R&D (AR&D)	8%	8%	-
Barriers Overcome (A92)	54%	54%	-
Significant Business Benefit (A06)	71%	71%	-
Mean Additional Profit (A49)	£25k	£25k	-
Mean Additional Sales	£274k	£274k	-

\* 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).

The background features a complex, abstract design of overlapping, semi-transparent shapes. A large, light blue shape is prominent, with several teal-colored shapes layered on top of it. The shapes are rounded and organic, creating a sense of depth and movement. The overall color palette is soft and pastel.

**Background**

# Background

- This research was conducted by OMB Research. Results are based on PIMS 32-35, which was conducted in four fieldwork waves (July/August 2013, October/November 2013, January/February 2014, April/May 2014).
- These results are based on a total of **4,248 interviews**, as follows:
 

- Passport to Export: 360	- TAP Solo: 38	- Sector Events Abroad: 104
- Gateway to Global Growth: 362	- TAP Group: 150	- DSO Events: 59
- EMRS: 40	- TAP Non-Funded: 102	- DSO Significant Assists: 60
- ERTA Significant Assists: 360	- Outward Missions: 32	- Webinars: 80
- English Regions Events: 305	- Inward Missions: 10	- HVO Significant Assists: 24
- ECR: 41	- Sector Events UK: 297	- CBBC Events: 50
- HQ Events: 71	- Posts Significant Assists: 617	- CBBC Significant Assists: 50
- OMIS: 380	- Posts Events: 201	- UKIBC Events: 40
- Market Visit Support: 96	- Web Business Opportunities: 289	- UKIBC Significant Assists: 30
- PIMS interviews are conducted **c.6 months** after firms receive the UKTI support, so the latest fieldwork wave (PIMS 35) covered firms receiving support in **October-December 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 that were logged on for at least 50% of the session.
- HVO, CBBC and UKIBC support has been included in the total level analysis, but results for these services have not been shown separately in the charts/tables.
  - Performance against the key measures for these services is shown in the Headline Results section, and details of the client profile for these services is shown in the Summaries section at the end of this report.

# Abbreviations

Full Name	Abbreviation/Acronym
China Britain Business Council	CBBC
Defence & Security Organisation	DSO
English Regions' Events	ER Events
English Regions' Trade Advisors Significant Assists	ERTA Sig. Assists
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 32	<b>1,042</b>	90	90	10	89	55	10	21	100	41	8	45	40	11
PIMS 33	<b>1,086</b>	90	90	10	90	90	10	20	100	25	10	30	24	10
PIMS 34	<b>1,071</b>	90	92	10	91	70	11	15	90	15	10	40	17	1
PIMS 35	<b>1,049</b>	90	90	10	90	90	10	15	90	15	10	35	21	10

	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 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
PIMS 35	0	60	145	55	68	29	14	15	40	0	7	10	10	10	10

# Posts Significant Assists – Individual Markets/Areas

## Interviews Conducted By Market & Market Area

### **Countries within Europe (237)...**

- Austria (4), Belgium/Luxembourg (11), Bosnia & Herzegovina (1), Bulgaria (3), Croatia (3), Cyprus (1), Czech Republic (8), Denmark (11), Estonia (2), Finland (7), France (20), Germany (15), Greece (6), Hungary (8), Ireland (3), Italy (24), Latvia (4), Netherlands (4), Norway (5), Poland (13), Portugal (7), Romania (7), Russia (14), Serbia (1), Slovakia (5), Slovenia (1), Spain (26), Sweden (5), Switzerland (7), Turkey (7), Ukraine (4)

### **Countries within North America (74)...**

- Canada (14), USA (60)

### **Countries in Latin America (72)...**

- Argentina (2), Barbados (1), Brazil (30), Chile (2), Colombia (3), Cuba (4), Dominican Republic (1), Ecuador (5), Guyana (2), Jamaica (1), Mexico (11), Panama (1), Peru (2), Trinidad and Tobago (7)

### **Countries within Asia Pacific (144)...**

- Australia (13), Azerbaijan (1), Bangladesh (1), Burma (1), China (10), Hong Kong (7), India (29), Indonesia (3), Japan (20), Kazakhstan (3), Malaysia (12), New Zealand (4), Pakistan (2), Philippines (5), Singapore (12), South Korea (9), Taiwan (5), Thailand (5), Vietnam (2)

### **Countries within Middle East and Africa (90)...**

- Algeria (2), Bahrain (1), Cameroon (2), Egypt (8), Ethiopia (1), Ghana (3), Iraq (7), Israel (1), Jordan (5), Kenya (2), Kuwait (1), Lebanon (1), Libya (3), Morocco (4), Nigeria (10), Occupied Palestinian Territories (2), Oman (2), Qatar (3), Saudi Arabia (11), Sierra Leone (1), South Africa (8), Sudan (1), Tanzania (4), Tunisia (3), UAE (2), Uganda (2)

# PIMS Timelines

	Support Period (i.e. when firms received UKTI assistance)*			Fieldwork Period (i.e. when firms were interviewed)
	All except Passport & GGG	Passport	GGG	
PIMS 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
PIMS 35	Oct - Dec 2013	Jan - Mar 2013	Apr - Jun 2013	Apr - May 2014

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



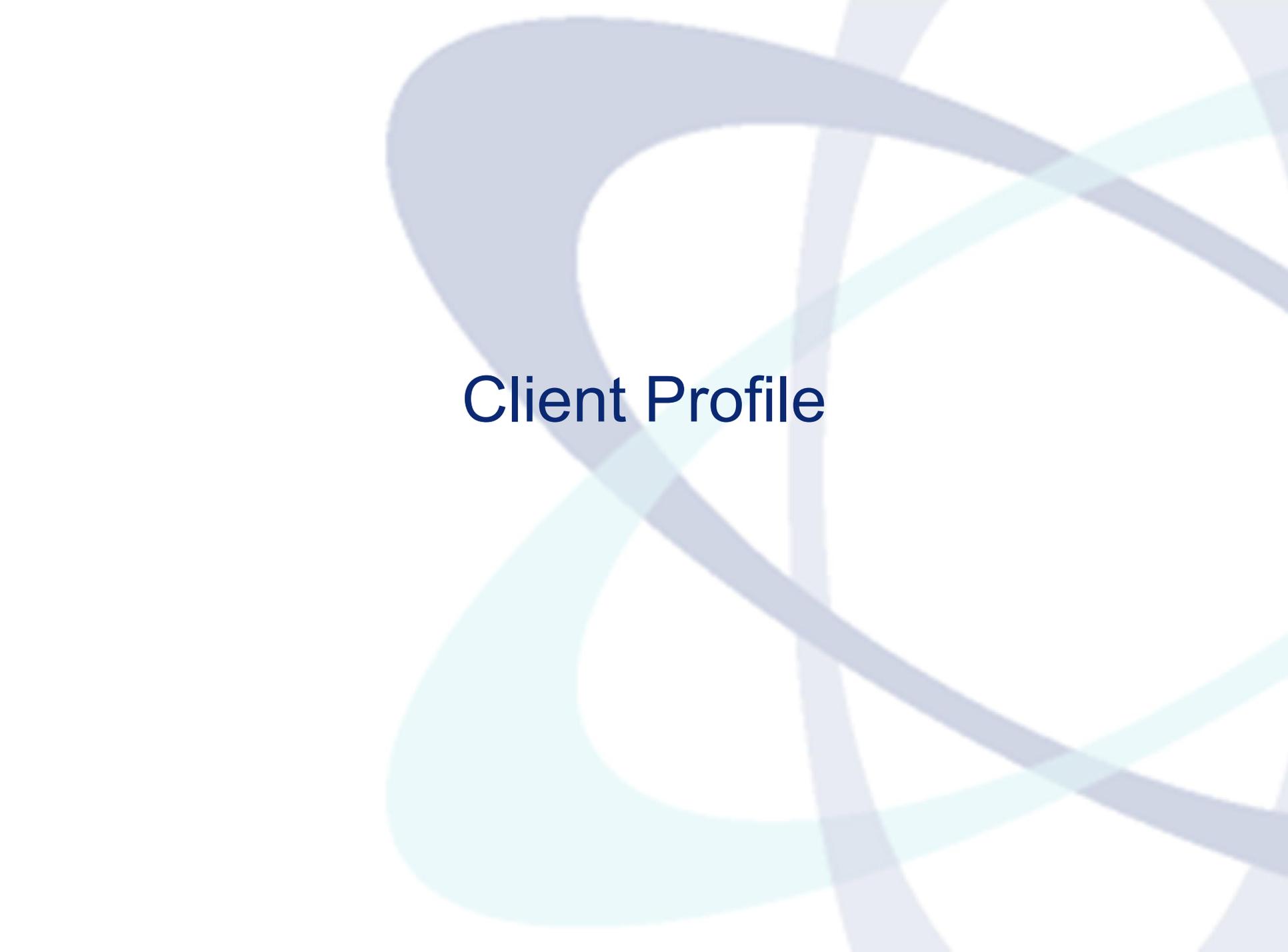
# Sample Analysis

# Sample Analysis – PIMS 35

	Total	Passport	GGG	EMRS	ERTA Sig. Assist	ER Event	ECR	HQ Event	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.
<b>SAMPLE CLEANING</b>														
Total (in-scope) records provided	<b>43,724</b>	318	414	46	2,286	5,233	202	649	1,622	555	283	1,418	859	66
Incomplete/ineligible records	<b>1,802</b>	11	5	2	74	95	10	41	54	16	4	128	81	1
Duplicate records (within service)	<b>16,928</b>	3	8	1	107	1,900	1	66	321	44	28	148	72	1
Duplicate records (across services)	<b>8,519</b>	10	9	2	596	1,097	76	280	569	222	70	343	220	2
Took part in recent PIMS survey	<b>1,495</b>	21	32	7	100	217	27	31	106	37	24	57	28	3
On Passport or GGG (ERTA only)	<b>124</b>	-	-	-	124	-	-	-	-	-	-	-	-	-
<b>CATI SCREENING</b>														
Random selection for CATI	<b>3,168</b>	210	213	23	256	268	23	46	215	37	22	81	160	26
Unusable – ineligible for interview	<b>543</b>	2	10	2	38	58	0	8	14	5	1	2	54	2
Unusable – contact details incorrect	<b>511</b>	37	22	3	39	34	3	7	33	5	5	10	37	8
Unusable – other UKTI research	<b>29</b>	8	1	0	2	5	0	0	3	0	0	0	0	0
<b>ACHIEVED INTERVIEWS / RESPONSE RATE</b>														
Total useable sample (CATI)	<b>2,085</b>	163	180	18	177	171	20	31	165	27	16	69	69	16
Interviews achieved	<b>1,049</b>	90	90	10	90	90	10	15	90	15	10	35	21	10
Response rate (%)	<b>50%</b>	55%	50%	56%	51%	53%	50%	48%	55%	56%	63%	51%	30%	63%
Refusal rate (%)	<b>21%</b>	12%	18%	0%	24%	24%	30%	19%	22%	15%	0%	14%	30%	19%

# Sample Analysis – PIMS 35

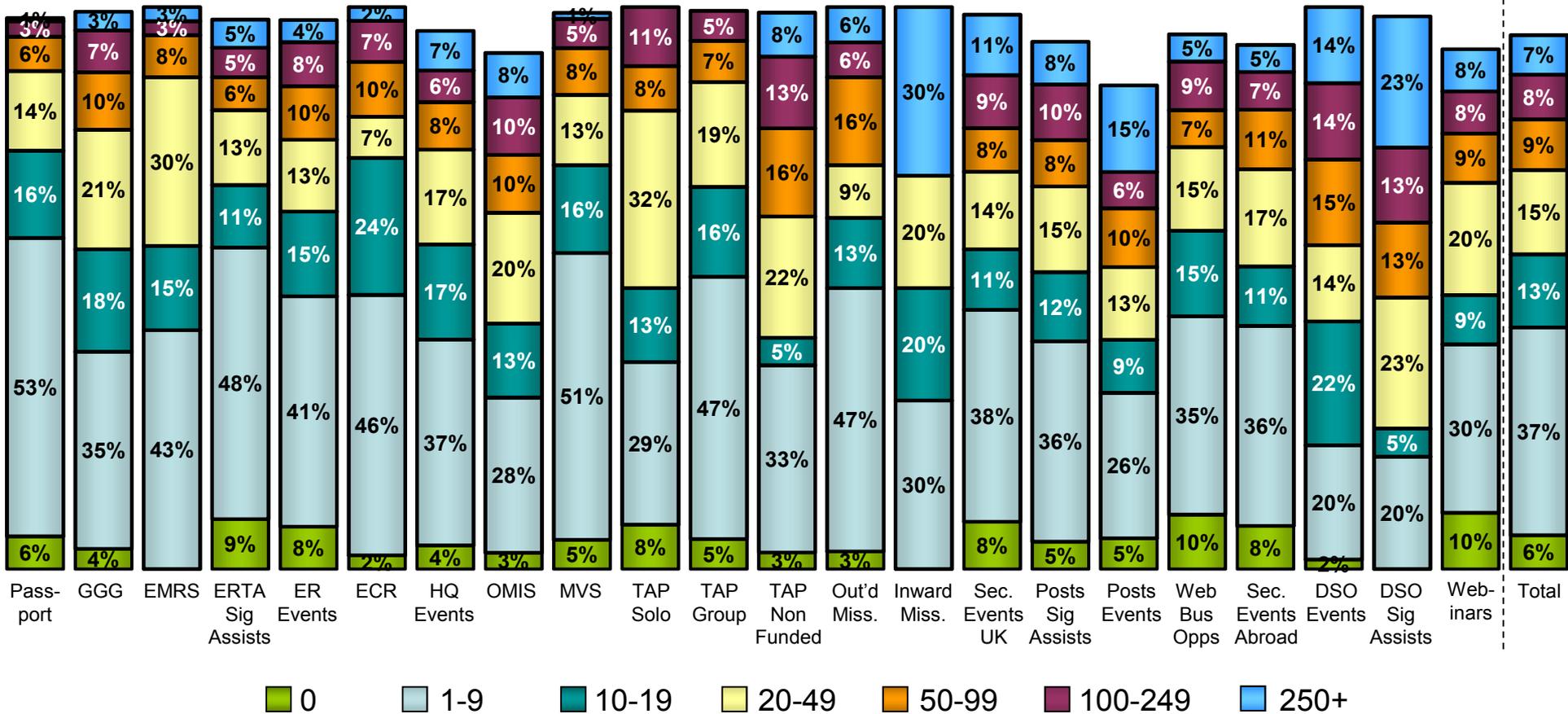
	Inward Miss.	Sec. Event UK	Posts Sig. Assist	Posts Event	Web Bus Opps	Sector Event Abroad	DSO Event	DSO Sig. Assist	Web-inar	HVO Event	HVO Sig. Assist	CBBC Event	CBBC Sig. Assist	UKIBC Event	UKIBC Sig. Assist
<b>SAMPLE CLEANING</b>															
Total (in-scope) records provided	0	2,547	12,446	3,720	6,976	1,457	206	94	1,407	0	15	278	164	351	112
Incomplete/ineligible records	0	221	347	181	173	105	3	3	192	0	0	9	4	38	4
Duplicate records (within service)	0	373	6,731	1,717	4,481	389	33	31	334	0	0	59	29	42	9
Duplicate records (across services)	0	546	2,056	739	575	526	8	5	327	0	0	60	59	94	28
Took part in recent PIMS survey	0	77	372	81	124	53	8	9	39	0	1	16	4	13	8
<b>CATI SCREENING</b>															
Random selection for CATI	0	202	574	192	232	80	44	37	91	0	14	23	33	35	31
Unusable – ineligible for interview	0	42	154	31	73	8	9	4	6	0	0	4	4	6	6
Unusable – contact details incorrect	0	37	97	34	34	12	6	7	15	0	2	2	8	9	5
Unusable – other UKTI research	0	0	8	0	0	1	0	0	0	0	0	0	0	1	0
<b>ACHIEVED INTERVIEWS / RESPONSE RATE</b>															
Total useable sample (CATI)	0	123	315	127	125	59	29	26	70	0	12	17	21	19	20
Interviews achieved	0	60	145	55	68	29	14	15	40	0	7	10	10	10	10
Response rate (%)	-	49%	46%	43%	54%	49%	48%	58%	57%	-	58%	59%	48%	53%	50%
Refusal rate (%)	-	26%	24%	22%	26%	22%	17%	19%	19%	-	17%	12%	19%	32%	25%



# Client Profile

# Size of Business – Number of Employees

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



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (360, 0%, 2%), GGG (362, 0%, 1%), EMRS (40, 0%, 0%), ERTA (360, 0%, 2%), ER Events (305, 0%, 2%), ECR (41, 0%, 0%), HQ Events (71, 1%, 3%), OMIS (380, 8%, 1%), MVS (96, 1%, 0%), TAP Solo (38, 0%, 0%), TAP Group (150, 1%, 0%), TAP Non Funded (102, 1%, 0%), Outward Missions (32, 0%, 0%), Inward Missions (10, 0%, 0%), Sector Events UK (297, 0%, 1%), Posts Sig Assists (617, 4%, 2%), Posts Events (201, 12%, 1%), Website Bus Opps (289, 1%, 4%), Sector Events Abroad (104, 2%, 5%), DSO Events (59, 0%, 0%), DSO Sig Assists (60, 2%, 0%), Webinars (80, 1%, 6%), Total (4248, 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>	4248	3714	1075	1513	1631
0	6%	6%	13%	7%	2%
1-9	37%	37%	55%	46%	19%
10-19	13%	13%	11%	15%	12%
20-49	15%	16%	7%	16%	20%
50-99	9%	9%	3%	7%	14%
100-249	8%	8%	2%	5%	14%
250+	7%	7%	2%	2%	14%
Don't know/refused	2%	3%	0%	2%	4%
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	92.4%	29,080	0.8 million
250-4999 employees	902	600	6.6%	2,080	1.9 million
5000+ employees	17,021	8,000	1.1%	350	5.9 million
Total	268	12	100%	31,470	8.4 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

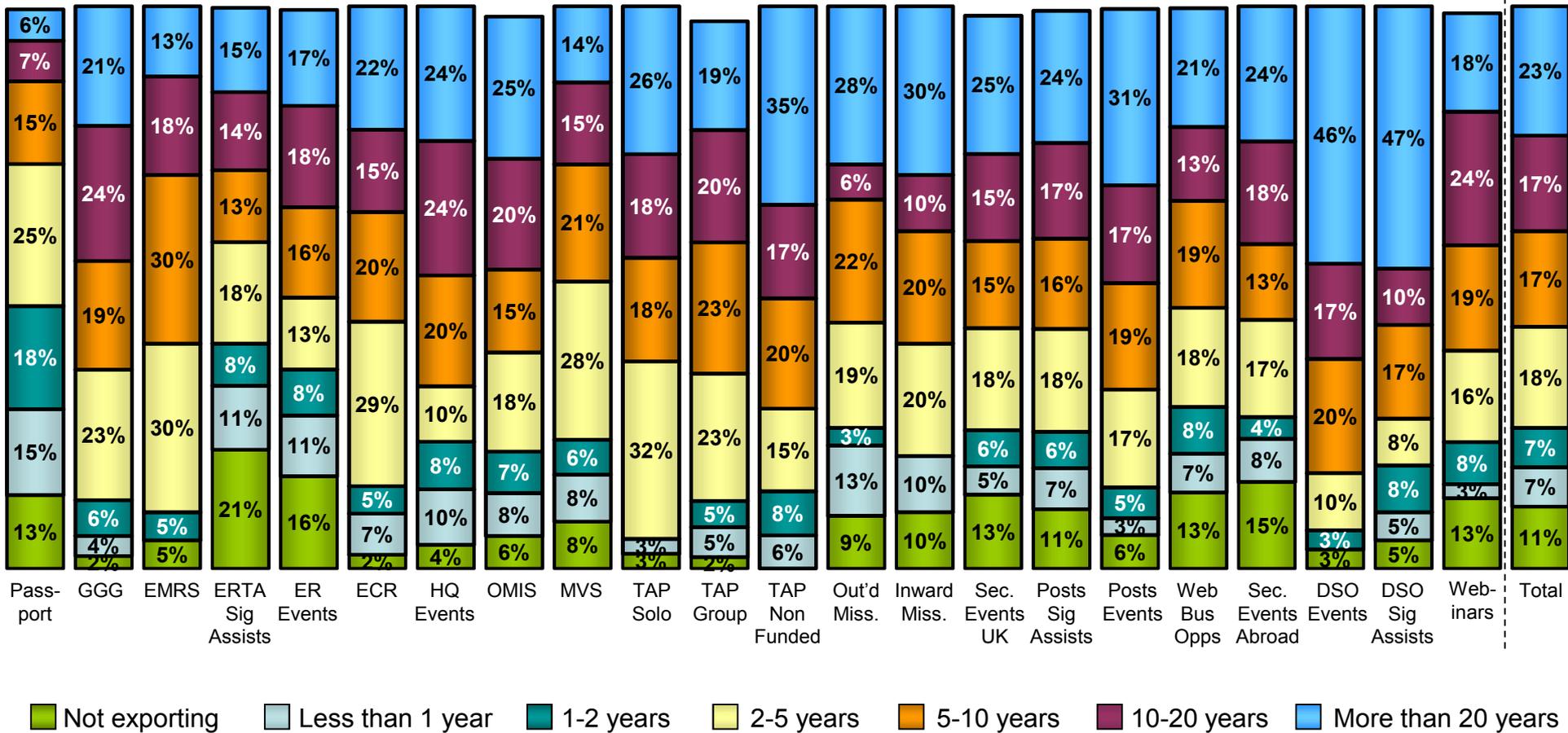
Production Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	41	18	93.6%	10,990	0.5 million
250-4999 employees	781	400	5.9%	690	0.5 million
5000+ employees	8,044	8,281	0.6%	70	0.6 million
Total	129	20	100%	11,740	1.5 million

Services Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total no. of employees
0-249 employees	21	6	91.6%	17,530	0.4 million
250-4999 employees	968	736	6.9%	1,320	1.3 million
5000+ employees	19,174	7,412	1.4%	270	5.1 million
Total	360	8	100%	19,140	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

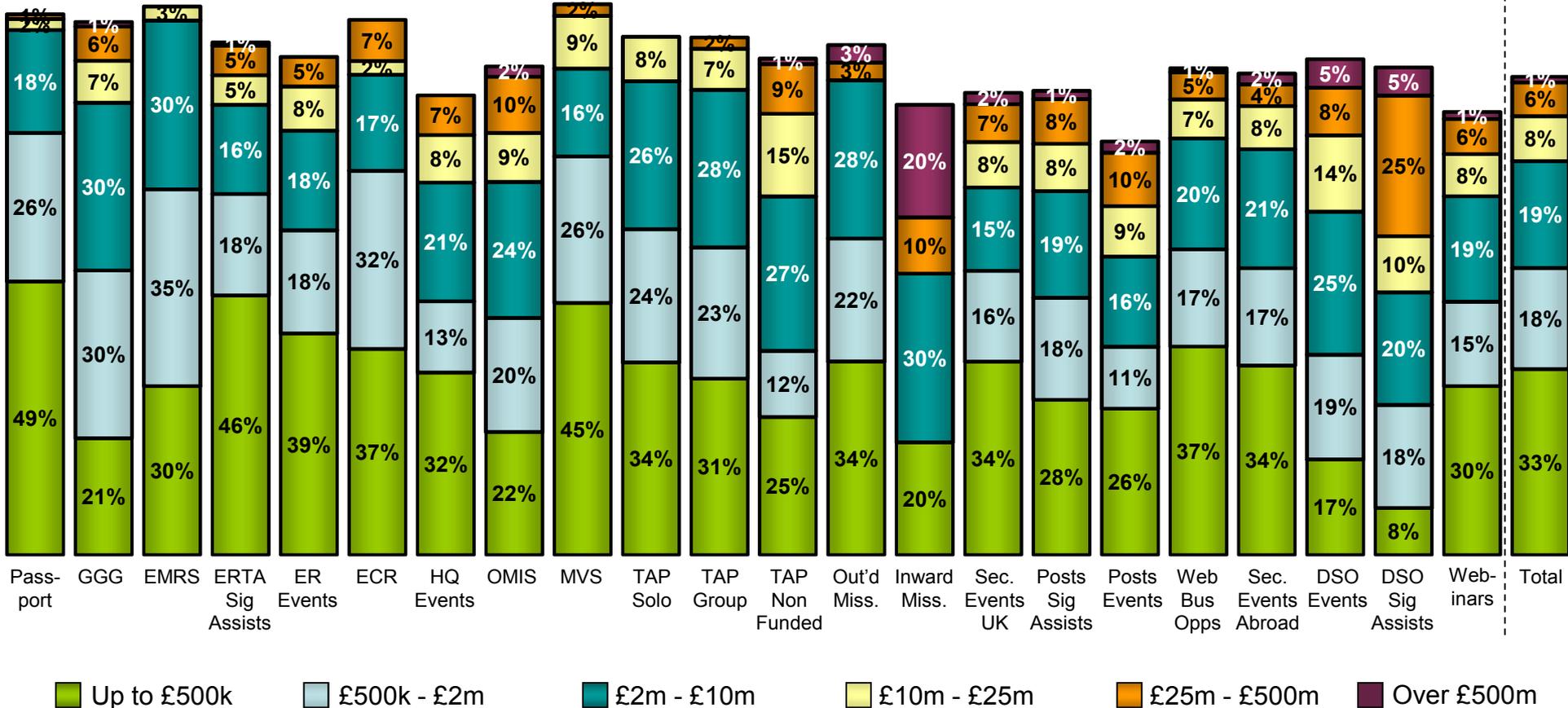
How long ago did your company start conducting business overseas?



