
MARCH 2015

UKTI PERFORMANCE & IMPACT MONITORING SURVEY (PIMS)

SUMMARY RESULTS (PIMS 35-38)

Support delivered October 2013 – September 2014



UK Trade
& Investment



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PIMS 35-38, March 2015

HEADLINE RESULTS



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Performance Against Key Measures

Measure	Support delivered Oct 2013 – Sep 2014
Provide export services to more UK businesses	
Total number of businesses assisted (target 50,000 annually by 2015)	54,190
- Number of innovative businesses assisted	45,360
- Number of assisted businesses expecting substantial growth	23,280
- Number of assisted businesses that are new to exporting	11,430
Number of businesses assisted excluding 'light' support*	48,220
Number of businesses receiving 'light' support	11,440
Help UK businesses benefit from increased overseas sales**	
Total additional sales	£49.7 billion
% assisted businesses improving performance	51%
% businesses assisted in high growth markets improving performance	53%
% assisted businesses reporting significant business benefit (target 70%)	71%
Increase R&D**	
Number of businesses increasing R&D activity as result of UKTI support (target 2,500)	7,230
Professionalism**	
Quality Rating (80% target)	79%
Quality Rating for high intensity support (90% target)	91%
Satisfaction Rating (80% target)	75%
Satisfaction Rating for high intensity support (90% target)	82%
Excellent Client Records (latest quarter)***	
% records provided for PIMS are complete (100% target)	97%
...of which contact details are incorrect	22%

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

** These results exclude 'light' support.

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

Annual Number of Firms Supported – Over Time

PIMS waves		PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33	PIMS 31-34	PIMS 32-35	PIMS 33-36	PIMS 34-37	PIMS 35-38
Support delivered		Jan 11- Dec 11	Apr 11- Mar 12	Jul 11- Jun 12	Oct 11- Sep 12	Jan 12- Dec 12	Apr 12- Mar 13	Jul 12- Jun 13	Oct 12- Sep 13	Jan 13- Dec 13	Apr 13- Mar 14	Jul 13- Jun 14	Oct 13- Sep 14
UKTI total	Annual no. of firms supported	25,400	26,640	26,920	29,230	31,310	31,880	32,600	34,820	36,900	47,960	50,060	54,190
	% change from previous 12 months*	-5%	+9%	+7%	+15%	+23%	+20%	+21%	+19%	+18%	+50%	+54%	+56%
Excluding 'light' support**	Annual number of firms supported	21,450	22,340	23,180	25,390	26,920	27,580	28,370	30,150	31,470	42,390	44,070	48,220
	% change from previous 12 months	-12%	+0%	+3%	+19%	+26%	+23%	+22%	+19%	+17%	+54%	+55%	+60%

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

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

Key Measures – Over Time

PIMS waves	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33	PIMS 31-34	PIMS 32-35	PIMS 33-36	PIMS 34-37	PIMS 35-38
Support delivered	Jan 11- Dec 11	Apr 11- Mar 12	Jul 11- Jun 12	Oct 11- Sep 12	Jan 12- Dec 12	Apr 12- Mar 13	Jul 12- Jun 13	Oct 12- Sep 13	Jan 13- Dec 13	Apr 13- Mar 14	Jul 13- Jun 14	Oct 13- Sep 14
<i>Base: Exc. light support*</i>	3817	3915	3904	3860	3823	3687	3722	3716	3714	3764	3737	3715
Quality Rating (A09)	78%	78%	78%	78%	79%	78%	78%	78%	79%	79%	80%	79%
Overall Satisfaction (B10)	75%	76%	76%	76%	77%	76%	76%	77%	76%	76%	76%	75%
Imp. Business Performance	53%	52%	51%	50%	49%	49%	50%	52%	53%	52%	52%	51%
Increased Skills (A81)	51%	51%	50%	50%	50%	50%	53%	54%	55%	56%	55%	55%
Changed Behaviour (A83)	56%	55%	54%	53%	53%	54%	57%	58%	60%	61%	60%	60%
Increased R&D (AR&D)	15%	15%	16%	16%	15%	15%	15%	15%	16%	16%	16%	15%
Barriers Overcome (A92)	61%	60%	60%	59%	59%	60%	61%	63%	64%	64%	63%	62%
Sig. Business Benefit (A06)	70%	69%	69%	68%	67%	68%	70%	70%	72%	72%	71%	71%
Mean Additional Profit (A49)	£257k	£252k	£250k	£230k	£151k	£188k	£181k	£181k	£205k	£160k	£146k	£139k
Mean Additional Sales	£1,794k	£1,884k	£1,965k	£1,953k	£1,241k	£1,847k	£1,820k	£1,717k	£1,992k	£1,157k	£992k	£1,031k

* '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>	1178	1025	1317	339	271	106
Number Firms Assisted (Annual A01)	11,280	14,480	37,490	7,820	5,910	770
- % records complete (PIMS 38)	96%	95%	98%	97%	14%	92%
- % records with contact details incorrect (PIMS 38)	18%	22%	23%	18%	16%	30%
Quality Rating (A09)	89%	77%	79%	72%	55%	83%
Overall Satisfaction (B10)	80%	73%	72%	82%	57%	79%
Improved Business Performance	58%	40%	47%	78%	-	45%
Increased Skills (A81)	61%	42%	53%	75%	40%	50%
Changed Behaviour (A83)	68%	47%	57%	78%	27%	58%
Increased R&D (AR&D)	18%	9%	15%	25%	-	14%
Barriers Overcome (A92)	66%	54%	56%	83%	54%	60%
Significant Business Benefit (A06)	74%	60%	68%	88%	58%	68%
Mean Additional Profit (A49)	£105k	£190k	£128k	£77k	£52k	£99k
Mean Additional Sales	£611k	£1,295k	£1,104k	£440k	£339k	£641k

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

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

Key Measures – By Support Type

	High Intensity Support	Other Tailored Support	Outreach Events
<i>Base: All supported firms</i>	864	731	917
Number Firms Assisted (Annual A01)	4,620	9,410	32,590
- % records complete (PIMS 38)	98%	94%	98%
- % records with contact details incorrect (PIMS 38)	20%	18%	22%
Quality Rating (A09)	91%	84%	81%
Overall Satisfaction (B10)	82%	77%	71%
Improved Business Performance	74%	50%	46%
Increased Skills (A81)	72%	53%	52%
Changed Behaviour (A83)	79%	61%	55%
Increased R&D (AR&D)	28%	13%	16%
Barriers Overcome (A92)	75%	62%	53%
Significant Business Benefit (A06)	85%	69%	67%
Mean Additional Profit (A49)	£152k	£109k	£107k
Mean Additional Sales	£1,155k	£604k	£1,081k

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

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

Other tailored – *OMIS, ERTA Sig Assists*

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

Key Measures – By Individual Service

	Total (exc. light support)	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: All supported firms</i>	3715	361	362	40	361	255	41	50	370	52	30	130
Number Firms Assisted (PIMS 38)*	18,453	568	366	53	1,948	1,446	153	251	310	125	2	943
- % records complete	97%	99%	97%	100%	94%	97%	98%	92%	95%	97%	100%	99%
- % with contact details incorrect	22%	19%	18%	30%	16%	17%	17%	18%	21%	4%	100%	22%
Quality Rating (A09)	79%	93%	90%	92%	87%	82%	89%	70%	77%	78%	79%	70%
Overall Satisfaction (B10)	75%	82%	81%	95%	79%	76%	83%	56%	72%	87%	93%	83%
Improved Business Performance	51%	73%	76%	80%	47%	46%	80%	46%	58%	90%	90%	78%
Increased Skills (A81)	55%	70%	76%	88%	53%	56%	73%	48%	54%	85%	90%	77%
Changed Behaviour (A83)	60%	78%	81%	88%	61%	61%	83%	50%	62%	85%	93%	79%
Increased R&D (AR&D)	15%	31%	29%	38%	12%	18%	17%	12%	16%	31%	33%	24%
Barriers Overcome (A92)	62%	74%	77%	90%	60%	54%	76%	56%	68%	92%	93%	81%
Significant Business Benefit (A06)	71%	84%	87%	95%	68%	70%	85%	64%	74%	96%	97%	88%
Mean Additional Profit (A49)	£139k	£134k	£104k	£110k	£84k	£563k	£364k	£229k	£244k	£86k	£74k	£59k
Mean Additional Sales	£1,031k	£1,033k	£982k	£772k	£281k	£4,011k	£2,347k	£1,540k	£1,901k	£567k	£527k	£399k

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

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

Key Measures – By Individual Service

	TAP Non Fund	Out'd Miss.	Inw'd Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
<i>Base: All supported firms</i>	76	51	44	244	252	591	197	271	89	59	47	116
Number Firms Assisted (PIMS 38)	741	137	430	1,394	8,238	5,435	1,121	3,282	444	102	65	948
- % records complete	93%	100%	100%	99%	98%	95%	95%	14%	99%	87%	98%	94%
- % with contact details incorrect	19%	8%	21%	28%	23%	22%	28%	16%	16%	28%	33%	5%
Quality Rating (A09)	72%	75%	64%	81%	82%	77%	74%	55%	71%	84%	84%	81%
Overall Satisfaction (B10)	79%	78%	48%	76%	67%	74%	81%	57%	74%	78%	85%	65%
Improved Business Performance	75%	65%	34%	41%	50%	37%	48%	-	58%	41%	53%	-
Increased Skills (A81)	71%	65%	45%	54%	55%	40%	54%	40%	63%	47%	55%	28%
Changed Behaviour (A83)	72%	69%	52%	56%	57%	45%	60%	27%	65%	56%	62%	31%
Increased R&D (AR&D)	21%	22%	11%	14%	15%	9%	16%	-	13%	10%	17%	-
Barriers Overcome (A92)	82%	84%	59%	59%	56%	52%	66%	54%	70%	58%	66%	27%
Significant Business Benefit (A06)	84%	84%	64%	70%	69%	58%	74%	58%	76%	64%	77%	44%
Mean Additional Profit (A49)	£68k	£125k	£32k	£40k	£21k	£199k	£282k	£53k	£123k	£44k	£280k	-
Mean Additional Sales	£370k	£431k	£181k	£394k	£721k	£1,323k	£1,726k	£340k	£578k	£272k	£1,859k	-

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

Key Measures – China Britain Business Council (CBBC)¹¹

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: All receiving CBBC support</i>	123	44	40	39
Number Firms Assisted (Quarterly A01)				
- PIMS 35	392	135	219	38
- PIMS 36	715	247	433	35
- PIMS 37	545	216	280	49
- PIMS 38	851	468	347	36
- % records complete (PIMS 38)	99%	100%	98%	94%
- % with contact details incorrect (PIMS 38)	18%	16%	28%	9%
- % refusing as no/minimal support (PIMS 38)	13%	24%	8%	0%
Quality Rating (A09)	77%	82%	73%	77%
Overall Satisfaction (B10)	72%	75%	75%	62%
Improved Business Performance	47%	50%	45%	44%
Increased Skills (A81)	49%	50%	50%	54%
Changed Behaviour (A83)	59%	55%	63%	69%
Increased R&D (AR&D)	12%	9%	13%	15%
Barriers Overcome (A92)	53%	52%	53%	62%
Significant Business Benefit (A06)	64%	59%	68%	74%
Mean Additional Profit (A49)	£60k	£75k	£45k	£124k
Mean Additional Sales	£419k	£498k	£280k	£940k

Key Measures – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: All receiving UKIBC support</i>	50	20	30
Number Firms Assisted (Quarterly A01)			
- PIMS 35	412	103	309
- PIMS 36	256	0	256
- PIMS 37	0	0	0
- PIMS 38	248	87	161
- % records complete (PIMS 38)	100%	100%	99%
- % with contact details incorrect (PIMS 38)	29%	24%	34%
- % refusing as no/minimal support (PIMS 38)	9%	12%	6%
Quality Rating (A09)	79%	81%	78%
Overall Satisfaction (B10)	73%	75%	73%
Improved Business Performance	36%	50%	30%
Increased Skills (A81)	38%	55%	37%
Changed Behaviour (A83)	46%	50%	47%
Increased R&D (AR&D)	10%	20%	7%
Barriers Overcome (A92)	49%	70%	43%
Significant Business Benefit (A06)	56%	75%	53%
Mean Additional Profit (A49)	£54k	£30k	£67k
Mean Additional Sales	£335k	£201k	£407k

Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: All receiving HVO support</i>	13	13	0
Number Firms Assisted (Quarterly A01)			
- PIMS 35	15	15	0
- PIMS 36	7	7	0
- PIMS 37	2	2	0
- PIMS 38	10	10	0
- % records complete (PIMS 38)	90%	90%	-
- % with contact details incorrect (PIMS 38)	38%	38%	-
- % refusing as no/minimal support (PIMS 38)	0%	0%	-
Quality Rating (A09)	92%	92%	-
Overall Satisfaction (B10)	92%	92%	-
Improved Business Performance	62%	62%	-
Increased Skills (A81)	54%	54%	-
Changed Behaviour (A83)	77%	77%	-
Increased R&D (AR&D)	23%	23%	-
Barriers Overcome (A92)	77%	77%	-
Significant Business Benefit (A06)	92%	92%	-
Mean Additional Profit (A49)	£59k	£59k	-
Mean Additional Sales	£549k	£549k	-

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

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BACKGROUND



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Background

- This research was conducted by OMB Research. Results are based on PIMS 35-38, which was conducted in four fieldwork waves (April/May 2014, July/August 2014, October/November 2014, January/February 2015).
- These results are based on a total of **4,236 interviews**, as follows:

- Passport to Export: 361	- TAP Group: 130	- DSO Significant Assists: 47
- Gateway to Global Growth: 362	- TAP Non-Funded: 76	- Webinars: 116
- EMRS: 40	- Outward Missions: 51	- HVO Significant Assists: 13
- ERTA Significant Assists: 361	- Inward Missions: 44	- CBBC Events: 40
- English Regions Events: 255	- Sector Events UK: 244	- CBBC Significant Assists: 44
- ECR: 41	- Events Alliance UK: 252	- UKIBC Events: 30
- Posts Significant Assists: 591	- HQ Events: 50	- UKIBC Significant Assists: 20
- Posts Events: 197	- Market Visit Support: 52	- Web Business Opportunities: 271
- OMIS: 370	- Sector Events Abroad: 89	
-TAP Solo: 30	- DSO Events: 59	
- PIMS interviews are conducted **c.6 months** after firms receive the UKTI support, so the latest fieldwork wave (PIMS 38) covered firms receiving support in **July-September 2014**. The exceptions to this are Passport (interviewed c.15 months after signing up) and GGG (interviewed c.12 months after signing up).
- Please note that the data shown for English Regions Trade Advisors (ERTA) Significant Assists only covers those firms not also receiving support under Passport or GGG during the same time period, and data for Webinar attendees only covers those that were logged on for at least 50% of the session.
- HVO, CBBC and UKIBC support has been included in the total level analysis, but results for these services have not been shown separately in the charts/tables.
 - Performance against the key measures for these services is shown in the Headline Results section, and details of the client profile for these services is shown in the Summaries section at the end of this report.

Abbreviations

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

Interviews Achieved

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS
PIMS 35	1,049	90	90	10	90	90	10	15	90	15
PIMS 36	1,102	90	90	10	90	45	11	15	100	15
PIMS 37	1,085	91	91	10	91	80	10	10	100	10
PIMS 38	1,000	90	91	10	90	40	10	10	80	12

	TAP Solo	TAP Group	TAP Non-Funded	Outward Missions	Inward Missions	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps
PIMS 35	10	35	21	10	0	60	-	145	55	68
PIMS 36	10	30	24	15	8	55	121	146	52	58
PIMS 37	10	35	15	15	20	94	40	160	50	75
PIMS 38	0	30	16	11	16	35	91	140	40	70

	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 35	29	14	15	40	0	7	10	10	10	10
PIMS 36	30	15	15	25	0	3	10	9	10	0
PIMS 37	15	15	2	26	0	0	10	10	0	0
PIMS 38	15	15	15	25	0	3	10	15	10	10

Posts Significant Assists – Individual Markets/Areas

Interviews Conducted By Market & Market Area

Countries within Europe (261)...

- Austria (5), Belgium (6), Belgium/Luxembourg (3), Bosnia & Herzegovina (1), Bulgaria (4), Croatia (3), Cyprus (1), Czech Republic (2), Denmark (10), Estonia (2), Finland (4), France (19), Germany (19), Greece (3), Hungary (9), Ireland (9), Italy (26), Latvia (5), Lithuania (1), Netherlands (7), Norway (8), Poland (17), Portugal (4), Romania (11), Russia (25), Serbia (2), Slovakia (3), Spain (21), Sweden (9), Switzerland (8), Turkey (9), Ukraine (5)

Countries within North America (52)...

- Canada (7), USA (45)

Countries in Latin America (50)...

- Argentina (3), Barbados (2), Brazil (21), Chile (3), Colombia (2), Cuba (2), Guyana (1), Mexico (9), Panama (2), Peru (1), Venezuela (4)

Countries within Asia Pacific (151)...

- Australia (13), Azerbaijan (1), Burma (1), Cambodia (1), China (2), Hong Kong (4), India (29), Indonesia (4), Japan (14), Kazakhstan (4), Malaysia (13), Mongolia (4), New Zealand (8), Pakistan (1), Philippines (5), Singapore (16), South Korea (11), Sri Lanka (2), Taiwan (6), Thailand (7), Vietnam (5)

Countries within Middle East and Africa (77)...