Base: All respondents (Base, Don't know/Refused) - Passport (360, 1%), GGG (362, 0%), EMRS (40, 0%), ERTA (360, 0%), ER Events (305, 1%), ECR (41, 0%), HQ Events (71, 0%), OMIS (380, 2%), MVS (96, 0%), TAP Solo (38, 0%), TAP Group (150, 3%), TAP Non Funded (102, 0%), Outward Missions (32, 0%), Inward Missions (10, 0%), Sector Events UK (297, 2%), Posts Sig Assists (617, 1%), Posts Events (201, 0%), Website Bus Opps (289, 0%), Sector Events Abroad (104, 0%), DSO Events (59, 0%), DSO Sig Assists (60, 0%), Webinars (80, 1%), Total (4248, 1%)

# Annual Turnover

What is the current annual turnover of your business?



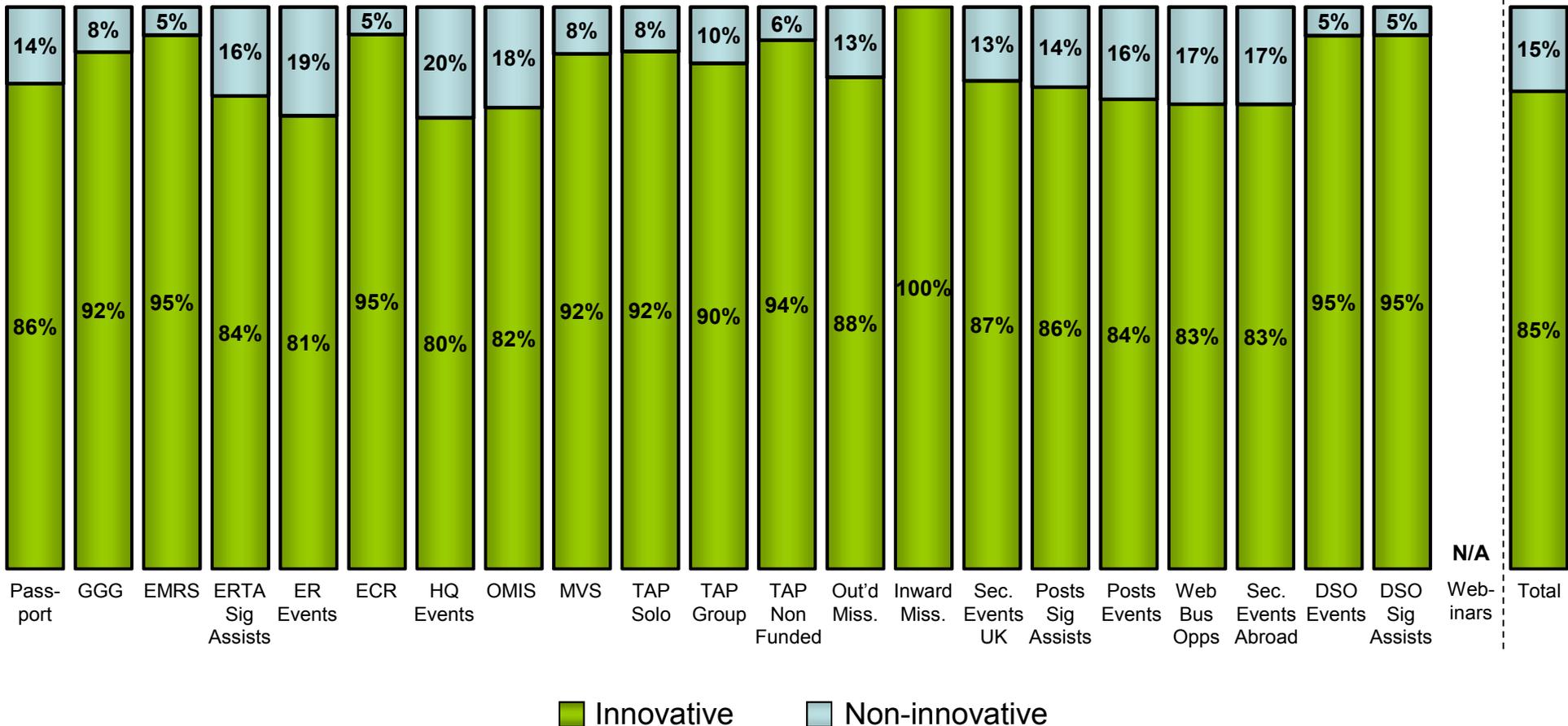
Base: All PIMS (Base, Don't know/Refused, Not yet trading) - Passport (360, 2%, 2%), GGG (362, 5%, 1%), EMRS (40, 3%, 0%), ERTA (360, 7%, 2%), ER Events (305, 9%, 2%), ECR (41, 5%, 0%), HQ Events (71, 15%, 3%), OMIS (380, 13%, 1%), MVS (96, 2%, 0%), TAP Solo (38, 8%, 0%), TAP Group (150, 8%, 0%), TAP Non Funded (102, 12%, 0%), Outward Missions (32, 9%, 0%), Inward Missions (10, 20%, 0%), Sector Events UK (297, 17%, 1%), Posts Sig Assists (617, 16%, 2%), Posts Events (201, 24%, 1%), Website Bus Opps (289, 9%, 4%), Sector Events Abroad (104, 10%, 5%), DSO Events (59, 12%, 0%), DSO Sig Assists (60, 13%, 0%), Webinars (80, 15%, 6%), Total (4248, 12%, 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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Total (4168)

# Innovative Firms

## Innovative Firms – Standard Definition

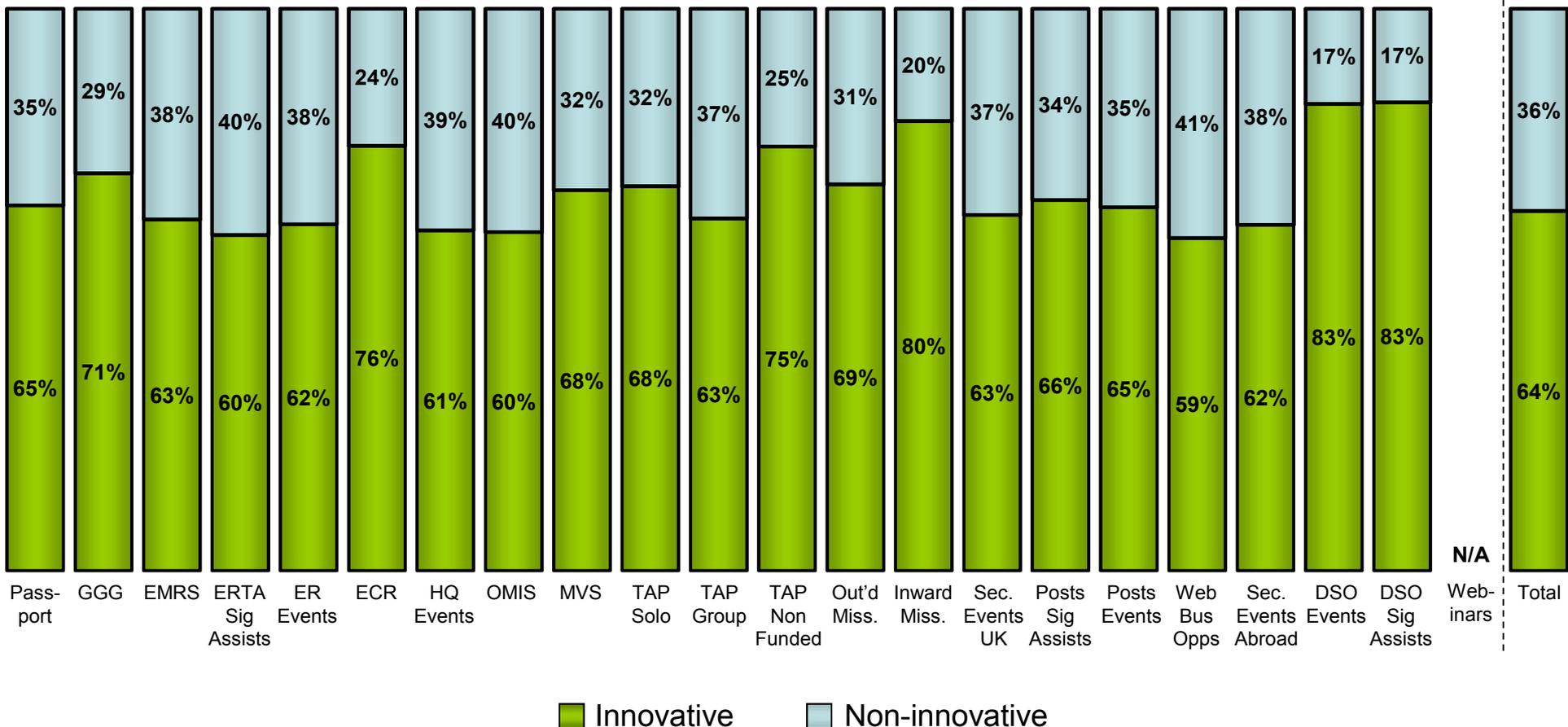
	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base: Exc. webinars</i>	4168	3714	1057	1485	1598
Innovative	85%	86%	74%	90%	89%
Non-innovative	15%	14%	26%	10%	11%

# 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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Total (4168)

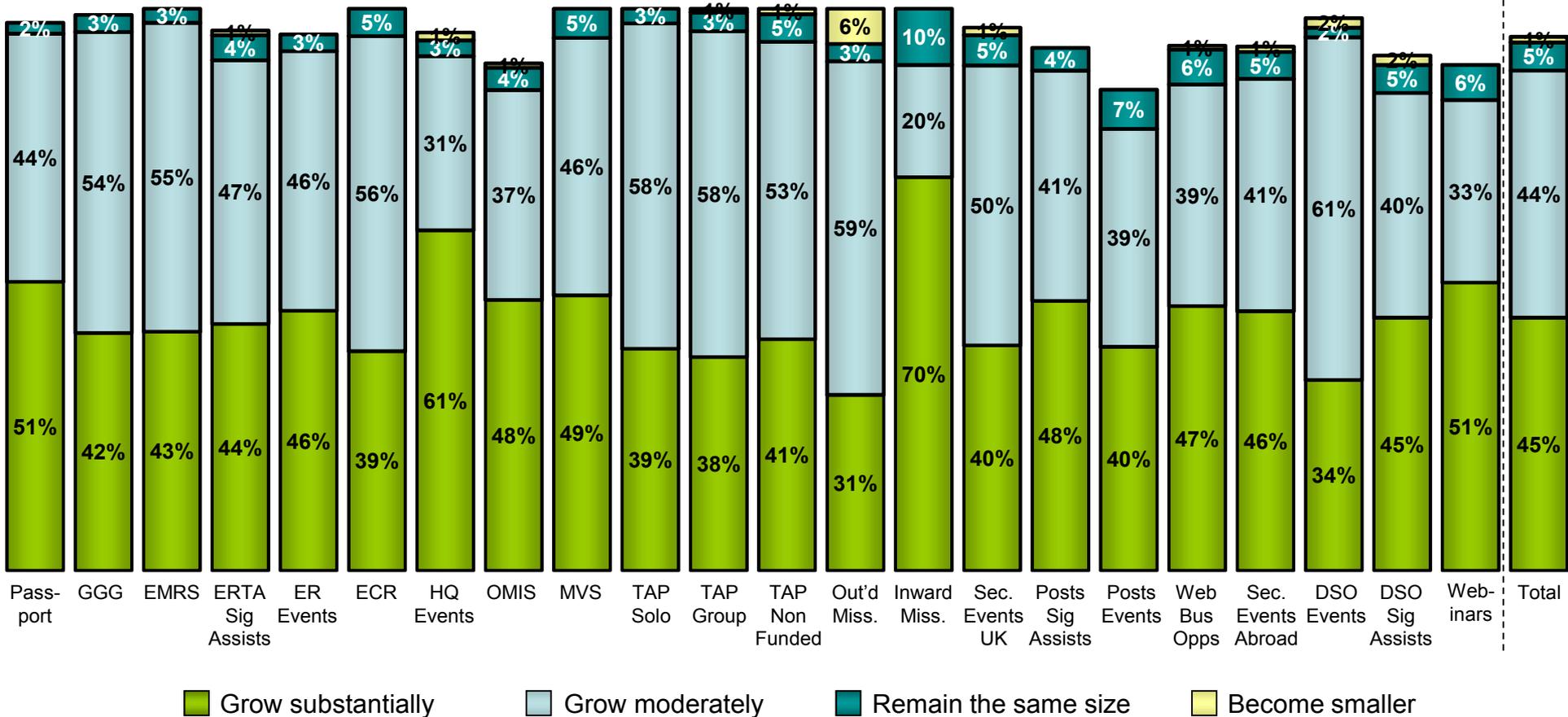
# Innovative Firms – Constituent Elements

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base: Exc. webinars</i>	<b>4168</b>	360	362	40	360	305	41	71	380	96	38
At least 2 R&D & 2 new product development employees	<b>55%</b>	52%	67%	50%	48%	49%	59%	58%	61%	63%	71%
<i>...and involved in 'development of scientific or technical knowledge'</i>	<b>31%</b>	26%	38%	20%	27%	24%	29%	35%	35%	30%	42%
Introduced new products/services in last 3 years	<b>72%</b>	73%	80%	88%	69%	68%	78%	66%	72%	75%	79%
<i>...and these products/services are 'new to world or 'new to sector'</i>	<b>41%</b>	42%	46%	43%	37%	38%	44%	30%	39%	44%	50%
Commission external R&D/NPD	<b>35%</b>	38%	40%	40%	33%	39%	51%	25%	28%	35%	32%

	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>	150	102	32	10	297	617	201	289	104	59	60	-
At least 2 R&D & 2 new product development employees	57%	69%	69%	60%	53%	55%	58%	51%	60%	71%	78%	-
<i>...and involved in 'development of scientific or technical knowledge'</i>	25%	34%	44%	40%	29%	34%	35%	28%	36%	56%	57%	-
Introduced new products/services in last 3 years	83%	81%	66%	100%	71%	74%	72%	67%	63%	88%	85%	-
<i>...and these products/services are 'new to world or 'new to sector'</i>	47%	53%	47%	70%	39%	41%	43%	40%	36%	63%	68%	-
Commission external R&D/NPD	35%	43%	44%	30%	38%	37%	34%	30%	38%	51%	38%	-

# Future Growth Expectations

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



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (360, 1%, 2%), GGG (362, 1%, 1%), EMRS (40, 0%, 0%), ERTA (360, 2%, 2%), ER Events (305, 3%, 2%), ECR (41, 0%, 0%), HQ Events (71, 1%, 3%), OMIS (380, 9%, 1%), MVS (96, 0%, 0%), TAP Solo (38, 0%, 0%), TAP Group (150, 0%, 0%), TAP Non Funded (102, 0%, 0%), Outward Missions (32, 0%, 0%), Inward Missions (10, 0%, 0%), Sector Events UK (297, 2%, 1%), Posts Sig Assists (617, 5%, 2%), Posts Events (201, 13%, 1%), Website Bus Opps (289, 2%, 4%), Sector Events Abroad (104, 2%, 5%), DSO Events (59, 2%, 0%), DSO Sig Assists (60, 8%, 0%), Webinars (80, 4%, 6%), Total (4248, 4%, 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 &amp; Webinars</i>	<b>3854</b>	360	362	40	360	305	41	71	380	96	38
Selling or exporting overseas	<b>88%</b>	98%	97%	95%	94%	93%	98%	92%	83%	90%	97%
Sourcing materials/goods overseas	<b>10%</b>	8%	8%	5%	9%	12%	10%	7%	5%	11%	5%
Joint venturing, partnering or franchising overseas	<b>34%</b>	46%	30%	23%	31%	43%	15%	37%	30%	27%	21%
Investing /setting up a site overseas	<b>23%</b>	32%	23%	23%	22%	32%	2%	34%	17%	22%	8%
Other/none of these	<b>11%</b>	2%	4%	8%	6%	9%	7%	11%	12%	13%	5%
Don't know/refused	<b>0%</b>	0%	0%	0%	0%	0%	0%	1%	0%	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>	150	102	32	10	297	617	186	-	94	59	60	-
Selling or exporting overseas	89%	88%	94%	70%	82%	86%	77%	-	86%	90%	88%	-
Sourcing materials/goods overseas	9%	13%	0%	0%	14%	6%	11%	-	12%	14%	3%	-
Joint venturing, partnering or franchising overseas	19%	17%	53%	50%	45%	29%	42%	-	35%	36%	27%	-
Investing /setting up a site overseas	9%	12%	31%	10%	26%	22%	26%	-	19%	10%	18%	-
Other/none of these	13%	10%	0%	30%	13%	10%	17%	-	12%	8%	12%	-
Don't know/refused	0%	1%	0%	0%	0%	1%	0%	-	1%	0%	0%	-

# OMIS Referrals (Posts Sig. Assists)

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

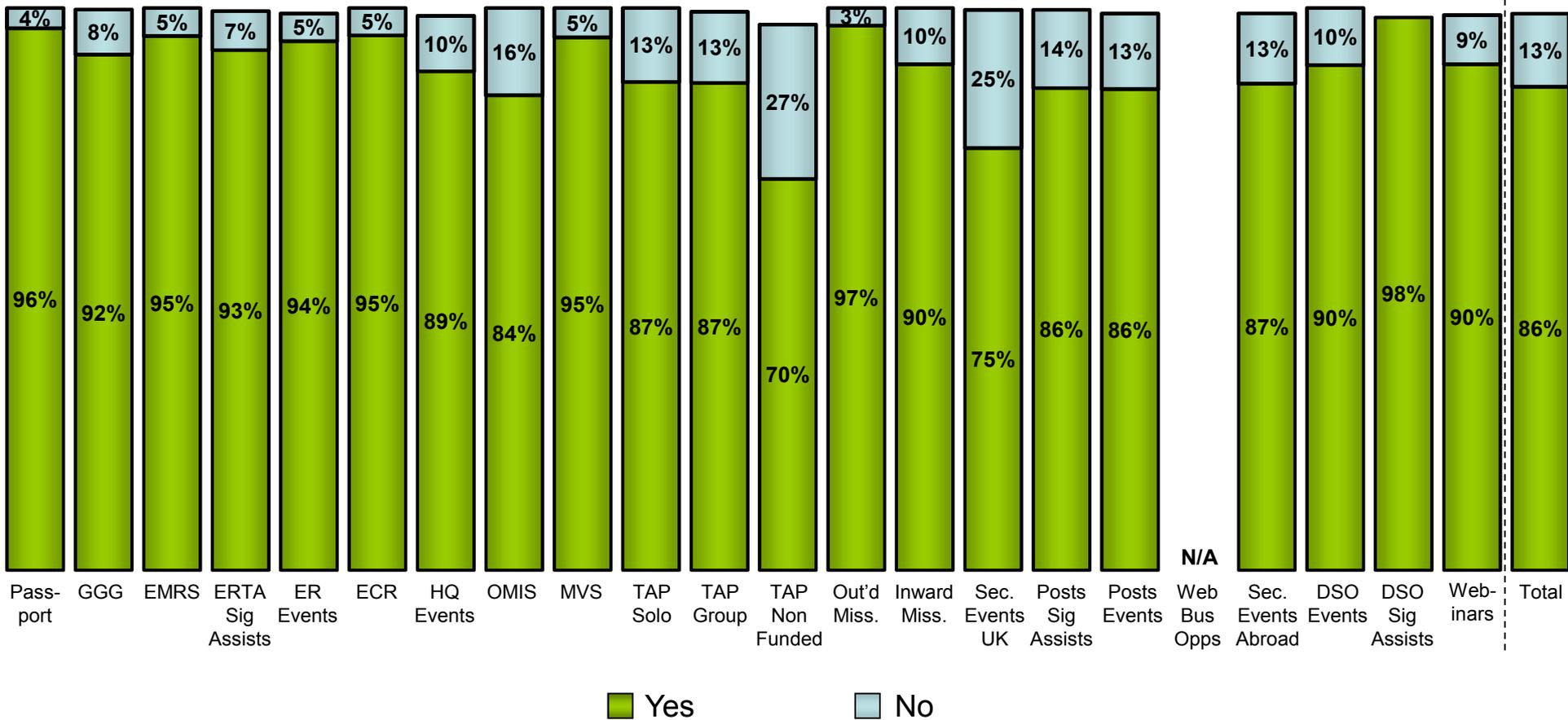
	Posts Significant Assists
<i>Base: Posts Significant Assists</i>	617
Offered OMIS	51%
- <i>Used OMIS</i>	14%
- <i>Planning to use OMIS</i>	12%
- <i>Not used or planning to use OMIS</i>	21%
- <i>Don't know if used it</i>	3%
Not offered OMIS	44%
Don't know/can't remember if offered OMIS	5%



# Awareness of UKTI Involvement

# Awareness of UKTI Involvement

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



Base: All respondents except Web Bus Opps (Base, Don't know/Refused) - Passport (360, 0%), GGG (362, 0%), EMRS (40, 0%), ERTA (360, 1%), ER Events (305, 1%), ECR (41, 0%), HQ Events (71, 1%), OMIS (380, 0%), MVS (96, 0%), TAP Solo (38, 0%), TAP Group (150, 1%), TAP Non Funded (102, 3%), Outward Missions (32, 0%), Inward Missions (10, 0%), Sector Events UK (297, 0%), Posts Sig Assists (617, 0%), Posts Events (201, 1%), Sector Events Abroad (104, 1%), DSO Events (59, 0%), DSO Sig Assists (60, 2%), Webinars (80, 1%), Total (3959, 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)

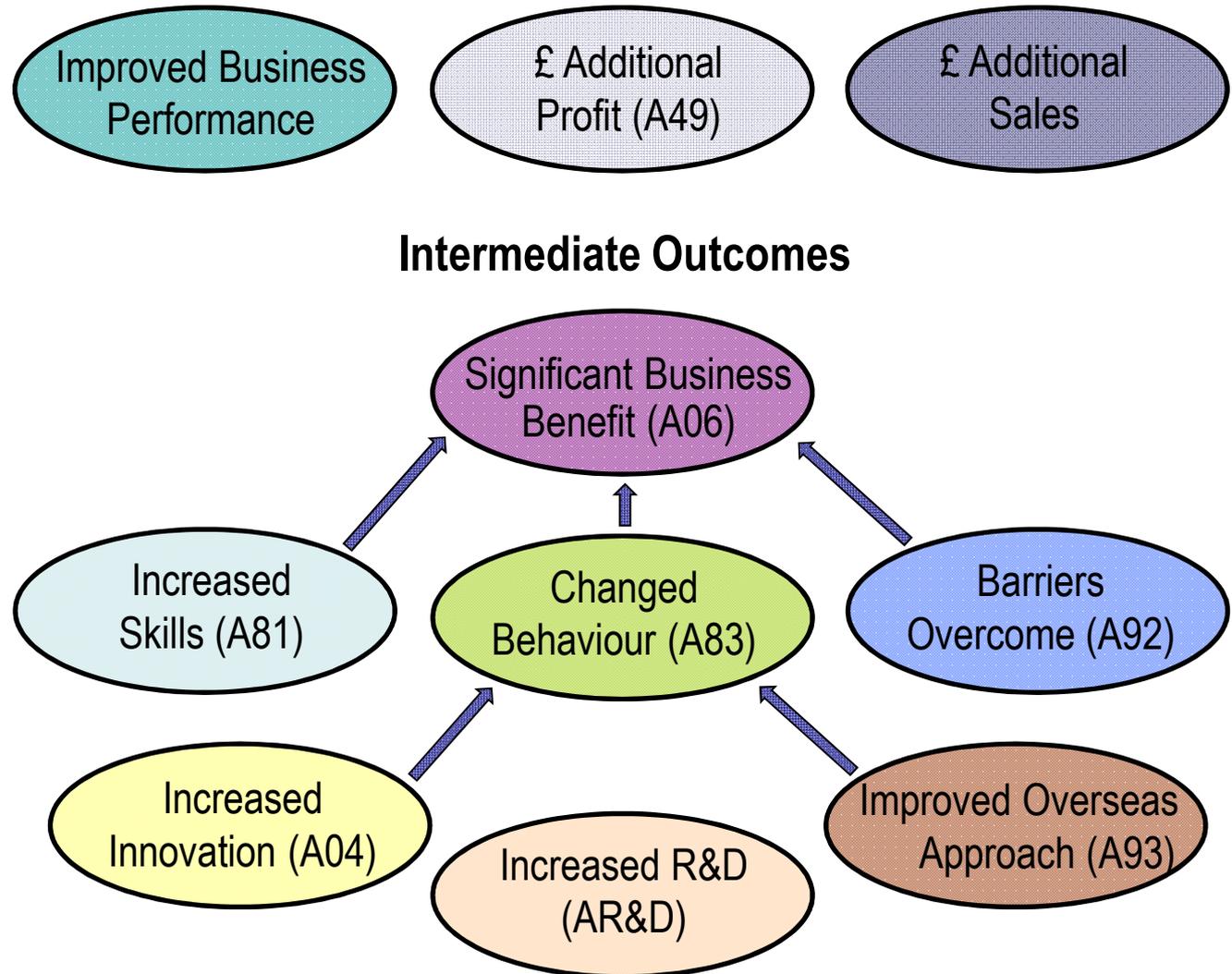
Changed Behaviour (A83)

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 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
<b>No. of firms supported (A01)</b>	<b>341</b>	<b>330</b>	<b>39</b>	<b>2,158</b>	<b>1,627</b>	<b>107</b>	<b>611</b>	<b>1,328</b>	<b>1,233</b>	<b>161</b>	<b>1,351</b>	<b>1,278</b>
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
<b>A01 - No. of firms supported</b>	<b>312</b>	<b>0</b>	<b>1,639</b>	<b>4,505</b>	<b>1,407</b>	<b>2,131</b>	<b>553</b>	<b>421</b>	<b>134</b>	<b>0</b>	<b>32</b>
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
<b>No. of firms supported (A01)</b>	<b>265</b>	<b>363</b>	<b>53</b>	<b>1,703</b>	<b>2,415</b>	<b>132</b>	<b>499</b>	<b>1,178</b>	<b>575</b>	<b>241</b>	<b>771</b>	<b>646</b>
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
<b>A01 - No. of firms supported</b>	<b>27</b>	<b>91</b>	<b>2,183</b>	<b>4,872</b>	<b>1,278</b>	<b>1,557</b>	<b>1,040</b>	<b>293</b>	<b>98</b>	<b>0</b>	<b>6</b>
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
<b>No. of firms supported (A01)</b>	<b>263</b>	<b>560</b>	<b>34</b>	<b>2,058</b>	<b>1,976</b>	<b>207</b>	<b>349</b>	<b>929</b>	<b>420</b>	<b>229</b>	<b>1,078</b>
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
<b>A01 - No. of firms supported</b>	<b>539</b>	<b>11</b>	<b>0</b>	<b>2,983</b>	<b>4,877</b>	<b>1,192</b>	<b>2,676</b>	<b>297</b>	<b>203</b>	<b>103</b>	<b>866</b>
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)

# Firms Supported – Quarterly A01 (PIMS 35)

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	318	414	46	2,286	5,233	202	649	1,622	555	283	1,418
Duplicate records	3	8	1	107	1,900	1	66	321	44	28	148
<b>No. of firms supported (A01)</b>	<b>315</b>	<b>406</b>	<b>45</b>	<b>2,179</b>	<b>3,333</b>	<b>201</b>	<b>583</b>	<b>1,301</b>	<b>511</b>	<b>255</b>	<b>1,270</b>
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,988	-	-	-	-	-	-	-

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	859	66	0	2,547	12,446	3,720	6,976	1,457	206	94	1,407
Duplicate records	72	1	0	373	6,731	1,717	4,481	389	33	31	334
<b>A01 - No. of firms supported</b>	<b>787</b>	<b>65</b>	<b>0</b>	<b>2,174</b>	<b>5,715</b>	<b>2,003</b>	<b>2,495</b>	<b>1,068</b>	<b>173</b>	<b>63</b>	<b>1,073</b>
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	-	4,800	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	18,277	15,523	2,754	2,072	2,342	13,369	6,959	7,980
Version 2 A01	17,552	14,907	2,645	1,989	2,249	12,839	6,683	7,664

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

# 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	36,900
Annual number of firms supported (exc. light support)*	31,470
Annual number of firms supported (exc. light support & DSO)	31,210

\* '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)	1,184	1,659	171	8,098	9,351	647	2,042	4,736	2,739	886	4,470
Alternative (using Version 2 A01)	-	-	-	7,460	-	-	-	-	-	-	-

	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)	3,250	415	91	8,979	19,969	5,880	8,859	2,958	1,090	398	1,939
Alternative (using Version 2 A01)	-	-	-	-	17,198	-	-	-	-	-	-

# 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	4,736	1,624	574	485	1,453	600	519	270	254	225
MVS	2,739	612	548	188	890	416	515	205	146	86
TAP Solo	886	366	237	29	172	82	228	36	23	12
TAP Group	4,470	2,556	502	147	631	634	481	209	102	16
TAP Non-Funded	3,250	1,943	419	69	502	317	419	121	35	48
Outward Missions	415	91	92	36	137	59	92	17	73	0
Posts Sig. Assists (V1)	19,969	7,899	1,740	2,239	5,213	2,878	1,371	595	899	708
Posts Events	5,880	1,232	509	827	2,416	896	387	610	543	259
Sector Events Abroad	2,958	961	627	265	591	514	617	193	132	87

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

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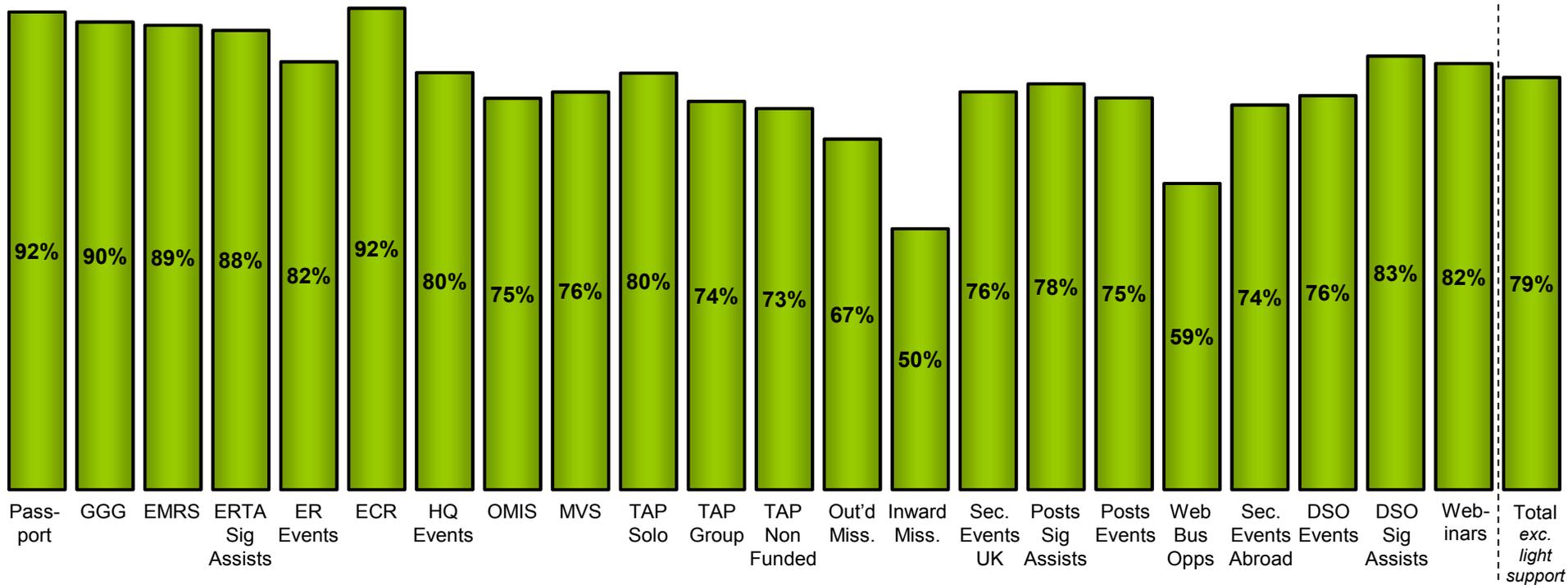
## Quality Rating (A09)

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

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

# Quality Rating – Measure A09

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

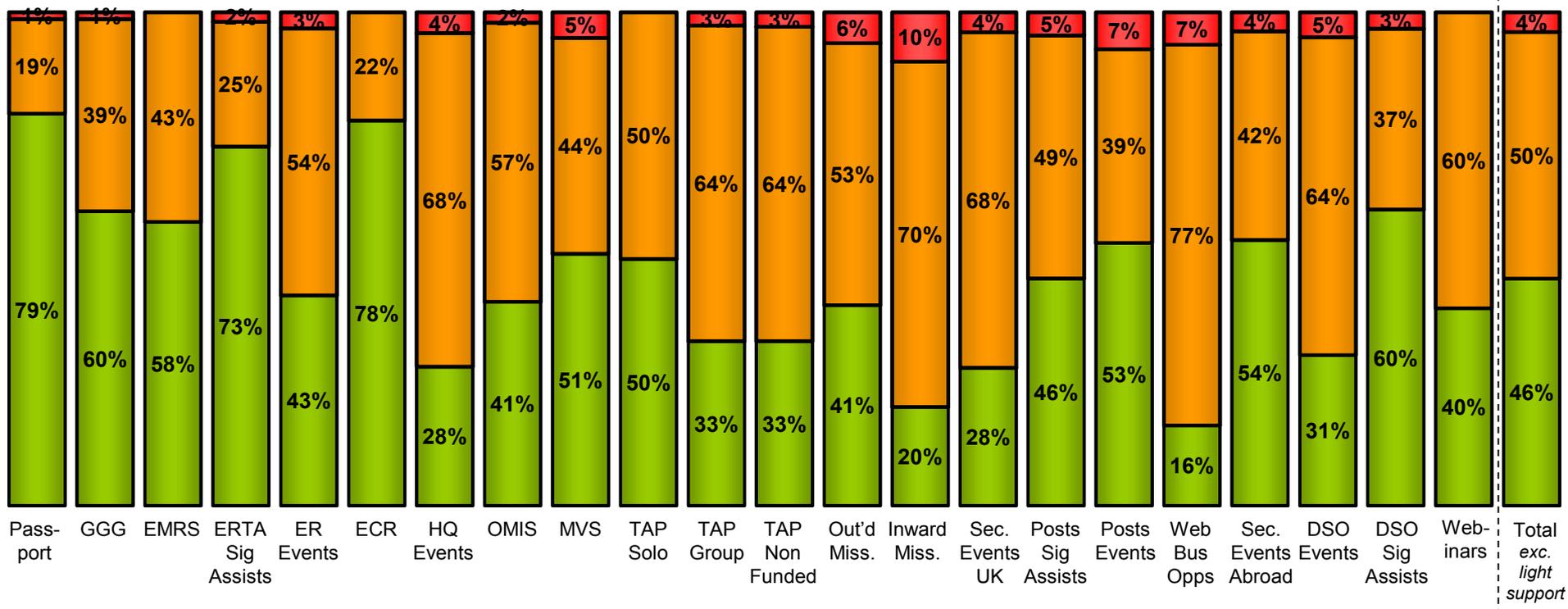


■ A09 rating

Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Quality Rating – Distribution of Scores

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



■ 4-5 out of 5 for all elements

■ 4-5 out of 5 for some elements

■ Not 4-5 out of 5 for any elements

Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Detailed Quality Ratings

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

Quality Ratings	Passport (A09 = 92%)		GGG (A09 =90%)		ERTA Sig. Assists (A09 = 88%)		DSO Sig. Assists (A09 = 83%)		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	92%	360	93%	362	92%	360	85%	60	75%	24
ITA being competent & knowledgeable	92%	360	91%	362	88%	360	83%	60	88%	24
ITA being able to communicate in clear & effective manner	93%	360	94%	362	91%	360	88%	60	92%	24
<i>If not signposted only...</i> Quality & relevance of info & advice	88%	360	85%	362	78%	350	68%	59	75%	24
Attitude & professionalism of ITA	94%	360	96%	362	94%	360	93%	60	88%	24
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	-	-	69%	267	-	-	-	-	-	-
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	-	-	66%	120	-	-	-	-	-	-
Scoring 4-5 out of 5 for all elements rated	79%	360	60%	362	73%	360	60%	60	63%	24
Not scoring 4-5 for any elements	1%	360	1%	362	2%	360	3%	60	4%	24

# Detailed Quality Ratings

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

Quality Ratings	Posts Sig. Assists (A09 = 78%)		CBBC Sig. Assists (A09 = 83%)		UKIBC Sig. Assists (A09 = 80%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Staff being competent & knowledgeable	82%	617	92%	50	87%	30
Staff being able to communicate in a clear & effective manner	88%	617	94%	50	90%	30
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	601	72%	50	70%	30
Attitude & professionalism of staff	89%	617	94%	50	93%	30
Staff's objectivity & acting in your best interests	75%	617	76%	50	70%	30
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	57%	409	56%	25	50%	16
Scoring 4-5 out of 5 for all elements rated	46%	617	46%	50	40%	30
Not scoring 4-5 for any elements	5%	617	4%	50	3%	30

# Detailed Quality Ratings

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

Quality Ratings	ER Events (A09 = 82%)		HQ Events (A09 = 80%)		Sector Events UK (A09 = 76%)		DSO Events (A09 = 76%)		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%	305	85%	71	82%	297	90%	59	-	0
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	91%	266	92%	53	85%	227	83%	35	-	0
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	91%	266	91%	53	82%	227	77%	35	-	0
<i>If speaker presentation...</i> Quality & relevance of presentations	87%	266	87%	53	78%	227	74%	35	-	0
<i>If networking event...</i> Quality & relevance of any contacts made	54%	243	52%	60	58%	268	60%	52	-	0
Scoring 4-5 out of 5 for all elements rated	43%	305	28%	71	28%	297	31%	59	-	0
Not scoring 4-5 for any elements	3%	305	4%	71	4%	297	5%	59	-	0

# Detailed Quality Ratings

## (CBBC Events & UKIBC Events)

Quality Ratings	CBBC Events (A09 = 75%)		UKIBC Events (A09 = 83%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	72%	50	88%	40
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	88%	41	95%	37
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	95%	41	84%	37
<i>If speaker presentation...</i> Quality & relevance of presentations	83%	41	86%	37
<i>If networking event...</i> Quality & relevance of any contacts made	50%	44	61%	33
Scoring 4-5 out of 5 for all elements rated	44%	50	50%	40
Not scoring 4-5 for any elements	8%	50	3%	40

# Detailed Quality Ratings

## (Posts Events & Sector Events Abroad)

Quality Ratings	Posts Events (A09 = 75%)				Sector Events Abroad (A09 = 74%)			
	Attendees		Speakers		Attendees		Speakers	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
UKTI's organisation of practical arrangements for the event	84%	186	80%	15	80%	94	100%	10
<i>If seminar attendee...</i> Quality & relevance of presentations	74%	43	-	-	85%	40	-	-
<i>If briefing attendee...</i> Quality & relevance of briefing	73%	89	-	-	-	-	-	-
<i>If networking event attendee or seminar speaker...</i> Quality & relevance of any contacts made	66%	153	40%	15	63%	52	50%	10
<i>If seminar speaker...</i> Size of seminar audience	-	-	53%	15	-	-	50%	10
<i>If seminar speaker...</i> Profile of seminar audience in terms of right people being there	-	-	40%	15	-	-	60%	10
<i>If seminar speaker...</i> Quality of other speakers from the UK	-	-	87%	15	-	-	90%	10
Scoring 4-5 out of 5 for all elements rated	56%	186	13%	15	56%	94	30%	10
Not scoring 4-5 for any elements	8%	186	7%	15	4%	94	0%	10

# Detailed Quality Ratings

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

Quality Ratings	TAP Solo (A09 = 80%)		TAP Group (A09 = 74%)		TAP Non-Funded (A09 = 73%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the event*	71%	38	72%	150	74%	90**
ATO's organisation of practical arrangements for the delegation	-	-	71%	150	71%	90**
<i>If received ATO briefing/report...Quality &amp; relevance of ATO briefing/report</i>	-	-	70%	33	76%	17
Overall quality of event itself	84%	38	83%	150	80%	102
Quality & relevance of any contacts made	89%	38	80%	150	78%	102
Quality & relevance of info obtained	79%	38	71%	150	71%	102
Quality & profile of UK delegation	-	-	73%	150	65%	102
Scoring 4-5 out of 5 for all elements rated	50%	38	33%	150	33%	102
Not scoring 4-5 for any elements	0%	38	3%	150	3%	102

\* 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 = 76%)		Outward Missions (A09 = 67%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the visit/mission	77%	96	56%	32
<i>If attended as part of group...</i> Organisation of the practical arrangements	90%	20	91%	32
Quality & relevance of any contacts made	71%	96	59%	32
Quality & relevance of info obtained	77%	96	-	-
Quality of activities arranged for the mission	-	-	78%	32
Scoring 4-5 out of 5 for all elements rated	51%	96	41%	32
Not scoring 4-5 for any elements	5%	96	6%	32

# Detailed Quality Ratings (EMRS)

Quality Ratings	EMRS (A09 = 89%)	
	Scoring 4-5	Base
<i>If subsidised MR project...</i> Quality & relevance of export marketing research project	94%	31
EMRS advisor being impartial	88%	40
EMRS advisor being competent & knowledgeable	90%	40
EMRS advisor being able to communicate in clear & effective manner	93%	40
<i>If subsidised MR project...</i> Advice & assistance provided by EMRS advisor in selecting & managing consultant	81%	31
Quality & relevance of (other) advice or assistance provided by EMRS advisor	80%	40
Attitude & professionalism of EMRS advisor	95%	40
Scoring 4-5 out of 5 for all elements rated	58%	40
Not scoring 4-5 for any elements	0%	40

# Detailed Quality Ratings (ECR)

Quality Ratings	ECR (A09 = 92%)	
	Scoring 4-5	Base
Quality and relevance of info & advice	90%	41
Communications consultant being impartial	90%	41
Communications consultant being competent and knowledgeable	93%	41
Communications consultant being able to communicate in clear & effective manner	95%	41
Attitude & professionalism of communications consultant	95%	41
Scoring 4-5 out of 5 for all elements rated	78%	41
Not scoring 4-5 for any elements	0%	41

# Detailed Quality Ratings (OMIS)

Quality Ratings	OMIS Total (A09 = 75%)		CBBC OMIS (A09 = 78%)		Markets where A09 is...					
					High (80%+)		Medium (70-79%)		Low (<70%)	
	4-5	Base	4-5	Base	4-5	Base	4-5	Base	4-5	Base
<i>All except solely event organisation...</i> Quality & relevance of info & advice	71%	370	78%	23	90%	114	69%	157	49%	99
<i>All except solely event organisation...</i> Clarity & ease of understanding of info & advice	82%	370	91%	23	96%	114	81%	157	68%	99
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	62%	360	82%	22	81%	108	60%	159	45%	93
Communications between your business & main access point	81%	380	67%	24	89%	116	77%	163	77%	101
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	75%	234	71%	21	91%	76	68%	92	67%	66
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	80%	338	74%	23	91%	104	79%	141	71%	93
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	86%	338	83%	23	97%	104	84%	141	75%	93
<i>If had event organised for them...</i> Organisation of arrangements for event	93%	133	71%	7	93%	43	95%	64	88%	26
Scoring 4-5 out of 5 for all elements rated	41%	380	38%	24	59%	116	36%	163	31%	101
Not scoring 4-5 for any elements	2%	380	0%	24	0%	116	3%	163	3%	101

# 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 = 59%)	
	Scoring 4-5	Base
Quality & relevance of info in web summary	56%	289
Clarity & ease of understanding of info in web summary	67%	289
Level of detail provided in web summary	46%	289
Ease of use & navigation of website (in terms of finding the business opportunities area)	64%	289
<i>If contact from embassy...</i> Quality & relevance of info provided by staff at the post	55%	266
<i>If contact from embassy...</i> Clarity & ease of understanding of info provided by staff at the post	64%	266
<i>If contact from embassy...</i> Level of detail provided by staff at the post	54%	266
<i>If contact from embassy...</i> Speed of response by staff at the post	65%	266
Scoring 4-5 out of 5 for all elements rated	16%	289
Not scoring 4-5 for any elements	7%	289

# Detailed Quality Ratings (Webinars)

Quality Ratings	Webinars (A09 = 82%)	
	Scoring 4-5	Base
Speakers being competent & knowledgeable	91%	80
Speakers being able to communicate in clear & effective manner	86%	80
Quality & relevance of presentations of presentations	68%	80
Ease of installing software & logging on	88%	80
Reliability & quality of webinar streaming (i.e. audio & visuals)	83%	80
Ease of using system during webinar (e.g. asking questions, etc)	75%	80
Scoring 4-5 out of 5 for all elements rated	40%	80
Not scoring 4-5 for any elements	0%	80

# 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) – 77%
  - Time it would take to received the report (25% weight) – 76%
  - Cost of using the OMIS service (25% weight) – 89%

*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>	380	79	123	171
Firms scoring against B09	81%	80%	84%	80%

# 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) – 75%

*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>	109	31	45	31
Firms scoring against RME	75%	87%	64%	77%

# Building Client Relationships Measure (OMIS)

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## **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>	380	79	123	171
Scoring against Building Client Relationships measure	75%	68%	76%	77%

# Overall Satisfaction – Measure B10

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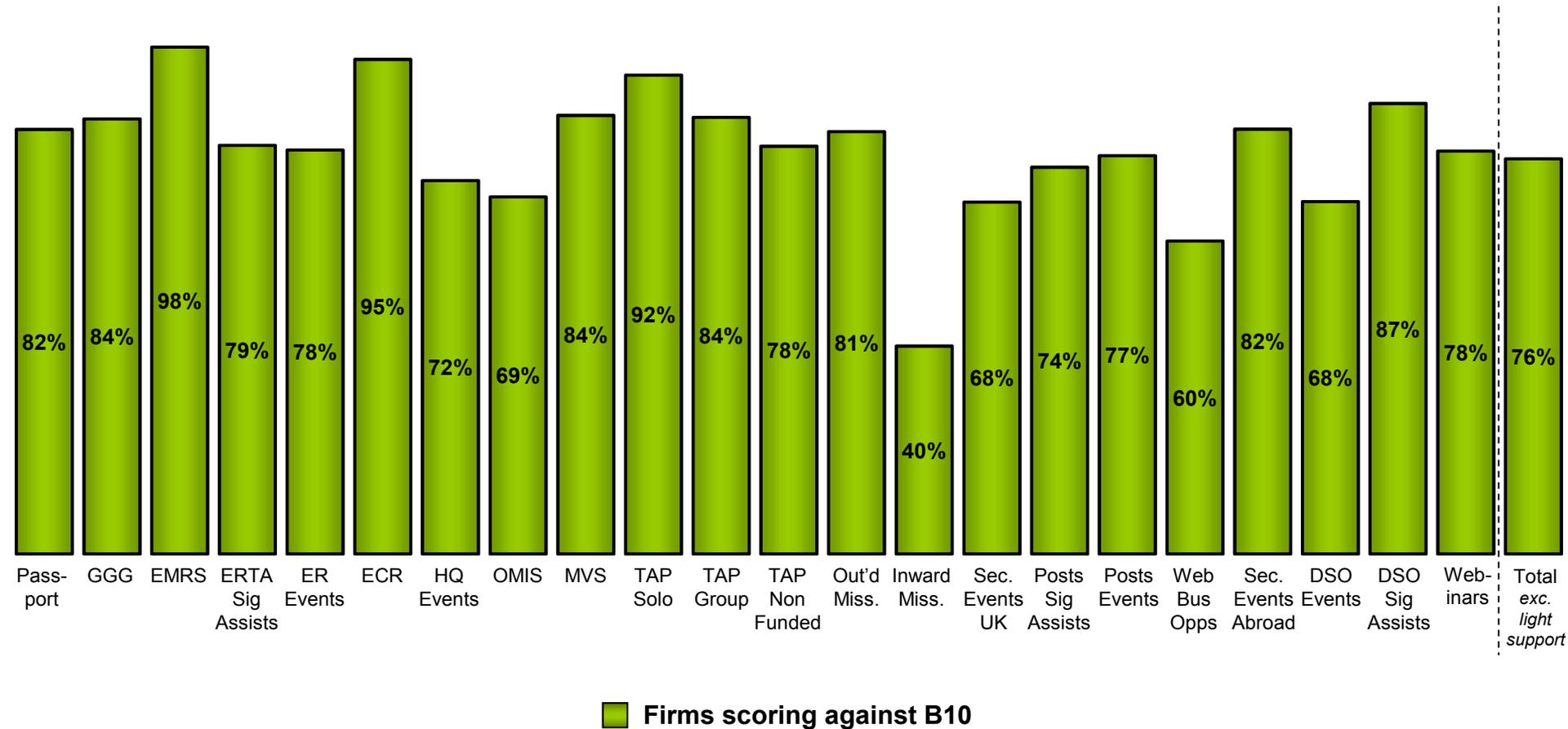
Overall Satisfaction  
(B10)

## 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) – 76%

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

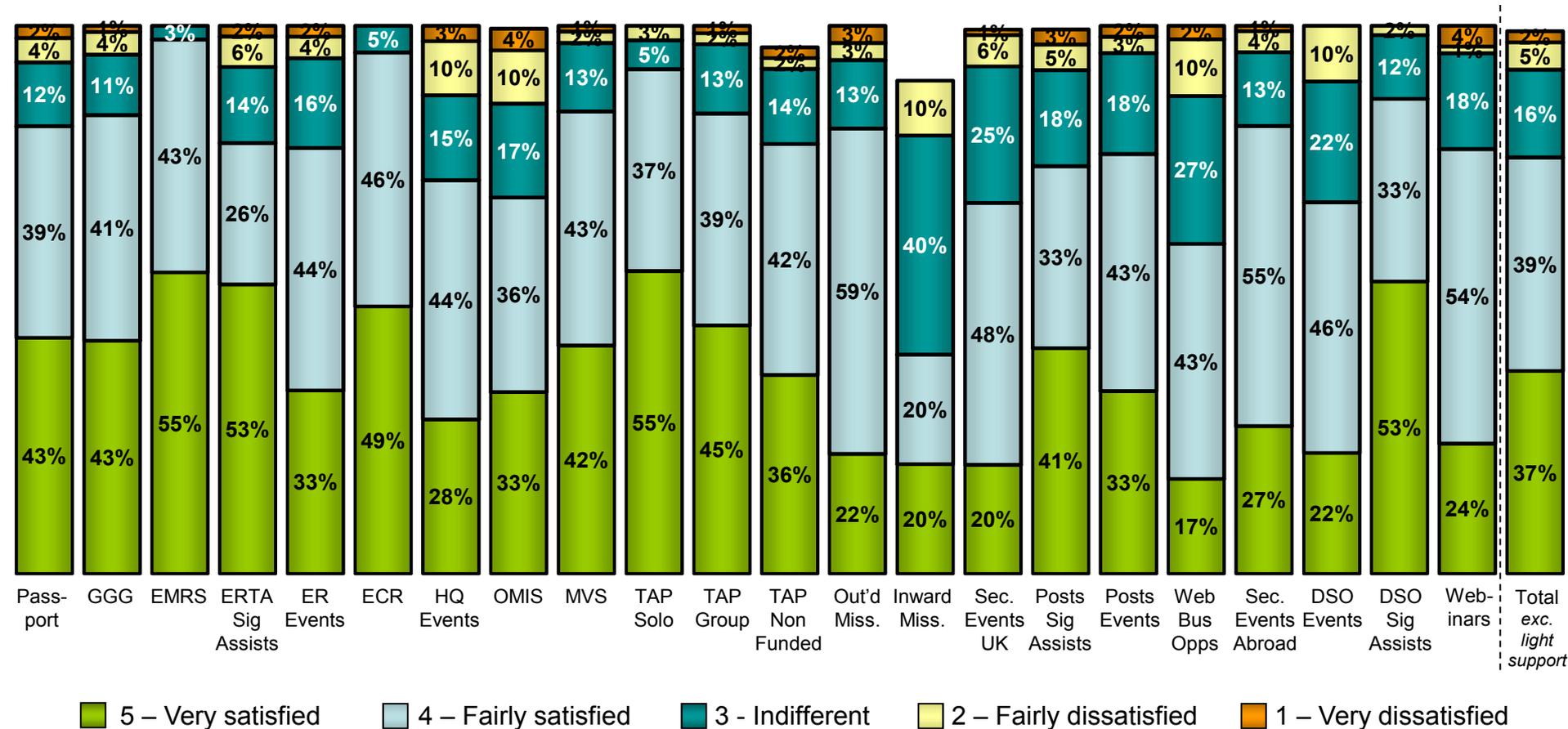
# Overall Satisfaction – Measure B10



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Overall Satisfaction – Detailed Ratings