- Bahrain (1), Egypt (5), Ethiopia (1), Gabon (1), Ghana (4), Iraq (5), Israel (3), Jordan (3), Kenya (1), Kuwait (4), Lebanon (1), Libya (7), Morocco (6), Mozambique (1), Nigeria (4), Oman (3), Qatar (8), Saudi Arabia (5), South Africa (11), Tanzania (1), Uganda (1), UAE (1)

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 35	Oct - Dec 2013	Jan - Mar 2013	Apr - Jun 2013	Apr - May 2014
PIMS 36	Jan - Mar 2014	Apr - Jun 2013	Jul - Sep 2013	Jul - Aug 2014
PIMS 37	Apr - June 2014	Jul - Sep 2013	Oct - Dec 2013	Oct - Nov 2014
PIMS 38	Jul - Sep 2014	Oct - Dec 2013	Jan - Mar 2014	Jan - Feb 2015

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

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SAMPLE ANALYSIS



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Sample Analysis (PIMS 38)

	Total sample	Total exc. EA Events UK & TAP Non-Funded
SAMPLE CLEANING		
Total (in-scope) records provided	45,178	35,795
Incomplete/ineligible records	2,137	1,798
Duplicate records (within service)	15,206	14,802
Duplicate records (across services)	5,789	5,243
Took part in recent UKTI survey	1,107	1,029
CATI SCREENING		
Random selection for CATI	3,700	2,701
Unusable – ineligible for interview	806	455
Unusable – contact details incorrect	770	549
Unusable – other UKTI research	7	4
ACHIEVED INTERVIEWS / RESPONSE RATE		
Total useable sample (CATI)	2,117	1,693
Interviews achieved	1,000	893
Refusals	389	246
Response rate (%)	47%	53%
Refusal rate (%)	18%	15%

Sample Analysis (PIMS 38) – By Service

	Pass- port	GGG	EMRS	ERTA Sig. Assist	ER Event	ECR	HQ Event	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.	Inward Miss.
SAMPLE CLEANING														
Total (in-scope) records provided	569	369	53	2,441	1,846	153	343	356	131	2	1,005	794	186	537
Incomplete/ineligible records	10	14	1	535	61	5	56	34	6	0	20	62	12	15
Duplicate records (within service)	1	3	0	96	400	0	92	46	6	0	62	53	49	107
Duplicate records (across services)	15	8	2	416	418	54	82	7	38	0	255	201	56	180
Took part in recent UKTI survey	22	20	5	77	91	9	14	35	10	1	57	29	6	32
CATI SCREENING														
Random selection for CATI	215	219	30	257	99	24	33	195	23	1	68	120	24	48
Unusable – ineligible for interview	5	20	1	42	8	1	6	12	1	0	3	34	2	8
Unusable – contact details incorrect	41	39	9	42	17	4	6	41	1	1	15	23	2	10
Unusable – other UKTI research	0	2	0	0	0	1	0	1	0	0	0	2	0	0
ACHIEVED INTERVIEWS / RESPONSE RATE														
Total useable sample (CATI)	169	158	20	173	74	18	21	141	21	0	50	61	20	30
Interviews achieved	90	91	10	90	40	10	10	80	12	0	30	16	11	16
Refusals	18	20	1	20	9	2	4	20	1	0	5	8	1	2
Response rate (%)	53%	58%	50%	52%	54%	56%	48%	57%	57%	-	60%	26%	55%	53%
Refusal rate (%)	11%	13%	5%	12%	12%	11%	19%	14%	5%	-	10%	13%	5%	7%

Sample Analysis (PIMS 38) – By Service

	Sec. Event UK	EA Event UK	Posts Sig. Assist	Posts Event	Web Bus Opps	Sector Event Abroad	DSO Event	DSO Sig. Assist	Web-inar	HVO Event	HVO Sig. Assist	CBBC Event	CBBC Sig. Assist	UKIBC Event	UKIBC Sig. Assist
SAMPLE CLEANING															
Total (in-scope) records provided	1,495	8,589	9934	1,829	11,038	475	222	106	1,197	0	11	484	715	196	102
Incomplete/ineligible records	97	277	359	91	134	14	15	2	227	0	1	35	33	11	10
Duplicate records (within service)	101	351	4,499	708	7,756	31	120	41	249	0	1	137	247	35	15
Duplicate records (across services)	301	345	1,521	392	722	124	11	5	243	0	0	142	175	71	5
Took part in recent UKTI survey	50	49	296	56	105	17	10	12	38	0	1	25	26	10	4
CATI SCREENING															
Random selection for CATI	126	879	483	151	337	51	46	46	58	-	8	40	51	35	33
Unusable – ineligible for interview	22	317	113	20	136	14	5	3	5	-	0	6	13	2	7
Unusable – contact details incorrect	35	198	107	43	55	8	13	15	3	-	3	11	8	12	8
Unusable – other UKTI research	0	1	0	0	0	0	0	0	0	-	0	0	0	0	0
ACHIEVED INTERVIEWS / RESPONSE RATE															
Total useable sample (CATI)	69	363	263	88	146	29	28	28	50	-	5	23	30	21	18
Interviews achieved	35	91	140	40	70	15	15	15	25	-	3	10	15	10	10
Refusals	18	135	46	16	32	5	1	3	6	-	0	4	6	5	1
Response rate (%)	51%	25%	53%	45%	48%	52%	54%	54%	50%	-	60%	43%	50%	48%	56%
Refusal rate (%)	26%	37%	17%	18%	22%	17%	4%	11%	12%	-	0%	17%	20%	24%	6%

PIMS 35-38, March 2015

CLIENT PROFILE

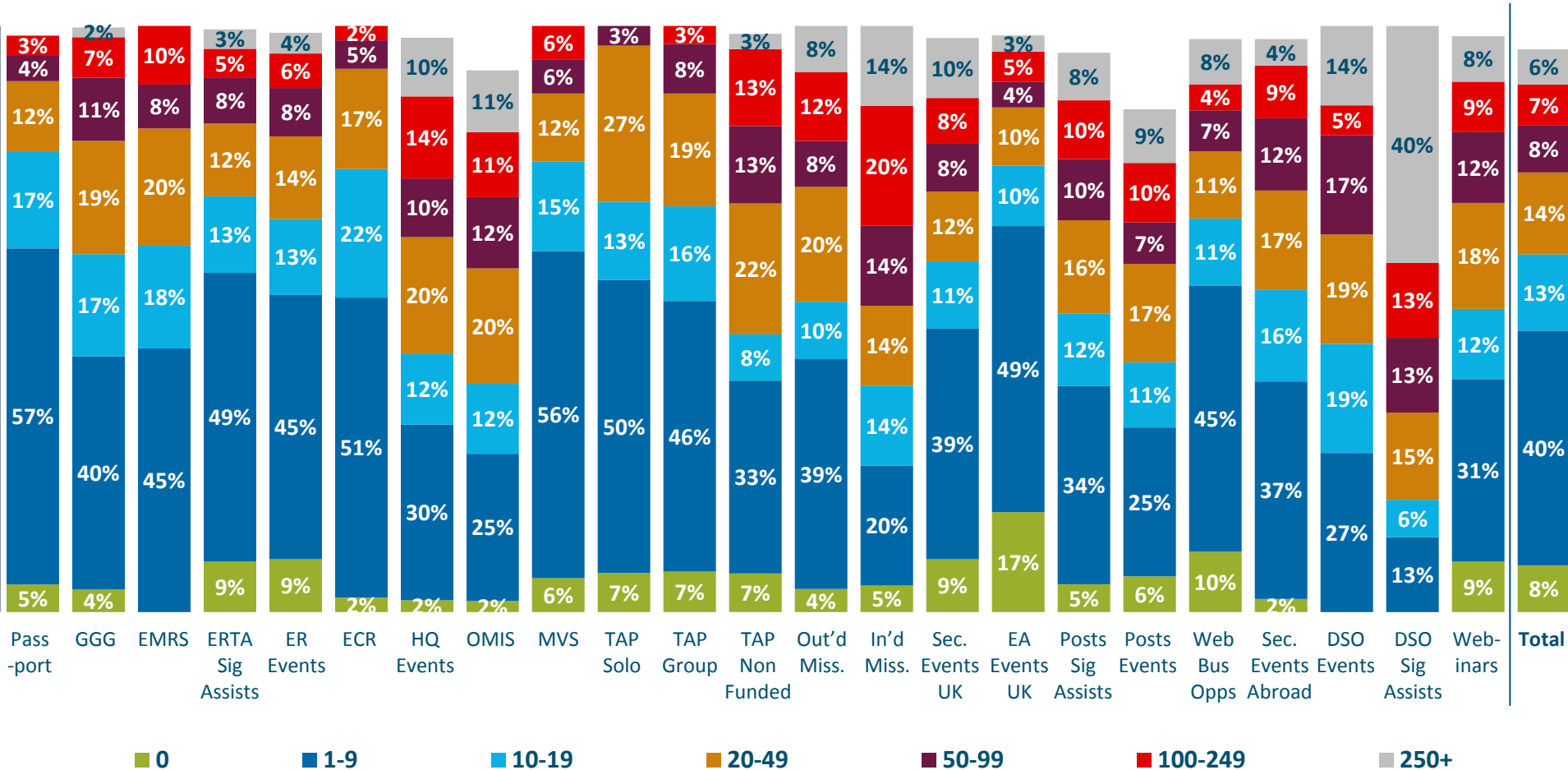


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Number of Employees

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



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (361, 0%, 1%), GGG (362, 0%, 0%), EMRS (40, 0%, 0%), ERTA (361, 0%, 1%), ER Events (255, 1%, 0%), ECR (41, 0%, 0%), HQ Events (50, 2%, 0%), OMIS (370, 8%, 0%), MVS (52, 0%, 0%), TAP Solo (30, 0%, 0%), TAP Group (130, 0%, 0%), TAP Non-Funded (76, 1%, 0%), Outward Missions (51, 0%, 0%), Inward Missions (44, 0%, 0%), Sector Events UK (244, 2%, 0%), EA Events UK (252, 2%, 0%), Posts Significant Assists (591, 4%, 1%), Posts Events (197, 14%, 1%), Website Bus Opps (271, 0%, 2%), Sector Events Abroad (89, 0%, 2%), DSO Events (59, 0%, 0%), DSO Significant Assists (47, 0%, 0%), Webinars (116, 0%, 2%), Total (4236, 2%, 1%)

Number of Employees – By Export Experience

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

	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base: All supported firms</i>	4236	<i>3715</i>	<i>1149</i>	<i>1477</i>	<i>1564</i>
0	8%	8%	16%	8%	3%
1-9	40%	40%	58%	49%	20%
10-19	13%	13%	9%	15%	13%
20-49	14%	15%	8%	15%	19%
50-99	8%	8%	3%	6%	15%
100-249	7%	7%	2%	4%	14%
250+	6%	6%	1%	3%	13%
Don't know/refused	2%	2%	1%	1%	4%
Not yet trading	1%	0%	2%	0%	0%

Estimated Total Employees

Estimated Total Employees

An estimate of the total number of people employed by firms assisted by UKTI in the last year has been calculated as follows:

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

Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total employees
0-249 employees	27	8	93.9%	45,280	1.2 million
250-4999 employees	926	600	5.2%	2,510	2.3 million
5000+ employees	12,379	7,692	0.9%	430	5.4 million
Total	185	10	100%	48,220	8.9 million

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

Estimated Total Employees – By Sector

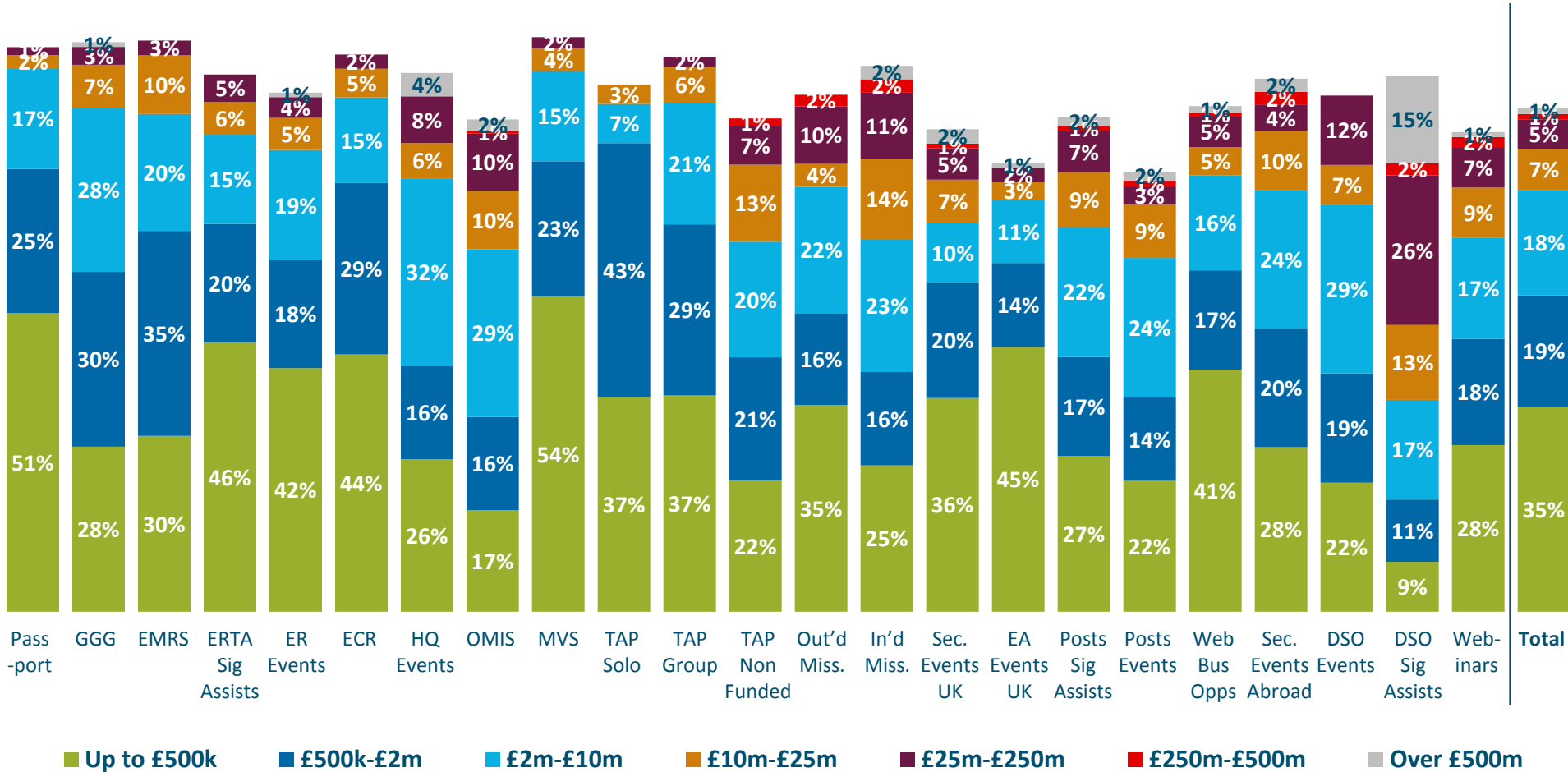
Production Sector					
Estimated Total Employees (exc. light support*)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (Annual A01)	Estimated total employees
0-249 employees	37	16	93.0%	15,070	0.6 million
250-4999 employees	725	500	6.3%	1,020	0.7 million
5000+ employees	10,455	10,000	0.7%	110	1.2 million
Total	152	20	100%	16,200	2.5 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 employees
0-249 employees	21	5	94.4%	29,590	0.6 million
250-4999 employees	1,069	685	4.6%	1,440	1.5 million
5000+ employees	13,296	6,313	1.0%	310	4.2 million
Total	201	6	100%	31,340	6.3 million

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

Annual Turnover

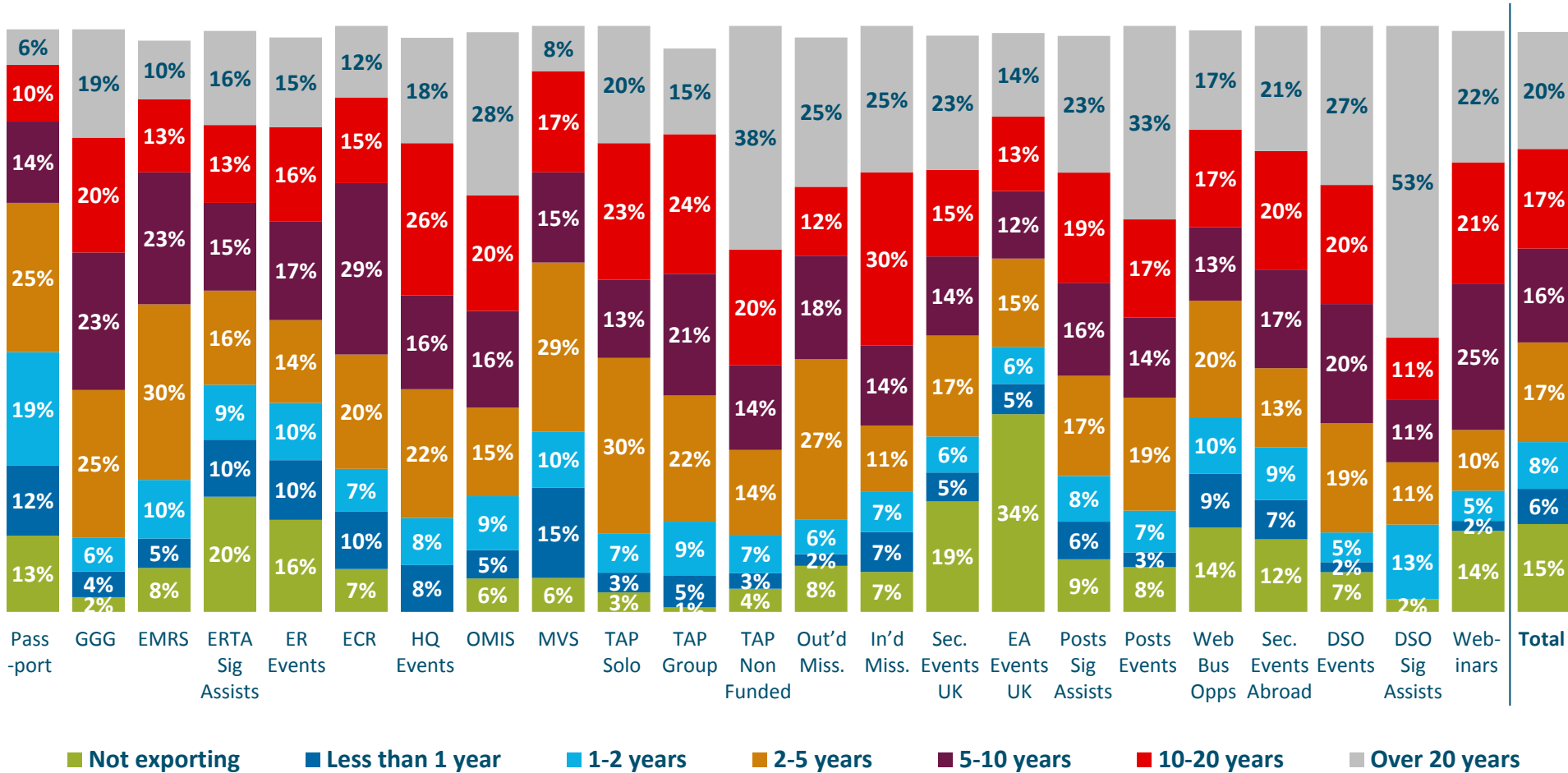
What is the current annual turnover of your business?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (361, 1%, 2%), GGG (362, 2%, 0%), EMRS (40, 3%, 0%), ERTA (361, 5%, 3%), ER Events (255, 9%, 2%), ECR (41, 5%, 0%), HQ Events (50, 8%, 0%), OMIS (370, 16%, 0%), MVS (52, 2%, 0%), TAP Solo (30, 7%, 3%), TAP Group (130, 5%, 0%), TAP Non-Funded (76, 16%, 0%), Outward Missions (51, 12%, 0%), Inward Missions (44, 7%, 0%), Sector Events UK (244, 14%, 3%), EA Events UK (252, 15%, 9%), Posts Significant Assists (591, 14%, 2%), Posts Events (197, 23%, 2%), Website Bus Opps (271, 9%, 5%), Sector Events Abroad (89, 4%, 4%), DSO Events (59, 12%, 0%), DSO Significant Assists (47, 9%, 0%), Webinars (116, 14%, 4%), Total (4236, 11%, 3%)

Length of Time Exporting

How long ago did your company start conducting business overseas?