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



Base: All respondents (Base, Don't Know/Can't Remember) - Passport (360, 0%), GGG (362, 0%), EMRS (40, 0%), ERTA (360, 0%), ER Events (305, 0%), ECR (41, 0%), HQ Events (71, 0%), OMIS (380, 1%), MVS (96, 0%), TAP Solo (38, 0%), TAP Group (150, 0%), TAP Non Funded (102, 4%), Outward Missions (32, 0%), Inward Missions (10, 10%), Sector Events UK (297, 1%), Posts Sig Assists (617, 1%), Posts Events (201, 0%), Website Bus Opps (289, 0%), Sector Events Abroad (104, 0%), DSO Events (59, 0%), DSO Sig Assists (60, 0%), Webinars (80, 0%), Total excl. light support (3714, 0%)

# Improved Business Performance

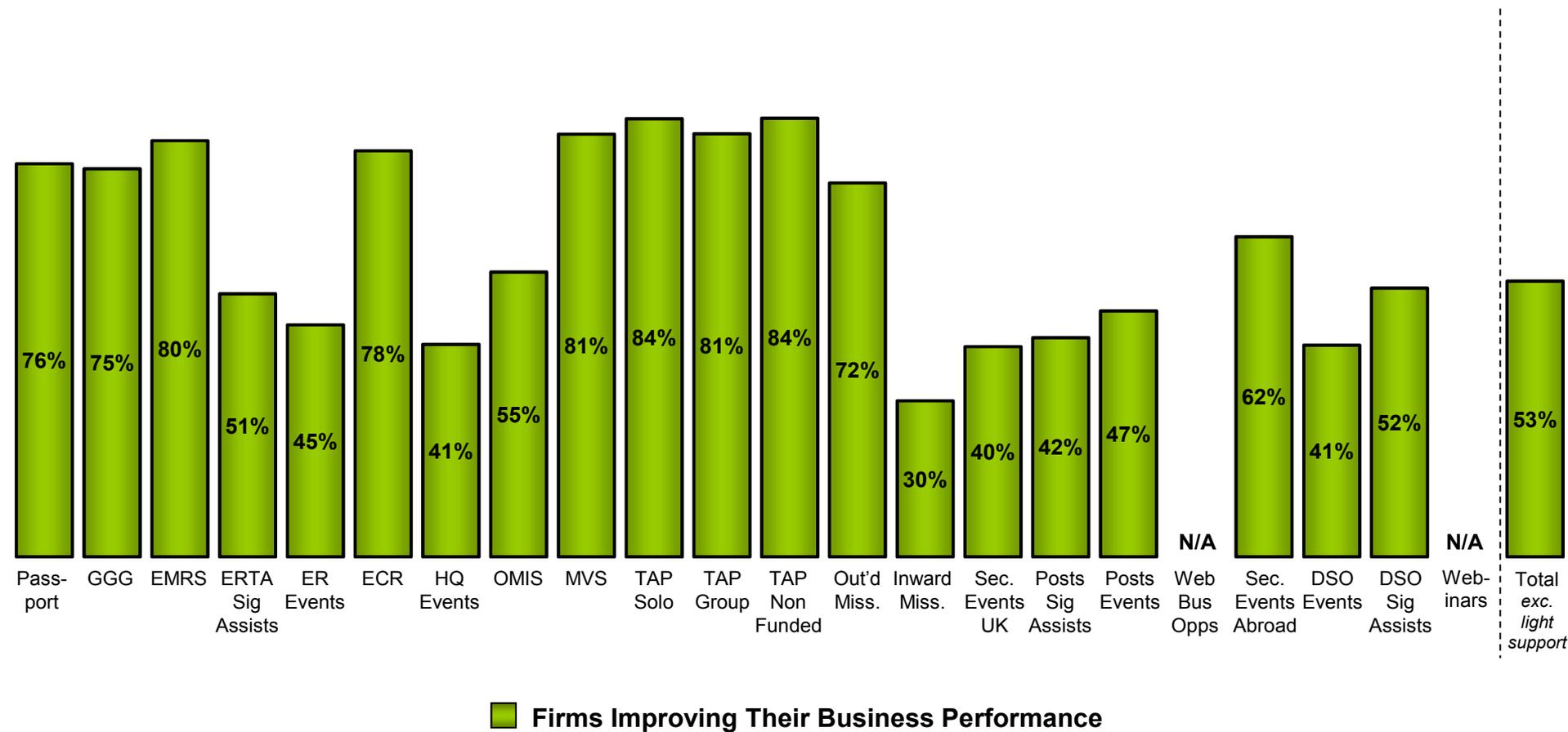
Improved Business  
Performance

## **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) – 60%
- 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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Total excl. light support (3714)

# Increased Skills – Measure A81

Increased Skills (A81)

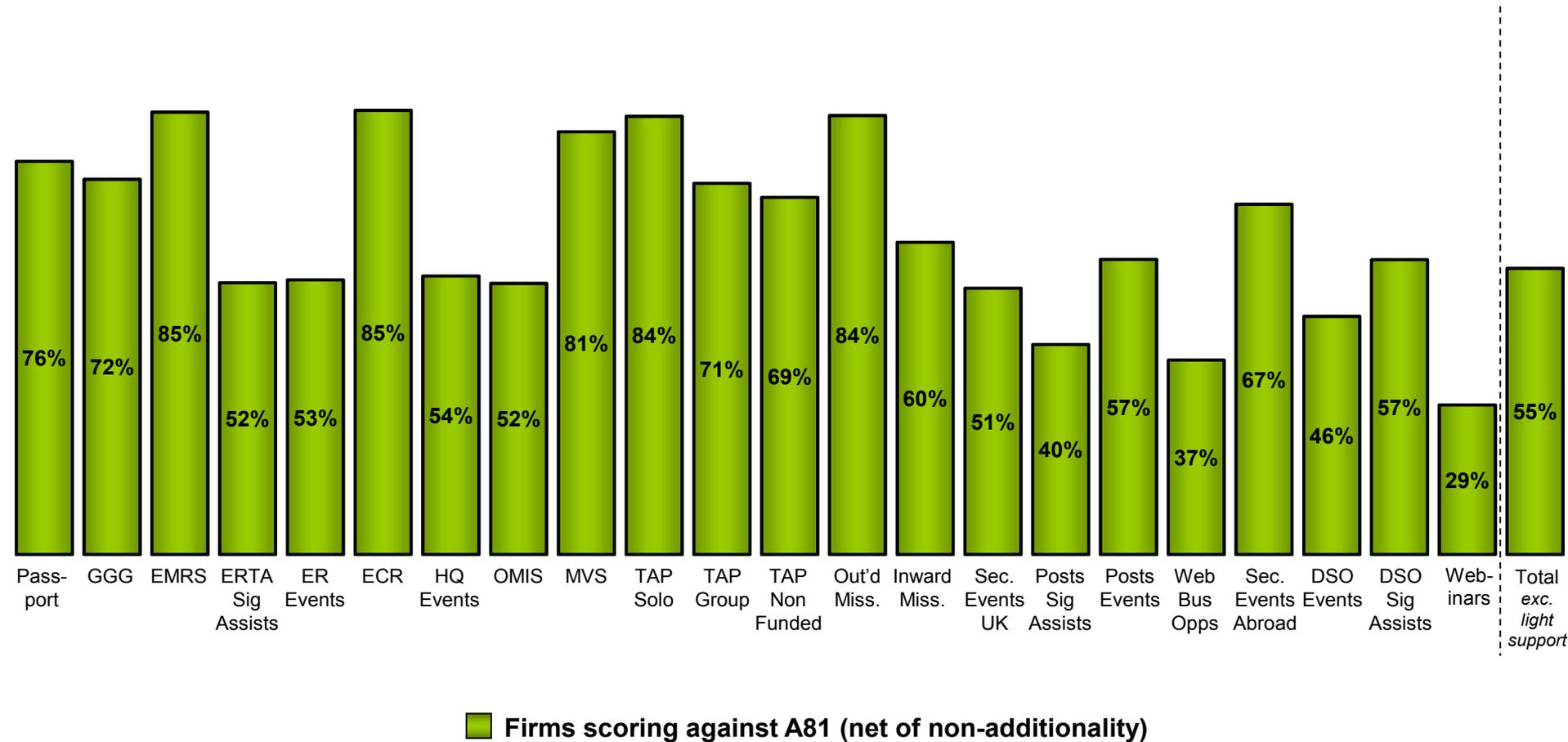
## **Firms scoring '4' or '5' on a 5-point scale for...**

- Improved your knowledge of the competitive environment in an overseas market (D2i) – 40%
- Or, gained new ideas about products, services, techniques or technologies (D2k) – 25%
- Or, improved your overseas marketing strategy (D2o) – 37%
- Or, improved your marketing research skills (D2u) (EMRS only) – 50%

**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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Increased Skills – Top Impacts

Service	A81	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	76%	Improved overseas marketing strategy (66%)	Improved knowledge of competitive envt in overseas mkt (55%)
GGG	72%	Improved overseas marketing strategy (57%)	Improved knowledge of competitive envt in overseas mkt (47%)
EMRS	85%	Improved knowledge of competitive envt in overseas mkt (75%)	Improved overseas marketing strategy (60%)
ERTA Significant Assists	52%	Improved overseas marketing strategy (38%)	Improved knowledge of competitive envt in overseas mkt (35%)
ER Events	53%	Improved overseas marketing strategy (39%)	Improved knowledge of competitive envt in overseas mkt (32%)
ECR	85%	Improved overseas marketing strategy (83%)	Improved knowledge of competitive envt in overseas mkt (37%)
HQ Events	54%	Improved knowledge of competitive envt in overseas mkt (41%)	Improved overseas marketing strategy (32%)
OMIS	52%	Improved knowledge of competitive envt in overseas mkt (38%)	Improved overseas marketing strategy (37%)
MVS	81%	Improved knowledge of competitive envt in overseas mkt (65%)	Improved overseas marketing strategy (53%)
TAP Solo	84%	Improved knowledge of competitive envt in overseas mkt (71%)	Improved overseas marketing strategy (55%)
TAP Group	71%	Improved knowledge of competitive envt in overseas mkt (57%)	Improved overseas marketing strategy (51%)
TAP Non Funded	69%	Improved knowledge of competitive envt in overseas mkt (49%)	Improved overseas marketing strategy (46%)
Outward Missions	84%	Improved knowledge of competitive envt in overseas mkt (72%)	Improved overseas marketing strategy (53%)
Inward Missions	60%	Gained new ideas (60%)	Improved knowledge of competitive envt in overseas mkt (50%)
Sector Events UK	51%	Improved knowledge of competitive envt in overseas mkt (33%)	Gained new ideas (28%)
Posts Significant Assists	40%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (27%)
Posts Events	57%	Improved knowledge of competitive envt in overseas mkt (40%)	Improved overseas marketing strategy (36%)
Website Business Opps	37%	Improved knowledge of competitive envt in overseas mkt (29%)	Improved overseas marketing strategy (21%)
Sector Events Abroad	67%	Improved knowledge of competitive envt in overseas mkt (55%)	Improved overseas marketing strategy (45%)
DSO Events	46%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (22%)
DSO Significant Assists	57%	Improved knowledge of competitive envt in overseas mkt (42%)	Improved overseas marketing strategy (42%)
Webinars	29%	Improved knowledge of competitive envt in overseas mkt (23%)	Improved overseas marketing strategy (11%)

# Changed Behaviour – Measure A83

Changed  
Behaviour (A83)

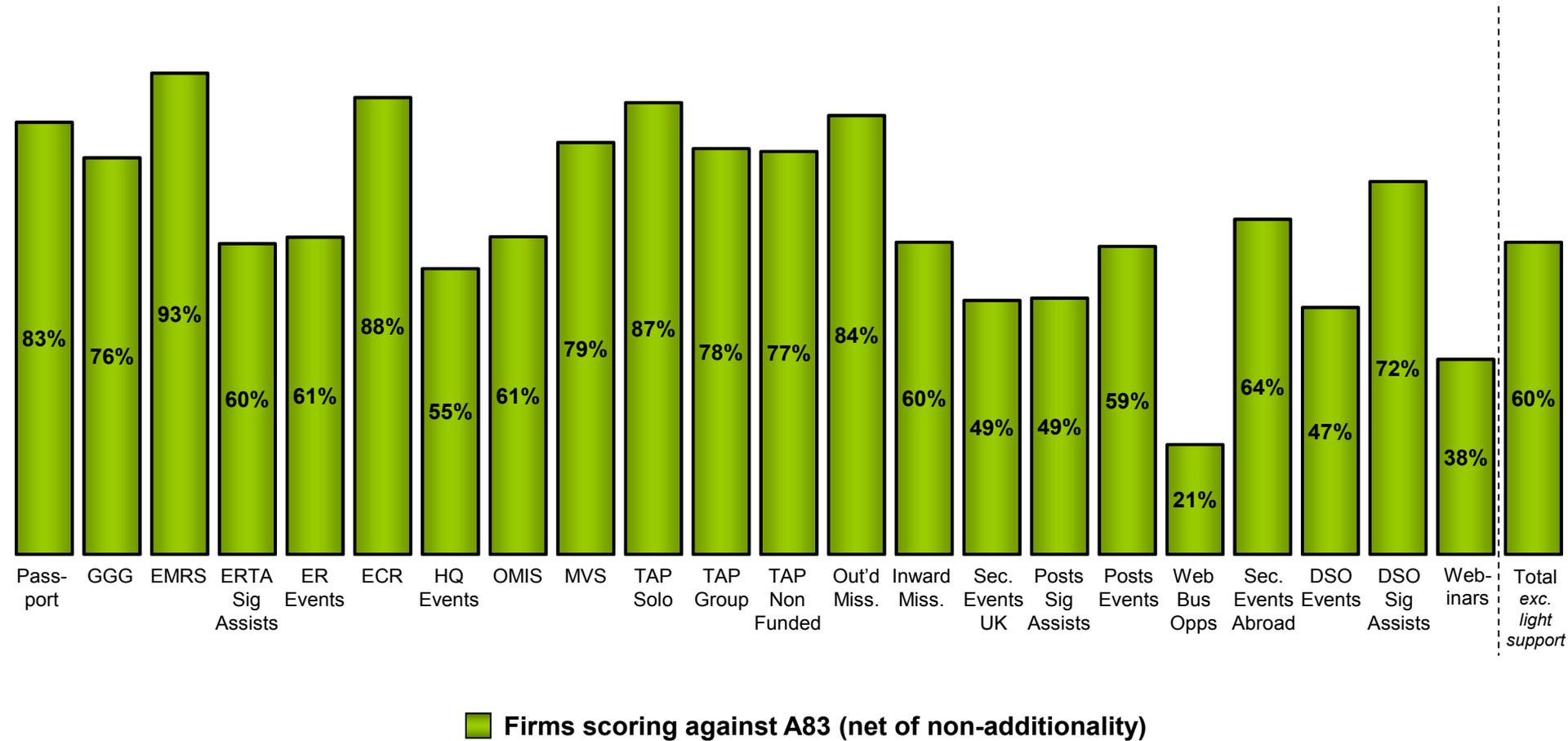
## Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones (D2l) – 28%
- Or, made improvements to your new product development strategy (D2t) – 28%
- Or, improved the way you do business in an overseas market (D2n) – 37%
- Or, improved your overseas marketing strategy (D2o) – 37%
- Or, gained the confidence to either explore a new market or expand in an existing one (D2h) – 43%

**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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Changed Behaviour – Top Impacts

Service	A83	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	83%	Confidence to explore new/expand in existing markets (68%)	Improved your overseas marketing strategy (66%)
GGG	76%	Confidence to explore new/expand in existing markets (59%)	Improved your overseas marketing strategy (57%)
EMRS	93%	Confidence to explore new/expand in existing markets (78%)	Improved the way you do business in overseas markets (68%)
ERTA Significant Assists	60%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (40%)
ER Events	61%	Improved the way you do business in overseas markets (42%)	Confidence to explore new/expand in existing markets (40%)
ECR	88%	Improved your overseas marketing strategy (83%)	Confidence to explore new/expand in existing markets (63%)
HQ Events	55%	Confidence to explore new/expand in existing markets (35%)	Improved your overseas marketing strategy (32%)
OMIS	61%	Confidence to explore new/expand in existing markets (44%)	Improved your overseas marketing strategy (37%)
MVS	79%	Confidence to explore new/expand in existing markets (63%)	Improved your overseas marketing strategy (53%)
TAP Solo	87%	Confidence to explore new/expand in existing markets (68%)	Improved your overseas marketing strategy (55%)
TAP Group	78%	Confidence to explore new/expand in existing markets (62%)	Improved your overseas marketing strategy (51%)
TAP Non Funded	77%	Confidence to explore new/expand in existing markets (49%)	Made improvements to products or services (49%)
Outward Missions	84%	Made improvements to products or services (59%)	Confidence to explore new/expand in existing markets (53%)
Inward Missions	60%	Made improvements to products or services (50%)	Confidence to explore new/expand in existing markets (50%)
Sector Events in the UK	49%	Confidence to explore new/expand in existing markets (33%)	Improved your overseas marketing strategy (28%)
Posts Significant Assists	49%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (30%)
Posts Events	59%	Confidence to explore new/expand in existing markets (36%)	Improved your overseas marketing strategy (36%)
Website Business Opps	21%	Improved your overseas marketing strategy (21%)	-
Sector Events Abroad	64%	Improved your overseas marketing strategy (45%)	Confidence to explore new/expand in existing markets (43%)
DSO Events	47%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (29%)
DSO Significant Assists	72%	Confidence to explore new/expand in existing markets (53%)	Improved the way you do business in overseas markets (45%)
Webinars	38%	Confidence to explore new/expand in existing markets (24%)	Improved the way you do business in overseas markets (14%)

# Increased Innovation – Measure A04

Increased  
Innovation (A04)

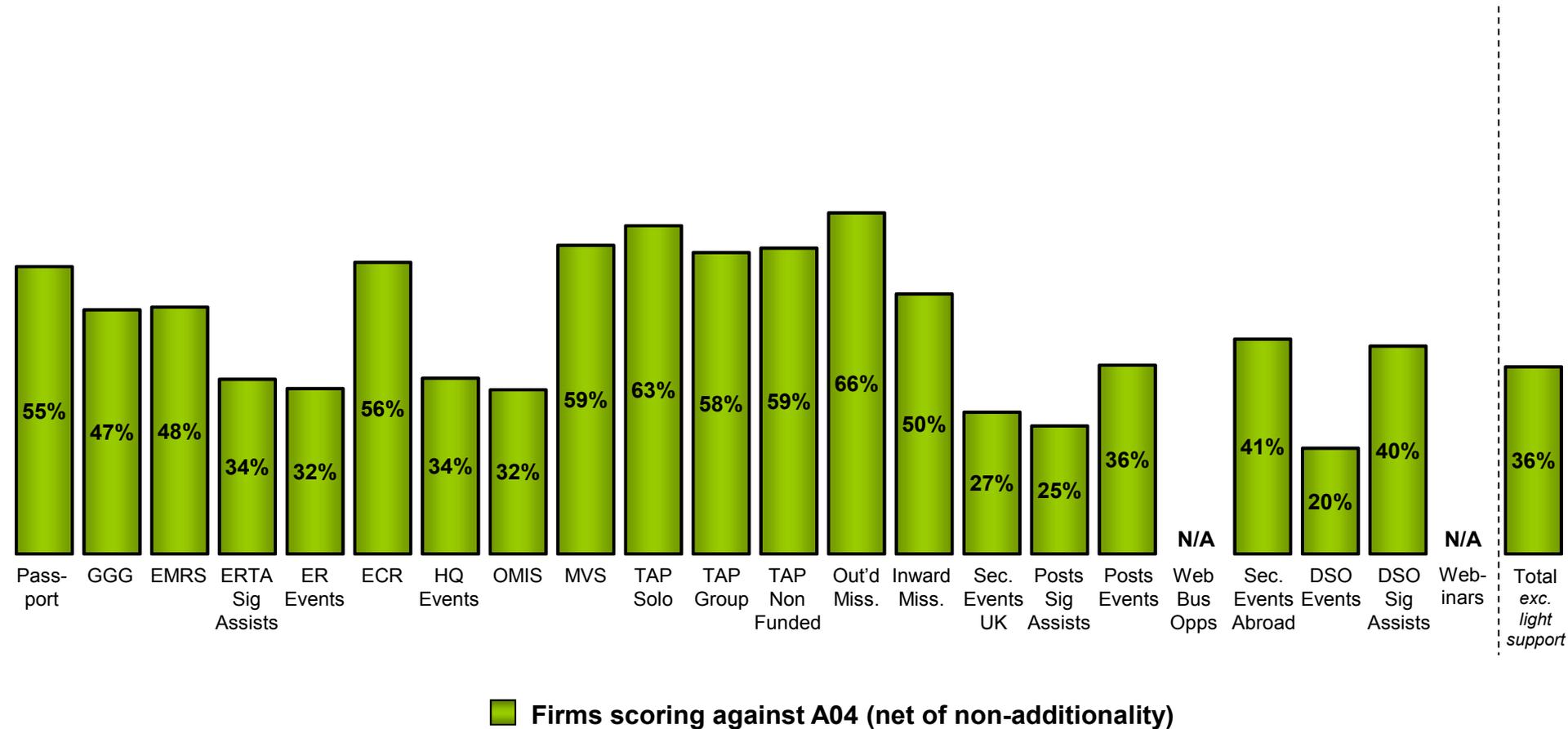
## Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones (D2I) – 28%
- Or, made improvements to your new product development strategy (D2t) – 28%

**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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Total exc. light support (3714)

# Increased Innovation – Top Impacts

Service	A04	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	55%	Made improvements to NPD strategy (45%)	Made improvements to products or services (43%)
GGG	47%	Made improvements to NPD strategy (38%)	Made improvements to products or services (35%)
EMRS	48%	Made improvements to products or services (40%)	Made improvements to NPD strategy (40%)
ERTA Significant Assists	34%	Made improvements to NPD strategy (26%)	Made improvements to products or services (24%)
ER Events	32%	Made improvements to NPD strategy (29%)	Made improvements to products or services (20%)
ECR	56%	Made improvements to NPD strategy (46%)	Made improvements to products or services (44%)
HQ Events	34%	Made improvements to NPD strategy (28%)	Made improvements to products or services (24%)
OMIS	32%	Made improvements to NPD strategy (24%)	Made improvements to products or services (21%)
MVS	59%	Made improvements to products or services (52%)	Made improvements to NPD strategy (45%)
TAP Solo	63%	Made improvements to products or services (50%)	Made improvements to NPD strategy (45%)
TAP Group	58%	Made improvements to products or services (51%)	Made improvements to NPD strategy (50%)
TAP Non Funded	59%	Made improvements to products or services (49%)	Made improvements to NPD strategy (42%)
Outward Missions	66%	Made improvements to products or services (59%)	Made improvements to NPD strategy (53%)
Inward Missions	50%	Made improvements to products or services (50%)	Made improvements to NPD strategy (40%)
Sector Events UK	27%	Made improvements to NPD strategy (23%)	Made improvements to products or services (20%)
Posts Significant Assists	25%	Made improvements to products or services (20%)	Made improvements to NPD strategy (17%)
Posts Events	36%	Made improvements to products or services (25%)	Made improvements to NPD strategy (25%)
Sector Events Abroad	41%	Made improvements to NPD strategy (31%)	Made improvements to products or services (31%)
DSO Events	20%	Made improvements to products or services (19%)	Made improvements to NPD strategy (15%)
DSO Significant Assists	40%	Made improvements to products or services (32%)	Made improvements to NPD strategy (32%)

# Improved Overseas Approach – Measure A93

Improved Overseas  
Approach (A93)

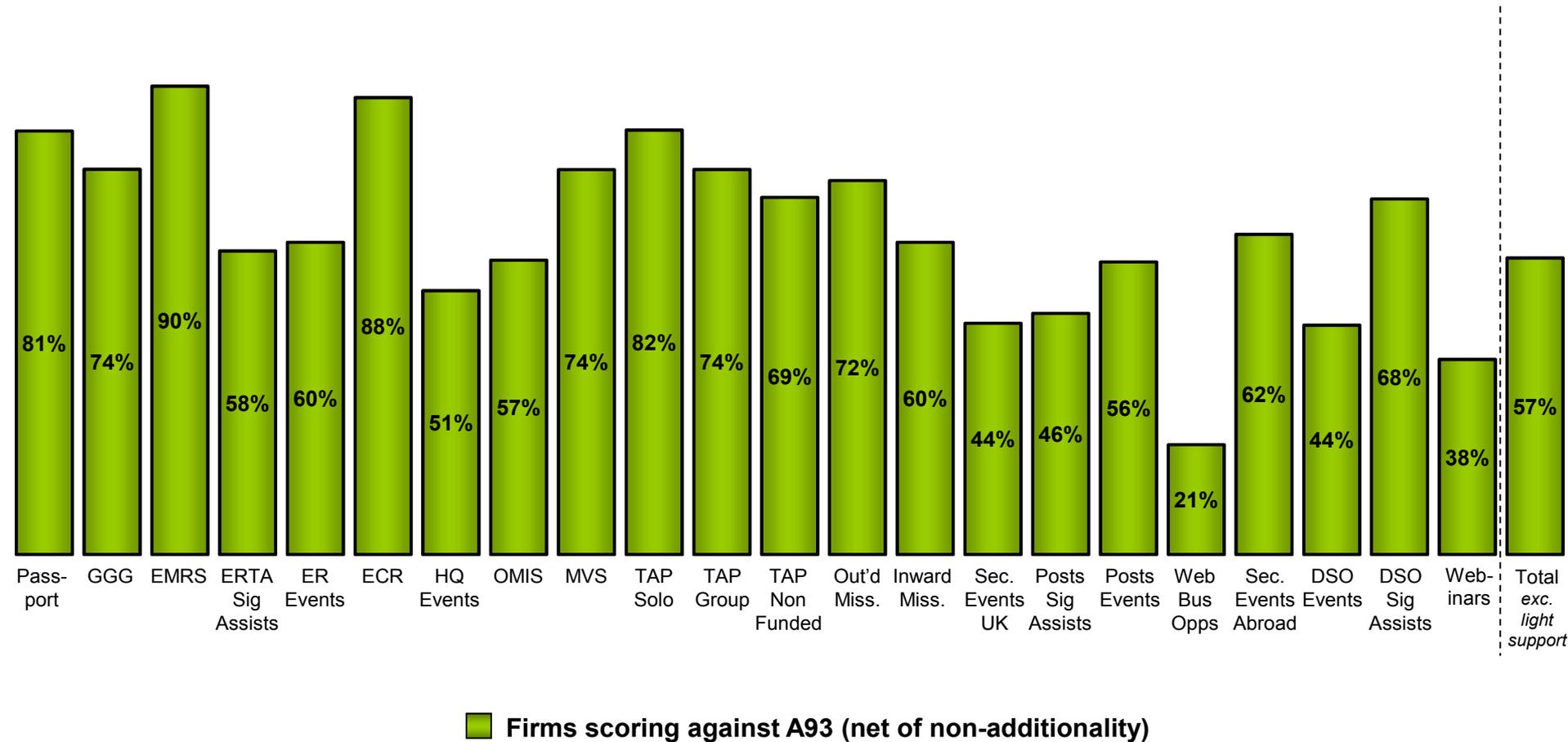
## Firms scoring '4' or '5' on a 5-point scale for...