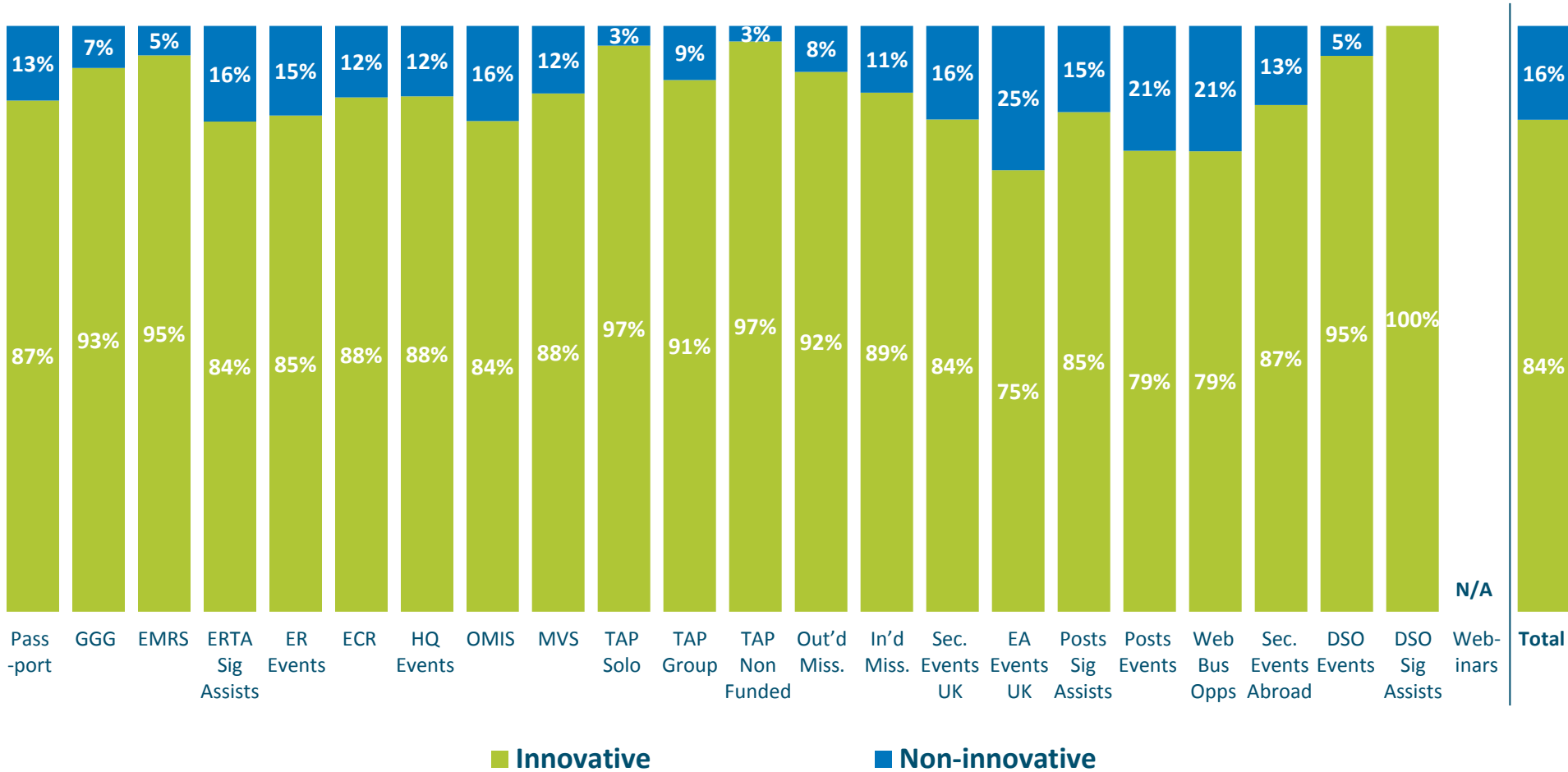
Base: All respondents (Base, Don't know/Refused) - Passport (361, 1%), GGG (362, 1%), EMRS (40, 3%), ERTA (361, 1%), ER Events (255, 2%), ECR (41, 0%), HQ Events (50, 2%), OMIS (370, 1%), MVS (52, 0%), TAP Solo (30, 0%), TAP Group (130, 4%), TAP Non-Funded (76, 0%), Outward Missions (51, 2%), Inward Missions (44, 0%), Sector Events UK (244, 2%), EA Events UK (252, 1%), Posts Significant Assists (591, 2%), Posts Events (197, 0%), Website Bus Opps (271, 1%), Sector Events Abroad (89, 0%), DSO Events (59, 0%), DSO Significant Assists (47, 0%), Webinars (116, 1%), Total (4236, 1%)

Innovative Firms - Definition

'Innovative' firms are those that...

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

Innovative Firms



Base: All except Webinar attendees (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total (4120)

Innovative Firms – By Export Experience

Innovative Firms – Standard Definition

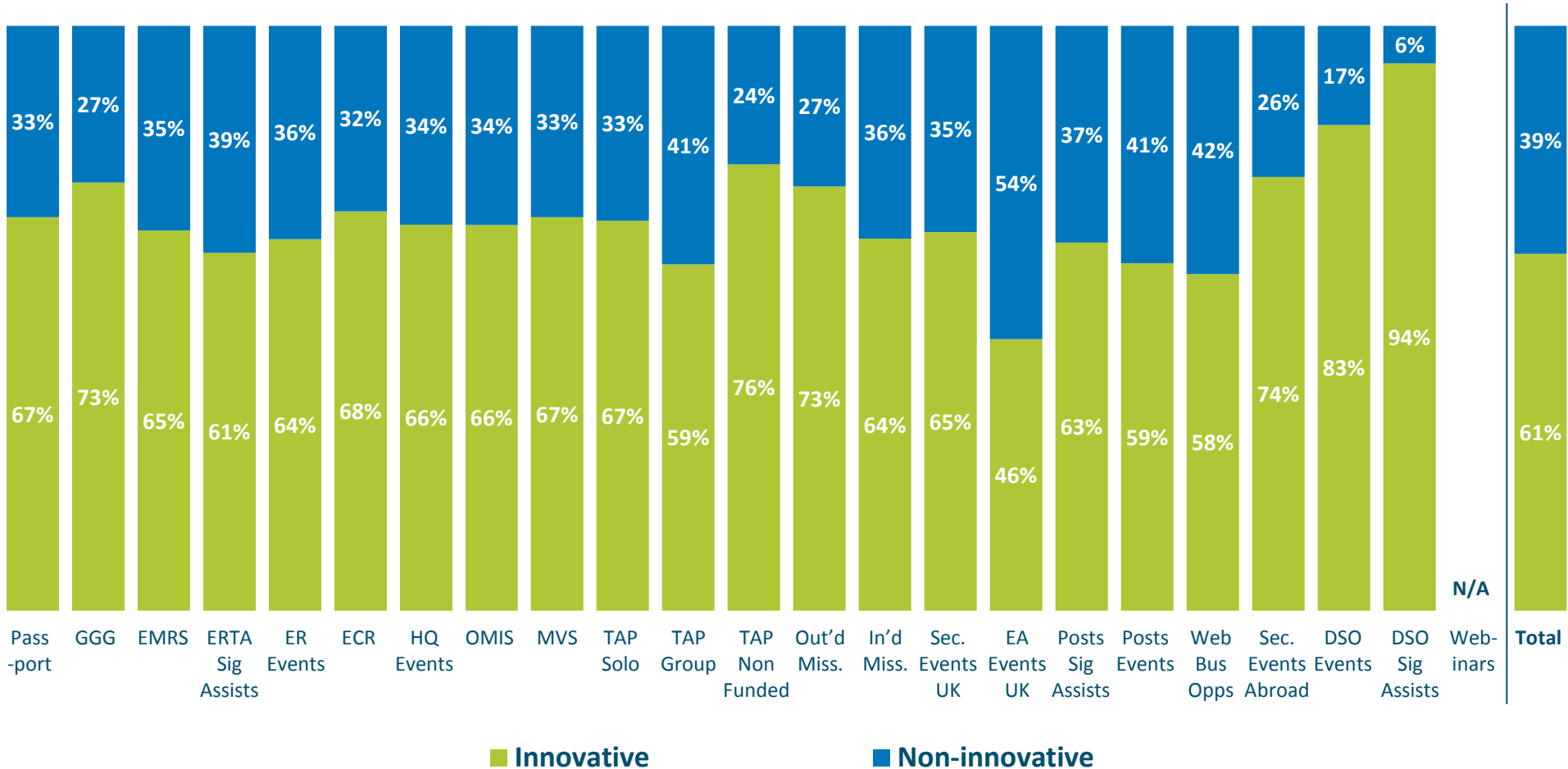
	Total	Total (exc. light support)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base: All except webinar attendees</i>	4120	3715	1125	1436	1514
Innovative	84%	84%	72%	89%	89%
Non-innovative	16%	16%	28%	11%	11%

Innovative Firms – Alternative (Tighter) Definition

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

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

Innovative Firms – Alternative (Tighter) Measure



Base: All except Webinar attendees (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total (4120)

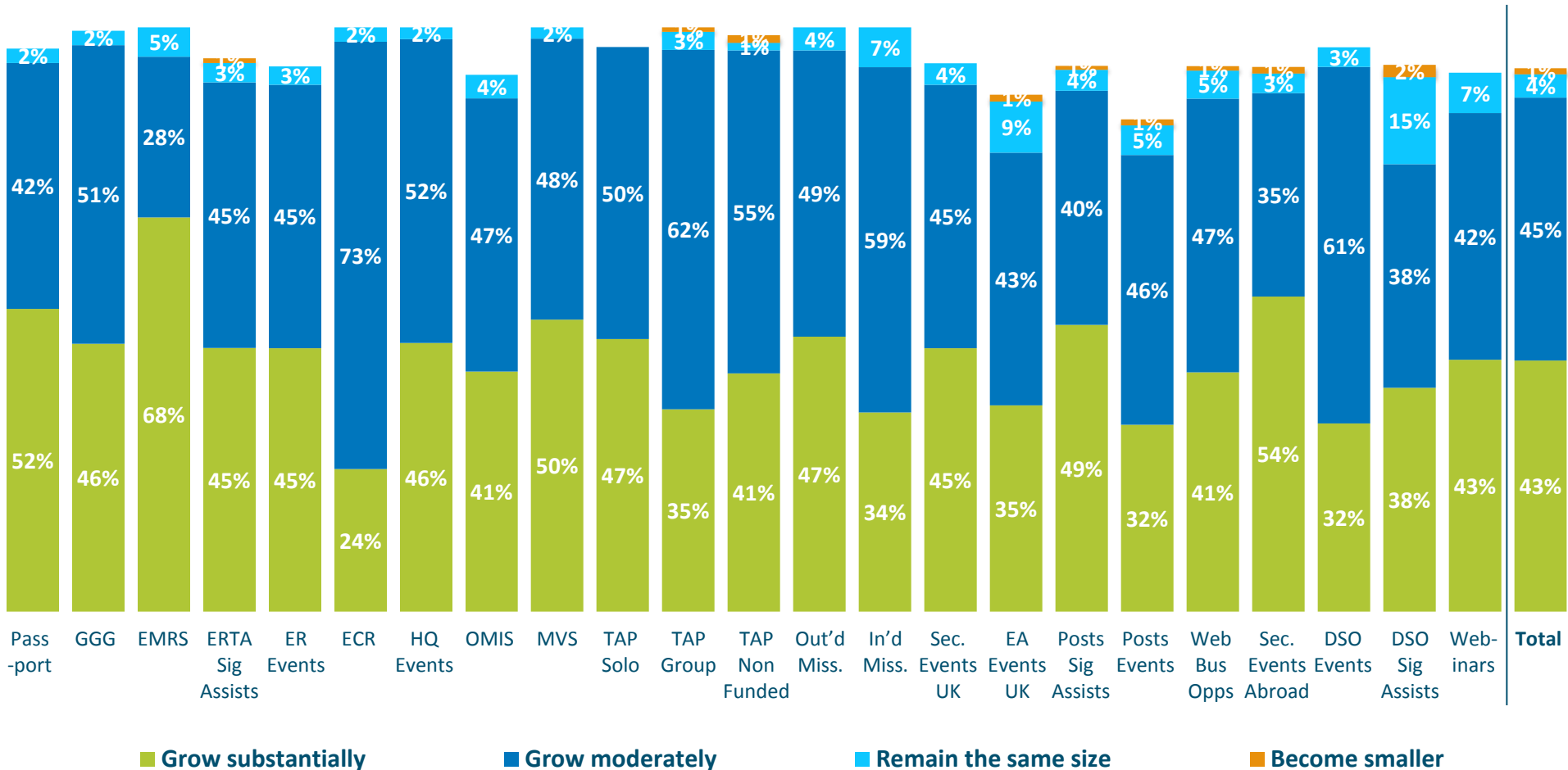
Innovative Firms – Constituent Elements

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: All except webinar attendees</i>	4120	361	362	40	361	255	41	50	370	52	30	130
At least 2 R&D & 2 new product development employees	54%	51%	65%	65%	47%	45%	54%	64%	62%	58%	57%	58%
<i>...and involved in 'development of scientific or technical knowledge'</i>	29%	30%	40%	28%	25%	25%	39%	44%	38%	29%	40%	26%
Introduced new products/services in last 3 years	69%	73%	84%	83%	68%	73%	83%	70%	73%	69%	70%	82%
<i>...and these products/services are 'new to world or 'new to sector'</i>	37%	44%	48%	38%	37%	37%	46%	34%	43%	42%	40%	41%
Commission external R&D/NPD	34%	35%	43%	48%	38%	40%	37%	36%	33%	29%	27%	31%

	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
<i>Base: All except webinar attendees</i>	76	51	44	244	252	591	197	271	89	59	47	-
At least 2 R&D & 2 new product development employees	72%	67%	64%	54%	45%	59%	54%	53%	63%	76%	91%	-
<i>...and involved in 'development of scientific or technical knowledge'</i>	36%	45%	32%	31%	17%	33%	35%	30%	40%	61%	70%	-
Introduced new products/services in last 3 years	86%	80%	73%	64%	57%	73%	64%	63%	62%	85%	83%	-
<i>...and these products/services are 'new to world or 'new to sector'</i>	54%	47%	39%	37%	23%	41%	36%	35%	37%	56%	74%	-
Commission external R&D/NPD	37%	45%	34%	36%	30%	33%	34%	30%	42%	34%	47%	-

Future Growth Expectations

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



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (361, 1%, 2%), GGG (362, 0%, 0%), EMRS (40, 0%, 0%), ERTA (361, 2%, 3%), ER Events (255, 4%, 2%), ECR (41, 0%, 0%), HQ Events (50, 0%, 0%), OMIS (370, 8%, 0%), MVS (52, 0%, 0%), TAP Solo (30, 0%, 3%), TAP Group (130, 0%, 0%), TAP Non-Funded (76, 1%, 0%), Outward Missions (51, 0%, 0%), Inward Missions (44, 0%, 0%), Sector Events UK (244, 2%, 3%), EA Events UK (252, 3%, 9%), Posts Significant Assists (591, 5%, 2%), Posts Events (197, 14%, 2%), Website Bus Opps (271, 2%, 5%), Sector Events Abroad (89, 2%, 4%), DSO Events (59, 3%, 0%), DSO Significant Assists (47, 6%, 0%), Webinars (116, 3%, 4%), Total (4236, 4%, 3%)

Accessing Export Credit Insurance

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

	Total	Wave				Sector		
		PIMS 35 (Apr/May 14)	PIMS 36 (Jul/Aug 14)	PIMS 37 (Nov/Dec 14)	PIMS 38 (Jan/Feb 15)	Production	Services	Other
<i>Base: All currently exporting (exc. Web Bus Opps & Webinars)</i>	3342	833	887	840	782	1267	2029	46
Yes	2%	2%	2%	1%	2%	2%	1%	2%
No	12%	10%	10%	13%	13%	18%	8%	14%
Do not use export credit insurance	71%	75%	72%	69%	67%	62%	75%	74%
Don't know/refused	16%	14%	16%	16%	18%	17%	16%	10%

	Number of Employees					Years Exporting		
	0-9	10-99	100-249	250+	All SME's	<2 years	2-10 years	>10 years
<i>Base: All currently exporting (exc. Web Bus Opps & Webinars)</i>	1437	1375	274	235	3086	591	1335	1377
Yes	1%	2%	3%	3%	2%	1%	1%	3%
No	7%	13%	21%	19%	11%	6%	9%	16%
Do not use export credit insurance	88%	65%	47%	33%	74%	86%	79%	58%
Don't know/refused	5%	20%	29%	45%	13%	7%	12%	23%

PIMS 35-38, March 2015

SUPPORT RECEIVED



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Focus of Support

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

	Total	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: Exc. Web Opps & Webinars</i>	3830	361	362	40	361	255	41	50	370	52	30	130
Selling or exporting overseas	84%	97%	95%	100%	93%	94%	98%	88%	84%	96%	90%	88%
Sourcing materials/goods overseas	16%	10%	11%	8%	10%	15%	2%	14%	8%	15%	17%	8%
Joint venturing, partnering or franchising overseas	33%	42%	31%	35%	32%	42%	15%	50%	31%	40%	30%	22%
Investing /setting up a site overseas	19%	30%	27%	23%	22%	32%	10%	32%	13%	21%	10%	11%
Other/none of these	12%	4%	6%	8%	7%	9%	5%	2%	12%	6%	7%	14%
Don't know/refused	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%

	TAP Non Funded	Out'd Miss.	In'd Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
<i>Base: Exc. Web Opps & Webinars</i>	76	51	44	244	252	591	186	-	81	59	47	-
Selling or exporting overseas	86%	90%	86%	78%	66%	88%	76%	-	88%	92%	94%	-
Sourcing materials/goods overseas	12%	4%	16%	16%	37%	7%	15%	-	14%	7%	0%	-
Joint venturing, partnering or franchising overseas	25%	43%	14%	44%	30%	26%	45%	-	32%	31%	21%	-
Investing /setting up a site overseas	7%	20%	9%	19%	13%	15%	26%	-	16%	12%	15%	-
Other/none of these	13%	12%	14%	15%	20%	12%	20%	-	11%	12%	6%	-
Don't know/refused	1%	0%	0%	0%	0%	0%	1%	-	1%	0%	0%	-

OMIS Referrals to Posts Significant Assists

Whether Offered/Used OMIS as Part of Support Received from Overseas Post

	Posts Significant Assists
<i>Base: Posts Significant Assists</i>	591
Offered OMIS	44%
- <i>Used OMIS</i>	9%
- <i>Planning to use OMIS</i>	11%
- <i>Not used or planning to use OMIS</i>	20%
- <i>Don't know if used it</i>	3%
Not offered OMIS	47%
Don't know/can't remember if offered OMIS	9%

PIMS 35-38, March 2015

AWARENESS OF UKTI INVOLVEMENT

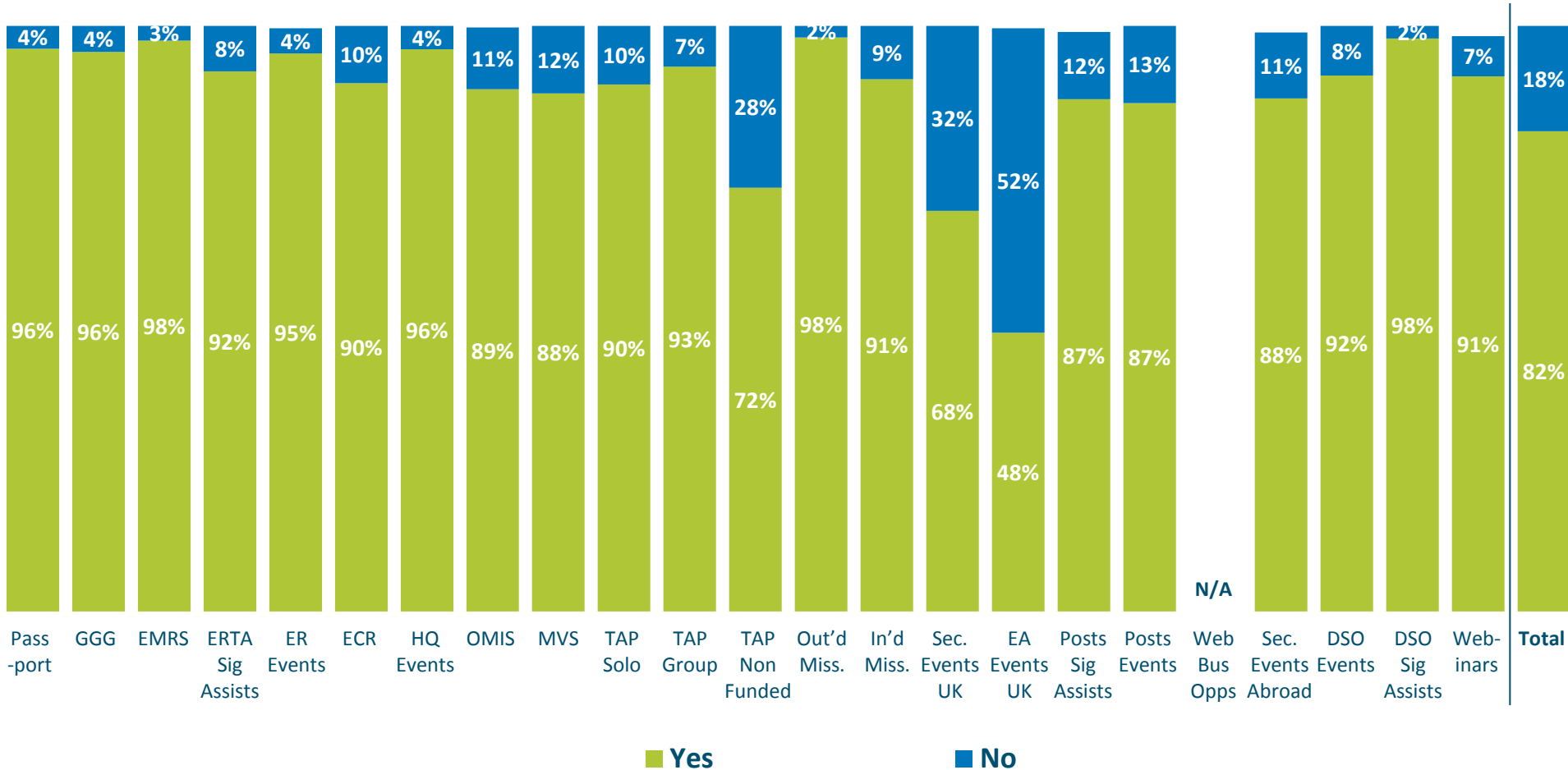


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Awareness of UKTI Involvement

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



Base: All respondents except Web Bus Opps (Base, Don't know/Refused) - Passport (361, 0%), GGG (362, 0%), EMRS (40, 0%), ERTA (361, 0%), ER Events (255, 0%), ECR (41, 0%), HQ Events (50, 0%), OMIS (370, 0%), MVS (52, 0%), TAP Solo (30, 0%), TAP Group (130, 0%), TAP Non-Funded (76, 0%), Outward Missions (51, 0%), Inward Missions (44, 0%), Sector Events UK (244, 0%), EA Events UK (252, 0%), Posts Significant Assists (591, 1%), Posts Events (197, 0%), Sector Events Abroad (89, 1%), DSO Events (59, 0%), DSO Significant Assists (47, 0%), Webinars (116, 2%), Total (3965, 0%)

PIMS 35-38, March 2015

KEY MEASURES



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PIMS Key Measures

Activities

No. of Firms Supported (A01)

Service Quality & Satisfaction

Quality Rating (A09)

Overall Satisfaction (B10)

Clear Information Rating (B09)

Business Outcomes

Improved Business Performance

£ Additional Profit (A49)

£ Additional Sales

Intermediate Outcomes

Significant Business Benefit (A06)

Increased Skills (A81)

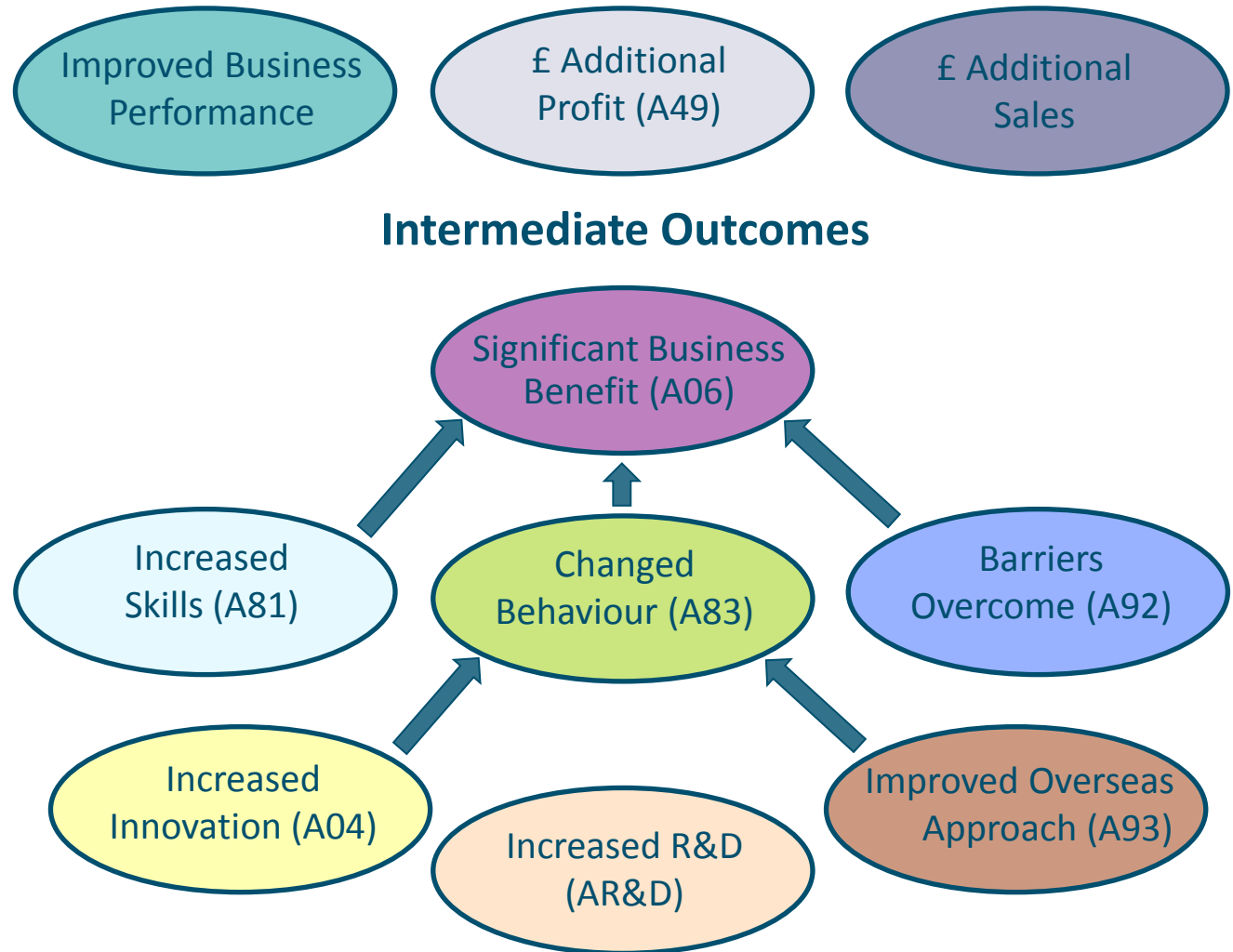
Changed Behaviour (A83)

Barriers Overcome (A92)

Increased Innovation (A04)

Increased R&D (AR&D)

Improved Overseas Approach (A93)



No. of Firms Supported – Quarterly A01

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

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

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

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

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

47

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

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

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Estab-lished
Adjusted Quarterly A01	17,552	14,907	2,645	1,989	2,249	12,839	6,683	7,664

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

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

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

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

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Adjusted Quarterly A01	28,972	23,962	5,010	3,495	4,378	20,224	8,351	11,669

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

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

49

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

Quarterly Data	Outw'd Mission	Inward Mission	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Number of (in-scope) service deliveries	531	422	4,891	1,324	10,878	1,390	8,823	375	214	10	930
No. of individual firms supported (Quarterly A01)	491	398	3,693	1,293	5,677	870	2,819	346	202	9	802
Adjusted Quarterly A01	457	367	2,918	1,027	4,625	832	2,081	346	168	9	765

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

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

No. of Firms Supported – Quarterly A01 (PIMS 38)

50

Quarterly Data	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Funded
Number of (in-scope) service deliveries	569	369	53	2,441	1,846	153	343	356	131	2	1,005	794
No. of individual firms supported (Quarterly A01)	568	366	53	2,044	1,446	153	251	310	125	2	943	741
Adjusted Quarterly A01	568	342	53	1,849	1,368	153	220	310	125	2	943	551

Quarterly Data	Outw'd Mission	Inward Mission	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Number of (in-scope) service deliveries	186	537	1,495	8,589	9,934	1,829	11,038	475	222	106	1,197
No. of individual firms supported (Quarterly A01)	137	430	1,394	8,238	5,435	1,121	3,282	444	102	65	948
Adjusted Quarterly A01	129	388	1,210	5,630	4,558	1,032	2,085	325	91	63	908

Quarterly Data Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Estab-lished
Adjusted Quarterly A01	18,453	15,196	3,257	2,010	3,136	12,418	5,831	7,705

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

Annual No. of Firms Supported – Annual A01

No. of Firms Supported (A01)

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

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

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

Annual A01	Total
Annual number of firms supported	54,190
Annual number of firms supported (exc. light support)*	48,220
Annual number of firms supported (exc. light support & DSO)	48,030

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

Quality Rating (A09) - Definition

Quality Rating (A09)

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

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

Quality Rating (A09)

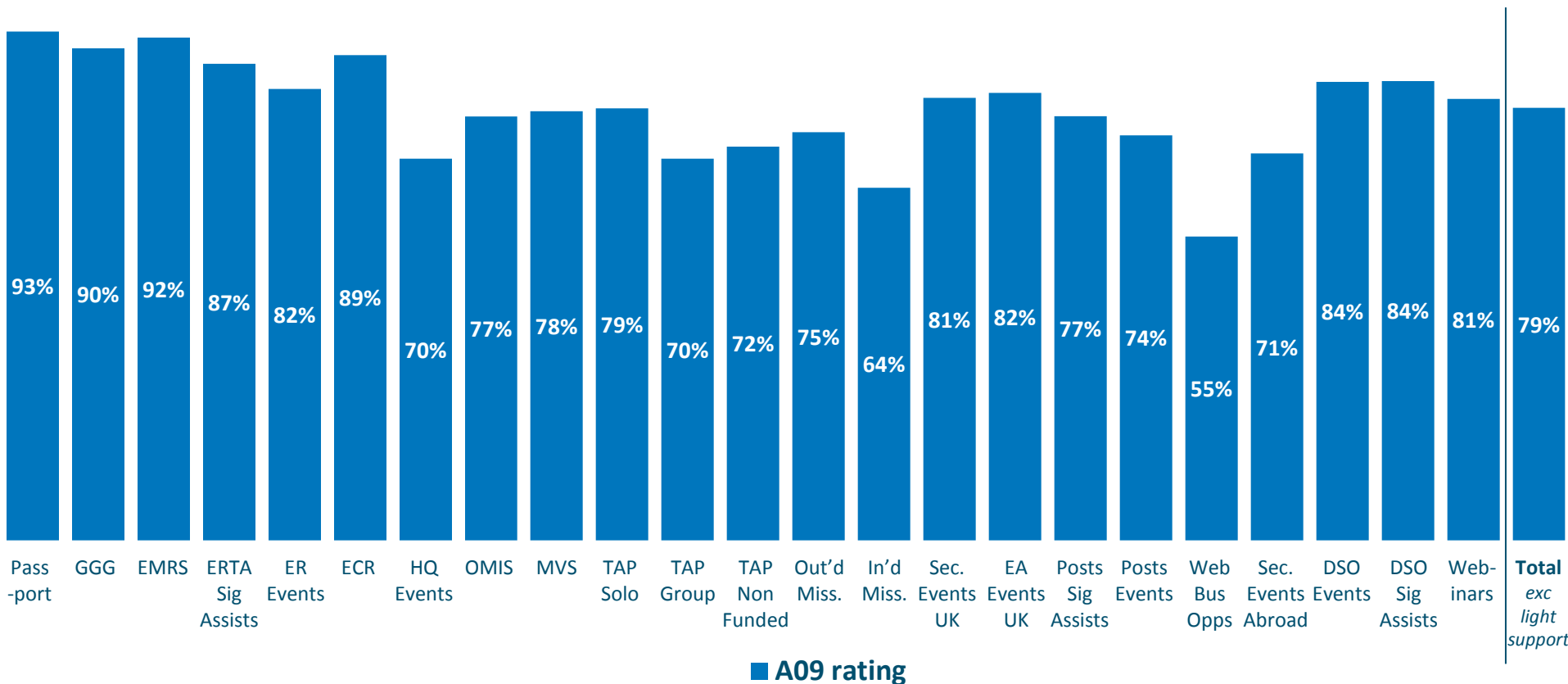
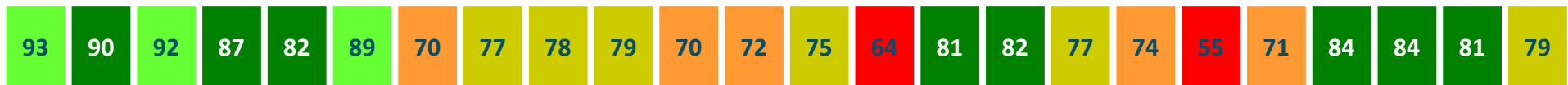
■ 'Super' Green
(A09 80%+ & all ratings 80%+)

■ Green
(A09 80%+)

■ Amber Green
(A09 75-79%)

■ Amber Red
(A09 70-74%)

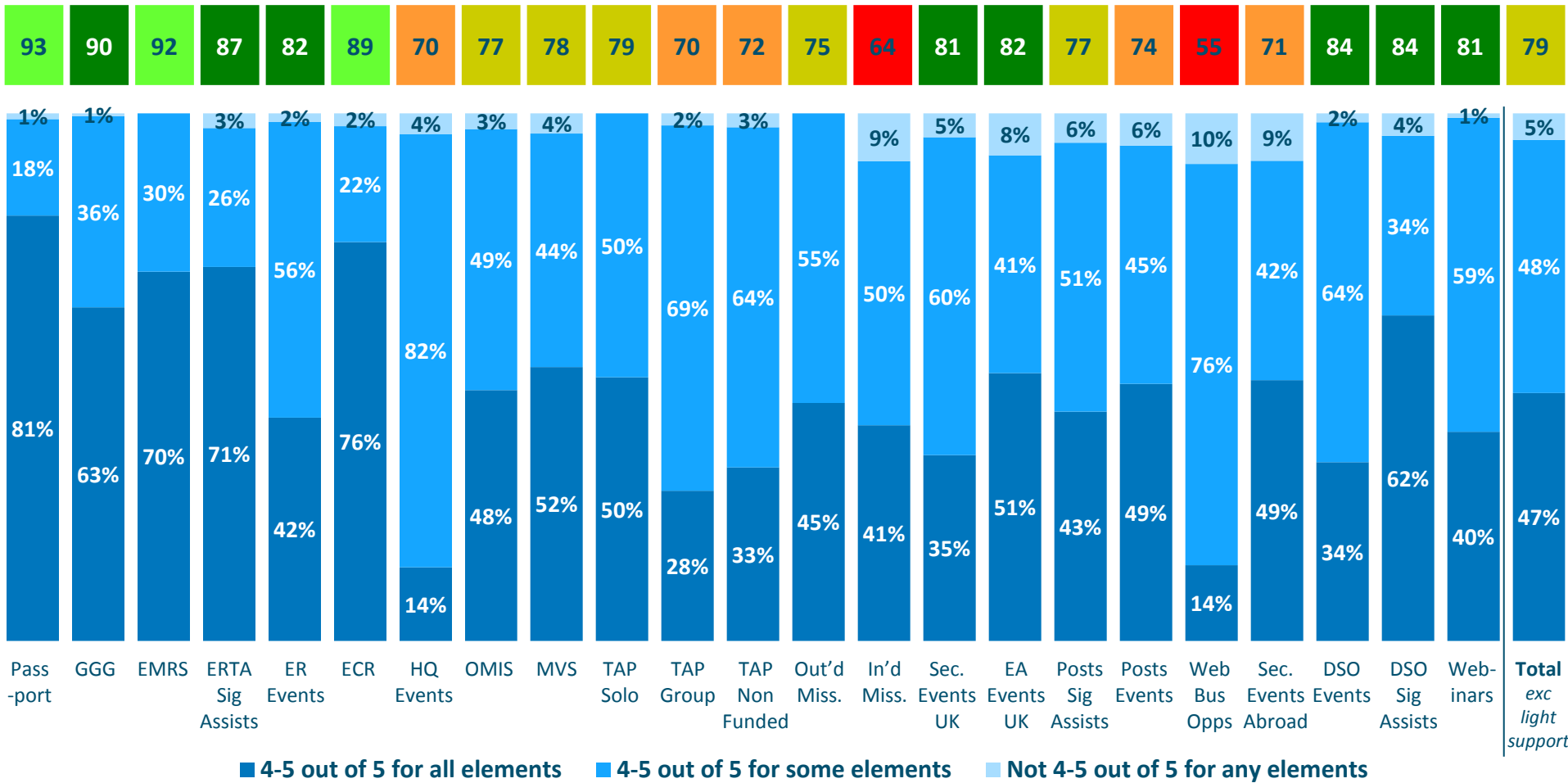
■ Red
(A09 < 70%)



Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Quality Rating (A09) – Detailed Ratings

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



Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Detailed Quality Ratings

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

Quality Ratings	Passport (A09 = 93%)		GGG (A09 = 90%)		ERTA Sig. Assists (A09 = 87%)		DSO Sig. Assists (A09 = 84%)		HVO Sig. Assists (A09 = 92%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
ITA being impartial	94%	361	95%	362	92%	361	85%	47	92%	13
ITA being competent & knowledgeable	93%	361	91%	362	88%	361	83%	47	85%	13
ITA being able to communicate in clear & effective manner	94%	361	93%	362	91%	361	89%	47	100%	13
<i>If not signposted only...</i> Quality & relevance of info & advice	87%	361	86%	362	75%	351	74%	47	85%	13
Attitude & professionalism of ITA	97%	361	94%	362	92%	361	89%	47	100%	13
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	-	-	73%	272	-	-	-	-	-	-
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	-	-	73%	133	-	-	-	-	-	-
Scoring 4-5 out of 5 for all elements rated	81%	361	63%	362	71%	361	62%	47	77%	13
Not scoring 4-5 for any elements	1%	361	1%	362	3%	361	4%	47	0%	13