- Improved the way you do business in an overseas market (D2n) – 37%
- Or, improved your overseas marketing strategy (D2o) – 37%
- Or, gained the confidence to either explore a new market or expand in an existing one (D2h) – 43%

**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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Improved Overseas Approach – Top Impacts

Service	A93	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	81%	Confidence to explore new/expand in existing markets (68%)	Improved your overseas marketing strategy (66%)
GGG	74%	Confidence to explore new/expand in existing markets (59%)	Improved your overseas marketing strategy (57%)
EMRS	90%	Confidence to explore new/expand in existing markets (78%)	Improved the way you do business in overseas markets (68%)
ERTA Significant Assists	58%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (40%)
ER Events	60%	Improved the way you do business in overseas markets (42%)	Confidence to explore new/expand in existing markets (40%)
ECR	88%	Improved your overseas marketing strategy (83%)	Confidence to explore new/expand in existing markets (63%)
HQ Events	51%	Confidence to explore new/expand in existing markets (35%)	Improved your overseas marketing strategy (32%)
OMIS	57%	Confidence to explore new/expand in existing markets (44%)	Improved your overseas marketing strategy (37%)
MVS	74%	Confidence to explore new/expand in existing markets (63%)	Improved your overseas marketing strategy (53%)
TAP Solo	82%	Confidence to explore new/expand in existing markets (68%)	Improved your overseas marketing strategy (55%)
TAP Group	74%	Confidence to explore new/expand in existing markets (62%)	Improved your overseas marketing strategy (51%)
TAP Non Funded	69%	Confidence to explore new/expand in existing markets (49%)	Improved your overseas marketing strategy (46%)
Outward Missions	72%	Confidence to explore new/expand in existing markets (53%)	Improved your overseas marketing strategy (53%)
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	44%	Confidence to explore new/expand in existing markets (33%)	Improved your overseas marketing strategy (28%)
Posts Significant Assists	46%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (30%)
Posts Events	56%	Confidence to explore new/expand in existing markets (36%)	Improved your overseas marketing strategy (36%)
Website Business Opps	21%	Improved your overseas marketing strategy (21%)	-
Sector Events Abroad	62%	Improved your overseas marketing strategy (45%)	Confidence to explore new/expand in existing markets (43%)
DSO Events	44%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (29%)
DSO Significant Assists	68%	Confidence to explore new/expand in existing markets (53%)	Improved the way you do business in overseas markets (45%)
Webinars	38%	Confidence to explore new/expand in existing markets (24%)	Improved the way you do business in overseas markets (14%)

# Increased R&D – Measure AR&D

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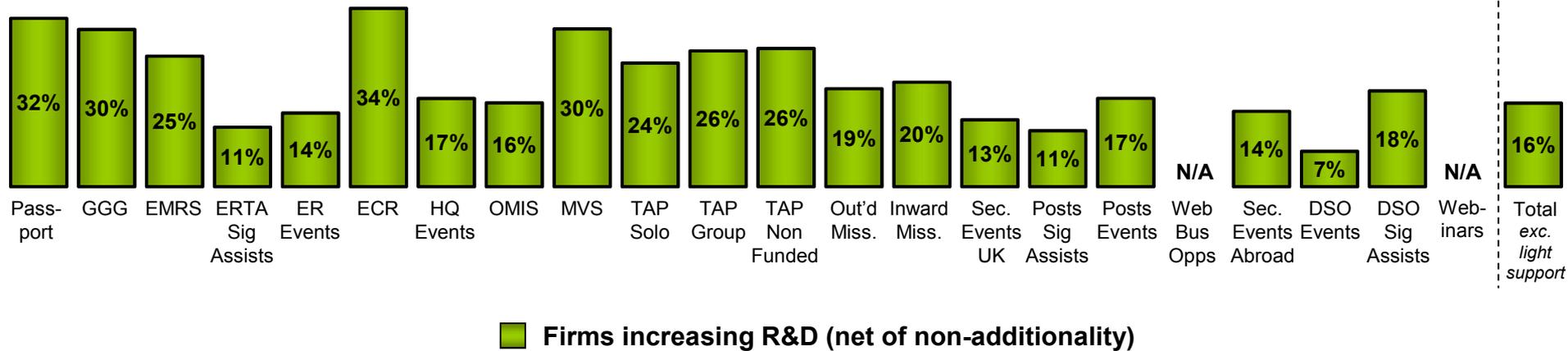
Increased R&D  
(AR&D)

## **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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Total excl. light support (3714)

# 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>	1638	467	353	505	532
Increased R&D	11%	18%	27%	25%	23%

# Barriers To Market Access Overcome – Measure A92

Barriers  
Overcome (A92)

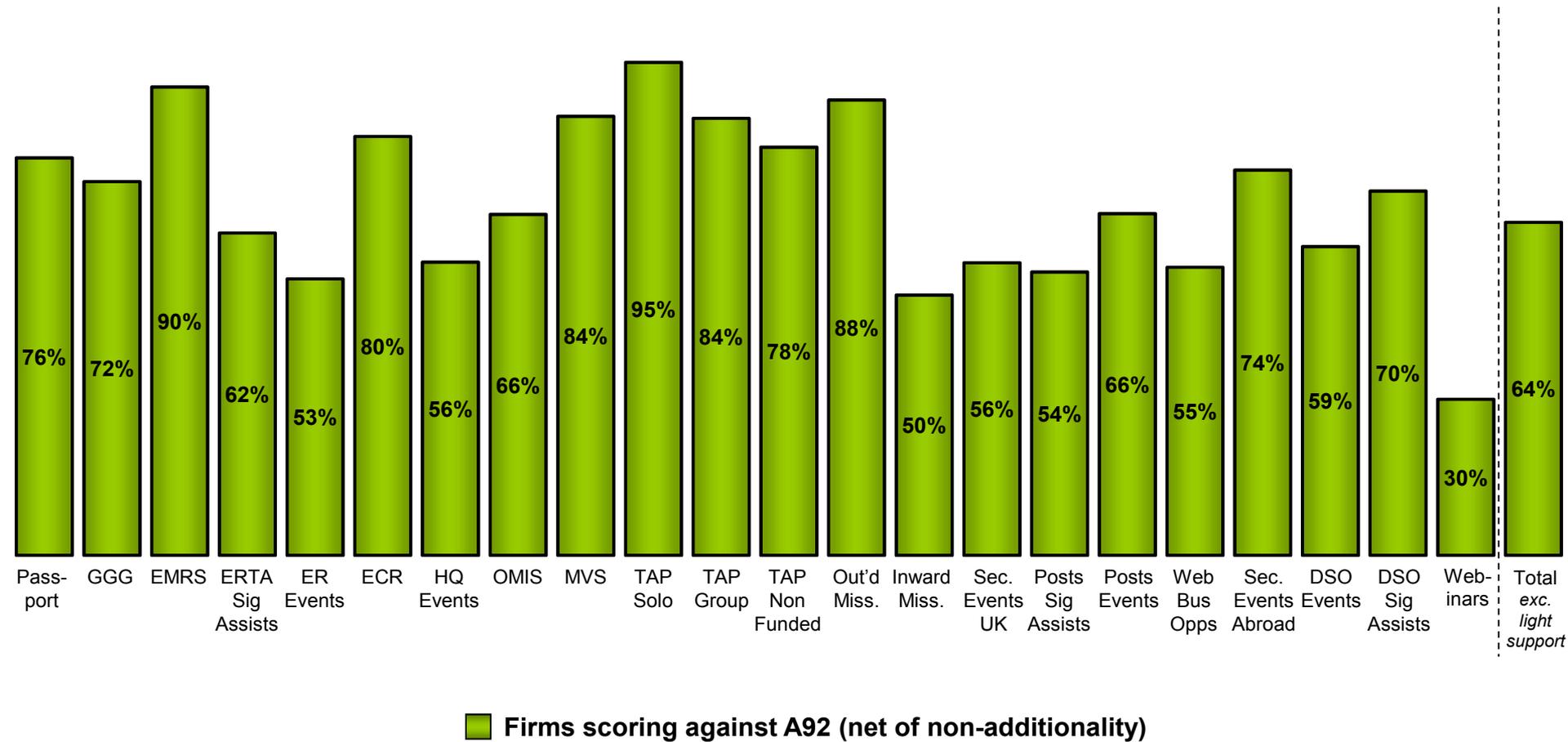
## Firms scoring '4' or '5' on a 5-point scale for...

- Gained access to prospective customers or business partners (D2a) – 47%
- Or, gained access to information that you would otherwise have been unable to come by (D2e) – 46%
- Or, improved your company's profile or credibility (D2c) – 42%
- 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*) – 14%

**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 (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# Barriers To Market Access Overcome – Top Impacts

Service	A92	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	76%	Access to information otherwise unable to come by (61%)	Access to prospective customers or business partners (58%)
GGG	72%	Access to information otherwise unable to come by (54%)	Access to prospective customers or business partners (54%)
EMRS	90%	Access to prospective customers or business partners (80%)	Improved your company's profile or credibility (73%)
ERTA Significant Assists	62%	Access to information otherwise unable to come by (52%)	Access to prospective customers or business partners (40%)
ER Events	53%	Access to information otherwise unable to come by (40%)	Access to prospective customers or business partners (27%)
ECR	80%	Improved your company's profile or credibility (71%)	Access to information otherwise unable to come by (51%)
HQ Events	56%	Access to information otherwise unable to come by (44%)	Access to prospective customers or business partners (39%)
OMIS	66%	Access to prospective customers or business partners (53%)	Access to information otherwise unable to come by (45%)
MVS	84%	Access to prospective customers or business partners (78%)	Access to information otherwise unable to come by (65%)
TAP Solo	95%	Access to prospective customers or business partners (89%)	Improved your company's profile or credibility (82%)
TAP Group	84%	Access to prospective customers or business partners (81%)	Improved your company's profile or credibility (72%)
TAP Non Funded	78%	Access to prospective customers or business partners (69%)	Improved your company's profile or credibility (66%)
Outward Missions	88%	Improved your company's profile or credibility (69%)	Access to prospective customers or business partners (66%)
Inward Missions	50%	Access to prospective customers or business partners (40%)	Improved your company's profile or credibility (40%)
Sector Events UK	56%	Access to information otherwise unable to come by (41%)	Access to prospective customers or business partners (39%)
Posts Significant Assists	54%	Access to information otherwise unable to come by (38%)	Access to prospective customers or business partners (36%)
Posts Events	66%	Access to prospective customers or business partners (46%)	Improved your company's profile or credibility (45%)
Website Business Opps	55%	Access to information otherwise unable to come by (43%)	Access to prospective customers or business partners (40%)
Sector Events Abroad	74%	Access to prospective customers or business partners (62%)	Improved your company's profile or credibility (54%)
DSO Events	59%	Access to prospective customers or business partners (39%)	Access to information otherwise unable to come by (37%)
DSO Significant Assists	70%	Improved your company's profile or credibility (53%)	Access to prospective customers or business partners (50%)
Webinars	30%	Access to information otherwise unable to come by (26%)	Improved your company's profile or credibility (11%)

# £ 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>	<b>3714</b>	<b>3595</b>	360	362	40	360	140	41	71	380	96	38
Mean additional profit (£)	<b>205k</b>	<b>206k</b>	189k	139k	73k	303k	528k	183k	138k	169k	141k	58k
Median additional profit (£)	<b>0</b>	<b>0</b>	21k	23k	9k	0	0	16k	0	1k	11k	12k
% reporting any positive £ benefit	<b>41%</b>	<b>41%</b>	67%	60%	60%	41%	36%	63%	39%	45%	59%	76%
% reporting zero £ benefit	<b>43%</b>	<b>42%</b>	22%	26%	25%	42%	41%	15%	49%	43%	25%	13%
% unable/unwilling to estimate £ benefit	<b>17%</b>	<b>17%</b>	11%	13%	15%	17%	23%	22%	11%	12%	16%	11%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	<b>28k</b>	<b>28k</b>	44k	52k	32k	20k	20k	25k	56k	49k	20k	15k

	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>	150	102	32	10	297	617	201	289	104	59	60	-
Mean additional profit (£)	90k	106k	96k	10k	144k	274k	149k	116k	110k	268k	90k	-
Median additional profit (£)	10k	8k	5k	0	0	0	0	0	5k	0	0	-
% reporting any positive £ benefit	67%	57%	59%	20%	32%	28%	35%	31%	57%	29%	30%	-
% reporting zero £ benefit	22%	24%	19%	60%	48%	55%	45%	55%	29%	47%	43%	-
% unable/unwilling to estimate £ benefit	11%	20%	22%	20%	19%	17%	19%	13%	14%	24%	27%	-
<i>Median additional profit (£) among those reporting positive £ benefit</i>	20k	25k	10k	40k	18k	38k	28k	44k	27k	100k	123k	-





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

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

	Number of Big Wins (£3m+)					% of all <i>'big wins'</i> accounted for by each scheme	% of all <i>interviews</i> accounted for by each scheme
	PIMS 32	PIMS 33	PIMS 34	PIMS 35	Total		
Passport	0	1	2	0	<b>3</b>	9%	10%
ERTA	2	1	1	0	<b>4</b>	12%	10%
ER Events (excluding <½ day)	0	0	0	1	<b>1</b>	3%	4%
ECR	0	1	0	0	<b>1</b>	3%	1%
HQ Events	0	1	0	0	<b>1</b>	3%	2%
OMIS	3	2	0	0	<b>5</b>	15%	10%
MVS	0	0	1	0	<b>1</b>	3%	3%
TAP Group	0	1	0	0	<b>1</b>	3%	4%
Sector Events UK	2	1	0	0	<b>3</b>	9%	8%
Posts Significant Assists	2	1	1	3	<b>7</b>	21%	17%
Post Events	0	1	0	2	<b>3</b>	9%	5%
Sector Events Abroad	0	0	0	1	<b>1</b>	3%	3%
DSO Events	0	0	1	0	<b>1</b>	3%	2%
UKIBC Significant Assists	1	1	0	0	<b>2</b>	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%	4	2%	1%
0-9	11	32%	51	30%	43%
10-99	8	24%	73	43%	38%
100-249	7	21%	22	13%	8%
250+	6	18%	19	11%	7%
Innovative	31	91%	157	92%	87%
Innovative (alternative)	26	76%	122	71%	65%
Not yet exporting	7	21%	19	11%	10%
Exporting less than 2 years	4	12%	34	20%	15%
Exporting 2-10 years	11	32%	56	33%	36%
Exporting more than 10 years	12	35%	61	36%	39%
Planning substantial growth	25	74%	113	66%	45%
Planning moderate growth	7	21%	50	29%	46%
Not planning to grow	0	0%	2	1%	5%
Not yet trading	2	6%	4	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’
Australia	1	3%
Austria	1	3%
Belgium	1	3%
Brazil	4	12%
Brunei	1	3%
Canada	1	3%
China	5	15%
Far East	2	6%
France	4	12%
Germany	3	9%
Holland	1	3%
Hong Kong	1	3%
India	7	21%
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%
New Zealand	1	3%
Oman	1	3%
Poland	1	3%
Russia	2	6%
Saudi Arabia	3	9%
Scandinavia	1	3%
Singapore	1	3%
South Africa	1	3%
South America	1	3%
Spain	3	9%
Sweden	2	6%
Taiwan	1	3%
Thailand	2	6%
Trinidad & Tobago	1	3%
United Arab Emirates	1	3%
USA	1	3%
Vietnam	1	3%
No particular market	2	6%

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 <sup>nd</sup> Strongest Impact
Passport	Gained confidence to explore/expand in existing market – A83 (83%)	Improved overseas marketing strategy – A81/A83 (79%)
GGG	Gained confidence to explore/expand in existing market – A83 (75%)	Improved overseas marketing strategy – A81/A83 (73%)
EMRS	Gained confidence to explore/expand in existing market – A83 (92%)	Gained access to prospective customers/partners – A92 (83%)
ERTA Sig. Assists	Gained access to info otherwise unable to come by – A92 (81%)	Gained confidence to explore/expand in existing market – A83 (70%)
ER Events	Improved the way you do business in overseas market – A83 (78%)	Gained access to info otherwise unable to come by – A92 (76%)
ECR	Improved overseas marketing strategy – A81/A83 (88%)	Improved your company's profile overseas – A92 (88%)
HQ Events	Gained access to info otherwise unable to come by – A92 (75%)	Gained access to prospective customers/partners – A92 (64%)
OMIS	Gained access to prospective customers/partners – A92 (81%)	Gained access to info otherwise unable to come by – A92 (67%)
MVS	Gained access to prospective customers/partners – A92 (91%)	Gained confidence to explore/expand in existing market – A83 (79%)
TAP Solo	Gained access to prospective customers/partners – A92 (93%)	Improved your company's profile overseas – A92 (86%)
TAP Group	Gained access to prospective customers/partners – A92 (93%)	Improved your company's profile overseas – A92 (83%)
TAP Non Funded	Gained access to prospective customers/partners – A92 (88%)	Improved your company's profile overseas – A92 (79%)
Outward Missions	Gained access to prospective customers/partners – A92 (84%)	Improved your knowledge of the competitive market – A81 (84%)
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 (71%)	Gained access to info otherwise unable to come by – A92 (66%)
Posts Sig. Assists	Gained access to prospective customers/partners – A92 (72%)	Gained access to info otherwise unable to come by – A92 (70%)
Posts Events	Gained access to prospective customers/partners – A92 (69%)	Improved overseas marketing strategy – A81/A83 (65%)
Website Bus Opps	Gained access to info otherwise unable to come by – A92 (81%)	Gained access to prospective customers/partners – A92 (70%)
Sector Events Abroad	Gained access to prospective customers/partners – A92 (81%)	Improved your company's profile overseas – A92 (73%)
DSO Events	Gained access to info otherwise unable to come by – A92 (59%)	Gained access to prospective customers/partners – A92 (53%)
DSO Sig. Assists	Gained access to prospective customers/partners – A92 (89%)	Gained confidence to explore/expand in existing market – A83 (83%)

# 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*)	£205,000	31,470	£6.5bn
Total (exc. light support & DSO)	£206,000	31,210	£6.4bn

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

# Total Additional Profit - Contribution

Additional profit (banded)	<i>Base (exc. light support)</i>	Mean additional profit	% of all firms	% of total UKTI £ benefit
Zero	1455	£0	43%	0%
Up to £10,000	445	£4,000	12%	0.3%
£10,001-£50,000	529	£25,000	13%	1.9%
£50,001-£100,000	196	£73,000	4%	1.9%
£100,001-£500,000	323	£231,000	7%	9.0%
More than £500,000	171	£3,456,000	4%	86.9%
Don't know refused	595	-	17%	-

# £ 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>	<b>3714</b>	<b>3592</b>	360	362	40	360	140	41	71	380	96	38
Mean additional sales (£)	<b>1,992k</b>	<b>1,999k</b>	1,329k	1,220k	587k	3,555k	3,780k	949k	948k	1,501k	1,262k	490k
Median additional sales (£)	<b>0</b>	<b>0</b>	136k	170k	63k	0	0	77k	0	4k	71k	66k
% reporting any positive £ benefit	<b>41%</b>	<b>41%</b>	67%	60%	60%	41%	36%	63%	39%	45%	59%	76%
% reporting zero £ benefit	<b>43%</b>	<b>42%</b>	22%	26%	25%	42%	41%	15%	49%	43%	25%	13%
% unable/unwilling to estimate £ benefit	<b>17%</b>	<b>17%</b>	11%	13%	15%	17%	23%	22%	11%	12%	16%	11%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	<b>192k</b>	<b>185k</b>	333k	384k	246k	125k	140k	174k	384k	303k	143k	98k

	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>	150	102	32	10	297	617	201	289	104	59	60	-
Mean additional sales (£)	625k	813k	704k	69k	1,077k	3,600k	1,193k	538k	474k	2,323k	637k	-
Median additional sales (£)	55k	52k	35k	0	0	0	0	0	35k	0	0	-
% reporting any positive £ benefit	67%	57%	59%	20%	32%	28%	35%	31%	57%	29%	30%	-
% reporting zero £ benefit	22%	24%	19%	60%	48%	55%	45%	55%	29%	47%	43%	-
% unable/unwilling to estimate £ benefit	11%	20%	22%	20%	19%	17%	19%	13%	14%	24%	27%	-
<i>Median additional sales (£) among those reporting positive £ benefit</i>	125k	171k	66k	275k	133k	258k	197k	246k	172k	667k	869k	-

# 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*)	£1,992,000	31,470	£62.7 billion
Total (exc. light support & DSO)	£1,999,000	31,210	£62.4 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

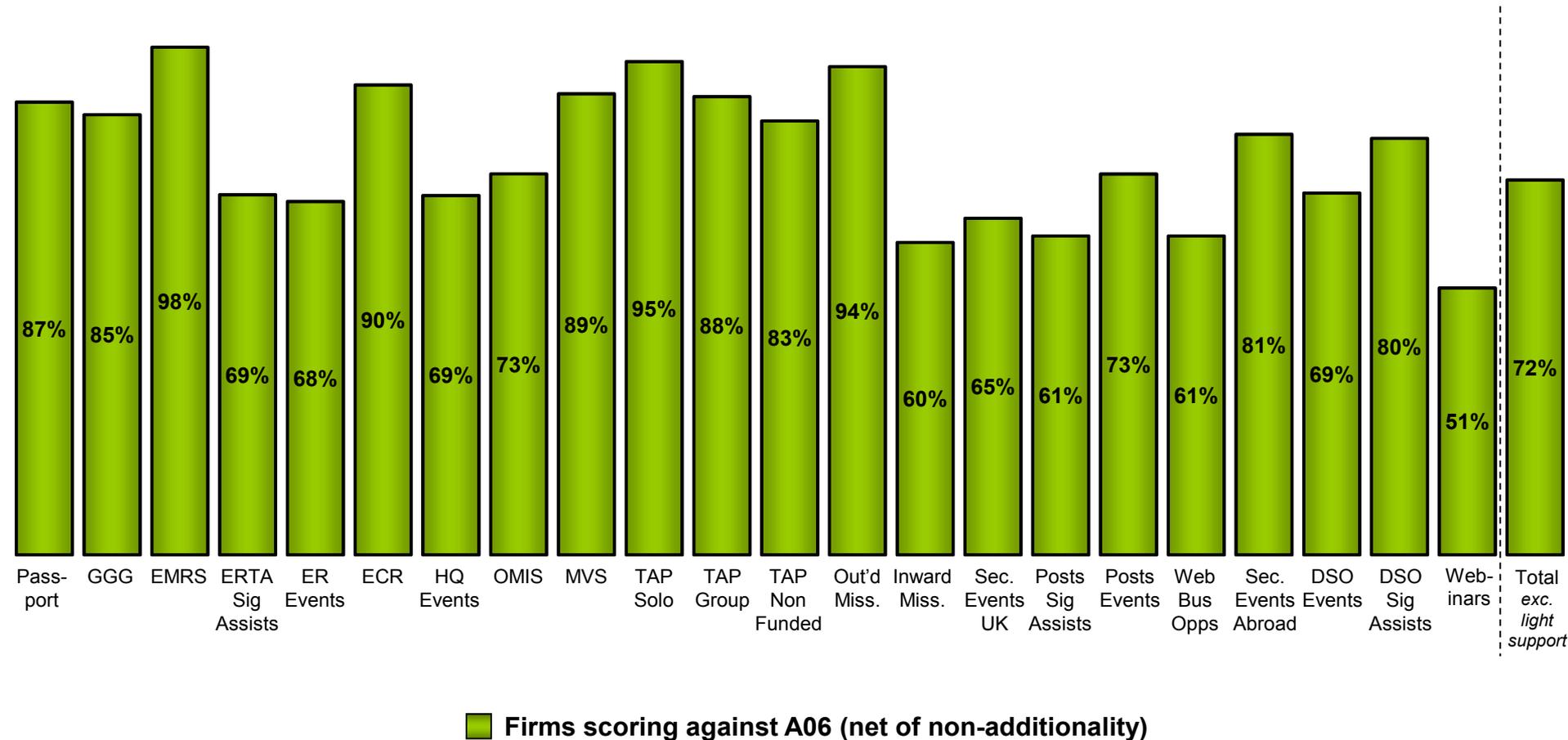
Significant Business Benefit (A06)