Detailed Quality Ratings

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

Quality Ratings	Posts Sig. Assists (A09 = 77%)		CBBC Sig. Assists (A09 = 82%)		UKIBC Sig. Assists (A09 = 81%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Staff being competent & knowledgeable	81%	591	89%	44	85%	20
Staff being able to communicate in a clear & effective manner	89%	591	93%	44	95%	20
<i>If not signposted only...</i> Quality & relevance of info & advice	67%	575	68%	44	70%	20
Attitude & professionalism of staff	90%	591	93%	44	95%	20
Staff's objectivity & acting in your best interests	76%	591	80%	44	70%	20
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	58%	405	60%	25	70%	10
Scoring 4-5 out of 5 for all elements rated	43%	591	52%	44	45%	20
Not scoring 4-5 for any elements	6%	591	2%	44	5%	20

Detailed Quality Ratings

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

Quality Ratings	ER Events (A09 = 82%)		HQ Events (A09 = 70%)		Sector Events UK (A09 = 81%)		EA Events UK (A09 = 82%)		DSO Events (A09 = 84%)		HVO Events	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	84%	255	84%	50	87%	244	86%	252	93%	59	-	0
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	93%	221	77%	39	88%	179	85%	104	96%	47	-	0
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	91%	221	79%	39	86%	179	85%	104	94%	47	-	0
<i>If speaker presentation...</i> Quality & relevance of presentations	86%	221	59%	39	84%	179	76%	104	85%	47	-	0
<i>If networking event...</i> Quality & relevance of any contacts made	54%	205	44%	43	63%	206	69%	175	62%	53	-	0
Scoring 4-5 out of 5 for all elements rated	42%	255	14%	50	35%	244	51%	252	34%	59	-	0
Not scoring 4-5 for any elements	2%	255	4%	50	5%	244	8%	252	2%	59	-	0

Detailed Quality Ratings

(CBBC Events & UKIBC Events)

Quality Ratings	CBBC Events (A09 = 73%)		UKIBC Events (A09 = 78%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	75%	40	83%	30
<i>If speaker presentation... Speakers being competent & knowledgeable</i>	81%	31	96%	26
<i>If speaker presentation... Speakers being able to communicate in clear & effective manner</i>	87%	31	92%	26
<i>If speaker presentation... Quality & relevance of presentations</i>	81%	31	81%	26
<i>If networking event... Quality & relevance of any contacts made</i>	51%	37	44%	27
Scoring 4-5 out of 5 for all elements rated	45%	40	43%	30
Not scoring 4-5 for any elements	13%	40	0%	30

Detailed Quality Ratings

(Posts Events & Sector Events Abroad)

Quality Ratings	Posts Events (A09 = 74%)				Sector Events Abroad (A09 = 71%)			
	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	83%	186	91%	11	73%	81	88%	8
<i>If seminar attendee...</i> Quality & relevance of presentations	69%	45	-	-	71%	34	-	-
<i>If briefing attendee...</i> Quality & relevance of briefing	75%	88	-	-	-	-	-	-
<i>If networking event attendee or seminar speaker...</i> Quality & relevance of any contacts made	63%	155	55%	11	67%	46	25%	8
<i>If seminar speaker...</i> Size of seminar audience	-	-	55%	11	-	-	38%	8
<i>If seminar speaker...</i> Profile of seminar audience in terms of right people being there	-	-	64%	11	-	-	25%	8
<i>If seminar speaker...</i> Quality of other speakers from the UK	-	-	64%	11	-	-	88%	8
Scoring 4-5 out of 5 for all elements rated	50%	186	27%	11	52%	81	25%	8
Not scoring 4-5 for any elements	6%	186	0%	11	9%	81	13%	8

Detailed Quality Ratings

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

Quality Ratings	TAP Solo (A09 = 79%)		TAP Group (A09 = 70%)		TAP Non-Funded (A09 = 72%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the event*	70%	30	71%	130	72%	46**
ATO's organisation of practical arrangements for the delegation	-	-	70%	130	70%	46**
<i>If received ATO briefing/ report...Quality & relevance of ATO briefing/report</i>	-	-	70%	27	77%	13
Overall quality of event itself	83%	30	76%	130	83%	76
Quality & relevance of any contacts made	87%	30	72%	130	79%	76
Quality & relevance of info obtained	80%	30	66%	130	70%	76
Quality & profile of UK delegation	-	-	67%	130	59%	76
Scoring 4-5 out of 5 for all elements rated	50%	30	28%	130	33%	76
Not scoring 4-5 for any elements	0%	30	2%	130	3%	76

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

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

Detailed Quality Ratings (MVS & Outward Missions)

Quality Ratings	MVS (A09 = 78%)		Outward Missions (A09 = 75%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the visit/mission	75%	52	86%	51
<i>If attended as part of group...</i> Organisation of the practical arrangements	91%	11	92%	51
Quality & relevance of any contacts made	79%	52	65%	51
Quality & relevance of info obtained	81%	52	-	-
Quality of activities arranged for the mission	-	-	75%	51
Scoring 4-5 out of 5 for all elements rated	52%	52	45%	51
Not scoring 4-5 for any elements	4%	52	0%	51

Detailed Quality Ratings (EMRS)

Quality Ratings	EMRS (A09 = 92%)	
	Scoring 4-5	Base
<i>If subsidised MR project...</i> Quality & relevance of export marketing research project	97%	30
EMRS advisor being impartial	85%	40
EMRS advisor being competent & knowledgeable	95%	40
EMRS advisor being able to communicate in clear & effective manner	98%	40
<i>If subsidised MR project...</i> Advice & assistance provided by EMRS advisor in selecting & managing consultant	90%	30
Quality & relevance of (other) advice or assistance provided by EMRS advisor	83%	40
Attitude & professionalism of EMRS advisor	95%	40
Scoring 4-5 out of 5 for all elements rated	70%	40
Not scoring 4-5 for any elements	0%	40

Detailed Quality Ratings (ECR)

Quality Ratings	ECR (A09 = 89%)	
	Scoring 4-5	Base
Quality and relevance of info & advice	83%	41
Communications consultant being impartial	93%	41
Communications consultant being competent and knowledgeable	90%	41
Communications consultant being able to communicate in clear & effective manner	90%	41
Attitude & professionalism of communications consultant	93%	41
Scoring 4-5 out of 5 for all elements rated	76%	41
Not scoring 4-5 for any elements	2%	41

Detailed Quality Ratings (OMIS)

Quality Ratings	OMIS Total (A09 = 77%)		CBBC OMIS (A09 = 77%)		Markets where A09 is...					
	4-5	Base	4-5	Base	High (80%+)		Medium (70-79%)		Low (<70%)	
					4-5	Base	4-5	Base	4-5	Base
<i>All except solely event organisation...</i> Quality & relevance of info & advice	75%	363	74%	38	87%	164	74%	130	52%	69
<i>All except solely event organisation...</i> Clarity & ease of understanding of info & advice	84%	363	89%	38	93%	164	82%	130	65%	69
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	67%	356	70%	37	81%	162	64%	124	41%	70
Communications between your business & main access point	79%	370	72%	39	85%	168	80%	132	63%	70
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	80%	232	77%	26	94%	101	78%	81	56%	50
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	85%	336	76%	38	94%	154	82%	118	69%	64
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	90%	336	84%	38	97%	154	87%	118	78%	64
<i>If had event organised for them...</i> Organisation of arrangements for event	89%	111	86%	7	98%	61	80%	35	73%	15
<i>If received report...</i> Time taken to provide OMIS report (PIMS 36 onwards)	76%	219	80%	25	88%	99	72%	79	56%	41
Scoring 4-5 out of 5 for all elements rated	48%	370	49%	39	63%	168	43%	132	20%	70
Not scoring 4-5 for any elements	3%	370	3%	39	1%	168	3%	132	7%	70

Detailed Quality Ratings (Inward Missions)

Quality Ratings	Inward Missions (A09 = 64%)	
	Scoring 4-5	<i>Base</i>
Organisation of practical arrangements for the meeting	70%	44
Profile of overseas delegation	70%	44
Quality & relevance of any contacts made	52%	44
Scoring 4-5 out of 5 for all elements rated	41%	44
Not scoring 4-5 for any elements	9%	44

Detailed Quality Ratings (Website Business Opportunities)

Quality Ratings	Web Business Opportunities (A09 = 55%)	
	Scoring 4-5	Base
Quality & relevance of info in web summary	55%	271
Clarity & ease of understanding of info in web summary	67%	271
Level of detail provided in web summary	41%	271
Ease of use & navigation of website (in terms of finding the business opportunities area)	54%	271
<i>If contact from embassy...</i> Quality & relevance of info provided by staff at the post	57%	242
<i>If contact from embassy...</i> Clarity & ease of understanding of info provided by staff at the post	67%	242
<i>If contact from embassy...</i> Level of detail provided by staff at the post	52%	242
<i>If contact from embassy...</i> Speed of response by staff at the post	66%	242
Scoring 4-5 out of 5 for all elements rated	14%	271
Not scoring 4-5 for any elements	10%	271

Detailed Quality Ratings (Webinars)

Quality Ratings	Webinars (A09 = 81%)	
	Scoring 4-5	Base
Speakers being competent & knowledgeable	90%	116
Speakers being able to communicate in clear & effective manner	89%	116
Quality & relevance of presentations	57%	116
Ease of installing software & logging on	90%	116
Reliability & quality of webinar streaming (i.e. audio & visuals)	80%	116
Ease of using system during webinar (e.g. asking questions, etc)	82%	116
Scoring 4-5 out of 5 for all elements rated	40%	116
Not scoring 4-5 for any elements	1%	116

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 – 72%

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

Realistic Market Expectations (OMIS)

Realistic Market Expectations Measure

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users receiving report or analysis in relation to market entry</i>	102	22	40	40
Firms scoring against RME measure	72%	68%	65%	80%

For OMIS only:

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

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

Building Client Relationships (OMIS)

Building Client Relationships Measure

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	370	73	117	176
Firms scoring against Building Client Relationships measure	79%	78%	79%	79%

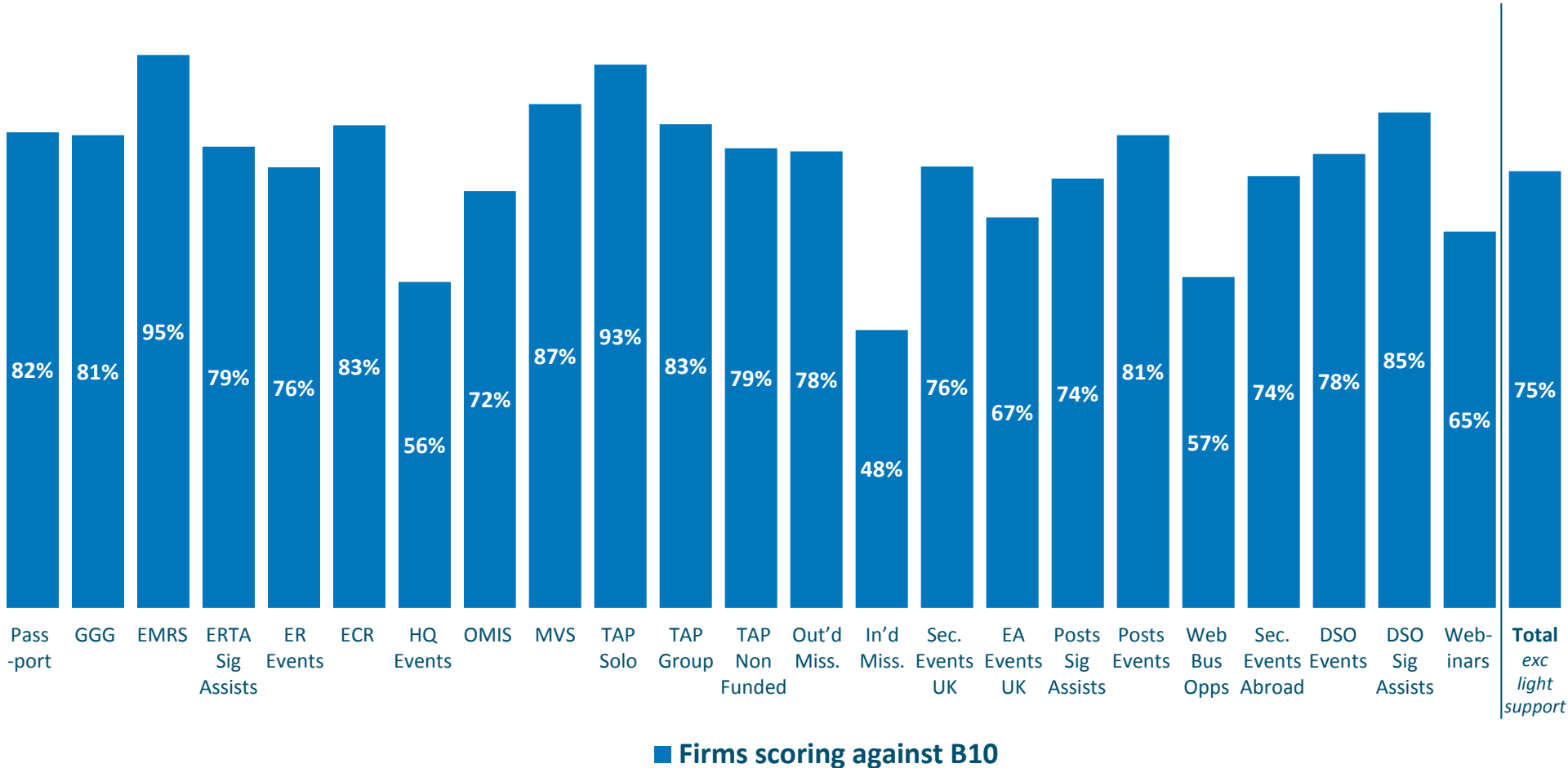
Overall Satisfaction (B10) – Definition

Overall Satisfaction
(B10)

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

- Thinking now about your total experience of <the support>, how would you rate your satisfaction overall? – 75%

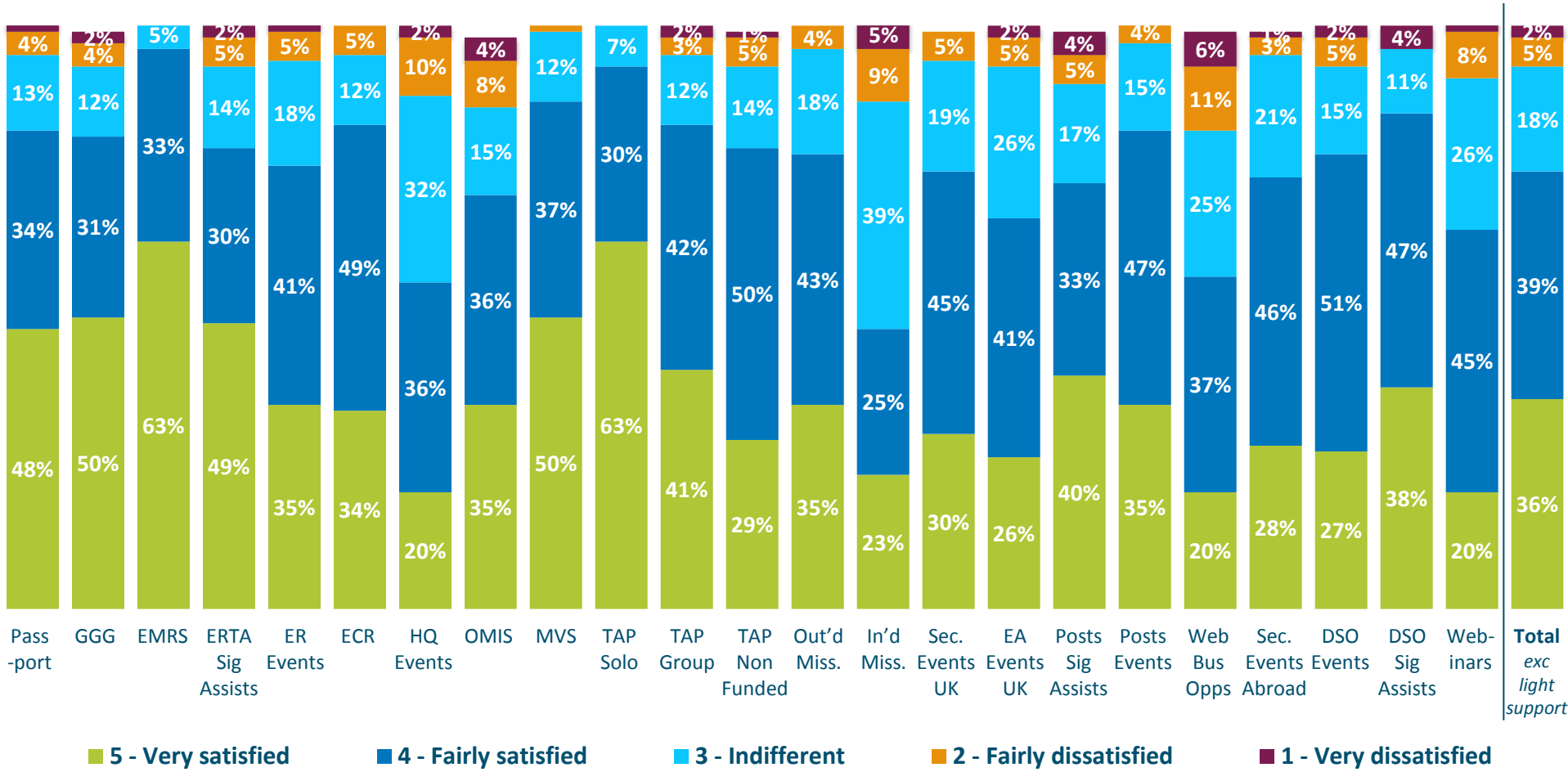
Overall Satisfaction (B10)



Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Overall Satisfaction (B10) – Detailed Ratings

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



Base: All respondents (Base, Don't Know/Can't Remember) - Passport (361, 0%), GGG (362, 0%), EMRS (40, 0%), ERTA (361, 0%), ER Events (255, 0%), ECR (41, 0%), HQ Events (50, 0%), OMIS (370, 1%), MVS (52, 0%), TAP Solo (30, 0%), TAP Group (130, 0%), TAP Non-Funded (76, 0%), Outward Missions (51, 0%), Inward Missions (44, 0%), Sector Events UK (244, 1%), EA Events UK (252, 0%), Posts Significant Assists (591, 1%), Posts Events (197, 0%), Website Bus Opps (271, 0%), Sector Events Abroad (89, 0%), DSO Events (59, 0%), DSO Significant Assists (47, 0%), Webinars (116, 0%), Total excl. light support (3715, 0%)

Improved Business Performance - Definition

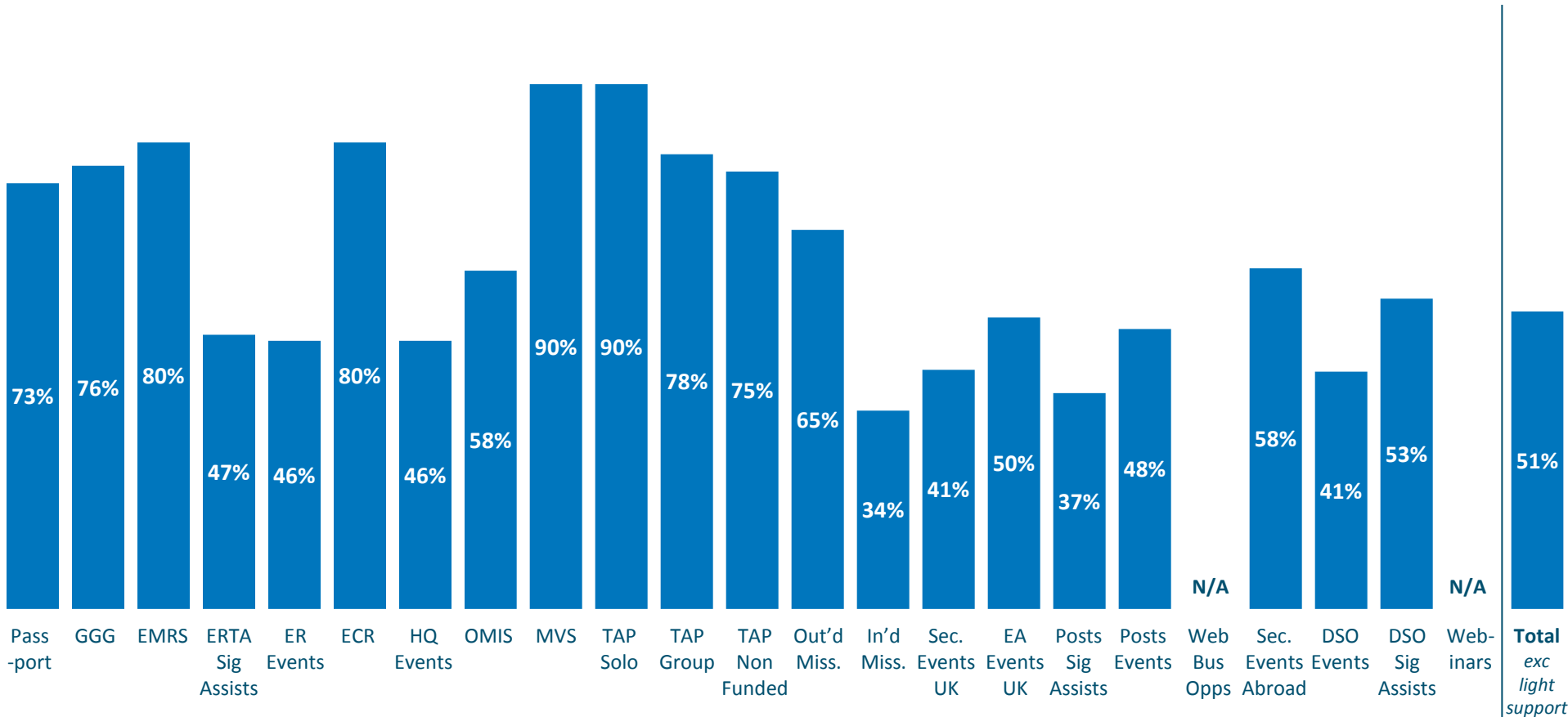
Improved Business Performance

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

- Expect that in 5 years time the support will have had a positive impact on their annual profit – 57%
- And expect a positive impact on their sales per employee (productivity)
- And have or expect to increase sales/win new orders or be invited to tender or quote for work

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

Improved Business Performance



■ Firms improving their business performance

Base: All respondents exc. Web Business Opportunities & Webinars (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total excl. light support (3715)

Increased Skills (A81) – Definition

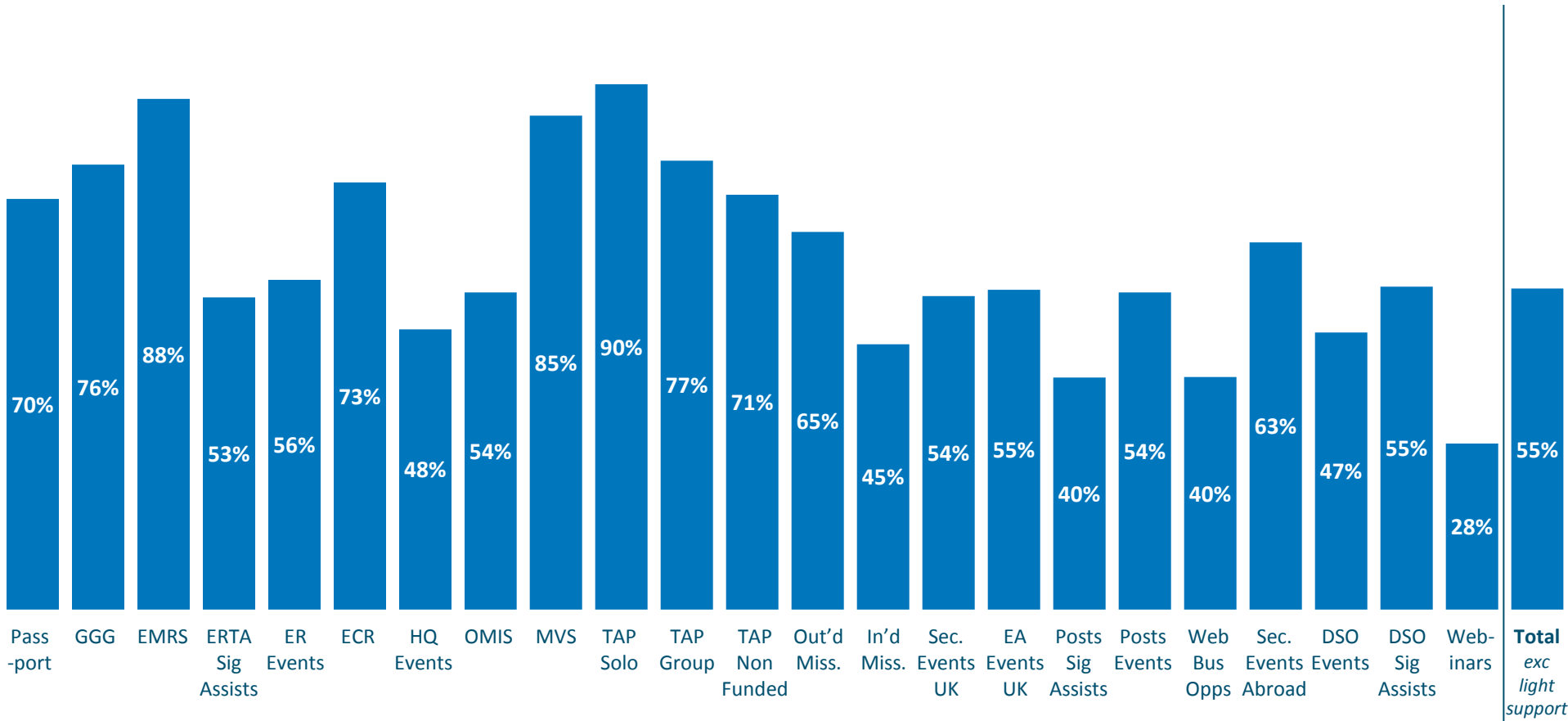
Increased
Skills (A81)

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

- Improved your knowledge of the competitive environment in an overseas market – 39%
- Or gained new ideas about products, services, techniques or technologies – 29%
- Or improved your overseas marketing strategy – 35%
- Or improved your marketing research skills (*EMRS only*) – 43%

In each case net of non-additionality

Increased Skills (A81)



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

Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Increased Skills (A81) – Top Impacts

Service	A81	Strongest Impact	2 nd Strongest Impact
Passport	70%	Improved overseas marketing strategy (59%)	Improved knowledge of competitive envt in overseas mkt (50%)
GGG	76%	Improved overseas marketing strategy (63%)	Improved knowledge of competitive envt in overseas mkt (54%)
EMRS	88%	Improved knowledge of competitive envt in overseas mkt (78%)	Improved overseas marketing strategy (60%)
ERTA Sig. Assists	53%	Improved knowledge of competitive envt in overseas mkt (39%)	Improved overseas marketing strategy (39%)
ER Events	56%	Improved overseas marketing strategy (44%)	Improved knowledge of competitive envt in overseas mkt (34%)
ECR	73%	Improved overseas marketing strategy (68%)	Improved knowledge of competitive envt in overseas mkt (44%)
HQ Events	48%	Improved knowledge of competitive envt in overseas mkt (36%)	Improved overseas marketing strategy (24%)
OMIS	54%	Improved knowledge of competitive envt in overseas mkt (41%)	Improved overseas marketing strategy (38%)
MVS	85%	Improved knowledge of competitive envt in overseas mkt (71%)	Improved overseas marketing strategy (54%)
TAP Solo	90%	Improved knowledge of competitive envt in overseas mkt (70%)	Improved overseas marketing strategy (70%)
TAP Group	77%	Improved knowledge of competitive envt in overseas mkt (65%)	Improved overseas marketing strategy (52%)
TAP Non Funded	71%	Improved knowledge of competitive envt in overseas mkt (62%)	Gained new ideas (46%)
Outward Missions	65%	Improved knowledge of competitive envt in overseas mkt (59%)	Improved overseas marketing strategy (47%)
Inward Missions	45%	Improved overseas marketing strategy (32%)	Improved knowledge of competitive envt in overseas mkt (32%)
Sector Events UK	54%	Gained new ideas (34%)	Improved knowledge of competitive envt in overseas mkt (33%)
EA Events UK	55%	Gained new ideas (45%)	Improved knowledge of competitive envt in overseas mkt (33%)
Posts Sig. Assists	40%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (27%)
Posts Events	54%	Improved overseas marketing strategy (39%)	Improved knowledge of competitive envt in overseas mkt (36%)
Web Bus Opps	40%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (27%)
Sec Events Abroad	63%	Improved knowledge of competitive envt in overseas mkt (49%)	Improved overseas marketing strategy (36%)
DSO Events	47%	Improved knowledge of competitive envt in overseas mkt (32%)	Improved overseas marketing strategy (31%)
DSO Sig. Assists	55%	Improved overseas marketing strategy (38%)	Improved knowledge of competitive envt in overseas mkt (36%)
Webinars	28%	Improved knowledge of competitive envt in overseas mkt (24%)	Improved overseas marketing strategy (13%)

Changed Behaviour (A83) – Definition

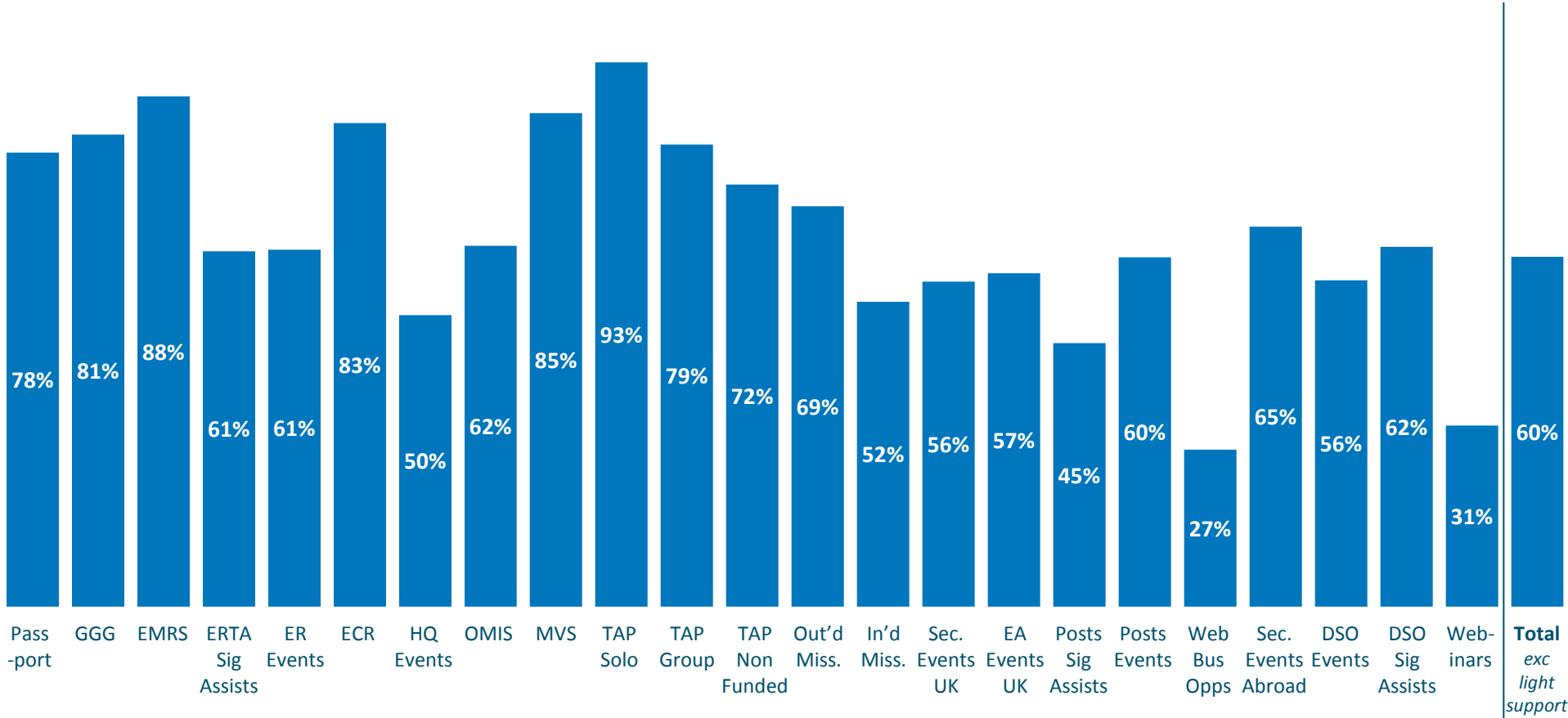
Changed
Behaviour (A83)

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

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

In each case net of non-additionality

Changed Behaviour (A83)



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

Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Changed Behaviour (A83) – Top Impacts

Service	A83	Strongest Impact	2 nd Strongest Impact
Passport	78%	Confidence to explore new/expand in existing markets (66%)	Improved the way you do business in overseas markets (63%)
GGG	81%	Improved your overseas marketing strategy (63%)	Confidence to explore new/expand in existing markets (63%)
EMRS	88%	Confidence to explore new/expand in existing markets (78%)	Improved the way you do business in overseas markets (65%)
ERTA Sig. Assists	61%	Confidence to explore new/expand in existing markets (46%)	Improved the way you do business in overseas markets (40%)
ER Events	61%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (44%)
ECR	83%	Improved your overseas marketing strategy (68%)	Improved the way you do business in overseas markets (66%)
HQ Events	50%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (26%)
OMIS	62%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (39%)
MVS	85%	Confidence to explore new/expand in existing markets (60%)	Improved the way you do business in overseas markets (56%)
TAP Solo	93%	Confidence to explore new/expand in existing markets (73%)	Improved your overseas marketing strategy (70%)
TAP Group	79%	Confidence to explore new/expand in existing markets (58%)	Improved your overseas marketing strategy (52%)
TAP Non Funded	72%	Confidence to explore new/expand in existing markets (58%)	Made improvements to products or services (47%)
Outward Missions	69%	Confidence to explore new/expand in existing markets (53%)	Improved your overseas marketing strategy (47%)
Inward Missions	52%	Confidence to explore new/expand in existing markets (32%)	Improved your overseas marketing strategy (32%)
Sector Events UK	56%	Confidence to explore new/expand in existing markets (35%)	Improved the way you do business in overseas markets (29%)
EA Events UK	57%	Confidence to explore new/expand in existing markets (41%)	Improved your NPD strategy (36%)
Posts Sig. Assists	45%	Confidence to explore new/expand in existing markets (34%)	Improved the way you do business in overseas markets (28%)
Posts Events	60%	Improved the way you do business in overseas markets (40%)	Improved your overseas marketing strategy (39%)
Web Bus Opps	27%	Improved your overseas marketing strategy (27%)	-
Sec Events Abroad	65%	Confidence to explore new/expand in existing markets (40%)	Improved your products or services (39%)
DSO Events	56%	Confidence to explore new/expand in existing markets (31%)	Improved your overseas marketing strategy (31%)
DSO Sig. Assists	62%	Improved the way you do business in overseas markets (49%)	Improved your overseas marketing strategy (38%)
Webinars	31%	Confidence to explore new/expand in existing markets (23%)	Improved the way you do business in overseas markets (15%)

Increased Innovation (A04) – Definition

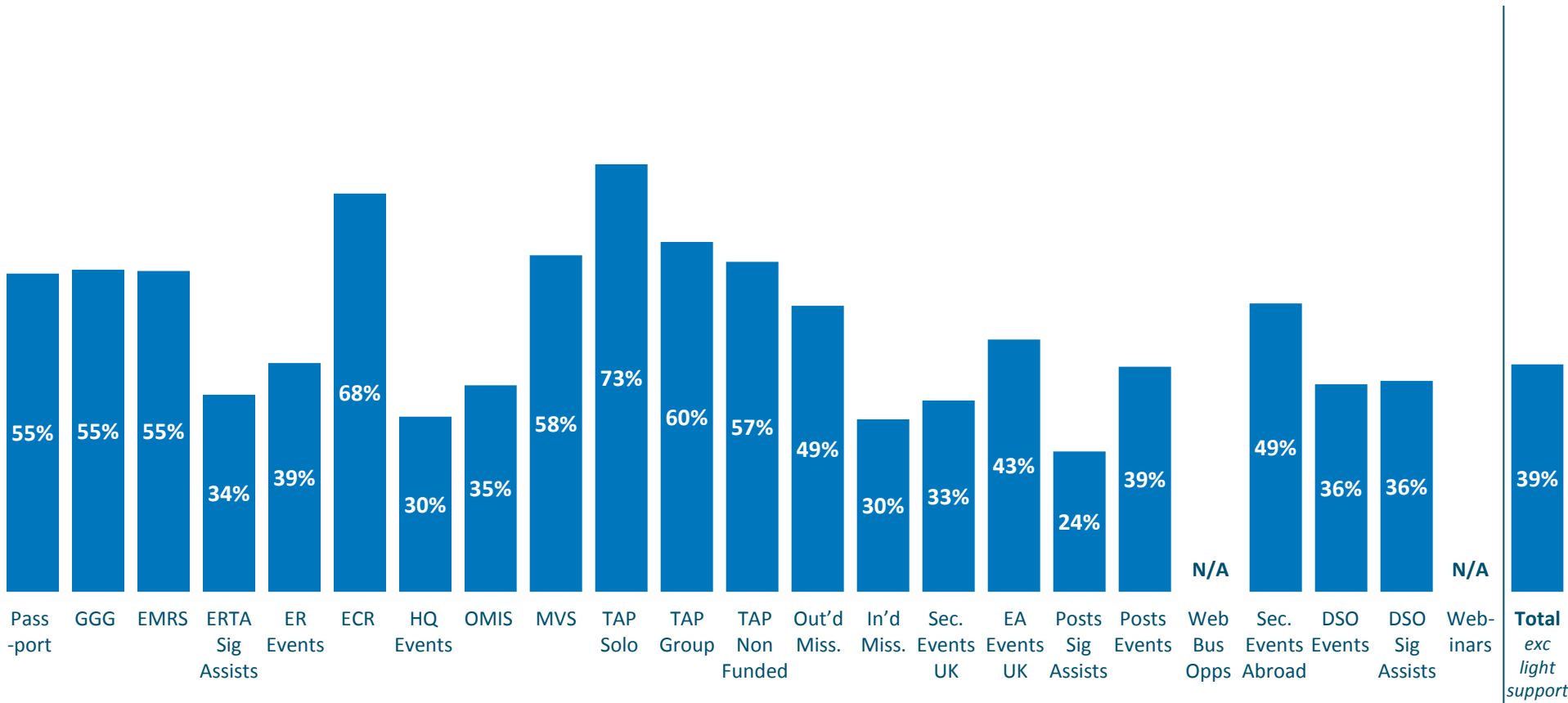
Increased
Innovation (A04)

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

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

In each case net of non-additionality

Increased Innovation (A04)



■ Firms scoring against A04 (net of non-...)

Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total excl. light support (3715)

Increased Innovation (A04) – Top Impacts

Service	A04	Strongest Impact	2 nd Strongest Impact
Passport	55%	Made improvements to NPD strategy (46%)	Made improvements to products or services (38%)
GGG	55%	Made improvements to NPD strategy (44%)	Made improvements to products or services (42%)
EMRS	55%	Made improvements to NPD strategy (45%)	Made improvements to products or services (45%)
ERTA Significant Assists	34%	Made improvements to NPD strategy (26%)	Made improvements to products or services (24%)
ER Events	39%	Made improvements to NPD strategy (33%)	Made improvements to products or services (25%)
ECR	68%	Made improvements to NPD strategy (59%)	Made improvements to products or services (49%)
HQ Events	30%	Made improvements to NPD strategy (22%)	Made improvements to products or services (22%)
OMIS	35%	Made improvements to NPD strategy (28%)	Made improvements to products or services (26%)
MVS	58%	Made improvements to NPD strategy (50%)	Made improvements to products or services (44%)
TAP Solo	73%	Made improvements to NPD strategy (63%)	Made improvements to products or services (60%)
TAP Group	60%	Made improvements to NPD strategy (52%)	Made improvements to products or services (48%)
TAP Non Funded	57%	Made improvements to products or services (47%)	Made improvements to NPD strategy (46%)
Outward Missions	49%	Made improvements to products or services (41%)	Made improvements to NPD strategy (41%)
Inward Missions	30%	Made improvements to NPD strategy (23%)	Made improvements to products or services (16%)
Sector Events UK	33%	Made improvements to NPD strategy (27%)	Made improvements to products or services (23%)
EA Events UK	43%	Made improvements to NPD strategy (36%)	Made improvements to products or services (35%)
Posts Significant Assists	24%	Made improvements to products or services (18%)	Made improvements to NPD strategy (17%)
Posts Events	39%	Made improvements to NPD strategy (33%)	Made improvements to products or services (24%)
Sector Events Abroad	49%	Made improvements to products or services (39%)	Made improvements to NPD strategy (34%)
DSO Events	36%	Made improvements to products or services (25%)	Made improvements to NPD strategy (20%)
DSO Significant Assists	36%	Made improvements to NPD strategy (32%)	Made improvements to products or services (28%)

Improved Overseas Approach (A93) – Definition ⁸⁶

Improved Overseas
Approach (A93)

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

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

In each case net of non-additionality

Improved Overseas Approach (A93)



Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Improved Overseas Approach (A93) – Top Impacts

Service	A93	Strongest Impact	2 nd Strongest Impact
Passport	77%	Confidence to explore new/expand in existing markets (66%)	Improved the way you do business in overseas markets (63%)
GGG	79%	Improved your overseas marketing strategy (63%)	Confidence to explore new/expand in existing markets (63%)
EMRS	88%	Confidence to explore new/expand in existing markets (78%)	Improved the way you do business in overseas markets (65%)
ERTA Sig. Assists	59%	Confidence to explore new/expand in existing markets (46%)	Improved the way you do business in overseas markets (40%)
ER Events	58%	Confidence to explore new/expand in existing markets (45%)	Improved your overseas marketing strategy (44%)
ECR	80%	Improved your overseas marketing strategy (68%)	Improved the way you do business in overseas markets (66%)
HQ Events	44%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (26%)
OMIS	59%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (39%)
MVS	75%	Confidence to explore new/expand in existing markets (60%)	Improved the way you do business in overseas markets (56%)
TAP Solo	87%	Confidence to explore new/expand in existing markets (73%)	Improved your overseas marketing strategy (70%)
TAP Group	75%	Confidence to explore new/expand in existing markets (58%)	Improved your overseas marketing strategy (52%)
TAP Non Funded	66%	Confidence to explore new/expand in existing markets (58%)	Improved the way you do business in overseas markets (45%)
Outward Missions	69%	Confidence to explore new/expand in existing markets (53%)	Improved your overseas marketing strategy (47%)
Inward Missions	48%	Improved the way you do business in overseas markets (32%)	Improved your overseas marketing strategy (32%)
Sector Events UK	49%	Confidence to explore new/expand in existing markets (35%)	Improved the way you do business in overseas markets (29%)
EA Events UK	47%	Confidence to explore new/expand in existing markets (41%)	Improved the way you do business in overseas markets (25%)
Posts Sig. Assists	43%	Confidence to explore new/expand in existing markets (34%)	Improved the way you do business in overseas markets (28%)
Posts Events	57%	Improved the way you do business in overseas markets (40%)	Improved your overseas marketing strategy (39%)
Web Bus Opps	27%	Improved your overseas marketing strategy (27%)	-
Sec Events Abroad	55%	Confidence to explore new/expand in existing markets (40%)	Improved the way you do business in overseas markets (37%)
DSO Events	49%	Confidence to explore new/expand in existing markets (31%)	Improved your overseas marketing strategy (31%)
DSO Sig. Assists	62%	Improved the way you do business in overseas markets (49%)	Improved your overseas marketing strategy (38%)
Webinars	31%	Confidence to explore new/expand in existing markets (23%)	Improved the way you do business in overseas markets (15%)

Increased R&D (AR&D) - Definition

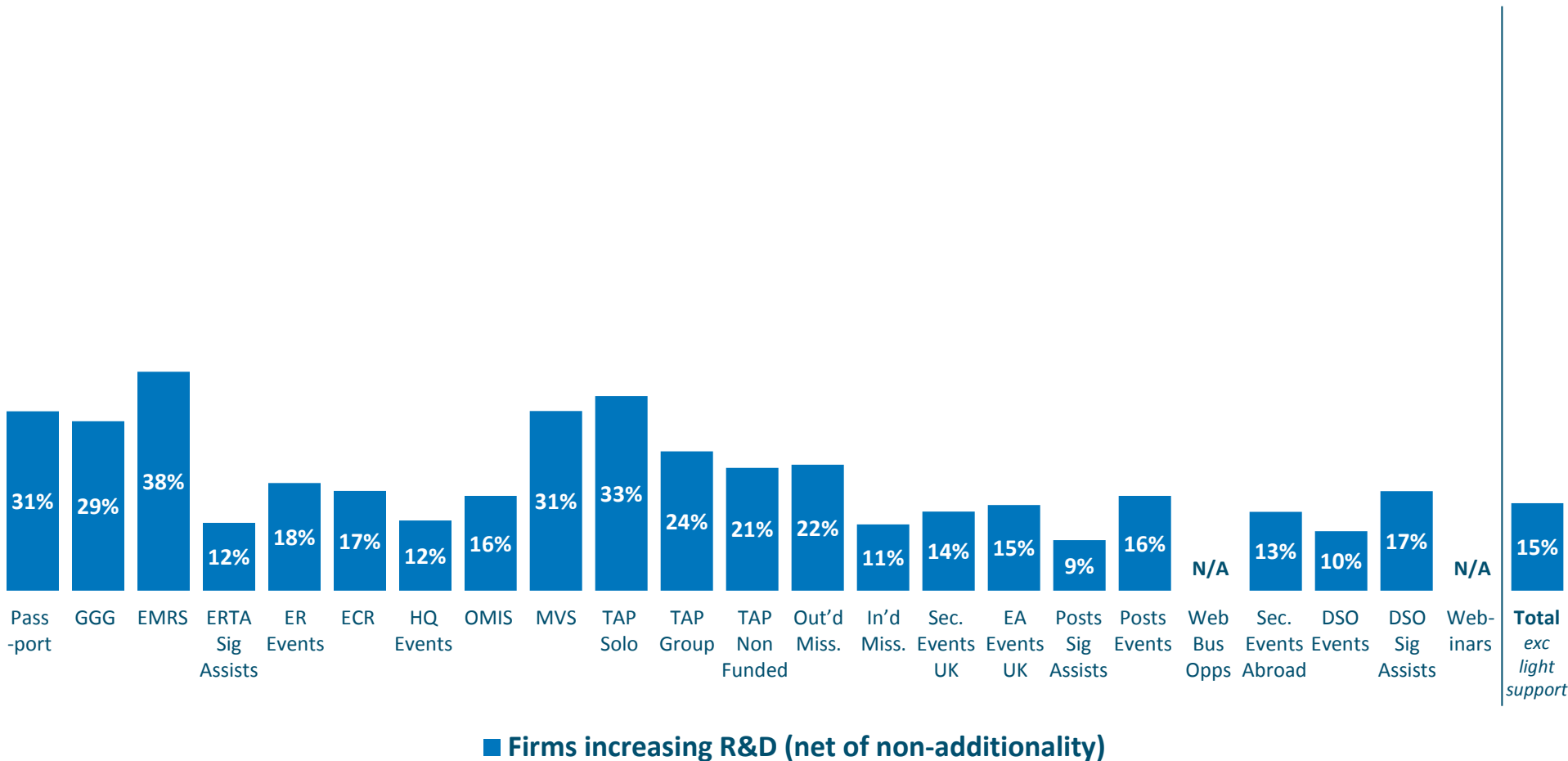
Increased R&D
(AR&D)

Firms who have or expect to ...

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

Then adjusted for non-additionality

Increased R&D (AR&D)



Base: All respondents excl. Web Business Opportunities & Webinars (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Total excl. light support (3715)

Increased R&D (AR&D) – By R&D Intensity

Increased R&D – By R&D Intensity

	Proportion of employees engaged wholly or partly in R&D or NPD (with at least some of this involving 'the development of scientific or technical knowledge not commonly available')				
	Zero	Up to 10%	11-20%	21-50%	More than 50%
<i>Base: Exc. light support</i>	1656	467	335	548	526
Increased R&D	10%	14%	22%	22%	28%

Barriers To Market Access Overcome (A92) – Definition

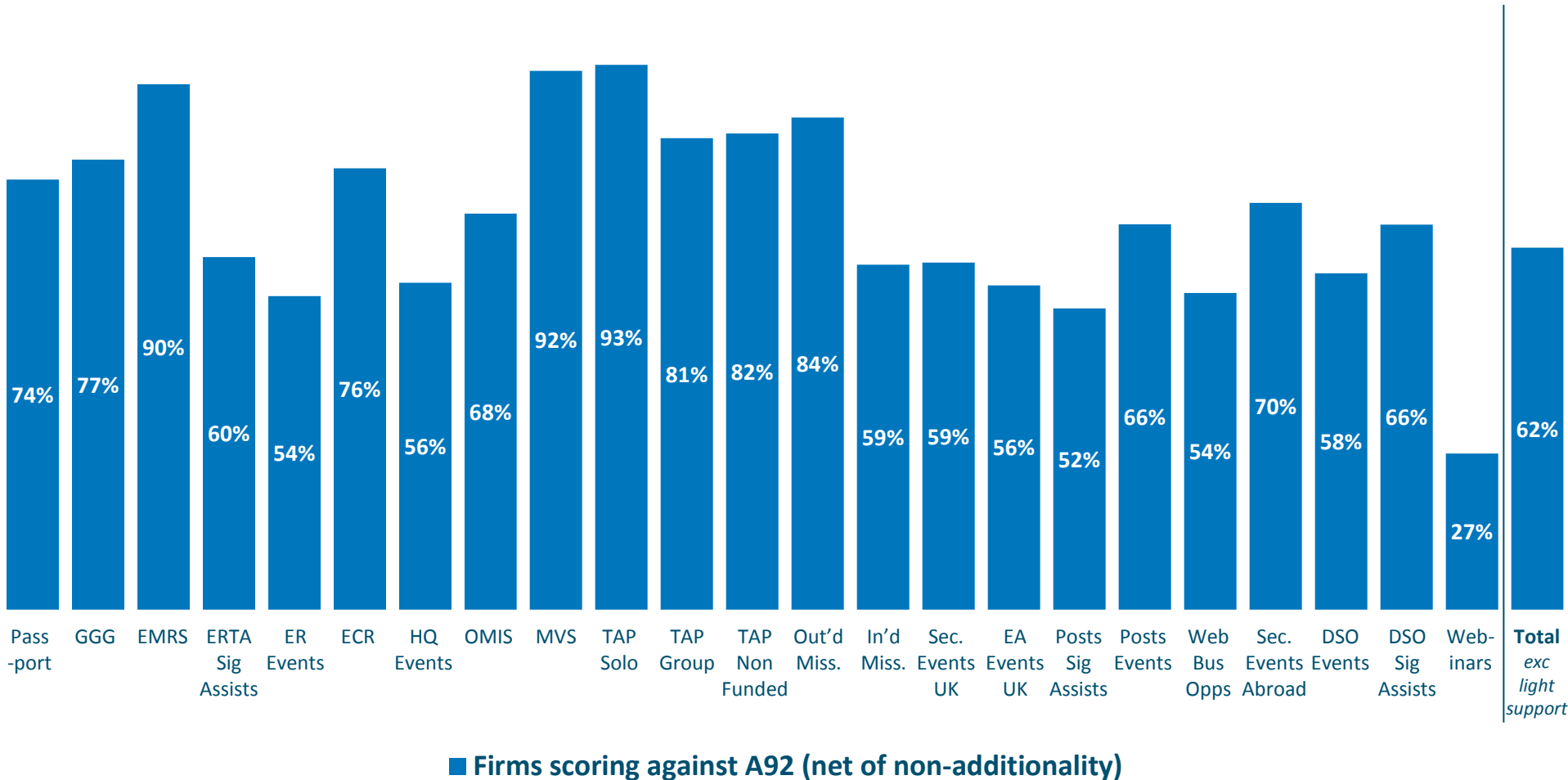
Barriers Overcome (A92)

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

- Gained access to prospective customers or business partners – 46%
- Or, gained access to information that you would otherwise have been unable to come by – 44%
- Or, improved your company's profile or credibility – 41%
- Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 10%

In each case net of non-additionality

Barriers To Market Access Overcome (A92)



Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

Barriers To Market Access Overcome (A92) – Top Impacts

Service	A92	Strongest Impact	2 nd Strongest Impact
Passport	74%	Access to information otherwise unable to come by (57%)	Improved your company's profile or credibility (54%)
GGG	77%	Access to information otherwise unable to come by (58%)	Improved your company's profile or credibility (58%)
EMRS	90%	Access to prospective customers or business partners (73%)	Improved your company's profile or credibility (65%)
ERTA Significant Assists	60%	Access to information otherwise unable to come by (48%)	Access to prospective customers or business partners (40%)
ER Events	54%	Access to information otherwise unable to come by (41%)	Improved your company's profile or credibility (32%)
ECR	76%	Improved your company's profile or credibility (63%)	Access to information otherwise unable to come by (54%)
HQ Events	56%	Access to prospective customers or business partners (48%)	Access to information otherwise unable to come by (36%)
OMIS	68%	Access to prospective customers or business partners (54%)	Access to information otherwise unable to come by (48%)
MVS	92%	Access to prospective customers or business partners (82%)	Improved your company's profile or credibility (73%)
TAP Solo	93%	Improved your company's profile or credibility (87%)	Access to prospective customers or business partners (83%)
TAP Group	81%	Access to prospective customers or business partners (75%)	Improved your company's profile or credibility (67%)
TAP Non Funded	82%	Improved your company's profile or credibility (72%)	Access to prospective customers or business partners (71%)
Outward Missions	84%	Access to prospective customers or business partners (71%)	Improved your company's profile or credibility (65%)
Inward Missions	59%	Access to information otherwise unable to come by (45%)	Improved your company's profile or credibility (45%)
Sector Events UK	59%	Improved your company's profile or credibility (41%)	Access to information otherwise unable to come by (39%)
EA Events UK	56%	Access to prospective customers or business partners (43%)	Access to information otherwise unable to come by (38%)
Posts Significant Assists	52%	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 (49%)	Improved your company's profile or credibility (48%)
Website Business Opps	54%	Access to information otherwise unable to come by (45%)	Access to prospective customers or business partners (39%)
Sector Events Abroad	70%	Access to prospective customers or business partners (58%)	Access to information otherwise unable to come by (45%)
DSO Events	58%	Access to prospective customers or business partners (39%)	Access to information otherwise unable to come by (37%)
DSO Significant Assists	66%	Improved your company's profile or credibility (51%)	Access to information otherwise unable to come by (51%)
Webinars	27%	Access to information otherwise unable to come by (22%)	Improved your company's profile or credibility (14%)

Significant Business Benefit (A06) – Definition

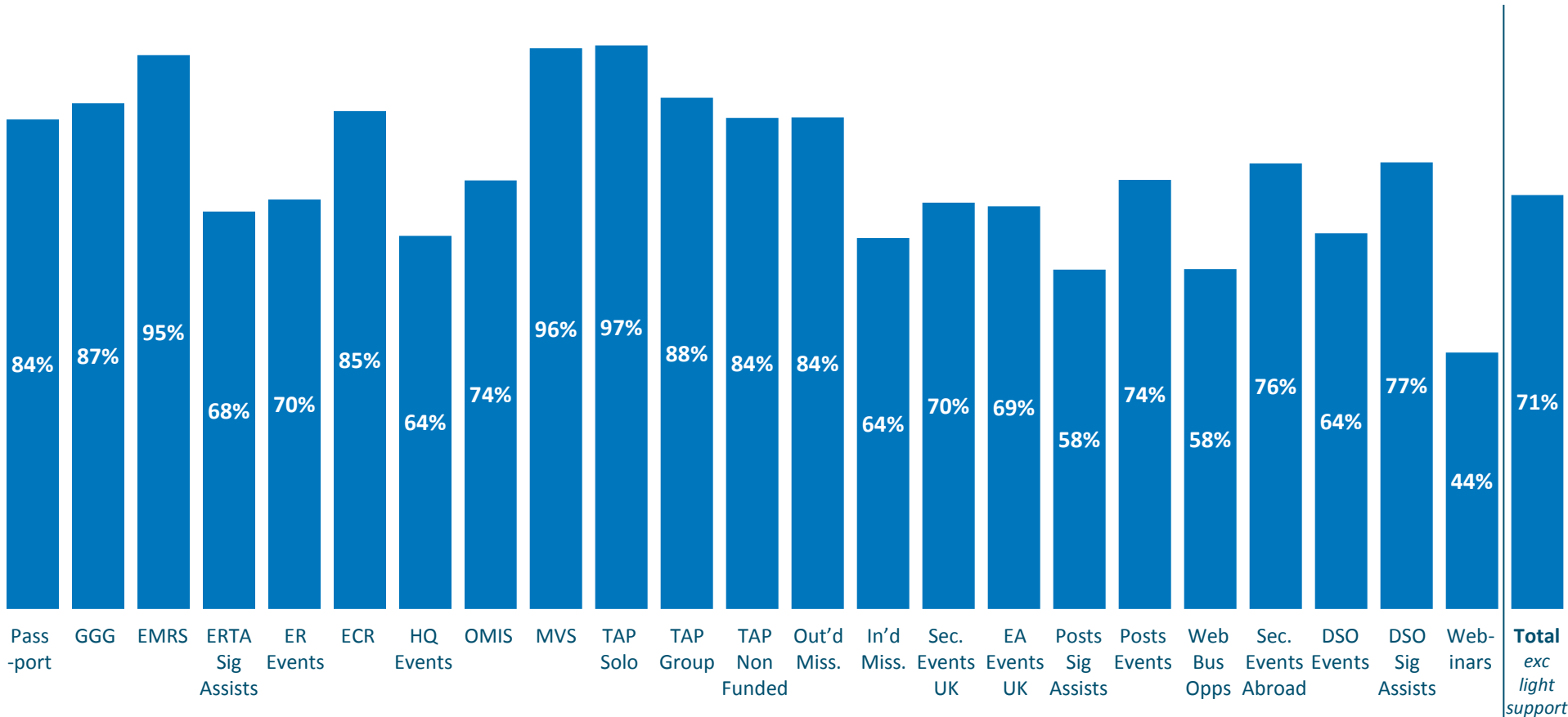
Significant Business Benefit (A06)