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

- Increased Skills (A81) – 55%
  - Improved your knowledge of the competitive environment in an overseas market – 40%
  - Or, gained new ideas about products, services, techniques or technologies – 25%
  - Or, improved your overseas marketing strategy – 37%
  - Or, improved your marketing research skills (EMRS only) – 50%
- Or Changed Behaviour (A83) – 64%
  - Introduced new products or services or made improvements to existing ones – 28%
  - Or, made improvements to your new product development strategy – 28%
  - Or, improved the way you do business in an overseas market – 37%
  - Or, improved your overseas marketing strategy – 37%
  - Or, gained the confidence to either explore a new market or expand in an existing one – 43%
- Or Barriers to Market Access Overcome (A92) – 64%
  - Gained access to prospective customers or business partners – 47%
  - Or, gained access to information that you would otherwise have been unable to come by – 46%
  - Or, improved your company's profile or credibility – 42%
  - Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 14%

## In each case net of non-additionality

# Significant Business Benefit – Measure A06



Base: All respondents (Base) - Passport (360), GGG (362), EMRS (40), ERTA (360), ER Events (305), ECR (41), HQ Events (71), OMIS (380), MVS (96), TAP Solo (38), TAP Group (150), TAP Non Funded (102), Outward Missions (32), Inward Missions (10), Sector Events UK (297), Posts Sig Assists (617), Posts Events (201), Website Bus Opps (289), Sector Events Abroad (104), DSO Events (59), DSO Sig Assists (60), Webinars (80), Total excl. light support (3714)

# 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)	971	1,394	168	5,893	7,294	615	1,470	3,268	2,301	815	3,755
Improved Business Performance	900	1,244	137	3,805	4,208	505	837	2,605	2,219	744	3,621
Increased R&D (AR&D)	379	498	43	821	1,309	220	347	758	822	213	1,162
Significant Business Benefit (A06)	1,030	1,410	168	5,147	6,359	582	1,409	3,457	2,438	842	3,934
Reporting positive additional profit/ sales	793	995	103	3,059	1,577	408	796	2,131	1,616	673	2,995

	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)	2,535	336	36	6,106	12,727	4,528	5,315	2,426	741	346	1,512
Improved Business Performance	2,730	299	27	3,592	7,223	2,764	-	1,834	447	207	-
Increased R&D (AR&D)	845	79	18	1,167	1,892	1,000	-	414	76	72	-
Significant Business Benefit (A06)	2,698	390	55	5,836	10,491	4,292	5,404	2,396	752	318	989
Reporting positive additional profit/ sales	1,853	245	18	2,873	4,815	2,058	2,746	1,686	316	119	-

# 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	31,470	69,243
Number of jobs safeguarded	3.7	0		116,454

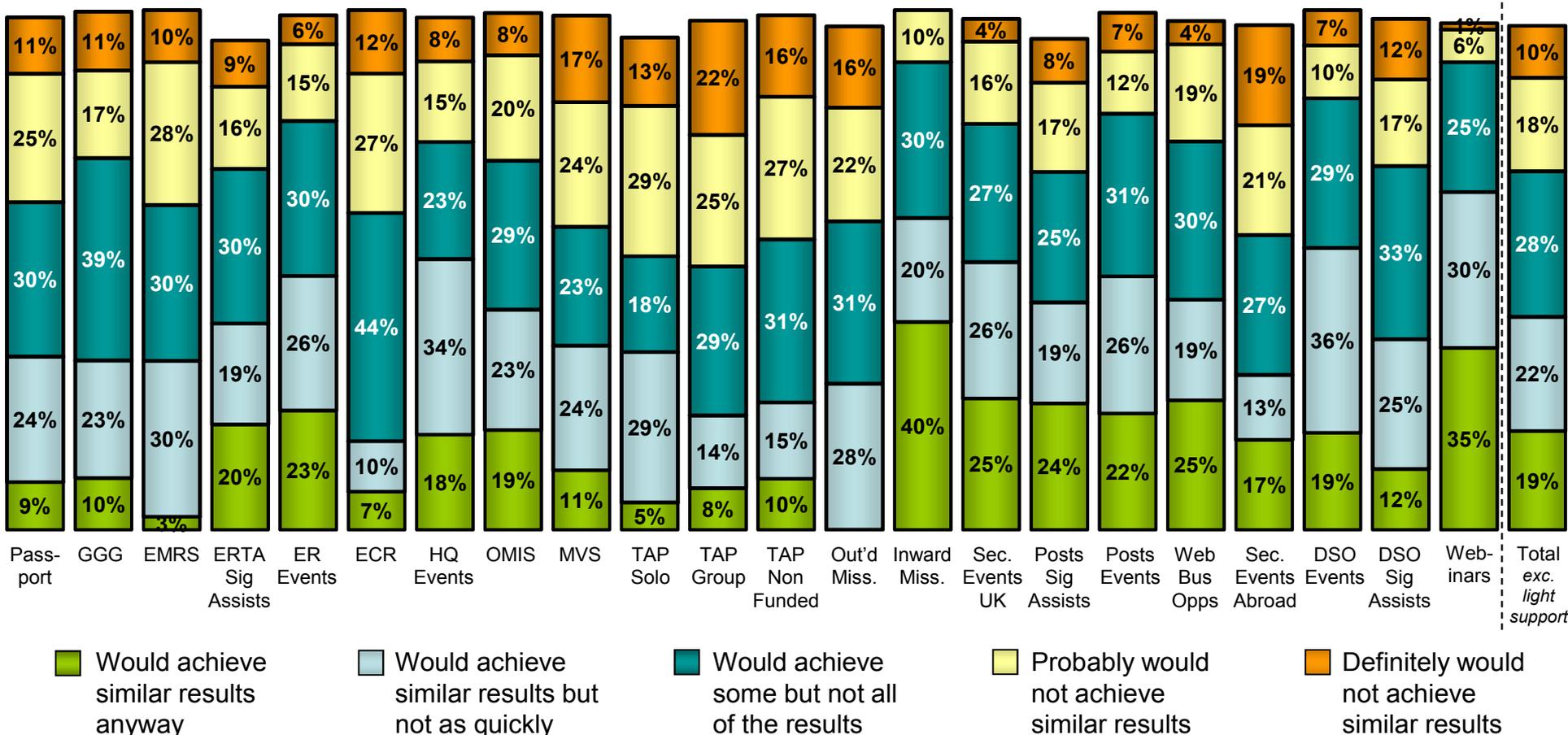
\* 'Light' support is defined as the Website Business Opportunities service, Webinars and English Regions' events of less than ½ day duration.



**Additionality**

# Generic Additionality

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



Base: All respondents (Base, None of these/Signposted only) - Passport (360, 1%), GGG (362, 0%), EMRS (40, 0%), ERTA (360, 6%), ER Events (305, 1%), ECR (41, 0%), HQ Events (71, 1%), OMIS (380, 1%), MVS (96, 1%), TAP Solo (38, 5%), TAP Group (150, 2%), TAP Non Funded (102, 1%), Outward Missions (32, 3%), Inward Missions (10, 0%), Sector Events UK (297, 2%), Posts Sig Assists (617, 6%), Posts Events (201, 0%), Website Bus Opps (289, 2%), Sector Events Abroad (104, 3%), DSO Events (59, 0%), DSO Sig Assists (60, 2%), Webinars (80, 3%), Total excl. light support (3714, 3%)

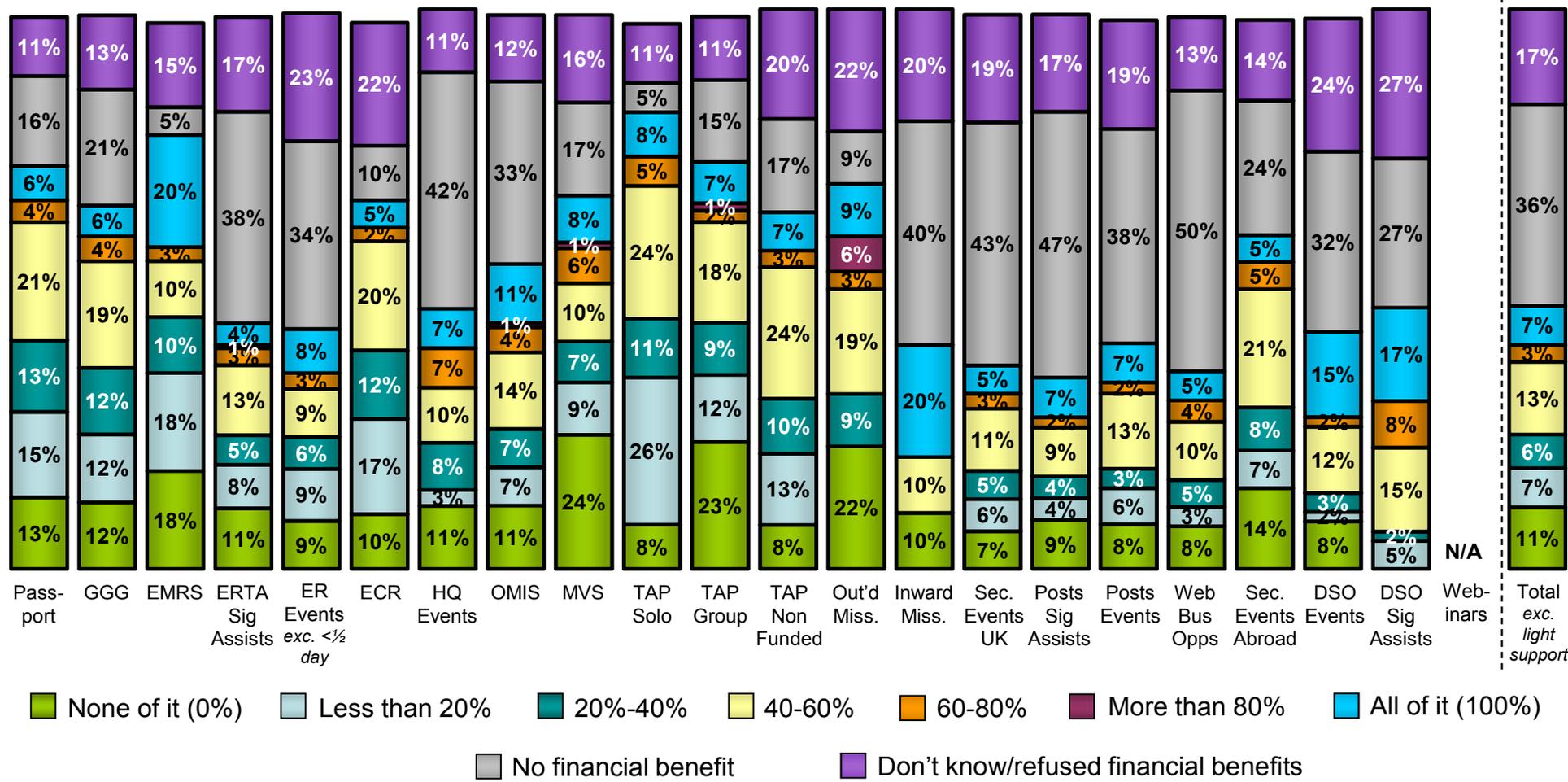
# Generic Additionality – By Profile

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

	Total	Length Of Time Exporting			Business Size			
		< 2 years	2-10 years	> 10 years	0-9	10-99	100-249	250+
<i>Base: Exc. light support</i>	3714	923	1333	1432	1603	1425	288	253
Would achieve similar results anyway	19%	17%	20%	20%	19%	19%	21%	22%
Would achieve similar results but not as quickly	22%	21%	20%	25%	18%	24%	25%	28%
Would achieve some but not all of the results	28%	26%	28%	29%	28%	28%	28%	29%
Probably would not achieve similar results	18%	21%	18%	16%	19%	19%	16%	12%
Definitely would not achieve similar results	10%	12%	11%	8%	13%	7%	7%	7%
None of these/signposted only	3%	3%	3%	2%	3%	3%	2%	2%

# Extent Financial Benefits Attributable

Proportion of Financial Benefit Would Have Realised Anyway



Base: All except Webinars & short ER Events (Base, Don't know/Refused % attributable) - Passport (360, 1%), GGG (362, 1%), EMRS (40, 3%), ERTA (360, 1%), ER Events (excl. <½ day) (140, 1%), ECR (41, 2%), HQ Events (71, 0%), OMIS (380, 1%), MVS (96, 1%), TAP Solo (38, 3%), TAP Group (150, 1%), TAP Non Funded (102, 0%), Outward Missions (32, 0%), Inward Missions (10, 0%), Sector Events UK (297, 1%), Posts Sig Assists (617, 1%), Posts Events (201, 2%), Website Bus Opps (289, 1%), Sector Events Abroad (104, 2%), DSO Events (59, 2%), DSO Sig Assists (60, 0%), Total excl. light support (3714, 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>	190	1413	1603
None of it (0%)	16%	12%	13%
Less than 20%	10%	9%	9%
20-40%	7%	7%	7%
40-60%	8%	13%	12%
60-80%	2%	2%	2%
More than 80%	0%	0%	0%
All of it (100%)	4%	6%	6%
No financial benefit	37%	33%	33%
Don't know/refused £ benefit	15%	18%	17%
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>	3714	1603	1425	288	253	3218	496	923	1333	1432	1569	1824
No. Firms Assisted (Annual A01)	31,470	13,520	11,670	2,570	2,340	27,120	4,360	7,550	11,040	12,640	12,400	14,900
Quality Rating (A09)	79%	79%	78%	77%	78%	78%	79%	82%	77%	77%	79%	80%
Overall Satisfaction (B10)	76%	76%	77%	75%	78%	76%	78%	78%	75%	76%	77%	79%
Improved Business Performance	53%	56%	55%	54%	40%	55%	44%	52%	55%	53%	54%	58%
Increased Skills (A81)	55%	59%	53%	49%	49%	56%	48%	60%	54%	52%	58%	57%
Changed Behaviour (A83)	60%	64%	60%	56%	50%	61%	52%	65%	61%	56%	64%	63%
Increased Innovation (A04)	36%	40%	34%	28%	29%	37%	30%	41%	37%	32%	37%	39%
Increased R&D (AR&D)	16%	20%	16%	15%	9%	18%	4%	20%	18%	13%	16%	19%
Barriers Overcome (A92)	64%	67%	63%	63%	59%	65%	60%	68%	65%	61%	66%	68%
Significant Business Benefit (A06)	72%	74%	71%	72%	68%	73%	66%	76%	71%	70%	75%	74%
Mean Additional Profit (A49)	£205k	£175k	£169k	£304k	£454k	£222k	£95k	£199k	£192k	£219k	£329k	£190k
Mean Additional Sales	£1,992k	£1,276k	£1,985k	£2,739k	£5,879k	£2,217k	£539k	£1,332k	£1,567k	£2,749k	£3,496k	£1,384k
Reporting positive £ benefit	41%	44%	41%	39%	31%	42%	34%	42%	44%	38%	40%	46%
Unable/unwilling to estimate £ benefit	17%	17%	15%	19%	19%	17%	19%	19%	16%	16%	18%	15%

# 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>	190	1413	1603	354	281	288	923
Quality Rating (A09)	81%	79%	79%	81%	84%	81%	82%
Overall Satisfaction (B10)	77%	75%	76%	75%	81%	79%	78%
Improved Business Performance	43%	57%	56%	39%	60%	64%	52%
Increased Skills (A81)	58%	60%	59%	58%	62%	61%	60%
Changed Behaviour (A83)	57%	65%	64%	61%	67%	70%	65%
Increased Innovation (A04)	36%	41%	40%	37%	45%	42%	41%
Increased R&D (AR&D)	7%	22%	20%	15%	24%	25%	20%
Barriers Overcome (A92)	64%	67%	67%	65%	68%	73%	68%
Significant Business Benefit (A06)	73%	74%	74%	74%	75%	79%	76%
Mean Additional Profit (A49)	£26k	£197k	£175k	£274k	£133k	£164k	£199k
Mean Additional Sales	£214k	£1,438k	£1,276k	£1,771k	£879k	£1,208k	£1,332k
Reporting positive £ benefit	44%	44%	44%	32%	48%	49%	42%
Unable/unwilling to estimate £ benefit	15%	18%	17%	21%	14%	19%	19%

# Key Measures – By Turnover

	Annual Turnover					
	Up to £500k	£500k - £2m	£2m - £10m	£10m - £25m	£25m - £500m	Over £500m
<i>Base: Exc. light support</i>	1175	747	770	267	251	49
Quality Rating (A09)	81%	78%	77%	79%	77%	83%
Overall Satisfaction (B10)	75%	77%	78%	79%	76%	89%
Improved Business Performance	56%	55%	58%	57%	47%	49%
Increased Skills (A81)	60%	56%	56%	53%	46%	49%
Changed Behaviour (A83)	64%	63%	63%	59%	52%	49%
Increased Innovation (A04)	42%	34%	38%	27%	27%	30%
Increased R&D (AR&D)	21%	20%	16%	14%	10%	9%
Barriers Overcome (A92)	67%	65%	67%	66%	56%	57%
Significant Business Benefit (A06)	74%	73%	74%	72%	66%	68%
Mean Additional Profit (A49)	£186k	£105k	£256k	£318k	£230k	£1,543k
Mean Additional Sales	£1,370k	£746k	£3,271k	£2,791k	£1,859k	£24,762k
Reporting positive £ benefit	46%	44%	46%	45%	34%	25%
Unable/unwilling to estimate £ benefit	16%	14%	12%	14%	15%	23%

# Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. light support</i>	1669	1692	174
Quality Rating (A09)	80%	78%	72%
Overall Satisfaction (B10)	78%	75%	73%
Improved Business Performance	58%	52%	41%
Increased Skills (A81)	57%	55%	51%
Changed Behaviour (A83)	64%	59%	54%
Increased Innovation (A04)	39%	34%	31%
Increased R&D (AR&D)	23%	13%	8%
Barriers Overcome (A92)	67%	64%	55%
Significant Business Benefit (A06)	73%	72%	67%
Mean Additional Profit (A49)	£350k	£86k	£49k
Mean Additional Sales	£3,558k	£778k	£362k
Reporting positive £ benefit	43%	42%	31%
Unable/unwilling to estimate £ benefit	18%	15%	21%

# Key Measures – Passport, GGG & ERTA Sig. Assists

	0-9			10-99	100+
	0	1-9	Total		
<i>Base: Passport, GGG &amp; ERTA</i>	66	492	558	418	88
Quality Rating (A09)	85%	89%	89%	89%	91%
Overall Satisfaction (B10)	70%	80%	79%	82%	86%
Increased Skills (A81)	56%	61%	60%	57%	53%
Changed Behaviour (A83)	59%	69%	68%	65%	53%
Increased R&D (AR&D)	6%	17%	15%	22%	14%
Barriers Overcome (A92)	70%	66%	67%	65%	62%

# 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 &amp; GGG</i>	80	84	82	68	75	84	82	83	84
No. Firms Supported (A01) – PIMS 35									
- Passport	35	39	37	32	12	50	33	40	37
- GGG	31	36	52	28	41	35	50	76	57
- % records complete (Passport & GGG)	97%	99%	98%	98%	98%	99%	99%	97%	99%
- % records incorrect (Passport & GGG)	14%	12%	25%	14%	12%	2%	21%	13%	11%
Quality Rating (A09)	90%	92%	87%	90%	92%	88%	93%	91%	93%
Overall Satisfaction (B10)	80%	83%	82%	77%	87%	81%	87%	78%	91%
Improved Business Performance	66%	76%	70%	74%	82%	74%	81%	79%	76%
Increased Skills (A81)	71%	69%	69%	80%	70%	70%	80%	75%	80%
Changed Behaviour (A83)	76%	75%	73%	83%	77%	79%	87%	82%	80%
Increased Innovation (A04)	49%	38%	50%	46%	55%	57%	58%	43%	56%
Increased R&D (AR&D)	22%	22%	31%	33%	33%	40%	38%	30%	31%
Barriers Overcome (A92)	74%	69%	70%	75%	71%	75%	78%	76%	81%
Significant Business Benefit (A06)	85%	83%	84%	90%	82%	86%	90%	88%	87%
Reporting positive £ benefit	59%	67%	63%	61%	59%	64%	68%	65%	64%
Unable/unwilling to estimate £ benefit	17%	8%	9%	14%	16%	10%	12%	14%	13%

# Profile – By English Region

## (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport &amp; GGG</i>	80	84	82	68	75	84	82	83	84
Growth plans: Substantial	46%	52%	54%	51%	37%	48%	51%	36%	40%
Growth plans: Substantial or moderate	99%	93%	95%	95%	95%	99%	94%	97%	95%
Innovative firms (standard definition)	86%	90%	94%	87%	88%	92%	90%	90%	86%
Innovative firms (tighter definition)	63%	70%	70%	68%	75%	64%	69%	70%	64%
Age: <5 years old	24%	26%	35%	48%	18%	28%	19%	27%	24%
Age: 6-10 years old	20%	15%	15%	15%	21%	13%	21%	13%	15%
Age: 10+ years old	56%	58%	51%	37%	60%	59%	60%	61%	61%
Size: <10 employees	51%	44%	47%	54%	45%	46%	45%	47%	45%
Size: 10-249 employees	46%	54%	49%	43%	52%	50%	52%	48%	47%
Size: 250+ employees	1%	0%	2%	2%	1%	3%	2%	5%	5%
Experience: Less than 2 years	25%	30%	22%	40%	27%	26%	23%	27%	25%
Experience: 2-10 years	38%	29%	54%	39%	47%	37%	44%	36%	47%
Experience: More than 10 years	37%	41%	24%	20%	25%	36%	32%	38%	27%
Focus of support: Exporting	97%	97%	99%	98%	96%	97%	94%	97%	100%
Focus of support: Sourcing	9%	7%	14%	8%	9%	10%	4%	6%	4%
Focus of support: JV/franchising	32%	47%	44%	41%	38%	31%	37%	28%	37%
Focus of support: Investing/overseas site	17%	22%	42%	30%	28%	32%	23%	28%	21%

# 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>	38	41	42	38	33	43	39	43	43
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 35	35	39	37	32	12	50	33	40	37
- % records complete (PIMS 35)	94%	100%	97%	97%	100%	98%	97%	93%	97%
- % records incorrect (PIMS 35)	15%	16%	33%	16%	25%	0%	25%	13%	18%
Quality Rating (A09)	93%	93%	89%	90%	89%	89%	95%	93%	93%
Overall Satisfaction (B10)	79%	85%	83%	79%	79%	84%	85%	72%	88%
Improved Business Performance	74%	76%	76%	71%	76%	79%	77%	74%	77%
Increased Skills (A81)	84%	73%	69%	79%	73%	70%	79%	70%	84%
Changed Behaviour (A83)	89%	83%	81%	84%	76%	79%	90%	79%	86%
Increased Innovation (A04)	55%	51%	48%	45%	61%	63%	67%	51%	58%
Increased R&D (AR&D)	21%	22%	40%	34%	27%	44%	31%	33%	35%
Barriers Overcome (A92)	76%	78%	67%	76%	70%	74%	77%	77%	91%
Significant Business Benefit (A06)	89%	88%	83%	92%	76%	84%	92%	84%	93%
Reporting positive £ benefit	68%	73%	67%	63%	61%	65%	77%	60%	70%
Unable/unwilling to estimate £ benefit	16%	5%	10%	13%	6%	12%	5%	14%	14%

# Detailed Quality Ratings – By English Region <sup>130</sup>

## (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>	38	41	42	38	33	43	39	43	43
ITA being impartial	89%	93%	88%	89%	91%	88%	95%	93%	98%
ITA being competent & knowledgeable	92%	93%	83%	92%	88%	95%	95%	93%	93%
ITA being able to communicate in clear & effective manner	97%	93%	98%	87%	91%	91%	95%	95%	91%
<i>If not signposted only... Quality &amp; relevance of info &amp; advice</i>	87%	88%	83%	92%	82%	84%	92%	91%	88%
Attitude & professionalism of ITA	97%	98%	93%	89%	94%	91%	97%	95%	95%
Scoring 4-5 out of 5 for all elements rated	76%	85%	76%	74%	76%	79%	82%	86%	79%
Not scoring 4-5 for any elements	3%	2%	0%	0%	6%	2%	0%	0%	0%

# Profile – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	38	41	42	38	33	43	39	43	43
Growth plans: Substantial	53%	59%	50%	47%	39%	56%	62%	47%	49%
Growth plans: Substantial or moderate	100%	90%	95%	92%	94%	98%	97%	95%	98%
Innovative firms (standard definition)	87%	85%	93%	76%	79%	93%	97%	86%	79%
Innovative firms (tighter definition)	61%	66%	74%	55%	70%	72%	72%	67%	49%
Age: <5 years old	29%	49%	40%	53%	33%	40%	36%	44%	30%
Age: 6-10 years old	21%	22%	17%	21%	9%	14%	23%	21%	16%
Age: 10+ years old	50%	29%	43%	26%	58%	47%	41%	35%	53%
Size: <10 employees	50%	63%	57%	66%	64%	60%	54%	65%	51%
Size: 10-249 employees	47%	32%	43%	32%	36%	37%	41%	35%	44%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	3%	0%	2%
Experience: Less than 2 years	42%	49%	33%	58%	48%	49%	49%	51%	42%
Experience: 2-10 years	34%	41%	55%	37%	33%	37%	41%	44%	35%
Experience: More than 10 years	24%	10%	12%	5%	15%	14%	8%	5%	23%
Focus of support: Exporting	97%	100%	98%	95%	97%	98%	97%	98%	100%
Focus of support: Sourcing	5%	7%	14%	13%	9%	2%	8%	9%	7%
Focus of support: JV/franchising	47%	54%	52%	45%	39%	37%	51%	33%	51%
Focus of support: Investing/overseas site	21%	34%	38%	29%	27%	42%	36%	30%	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>	42	43	40	30	42	41	43	40	41
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 35	31	36	52	28	41	35	50	76	57
- % records complete (PIMS 35)	100%	97%	98%	100%	98%	100%	100%	99%	100%
- % records incorrect (PIMS 35)	13%	8%	17%	13%	5%	4%	17%	13%	4%
Quality Rating (A09)	88%	91%	86%	89%	92%	86%	92%	89%	93%
Overall Satisfaction (B10)	81%	81%	80%	73%	90%	78%	88%	83%	95%
Improved Business Performance	60%	74%	65%	77%	83%	71%	84%	80%	78%
Increased Skills (A81)	62%	65%	68%	80%	69%	71%	81%	78%	78%
Changed Behaviour (A83)	67%	70%	68%	80%	76%	80%	86%	83%	78%
Increased Innovation (A04)	43%	30%	50%	47%	50%	56%	53%	38%	56%
Increased R&D (AR&D)	24%	23%	23%	30%	36%	39%	40%	28%	29%
Barriers Overcome (A92)	71%	60%	70%	73%	69%	76%	79%	73%	76%
Significant Business Benefit (A06)	81%	79%	83%	87%	83%	88%	88%	90%	83%
Reporting positive £ benefit	52%	63%	58%	57%	60%	61%	65%	68%	61%
Unable/unwilling to estimate £ benefit	17%	9%	8%	13%	19%	10%	16%	13%	15%

# Detailed Quality Ratings – By English Region <sup>133</sup>

## (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>	42	43	40	30	42	41	43	40	41
ITA being impartial	86%	95%	93%	93%	93%	88%	98%	95%	98%
ITA being competent & knowledgeable	86%	91%	88%	97%	93%	95%	95%	90%	90%
ITA being able to communicate in clear & effective manner	90%	95%	93%	90%	95%	88%	98%	95%	100%
<i>If not signposted only...</i> Quality & relevance of info & advice	86%	79%	70%	83%	93%	83%	93%	80%	95%
Attitude & professionalism of ITA	93%	100%	93%	93%	98%	93%	98%	98%	100%
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	83%	75%	65%	71%	74%	68%	67%	62%	56%
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	77%	69%	84%	88%	64%	56%	29%	64%	69%
Scoring 4-5 out of 5 for all elements rated	64%	60%	58%	60%	69%	59%	56%	58%	54%
Not scoring 4-5 for any elements	2%	0%	3%	0%	2%	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>	42	43	40	30	42	41	43	40	41
Growth plans: Substantial	43%	51%	55%	53%	33%	41%	44%	28%	34%
Growth plans: Substantial or moderate	98%	95%	95%	97%	95%	100%	93%	98%	93%
Innovative firms (standard definition)	90%	93%	95%	97%	93%	93%	86%	93%	90%
Innovative firms (tighter definition)	67%	74%	68%	80%	76%	59%	67%	73%	76%
Age: <5 years old	19%	12%	30%	40%	10%	17%	9%	13%	22%
Age: 6-10 years old	17%	9%	15%	10%	26%	15%	19%	8%	12%
Age: 10+ years old	64%	79%	55%	50%	64%	68%	72%	80%	66%
Size: <10 employees	48%	30%	40%	40%	31%	37%	42%	35%	46%
Size: 10-249 employees	50%	70%	55%	57%	64%	59%	56%	58%	46%
Size: 250+ employees	2%	0%	3%	3%	2%	5%	2%	8%	5%
Experience: Less than 2 years	12%	16%	13%	20%	12%	7%	9%	8%	15%
Experience: 2-10 years	43%	21%	55%	43%	55%	37%	44%	30%	56%
Experience: More than 10 years	45%	63%	33%	37%	33%	56%	47%	63%	29%
Focus of support: Exporting	98%	93%	100%	100%	95%	98%	93%	95%	100%
Focus of support: Sourcing	12%	7%	13%	3%	10%	15%	2%	5%	2%
Focus of support: JV/franchising	24%	40%	38%	37%	36%	27%	26%	23%	27%
Focus of support: Investing/overseas site	17%	16%	43%	33%	26%	24%	14%	25%	15%

# Key Measures – By English Region

## (ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	42	44	38	40	34	41	38	43	40
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 35	127	257	357	171	255	403	157	195	257
- % records complete (PIMS 35)	98%	99%	94%	99%	99%	98%	99%	99%	100%
- % records incorrect (PIMS 35)	12%	4%	17%	12%	21%	20%	32%	14%	4%
Quality Rating (A09)	89%	91%	87%	79%	82%	85%	95%	90%	93%
Overall Satisfaction (B10)	76%	77%	82%	75%	76%	76%	87%	74%	85%
Improved Business Performance	50%	55%	53%	35%	41%	49%	55%	53%	63%
Increased Skills (A81)	52%	43%	58%	48%	41%	39%	66%	53%	70%
Changed Behaviour (A83)	62%	59%	66%	48%	50%	46%	71%	58%	78%
Increased Innovation (A04)	36%	30%	39%	23%	24%	27%	45%	33%	48%
Increased R&D (AR&D)	10%	14%	18%	5%	3%	5%	13%	14%	20%
Barriers Overcome (A92)	60%	59%	71%	58%	59%	46%	71%	60%	75%
Significant Business Benefit (A06)	69%	70%	82%	60%	65%	54%	79%	63%	83%
Reporting positive £ benefit	31%	41%	47%	25%	32%	39%	58%	44%	55%
Unable/unwilling to estimate £ benefit	17%	20%	26%	23%	18%	10%	18%	12%	10%

# 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>	42	44	38	40	34	41	38	43	40
ITA being impartial	98%	95%	87%	88%	88%	88%	100%	91%	93%
ITA being competent & knowledgeable	90%	93%	89%	75%	82%	83%	97%	86%	95%
ITA being able to communicate in clear & effective manner	90%	95%	92%	78%	88%	85%	95%	95%	98%
<i>If not signposted only... Quality &amp; relevance of info &amp; advice</i>	80%	77%	76%	66%	71%	74%	89%	84%	85%
Attitude & professionalism of ITA	90%	95%	92%	93%	88%	98%	95%	95%	95%
Scoring 4-5 out of 5 for all elements rated	74%	75%	71%	63%	59%	66%	89%	74%	83%
Not scoring 4-5 for any elements	0%	2%	8%	3%	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>	42	44	38	40	34	41	38	43	40
Growth plans: Substantial	40%	34%	61%	45%	32%	54%	53%	40%	38%
Growth plans: Substantial or moderate	90%	93%	95%	88%	91%	90%	97%	86%	88%
Innovative firms (standard definition)	83%	75%	76%	93%	97%	88%	76%	93%	78%
Innovative firms (tighter definition)	60%	48%	63%	58%	62%	51%	58%	74%	65%
Age: <5 years old	14%	36%	58%	43%	26%	32%	50%	26%	40%
Age: 6-10 years old	19%	16%	8%	25%	12%	15%	8%	19%	13%
Age: 10+ years old	67%	48%	34%	33%	62%	54%	42%	56%	48%
Size: <10 employees	48%	59%	66%	70%	59%	54%	61%	47%	55%
Size: 10-249 employees	43%	32%	26%	23%	38%	37%	37%	47%	38%
Size: 250+ employees	10%	7%	3%	8%	3%	7%	0%	2%	5%
Experience: Less than 2 years	40%	34%	63%	53%	32%	29%	39%	28%	43%
Experience: 2-10 years	24%	34%	21%	28%	47%	39%	34%	30%	23%
Experience: More than 10 years	33%	32%	16%	20%	21%	32%	26%	42%	35%
Focus of support: Exporting	93%	98%	97%	88%	94%	95%	87%	95%	95%
Focus of support: Sourcing	17%	7%	8%	10%	12%	2%	11%	7%	5%
Focus of support: JV/franchising	24%	18%	39%	40%	24%	34%	34%	37%	25%
Focus of support: Investing/overseas site	19%	14%	47%	28%	21%	24%	5%	19%	23%

# 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	9	5	13	13	9	13	12
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 35	19	45	95	11	16	98	71	89	67
- % records complete (PIMS 35)	100%	100%	97%	82%	100%	97%	100%	99%	100%
- % records incorrect (PIMS 35)	0%	0%	25%	0%	0%	50%	0%	25%	17%
Quality Rating (A09)	80%	78%	88%	75%	82%	71%	68%	77%	67%
Overall Satisfaction (B10)	70%	75%	78%	80%	92%	85%	100%	100%	75%
Improved Business Performance	90%	75%	89%	80%	85%	69%	100%	77%	75%
Increased Skills (A81)	60%	75%	100%	100%	85%	69%	100%	92%	67%
Changed Behaviour (A83)	60%	67%	89%	100%	85%	77%	100%	77%	75%
Increased Innovation (A04)	40%	67%	78%	60%	62%	46%	89%	46%	58%
Increased R&D (AR&D)	30%	25%	44%	40%	31%	31%	44%	31%	8%
Barriers Overcome (A92)	70%	83%	100%	100%	85%	85%	89%	85%	75%
Significant Business Benefit (A06)	80%	83%	100%	100%	85%	85%	100%	100%	75%
Reporting positive £ benefit	50%	42%	67%	60%	62%	54%	67%	62%	75%
Unable/unwilling to estimate £ benefit	10%	25%	33%	20%	15%	8%	22%	15%	0%

# Detailed Quality Ratings – By English Region <sup>139</sup>

## (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	9	5	13	13	9	13	12
Help preparing for the visit/mission	90%	75%	89%	80%	85%	77%	56%	85%	58%
<i>If attended as part of a group...</i> Organisation of the practical arrangements	100%	100%	50%	67%	100%	-	100%	100%	100%
Quality & relevance of any contacts made	70%	67%	89%	80%	69%	69%	67%	69%	67%
Quality & relevance of info obtained	70%	83%	100%	60%	85%	62%	78%	69%	83%
Scoring 4-5 out of 5 for all elements rated	60%	50%	67%	40%	62%	38%	44%	62%	33%
Not scoring 4-5 for any elements	0%	0%	0%	0%	8%	8%	11%	8%	8%

# 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>	39	49	34	18	28	39	38	24	36
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 35	423	396	300	263	520	518	341	317	255
- % records complete (PIMS 35)	99%	98%	97%	100%	99%	97%	100%	98%	100%
- % records incorrect (PIMS 35)	3%	7%	31%	10%	17%	13%	13%	10%	10%
Quality Rating (A09)	83%	88%	82%	72%	76%	82%	85%	83%	78%
Overall Satisfaction (B10)	79%	84%	76%	72%	75%	87%	79%	67%	69%
Improved Business Performance	44%	41%	29%	39%	36%	72%	58%	38%	36%
Increased Skills (A81)	49%	55%	41%	39%	57%	59%	58%	54%	56%
Changed Behaviour (A83)	62%	59%	59%	50%	57%	69%	63%	67%	58%
Increased Innovation (A04)	18%	29%	29%	39%	43%	49%	37%	21%	25%
Increased R&D (AR&D)	15%	12%	12%	11%	11%	21%	24%	13%	6%
Barriers Overcome (A92)	54%	53%	47%	50%	61%	56%	58%	50%	47%
Significant Business Benefit (A06)	74%	65%	65%	61%	68%	74%	71%	67%	61%
Reporting positive £ benefit (exc. < ½ day)	38%	42%	23%	43%	20%	24%	48%	50%	33%
Unable/unwilling to estimate £ benefit (exc. < ½ day)	23%	19%	14%	0%	60%	38%	22%	33%	17%

# Detailed Quality Ratings – By English Region <sup>141</sup>

## (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>	39	49	34	18	28	39	38	24	36
Organisation of practical arrangements for the event	92%	94%	91%	72%	79%	87%	89%	88%	78%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	88%	95%	93%	75%	92%	89%	97%	100%	84%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	88%	95%	83%	75%	92%	92%	95%	100%	88%
<i>If speaker presentation...</i> Quality & relevance of presentations	85%	92%	87%	83%	92%	89%	81%	95%	81%
<i>If networking event...</i> Quality & relevance of any contacts made	50%	69%	44%	67%	40%	56%	50%	33%	67%
Scoring 4-5 out of 5 for all elements rated	51%	47%	50%	39%	39%	38%	37%	33%	42%
Not scoring 4-5 for any elements	3%	0%	3%	17%	4%	3%	0%	4%	6%

# 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>	30	32	74	28	31	60	29	42	31
No. Firms Supported (Quarterly A01)									
- 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
- PIMS 35	73	129	329	52	115	190	110	134	81
- % records complete (PIMS 35)	100%	100%	98%	100%	100%	96%	99%	99%	99%
- % records incorrect (PIMS 35)	18%	12%	30%	9%	15%	0%	14%	7%	0%
Quality Rating (A09)	81%	75%	73%	76%	64%	76%	76%	77%	78%
Overall Satisfaction (B10)	80%	69%	72%	64%	48%	68%	59%	74%	81%
Clear Information Rating (B09)	83%	84%	81%	79%	85%	81%	85%	80%	77%
Improved Business Performance	63%	66%	47%	64%	39%	50%	69%	62%	61%
Increased Skills (A81)	67%	47%	39%	61%	32%	57%	59%	69%	52%
Changed Behaviour (A83)	70%	69%	57%	61%	39%	57%	59%	76%	65%
Increased Innovation (A04)	30%	25%	30%	36%	13%	37%	31%	45%	26%
Increased R&D (AR&D)	23%	13%	7%	25%	10%	22%	24%	17%	19%
Barriers Overcome (A92)	63%	66%	59%	71%	55%	72%	62%	76%	65%
Significant Business Benefit (A06)	87%	72%	64%	75%	61%	75%	72%	86%	77%
Reporting positive £ benefit	57%	38%	35%	57%	39%	43%	45%	62%	39%
Unable/unwilling to estimate £ benefit	10%	19%	14%	7%	6%	12%	7%	14%	19%

# Detailed Quality/Clear Information Ratings – By English Region<sup>143</sup> (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>	30	32	74	28	31	60	29	42	31
<b>Quality Ratings</b>									
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	83%	71%	69%	71%	52%	70%	72%	78%	70%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	90%	68%	77%	86%	81%	82%	90%	83%	80%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	57%	68%	69%	68%	47%	53%	62%	56%	83%
Communications between your business & main access point	87%	78%	66%	93%	81%	82%	83%	86%	90%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	70%	80%	79%	73%	68%	88%	67%	84%	68%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	92%	85%	81%	70%	62%	89%	75%	84%	81%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	100%	92%	81%	81%	65%	91%	79%	95%	85%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	100%	100%	88%	100%	100%	93%	100%	94%	100%
Scoring 4-5 out of 5 for all elements rated	37%	38%	39%	54%	26%	33%	45%	43%	61%
Not scoring 4-5 for any elements	0%	3%	5%	4%	0%	0%	0%	0%	3%
<b>Clear Information Ratings</b>									
Format and content of the report	76%	83%	72%	69%	70%	77%	80%	78%	86%
Time it would take to receive the report	80%	87%	72%	81%	70%	74%	65%	70%	81%
Cost of using the OMIS service	87%	91%	89%	89%	100%	87%	93%	93%	81%

# Profile – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	30	32	74	28	31	60	29	42	31
Growth plans: Substantial	43%	31%	42%	43%	55%	63%	52%	48%	48%
Growth plans: Substantial or moderate	90%	84%	80%	89%	94%	83%	86%	88%	87%
Innovative firms (standard definition)	90%	88%	73%	79%	90%	78%	86%	86%	87%
Innovative firms (tighter definition)	73%	69%	47%	61%	71%	65%	59%	57%	55%
Age: <5 years old	3%	9%	23%	21%	16%	27%	24%	17%	19%
Age: 6-10 years old	20%	13%	14%	32%	6%	15%	17%	19%	13%
Age: 10+ years old	77%	78%	64%	46%	77%	58%	59%	64%	68%
Size: <10 employees	30%	31%	24%	54%	29%	35%	38%	31%	13%
Size: 10-249 employees	57%	63%	51%	46%	68%	42%	41%	55%	74%
Size: 250+ employees	13%	3%	9%	0%	3%	8%	10%	12%	3%
Experience: Less than 2 years	20%	9%	18%	25%	19%	20%	31%	24%	26%
Experience: 2-10 years	40%	28%	27%	43%	35%	40%	31%	29%	29%
Experience: More than 10 years	40%	59%	50%	32%	45%	38%	38%	48%	45%
Focus of support: Exporting	87%	88%	65%	86%	90%	88%	97%	93%	84%
Focus of support: Sourcing	3%	6%	7%	7%	0%	5%	0%	5%	6%
Focus of support: JV/franchising	30%	38%	23%	29%	26%	28%	28%	40%	35%
Focus of support: Investing/overseas site	13%	13%	20%	21%	19%	13%	10%	21%	16%

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

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS &amp; Posts Sig. Assists</i>	360	121	115	262	139
No. Firms Supported (A01) – PIMS 35					
- OMIS	459	152	101	377	212
- Posts Sig. Assists	2,273	720	675	1,347	700
- % records complete (OMIS & Posts Sig Assists)	95%	95%	96%	96%	95%
- % records incorrect (OMIS & Posts Sig Assists)	15%	20%	19%	17%	13%
Quality Rating (A09)	80%	74%	81%	77%	70%
Overall Satisfaction (B10)	75%	73%	79%	71%	69%
Improved Business Performance	43%	42%	52%	47%	42%
Increased Skills (A81)	40%	42%	53%	46%	37%
Changed Behaviour (A83)	48%	52%	55%	57%	50%
Increased Innovation (A04)	22%	26%	27%	31%	30%
Increased R&D (AR&D)	8%	16%	11%	16%	11%
Barriers Overcome (A92)	57%	55%	66%	56%	54%
Significant Business Benefit (A06)	62%	61%	72%	67%	60%
Reporting positive £ benefit	33%	27%	34%	32%	28%
Unable/unwilling to estimate £ benefit	15%	17%	16%	19%	15%

# Profile – By Overseas Region (OMIS & Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS &amp; Posts Sig. Assists</i>	360	121	115	262	139
Growth plans: Substantial	43%	61%	49%	53%	40%
Growth plans: Substantial or moderate	88%	90%	87%	90%	86%
Innovative firms (standard definition)	84%	81%	89%	88%	82%
Innovative firms (tighter definition)	63%	70%	67%	67%	61%
Age: <5 years old	21%	34%	24%	22%	25%
Age: 6-10 years old	15%	22%	16%	18%	18%
Age: 10+ years old	64%	44%	60%	60%	56%
Size: <10 employees	37%	56%	34%	37%	33%
Size: 10-249 employees	50%	33%	49%	48%	50%
Size: 250+ employees	8%	3%	8%	9%	9%
Experience: Less than 2 years	24%	32%	20%	24%	16%
Experience: 2-10 years	30%	42%	28%	36%	38%
Experience: More than 10 years	45%	24%	51%	39%	45%
Focus of support: Exporting	89%	87%	85%	81%	85%
Focus of support: Sourcing	5%	3%	8%	6%	6%
Focus of support: JV/franchising	21%	26%	40%	34%	34%
Focus of support: Investing/overseas site	12%	32%	20%	24%	28%

# Key Measures – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	123	47	43	118	49
No. Firms Supported (Quarterly A01)					
- PIMS 32	476	169	120	415	148
- PIMS 33	409	178	126	327	138
- PIMS 34	280	75	138	334	102
- PIMS 35	459	152	101	377	212
- % records complete (PIMS 35)	98%	100%	98%	97%	100%
- % records incorrect (PIMS 35)	16%	25%	20%	16%	7%
Quality Rating (A09)	76%	70%	80%	74%	76%
Overall Satisfaction (B10)	65%	74%	74%	66%	73%
Clear Information Rating (B09)	79%	78%	87%	81%	88%
Improved Business Performance	52%	57%	58%	58%	47%
Increased Skills (A81)	49%	57%	47%	56%	51%
Changed Behaviour (A83)	56%	64%	51%	69%	61%
Increased Innovation (A04)	23%	32%	37%	36%	37%
Increased R&D (AR&D)	7%	26%	16%	20%	18%
Barriers Overcome (A92)	59%	68%	70%	70%	63%
Significant Business Benefit (A06)	69%	70%	74%	80%	69%
Reporting positive £ benefit	46%	40%	47%	47%	41%
Unable/unwilling to estimate £ benefit	11%	15%	9%	14%	10%

# Detailed Quality/Clear Information Ratings – By Overseas Region<sup>148</sup> (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	123	47	43	118	49
<b>Quality Ratings</b>					
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	72%	66%	69%	71%	71%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	82%	73%	90%	81%	86%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	62%	53%	74%	63%	59%
Communications between your business & main access point	78%	85%	77%	77%	94%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	80%	60%	77%	75%	74%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	83%	81%	79%	79%	78%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	89%	81%	92%	84%	80%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	100%	100%	100%	80%	92%
Scoring 4-5 out of 5 for all elements rated	41%	36%	44%	39%	49%
Not scoring 4-5 for any elements	2%	2%	2%	3%	0%
<b>Clear Information Ratings</b>					
Format and content of the report	74%	74%	80%	77%	82%
Time it would take to receive the report	73%	69%	80%	78%	82%
Cost of using the OMIS service	87%	87%	95%	87%	96%

# Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	123	47	43	118	49
Growth plans: Substantial	45%	62%	40%	48%	51%
Growth plans: Substantial or moderate	89%	89%	79%	83%	84%
Innovative firms (standard definition)	81%	85%	79%	81%	86%
Innovative firms (tighter definition)	59%	66%	56%	61%	61%
Age: <5 years old	16%	30%	9%	17%	31%
Age: 6-10 years old	20%	19%	12%	13%	14%
Age: 10+ years old	64%	51%	79%	70%	55%
Size: <10 employees	29%	45%	14%	30%	37%
Size: 10-249 employees	54%	47%	67%	55%	43%
Size: 250+ employees	11%	2%	7%	5%	14%
Experience: Less than 2 years	18%	26%	12%	26%	18%
Experience: 2-10 years	36%	43%	21%	28%	35%
Experience: More than 10 years	46%	28%	65%	44%	45%
Focus of support: Exporting	85%	91%	86%	76%	86%
Focus of support: Sourcing	7%	4%	0%	4%	6%
Focus of support: JV/franchising	24%	15%	37%	34%	41%
Focus of support: Investing/overseas site	13%	23%	5%	17%	29%

# Key Measures – By Overseas Region

## (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	237	74	72	144	90
No. Firms Supported (Quarterly A01)					
- 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
- PIMS 35	2,273	720	675	1,347	700
- % records complete (PIMS 35)	95%	94%	95%	95%	94%
- % records incorrect (PIMS 35)	15%	19%	19%	17%	19%
Quality Rating (A09)	81%	75%	81%	77%	69%
Overall Satisfaction (B10)	77%	72%	79%	73%	68%
Improved Business Performance	41%	38%	50%	43%	41%
Increased Skills (A81)	38%	38%	54%	42%	33%
Changed Behaviour (A83)	46%	49%	56%	53%	48%
Increased Innovation (A04)	22%	24%	24%	28%	28%
Increased R&D (AR&D)	8%	14%	10%	15%	9%
Barriers Overcome (A92)	56%	51%	64%	51%	52%
Significant Business Benefit (A06)	60%	58%	71%	62%	58%
Reporting positive £ benefit	30%	23%	31%	27%	26%
Unable/unwilling to estimate £ benefit	16%	19%	18%	20%	16%

# Detailed Quality Ratings – By Overseas Region<sup>151</sup>

## (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>	237	74	72	144	90
Embassy staff being competent & knowledgeable	85%	84%	89%	79%	74%
Embassy staff being able to communicate in a clear & effective manner	91%	91%	92%	84%	83%
<i>If not signposted only...</i> Quality & relevance of info & advice	72%	60%	71%	72%	60%
Attitude & professionalism of embassy staff	92%	92%	88%	88%	80%
Embassy staff's objectivity & acting in your best interests	79%	77%	81%	74%	61%
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	59%	41%	72%	61%	45%
Scoring 4-5 out of 5 for all elements rated	49%	39%	57%	49%	31%
Not scoring 4-5 for any elements	2%	5%	3%	8%	8%

# Profile – By Overseas Region

## (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	237	74	72	144	90
Growth plans: Substantial	43%	59%	51%	56%	37%
Growth plans: Substantial or moderate	87%	89%	89%	93%	87%
Innovative firms (standard definition)	84%	80%	92%	91%	81%
Innovative firms (tighter definition)	63%	70%	69%	70%	61%
Age: <5 years old	22%	35%	26%	24%	24%
Age: 6-10 years old	14%	23%	18%	20%	19%
Age: 10+ years old	63%	42%	56%	56%	56%
Size: <10 employees	39%	59%	39%	40%	32%
Size: 10-249 employees	49%	28%	46%	46%	51%
Size: 250+ employees	7%	3%	8%	10%	8%
Experience: Less than 2 years	26%	35%	22%	23%	16%
Experience: 2-10 years	28%	42%	29%	40%	40%
Experience: More than 10 years	45%	23%	49%	37%	43%
Focus of support: Exporting	89%	85%	85%	83%	84%
Focus of support: Sourcing	5%	3%	10%	7%	7%
Focus of support: JV/franchising	20%	30%	40%	34%	32%
Focus of support: Investing/overseas site	12%	34%	25%	26%	28%

# Key Measures – By Key Individual Markets (OMIS)

	USA	China	India	Japan
<i>Base: OMIS</i>	41	41	19	16
No. Firms Supported (Quarterly A01)				
- PIMS 32	153	67	89	100
- PIMS 33	158	57	50	55
- PIMS 34	63	60	56	25
- PIMS 35	145	86	59	45
- % records complete (PIMS 35)	100%	99%	100%	96%
- % records incorrect (PIMS 35)	26%	7%	25%	25%
Quality Rating (A09)	70%	74%	63%	89%
Overall Satisfaction (B10)	76%	68%	42%	94%
Clear Information Rating (B09)	82%	88%	64%	86%
Improved Business Performance	59%	59%	53%	63%
Increased Skills (A81)	59%	59%	58%	81%
Changed Behaviour (A83)	66%	76%	63%	81%
Increased Innovation (A04)	34%	44%	32%	50%
Increased R&D (AR&D)	27%	17%	21%	31%
Barriers Overcome (A92)	71%	66%	63%	88%
Significant Business Benefit (A06)	73%	78%	84%	94%
Reporting positive £ benefit	44%	46%	42%	63%
Unable/unwilling to estimate £ benefit	15%	12%	21%	19%

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

	USA	China	India	Japan
<i>Base: Posts Sig. Assists</i>	60	10	29	20
No. Firms Supported (Quarterly A01)				
- PIMS 32	159	128	196	349
- PIMS 33	218	126	280	113
- PIMS 34	395	174	228	117
- PIMS 35	599	167	195	129
- % records complete (PIMS 35)	93%	93%	96%	95%
- % records incorrect (PIMS 35)	17%	17%	21%	17%
Quality Rating (A09)	75%	86%	78%	86%
Overall Satisfaction (B10)	70%	90%	62%	70%
Improved Business Performance	35%	80%	45%	35%
Increased Skills (A81)	38%	70%	52%	40%
Changed Behaviour (A83)	47%	70%	66%	45%
Increased Innovation (A04)	25%	50%	41%	25%
Increased R&D (AR&D)	13%	30%	17%	15%
Barriers Overcome (A92)	52%	70%	52%	50%
Significant Business Benefit (A06)	57%	70%	66%	70%
Reporting positive £ benefit	44%	46%	42%	63%
Unable/unwilling to estimate £ benefit	15%	12%	21%	19%

# Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC clients</i>	124	50	50	24
Growth plans: Substantial	39%	40%	34%	54%
Growth plans: Substantial or moderate	85%	88%	84%	88%
Innovative firms (standard definition)	85%	86%	86%	79%
Innovative firms (tighter definition)	58%	62%	52%	67%
Age: <5 years old	18%	22%	18%	4%
Age: 6-10 years old	10%	10%	8%	17%
Age: 10+ years old	72%	68%	74%	79%
Size: <10 employees	34%	42%	30%	29%
Size: 10-249 employees	50%	48%	48%	63%
Size: 250+ employees	13%	8%	18%	4%
Experience: Less than 2 years	19%	18%	18%	29%
Experience: 2-10 years	30%	36%	28%	17%
Experience: More than 10 years	50%	46%	54%	54%

# Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC clients</i>	70	30	40
Growth plans: Substantial	41%	40%	40%
Growth plans: Substantial or moderate	86%	87%	85%
Innovative firms (standard definition)	79%	77%	80%
Innovative firms (tighter definition)	57%	63%	53%
Age: <5 years old	39%	27%	43%
Age: 6-10 years old	15%	17%	15%
Age: 10+ years old	46%	57%	43%
Size: <10 employees	51%	27%	60%
Size: 10-249 employees	29%	43%	23%
Size: 250+ employees	15%	20%	13%
Experience: Less than 2 years	30%	20%	35%
Experience: 2-10 years	32%	30%	33%
Experience: More than 10 years	38%	50%	33%

# Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	24	24	0
Growth plans: Substantial	54%	54%	-
Growth plans: Substantial or moderate	96%	96%	-
Innovative firms (standard definition)	92%	92%	-
Innovative firms (tighter definition)	75%	75%	-
Age: <5 years old	25%	25%	-
Age: 6-10 years old	8%	8%	-
Age: 10+ years old	67%	67%	-
Size: <10 employees	25%	25%	-
Size: 10-249 employees	50%	50%	-
Size: 250+ employees	25%	25%	-
Experience: Less than 2 years	25%	25%	-
Experience: 2-10 years	13%	13%	-
Experience: More than 10 years	63%	63%	-

\* 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							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	321	240	232	224	234	324	342	360	320	320	312	304	314	324	344	362
Quality Rating (A09)	87%	86%	90%	91%	94%	93%	91%	92%	88%	89%	90%	90%	90%	89%	89%	90%
Overall Satisfaction (B10)	74%	72%	73%	76%	77%	78%	81%	82%	77%	78%	78%	78%	78%	80%	82%	84%
Imp. Business Performance	74%	75%	74%	72%	74%	74%	73%	76%	73%	72%	73%	70%	70%	70%	70%	75%
Changed Behaviour (A83)	79%	79%	79%	80%	82%	83%	82%	83%	68%	68%	69%	69%	73%	72%	73%	76%
Increased R&D (AR&D)	33%	32%	31%	32%	29%	31%	34%	32%	26%	27%	28%	25%	27%	27%	27%	30%
Barriers Overcome (A92)	76%	77%	76%	76%	75%	75%	76%	76%	68%	66%	66%	67%	68%	68%	69%	72%
Sig. Business Benefit (A06)	83%	83%	84%	85%	85%	86%	86%	87%	77%	75%	75%	77%	79%	79%	81%	85%
Positive £ benefit	62%	62%	61%	60%	65%	65%	65%	67%	58%	58%	58%	54%	57%	55%	56%	60%
Don't know £ benefit	13%	12%	12%	12%	8%	10%	9%	11%	8%	9%	9%	10%	9%	11%	13%	13%
	EMRS								ERTA Sig. Assists							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	48	43	38	38	40	40	40	40	339	329	319	313	324	334	344	360
Quality Rating (A09)	91%	89%	86%	87%	86%	87%	88%	89%	86%	86%	87%	87%	88%	90%	89%	88%
Overall Satisfaction (B10)	98%	98%	95%	95%	95%	95%	98%	98%	80%	79%	82%	83%	83%	83%	82%	79%
Imp. Business Performance	77%	79%	84%	79%	78%	75%	73%	80%	48%	47%	48%	50%	53%	53%	52%	51%
Changed Behaviour (A83)	75%	79%	87%	84%	85%	88%	88%	93%	55%	54%	59%	59%	61%	61%	58%	60%
Increased R&D (AR&D)	29%	26%	39%	47%	40%	35%	33%	25%	12%	15%	17%	14%	15%	10%	10%	11%
Barriers Overcome (A92)	83%	86%	87%	87%	85%	85%	88%	90%	60%	60%	62%	60%	62%	62%	60%	62%
Sig. Business Benefit (A06)	88%	88%	89%	89%	90%	93%	95%	98%	68%	68%	71%	70%	71%	70%	67%	69%
Positive £ benefit	63%	65%	50%	50%	50%	50%	60%	60%	35%	39%	40%	40%	44%	42%	41%	41%
Don't know £ benefit	15%	12%	16%	16%	15%	18%	10%	15%	16%	16%	15%	13%	14%	14%	15%	17%

# Key Measures – Over Time

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

	ER Events								ECR							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
Base	241	241	291	321	305	345	315	305	50	45	40	40	40	40	41	41
Quality Rating (A09)	80%	81%	81%	81%	81%	82%	82%	82%	86%	88%	89%	90%	90%	91%	90%	92%
Overall Satisfaction (B10)	77%	77%	74%	75%	75%	77%	80%	78%	88%	84%	88%	88%	85%	93%	93%	95%
Imp. Business Performance	39%	37%	38%	37%	37%	40%	42%	45%	66%	73%	83%	75%	73%	70%	71%	78%
Changed Behaviour (A83)	56%	56%	55%	51%	55%	55%	59%	61%	80%	84%	85%	88%	90%	93%	90%	88%
Increased R&D (AR&D)	14%	15%	15%	11%	12%	11%	10%	14%	22%	24%	28%	30%	33%	33%	32%	34%
Barriers Overcome (A92)	50%	49%	49%	51%	51%	52%	54%	53%	72%	78%	83%	78%	83%	83%	80%	80%
Sig. Business Benefit (A06)	64%	63%	63%	62%	64%	65%	67%	68%	84%	89%	90%	93%	95%	98%	95%	90%
Positive £ benefit*	36%	35%	39%	38%	38%	43%	37%	36%	52%	62%	68%	68%	70%	68%	66%	63%
Don't know £ benefit*	12%	13%	11%	8%	10%	9%	15%	23%	20%	16%	13%	15%	15%	20%	24%	22%
	HQ Events								OMIS							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
Base	91	94	84	92	76	71	71	71	525	540	535	527	417	397	387	380
Quality Rating (A09)	84%	85%	84%	82%	80%	81%	81%	80%	75%	75%	75%	76%	77%	78%	77%	75%
Overall Satisfaction (B10)	78%	79%	76%	75%	74%	75%	72%	72%	70%	68%	70%	71%	72%	74%	72%	69%
Clear Information (B09)	-	-	-	-	-	-	-	-	82%	81%	79%	79%	80%	78%	80%	81%
Imp. Business Performance	45%	41%	37%	36%	28%	32%	35%	41%	55%	54%	55%	56%	58%	57%	55%	55%
Changed Behaviour (A83)	52%	49%	44%	40%	34%	41%	46%	55%	56%	54%	55%	57%	60%	65%	63%	61%
Increased R&D (AR&D)	15%	17%	11%	9%	7%	11%	14%	17%	12%	12%	13%	14%	16%	17%	16%	16%
Barriers Overcome (A92)	52%	55%	49%	47%	38%	44%	51%	56%	65%	63%	64%	65%	67%	70%	66%	66%
Sig. Business Benefit (A06)	60%	62%	58%	57%	54%	59%	63%	69%	72%	70%	70%	72%	73%	77%	75%	73%
Positive £ benefit	26%	31%	32%	30%	29%	31%	35%	39%	43%	39%	41%	39%	42%	43%	43%	45%
Don't know £ benefit	18%	14%	11%	10%	7%	10%	10%	11%	10%	11%	11%	13%	12%	13%	13%	12%

# Key Measures – Over Time

	MVS								TAP Solo							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	100	85	67	67	93	103	106	96	25	35	43	36	34	34	36	38
Quality Rating (A09)	79%	82%	83%	85%	81%	78%	78%	76%	77%	80%	78%	80%	78%	78%	79%	80%
Overall Satisfaction (B10)	87%	93%	91%	91%	87%	84%	86%	84%	80%	80%	81%	81%	82%	85%	86%	92%
Imp. Business Performance	84%	84%	82%	81%	76%	78%	80%	81%	80%	83%	77%	81%	76%	71%	81%	84%
Changed Behaviour (A83)	76%	75%	82%	81%	78%	79%	77%	79%	76%	74%	72%	64%	68%	74%	78%	87%
Increased R&D (AR&D)	28%	36%	42%	33%	33%	28%	27%	30%	20%	17%	19%	25%	24%	24%	22%	24%
Barriers Overcome (A92)	81%	85%	87%	84%	84%	82%	83%	84%	80%	80%	79%	78%	85%	88%	92%	95%
Sig. Business Benefit (A06)	87%	89%	91%	90%	89%	87%	88%	89%	84%	86%	84%	81%	88%	88%	92%	95%
Positive £ benefit	65%	62%	61%	55%	55%	56%	57%	59%	56%	57%	51%	47%	56%	56%	67%	76%
Don't know £ benefit	10%	11%	10%	9%	12%	15%	15%	16%	16%	14%	12%	6%	3%	6%	11%	11%
	TAP Group								TAP Non-Funded							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	176	171	159	144	133	128	140	150	24	52	67	83	119	115	107	102
Quality Rating (A09)	71%	70%	72%	73%	72%	71%	72%	74%	69%	70%	64%	65%	68%	69%	72%	73%
Overall Satisfaction (B10)	84%	80%	79%	78%	79%	84%	85%	84%	79%	77%	72%	76%	76%	76%	78%	78%
Imp. Business Performance	83%	80%	76%	77%	79%	79%	84%	81%	83%	83%	78%	77%	79%	79%	83%	84%
Changed Behaviour (A83)	76%	74%	70%	72%	74%	73%	80%	78%	71%	75%	70%	69%	71%	73%	77%	77%
Increased R&D (AR&D)	24%	24%	25%	23%	28%	28%	24%	26%	21%	23%	24%	28%	26%	28%	28%	26%
Barriers Overcome (A92)	81%	79%	75%	74%	77%	78%	85%	84%	83%	83%	78%	77%	76%	77%	79%	78%
Sig. Business Benefit (A06)	87%	86%	84%	84%	84%	85%	89%	88%	83%	87%	82%	84%	83%	84%	86%	83%
Positive £ benefit	62%	61%	58%	56%	65%	64%	68%	67%	46%	62%	52%	51%	54%	49%	55%	57%
Don't know £ benefit	14%	12%	11%	9%	7%	7%	9%	11%	29%	15%	10%	11%	13%	18%	19%	20%

# Key Measures – Over Time

	Outward Missions								Inward Missions							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	77	77	65	65	59	49	42	32	89	89	77	49	28	18	10	10
Quality Rating (A09)	75%	72%	65%	64%	65%	63%	67%	67%	57%	61%	61%	65%	65%	52%	50%	50%
Overall Satisfaction (B10)	86%	82%	71%	74%	75%	76%	86%	81%	52%	60%	60%	69%	68%	39%	40%	40%
Imp. Business Performance	70%	68%	65%	69%	71%	67%	69%	72%	36%	44%	43%	45%	50%	22%	30%	30%
Changed Behaviour (A83)	71%	70%	69%	68%	69%	71%	71%	84%	39%	47%	45%	49%	54%	44%	60%	60%
Increased R&D (AR&D)	18%	18%	20%	22%	19%	18%	19%	19%	10%	13%	14%	14%	14%	17%	20%	20%
Barriers Overcome (A92)	82%	81%	75%	77%	78%	78%	81%	88%	42%	47%	45%	47%	57%	44%	50%	50%
Sig. Business Benefit (A06)	84%	83%	80%	83%	85%	86%	88%	94%	53%	58%	56%	57%	64%	50%	60%	60%
Positive £ benefit	53%	52%	54%	52%	53%	49%	48%	59%	22%	31%	29%	33%	36%	11%	20%	20%
Don't know £ benefit	16%	13%	9%	11%	12%	18%	24%	22%	4%	7%	9%	12%	18%	22%	20%	20%
	Sector Events UK								Posts Sig. Assists							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	251	266	346	389	370	380	337	297	721	686	626	625	625	620	632	617
Quality Rating (A09)	78%	81%	79%	79%	79%	77%	77%	76%	79%	79%	78%	79%	78%	77%	78%	78%
Overall Satisfaction (B10)	73%	76%	75%	74%	72%	71%	68%	68%	76%	77%	76%	77%	75%	73%	75%	74%
Imp. Business Performance	43%	47%	40%	35%	34%	37%	38%	40%	41%	39%	40%	42%	43%	44%	43%	42%
Changed Behaviour (A83)	48%	48%	45%	43%	44%	45%	47%	49%	44%	42%	44%	44%	46%	49%	48%	49%
Increased R&D (AR&D)	10%	11%	11%	10%	10%	9%	11%	13%	11%	12%	12%	11%	11%	10%	10%	11%
Barriers Overcome (A92)	51%	53%	49%	48%	49%	52%	55%	56%	54%	52%	54%	55%	55%	56%	56%	54%
Sig. Business Benefit (A06)	63%	64%	60%	58%	59%	61%	63%	65%	62%	60%	62%	62%	61%	63%	62%	61%
Positive £ benefit	29%	31%	29%	29%	31%	31%	33%	32%	28%	28%	31%	33%	32%	31%	29%	28%
Don't know £ benefit	12%	13%	12%	11%	11%	12%	15%	19%	12%	11%	10%	8%	10%	13%	14%	17%

# Key Measures – Over Time

	Posts Events								Website Business Opportunities							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	153	160	165	188	192	194	199	201	481	511	551	284	295	285	295	289
Quality Rating (A09)	75%	74%	74%	75%	74%	74%	76%	75%	56%	56%	55%	55%	56%	57%	60%	59%
Overall Satisfaction (B10)	75%	76%	76%	77%	75%	76%	75%	77%	56%	57%	56%	54%	53%	55%	60%	60%
Imp. Business Performance	46%	43%	42%	39%	33%	39%	38%	47%	-	-	-	-	-	-	-	-
Changed Behaviour (A83)	44%	44%	47%	45%	45%	48%	49%	59%	26%	25%	26%	25%	20%	21%	22%	21%
Increased R&D (AR&D)	10%	14%	14%	13%	12%	12%	13%	17%	-	-	-	-	-	-	-	-
Barriers Overcome (A92)	56%	58%	61%	57%	54%	55%	55%	66%	51%	51%	51%	54%	52%	53%	56%	55%
Sig. Business Benefit (A06)	63%	64%	68%	65%	64%	64%	64%	73%	55%	56%	56%	58%	56%	58%	61%	61%
Positive £ benefit	31%	30%	35%	31%	31%	30%	28%	35%	28%	29%	29%	30%	29%	28%	31%	31%
Don't know £ benefit	14%	13%	15%	14%	15%	19%	18%	19%	10%	9%	9%	8%	8%	9%	12%	13%
	Sector Events Abroad								DSO Events							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	153	143	113	93	80	90	95	104	65	60	55	60	60	60	60	59
Quality Rating (A09)	74%	73%	73%	69%	65%	66%	69%	74%	78%	80%	77%	76%	69%	72%	73%	76%
Overall Satisfaction (B10)	73%	78%	77%	75%	75%	76%	77%	82%	68%	72%	73%	67%	60%	67%	65%	68%
Imp. Business Performance	57%	62%	64%	62%	63%	64%	61%	62%	46%	50%	44%	43%	35%	37%	42%	41%
Changed Behaviour (A83)	61%	67%	65%	58%	59%	60%	63%	64%	43%	47%	45%	38%	37%	40%	43%	47%
Increased R&D (AR&D)	20%	22%	18%	20%	19%	16%	17%	14%	14%	13%	11%	7%	2%	5%	7%	7%
Barriers Overcome (A92)	71%	75%	74%	72%	71%	74%	76%	74%	63%	62%	49%	42%	38%	47%	55%	59%
Sig. Business Benefit (A06)	78%	80%	79%	75%	75%	78%	80%	81%	68%	68%	58%	52%	48%	55%	63%	69%
Positive £ benefit	39%	44%	48%	48%	53%	56%	58%	57%	42%	47%	42%	33%	25%	25%	27%	29%
Don't know £ benefit	16%	15%	13%	12%	11%	10%	11%	14%	15%	7%	4%	8%	13%	15%	22%	24%

# Key Measures – Over Time

	DSO Sig. Assists								Webinars							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	60	55	50	53	58	58	58	60	0	0	0	0	0	0	40	80
Quality Rating (A09)	93%	91%	89%	86%	83%	84%	80%	83%	-	-	-	-	-	-	78%	82%
Overall Satisfaction (B10)	90%	89%	88%	85%	83%	84%	83%	87%	-	-	-	-	-	-	75%	78%
Imp. Business Performance	67%	55%	48%	49%	45%	50%	52%	52%	-	-	-	-	-	-	-	-
Changed Behaviour (A83)	63%	51%	54%	51%	48%	59%	60%	72%	-	-	-	-	-	-	33%	38%
Increased R&D (AR&D)	8%	13%	16%	13%	12%	12%	14%	18%	-	-	-	-	-	-	-	-
Barriers Overcome (A92)	75%	67%	70%	62%	57%	60%	59%	70%	-	-	-	-	-	-	33%	30%
Sig. Business Benefit (A06)	78%	73%	74%	70%	69%	72%	71%	80%	-	-	-	-	-	-	50%	51%
Positive £ benefit	27%	22%	28%	28%	24%	28%	24%	30%	-	-	-	-	-	-	-	-
Don't know £ benefit	38%	31%	24%	21%	22%	19%	26%	27%	-	-	-	-	-	-	-	-
	HVO Events								HVO Sig. Assists							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	40	56	74	44	34	18	0	0	19	29	37	38	38	30	27	24
Quality Rating (A09)	68%	72%	75%	84%	84%	84%	-	-	99%	97%	97%	94%	91%	89%	83%	83%
Overall Satisfaction (B10)	53%	57%	59%	70%	68%	67%	-	-	95%	93%	89%	87%	84%	83%	85%	88%
Imp. Business Performance	20%	18%	22%	25%	24%	33%	-	-	58%	55%	49%	50%	39%	33%	33%	33%
Changed Behaviour (A83)	45%	38%	35%	30%	24%	28%	-	-	68%	72%	70%	74%	66%	63%	59%	67%
Increased R&D (AR&D)	8%	5%	5%	7%	3%	6%	-	-	16%	14%	11%	13%	8%	7%	7%	8%
Barriers Overcome (A92)	38%	39%	41%	43%	44%	44%	-	-	68%	72%	73%	76%	68%	63%	56%	54%
Sig. Business Benefit (A06)	55%	54%	53%	52%	50%	50%	-	-	84%	86%	86%	87%	74%	70%	63%	71%
Positive £ benefit	13%	13%	16%	18%	21%	28%	-	-	58%	55%	49%	55%	47%	43%	41%	42%
Don't know £ benefit	15%	14%	11%	9%	6%	0%	-	-	16%	17%	19%	11%	11%	10%	11%	17%

# Key Measures – Over Time

	CBBC Events								CBBC Sig. Assists							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	20	30	40	39	39	44	49	50	40	40	40	40	40	45	50	50
Quality Rating (A09)	72%	74%	73%	78%	77%	77%	76%	75%	85%	82%	83%	81%	81%	82%	81%	83%
Overall Satisfaction (B10)	65%	63%	63%	69%	64%	68%	71%	66%	83%	83%	83%	78%	78%	80%	80%	86%
Imp. Business Performance	45%	57%	53%	59%	56%	41%	41%	36%	43%	48%	43%	40%	35%	33%	44%	46%
Changed Behaviour (A83)	40%	53%	53%	67%	67%	61%	57%	56%	63%	55%	55%	53%	45%	49%	60%	64%
Increased R&D (AR&D)	0%	7%	8%	15%	18%	20%	16%	10%	8%	8%	8%	8%	8%	9%	16%	14%
Barriers Overcome (A92)	40%	57%	53%	62%	64%	52%	53%	52%	60%	60%	63%	63%	58%	62%	66%	64%
Sig. Business Benefit (A06)	45%	63%	63%	74%	74%	64%	59%	58%	70%	73%	75%	73%	65%	64%	70%	72%
Positive £ benefit	25%	43%	35%	41%	38%	20%	20%	22%	33%	38%	35%	40%	38%	27%	30%	28%
Don't know £ benefit	5%	3%	5%	5%	10%	16%	16%	16%	10%	13%	15%	15%	8%	11%	12%	18%
	UKIBC Events								UKIBC Sig. Assists							
	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35	25-28	26-29	27-30	28-31	29-32	30-33	31-34	32-35
<i>Base</i>	37	66	76	78	58	39	39	40	24	54	64	66	60	40	30	30
Quality Rating (A09)	80%	79%	78%	78%	77%	78%	82%	83%	67%	69%	69%	69%	69%	73%	74%	80%
Overall Satisfaction (B10)	84%	76%	75%	77%	74%	82%	82%	78%	58%	63%	64%	65%	68%	75%	77%	77%
Imp. Business Performance	30%	24%	24%	23%	26%	33%	41%	45%	33%	33%	38%	41%	38%	35%	27%	27%
Changed Behaviour (A83)	32%	35%	32%	35%	38%	38%	51%	50%	33%	39%	41%	44%	45%	40%	37%	40%
Increased R&D (AR&D)	16%	11%	9%	10%	10%	21%	28%	23%	4%	9%	11%	12%	17%	15%	13%	10%
Barriers Overcome (A92)	38%	42%	41%	44%	50%	54%	62%	60%	42%	48%	53%	53%	55%	53%	43%	53%
Sig. Business Benefit (A06)	51%	53%	50%	50%	55%	56%	67%	63%	50%	56%	61%	64%	67%	68%	60%	67%
Positive £ benefit	14%	17%	17%	21%	28%	31%	33%	30%	33%	28%	28%	30%	30%	33%	33%	30%
Don't know £ benefit	19%	17%	14%	14%	12%	13%	21%	23%	13%	13%	16%	14%	13%	13%	7%	17%