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

- Increased Skills (A81) – 55%
 - Improved your knowledge of the competitive environment in an overseas market – 39%
 - Or, gained new ideas about products, services, techniques or technologies – 29%
 - Or, improved your overseas marketing strategy – 35%
 - Or, improved your marketing research skills (*EMRS only*) – 43%
- Or Changed Behaviour (A83) – 63%
 - Introduced new products or services or made improvements to existing ones – 29%
 - Or, made improvements to your new product development strategy – 31%
 - Or, improved the way you do business in an overseas market – 36%
 - Or, improved your overseas marketing strategy – 35%
 - Or, gained the confidence to either explore a new market or expand in an existing one – 43%
- Or Barriers to Market Access Overcome (A92) – 62%
 - Gained access to prospective customers or business partners – 46%
 - Or, gained access to information that you would otherwise have been unable to come by – 44%
 - Or, improved your company's profile or credibility – 41%
 - Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 10%

In each case net of non-additionality

Significant Business Benefit (A06)



■ Firms scoring against A06 (net of non-additionality)

Base: All respondents (Base) - Passport (361), GGG (362), EMRS (40), ERTA (361), ER Events (255), ECR (41), HQ Events (50), OMIS (370), MVS (52), TAP Solo (30), TAP Group (130), TAP Non-Funded (76), Outward Missions (51), Inward Missions (44), Sector Events UK (244), EA Events UK (252), Posts Significant Assists (591), Posts Events (197), Website Bus Opps (271), Sector Events Abroad (89), DSO Events (59), DSO Significant Assists (47), Webinars (116), Total excl. light support (3715)

£ Estimated Additional Profit (A49) – Definition

£ Additional
Profit (A49)

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

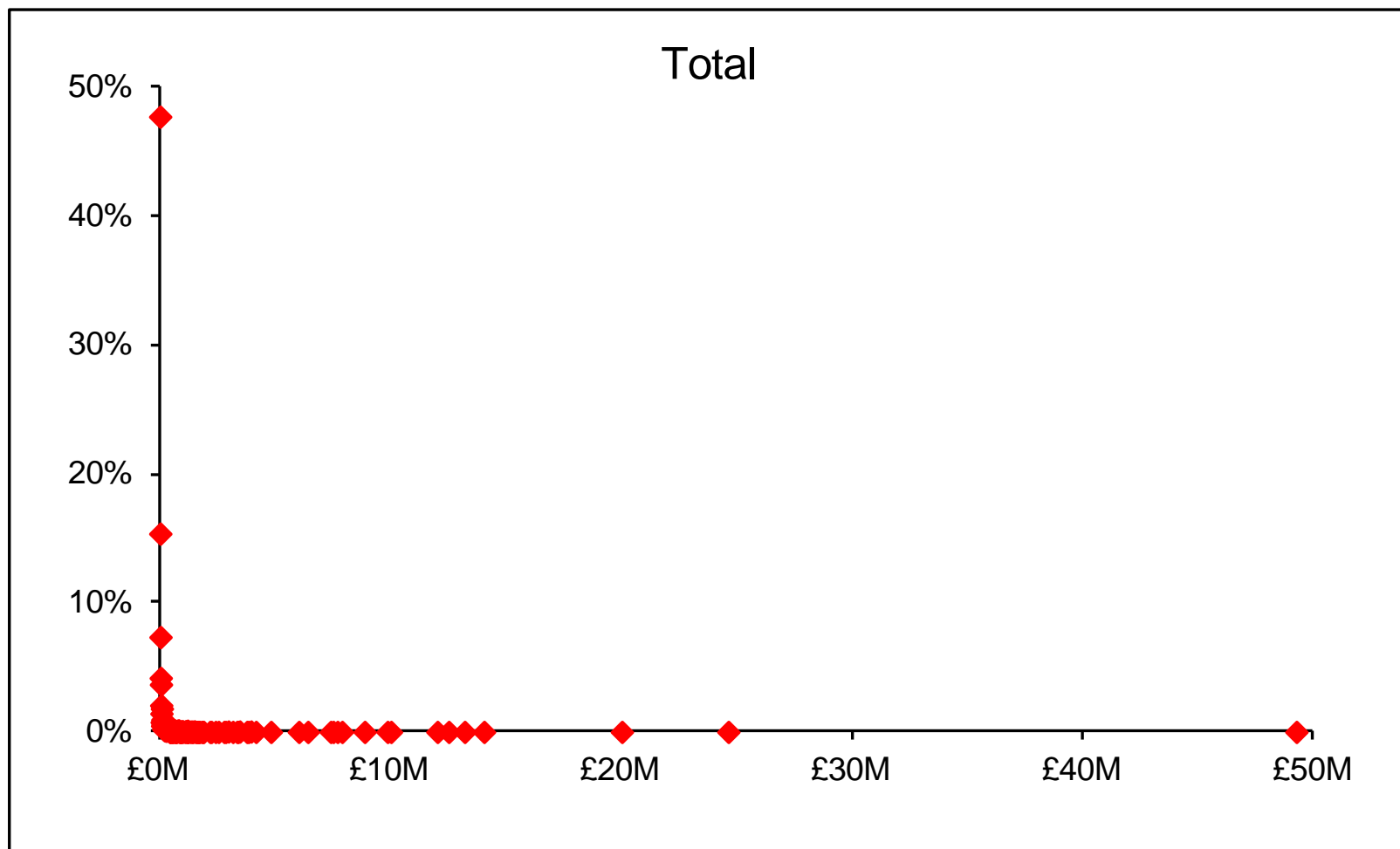
- Stage 1 – Firms asked to estimate the expected financial benefit of the support in terms of additional profit
 - Firms not reporting any significant benefit in terms of ‘Changed Behaviour (A83)’ or ‘Barriers Overcome (A92)’ are counted as zero
- Stage 2 – Estimates converted to profit for those indicating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

£ Estimated Additional Profit (A49)

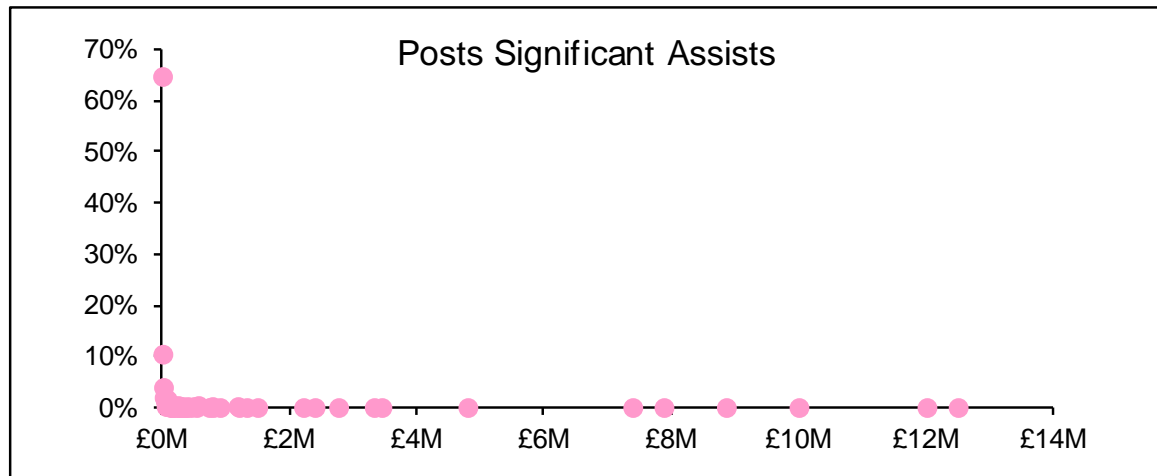
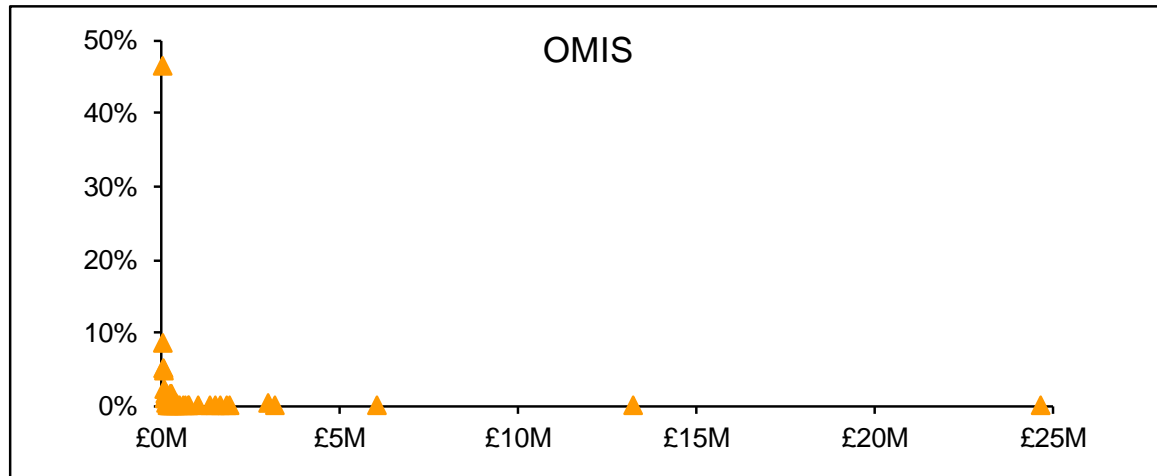
	Total (exc. light support)	Total (exc. light support & DSO)	Pass- port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base</i>	3715	3609	361	362	40	361	121	41	50	370	52	30
Mean additional profit (£)	139k	139k	134k	104k	110k	84k	563k	364k	229k	244k	86k	74k
Median additional profit (£)	0	0	16k	18k	19k	0	0	17k	0	4k	9k	15k
% reporting positive £ benefit	40%	40%	63%	63%	58%	38%	33%	61%	34%	46%	73%	80%
% reporting zero £ benefit	44%	44%	27%	25%	28%	46%	45%	22%	58%	40%	15%	10%
% unable/unwilling to estimate £ benefit	16%	16%	11%	12%	15%	16%	22%	17%	8%	14%	12%	10%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	19k	19k	40k	39k	46k	17k	18k	22k	53k	49k	13k	26k

	TAP Group	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Web- inars
<i>Base</i>	130	76	51	44	244	252	591	197	271	89	59	47	-
Mean additional profit (£)	59k	68k	125k	32k	40k	21k	199k	282k	53k	123k	44k	280k	-
Median additional profit (£)	9k	9k	5k	0	0	0	0	0	0	7k	0	0	-
% reporting positive £ benefit	65%	49%	53%	25%	36%	35%	30%	40%	28%	51%	29%	30%	-
% reporting zero £ benefit	20%	26%	35%	61%	46%	46%	56%	45%	61%	33%	58%	47%	-
% unable/unwilling to estimate £ benefit	15%	25%	12%	14%	18%	19%	14%	16%	12%	17%	14%	23%	-
<i>Median additional profit (£) among those reporting positive £ benefit</i>	17k	25k	23k	58k	6k	7k	34k	24k	23k	39k	40k	243k	-

Distribution of £ Estimated Additional Profit (UKTI Total)



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



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

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

	Number of Big Wins (£3m+)					% of all 'big wins' accounted for by each scheme	% of all interviews accounted for by each scheme
	PIMS 35	PIMS 36	PIMS 37	PIMS 38	Total		
Passport	0	1	0	1	2	7%	10%
GGG	0	1	0	0	1	4%	10%
ERTA	0	1	0	0	1	4%	10%
ER Events (excluding <½ day)	1	0	0	0	1	4%	3%
ECR	0	1	0	0	1	4%	1%
HQ Events	0	0	0	1	1	4%	1%
OMIS	0	3	0	1	4	15%	10%
Outward Missions	0	1	0	0	1	4%	1%
Posts Significant Assists	3	3	3	0	9	33%	16%
Post Events	2	1	0	1	4	15%	5%
Sector Events Abroad	1	0	0	0	1	4%	2%
DSO Significant Assists	0	1	0	0	1	4%	1%

£ Estimated Additional Profit 'Big Wins' - By Profile

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

	£3m+ Additional Profit		£500k+ Additional Profit		% of all interviews
	Number of £3m+ 'big wins'	% of all £3m+ 'big wins'	Number of £500k+ 'big wins'	% of all £500k+ 'big wins'	
Size (Employees)					
Not yet trading	1	4%	2	1%	0%
0-9	10	37%	41	30%	45%
10-99	6	22%	60	44%	38%
100-249	4	15%	14	10%	7%
250+	6	22%	16	12%	6%
Innovation					
Innovative	25	93%	122	90%	86%
Innovative (alternative)	22	81%	108	80%	65%
Years Exporting					
Not yet exporting	7	26%	17	13%	11%
<2 years	4	15%	31	23%	15%
2-10 years	6	22%	39	29%	35%
>10 years	10	37%	48	36%	37%
Growth Objectives					
Substantial growth	16	59%	87	64%	44%
Moderate growth	7	26%	36	27%	46%
Stay same/smaller	2	7%	4	3%	4%
Not yet trading	2	7%	5	4%	2%

£ Estimated Additional Profit 'Big Wins' - By Market

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

	No. of £3m+ 'big wins'	% of all £3m+ 'big wins'
Africa	1	4%
Australia	1	4%
Austria	1	4%
Bahrain	1	4%
Brazil	1	4%
China	1	4%
Cyprus	1	4%
Germany	3	11%
India	2	7%
Latvia	1	4%
Malaysia	1	4%
Mexico	1	4%
Morocco	1	4%

	No. of £3m+ 'big wins'	% of all £3m+ 'big wins'
Nigeria	1	4%
Norway	1	4%
Poland	1	4%
Qatar	2	7%
Saudi Arabia	1	4%
Scandinavia	1	4%
Spain	1	4%
Taiwan	1	4%
Turkey	1	4%
United Arab Emirates	3	11%
Ukraine	1	4%
USA	5	19%
No particular market	2	7%

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

Strengths – Top Impacts For Firms Reporting Additional Profit

Service	Firms Reporting Additional Profit (at Measure A49)	
	Strongest Impact	2 nd Strongest Impact
Passport	Gained confidence to explore/expand in existing market – A83 (82%)	Improved the way you do business in overseas market – A83 (80%)
GGG	Improved overseas marketing strategy – A81/A83 (79%)	Gained confidence to explore/expand in existing market – A83 (79%)
EMRS	Gained confidence to explore/expand in existing market – A83 (91%)	Improved the way you do business in overseas market – A83 (87%)
ERTA Sig. Assists	Gained access to info otherwise unable to come by – A92 (77%)	Gained confidence to explore/expand in existing market – A83 (77%)
ER Events	Improved the way you do business in overseas market – A83 (75%)	Improved overseas marketing strategy – A81/A83 (75%)
ECR	Improved overseas marketing strategy – A81/A83 (84%)	Improved your company's profile overseas – A92 (84%)
HQ Events	Gained access to prospective customers/partners – A92 (88%)	Gained confidence to explore/expand in existing market – A83 (71%)
OMIS	Gained access to prospective customers/partners – A92 (78%)	Gained access to info otherwise unable to come by – A92 (69%)
MVS	Gained access to prospective customers/partners – A92 (89%)	Improved your company's profile overseas – A92 (84%)
TAP Solo	Improved your company's profile overseas – A92 (88%)	Gained access to prospective customers/partners – A92 (83%)
TAP Group	Gained access to prospective customers/partners – A92 (91%)	Improved your company's profile overseas – A92 (80%)
TAP Non Funded	Gained access to prospective customers/partners – A92 (95%)	Improved your company's profile overseas – A92 (84%)
Outward Missions	Gained access to prospective customers/partners – A92 (93%)	Improved knowledge of competitive envt in overseas mkt - A81 (78%)
Inward Missions	Improved your company's profile overseas – A92 (100%)	Gained access to info otherwise unable to come by – A92 (82%)
Sector Events UK	Gained access to prospective customers/partners – A92 (71%)	Improved your company's profile overseas – A92 (69%)
EA Events UK	Gained access to prospective customers/partners – A92 (78%)	Gained access to info otherwise unable to come by – A92 (67%)
Posts Sig. Assists	Gained access to prospective customers/partners – A92 (75%)	Gained access to info otherwise unable to come by – A92 (74%)
Posts Events	Gained access to prospective customers/partners – A92 (73%)	Improved the way you do business in overseas market – A83 (71%)
Web Bus Opps	Gained access to info otherwise unable to come by – A92 (83%)	Gained access to prospective customers/partners – A92 (73%)
Sec Events Abroad	Gained access to prospective customers/partners – A92 (89%)	Improved your company's profile overseas – A92 (71%)
DSO Events	Gained confidence to explore/expand in existing market – A83 (71%)	Improved your company's profile overseas – A92 (65%)
DSO Sig. Assists	Improved the way you do business in overseas market – A83 (86%)	Improved your company's profile overseas – A92 (71%)

Estimated Total Additional Profit

Estimated Total Additional Profit

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

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

UKTI Total	Mean additional profit (A49)	Total no. of firms supported (A01)	Estimated total additional profit
Total (exc. light support*)	£139,000	48,220	£6.7bn
Total (exc. light support & DSO)	£139,000	48,030	£6.7bn

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

Total Additional Profit - Contribution

Distribution of Total Additional Profit Attributed to UKTI Support

Additional profit (banded)	<i>Base (exc. light support)</i>	Mean additional profit	% of all firms	% of total UKTI £ benefit
Zero	1,506	£0	44%	0%
Up to £10,000	486	£4,000	15%	0.5%
£10,001-£50,000	549	£25,000	12%	2.6%
£50,001-£100,000	176	£74,000	4%	2.4%
£100,001-£500,000	305	£231,000	6%	12.0%
More than £500,000	135	£3,112,000	3%	82.5%
Don't know refused	558	-	16%	-

£ Estimated Additional Sales - Definition

£ Additional Sales

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

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

£ Estimated Additional Sales

	Total (exc. light support)	Total (exc. light support & DSO)	Pass- port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base</i>	3715	3609	361	362	40	361	121	41	50	370	52	30
Mean additional sales (£)	1,031k	1,036k	1,033k	982k	772k	281k	4,011k	2,347k	1,540k	1,901k	567k	527k
Median additional sales (£)	0	0	100k	122k	163k	0	0	59k	0	25k	56k	111k
% reporting positive £ benefit	40%	40%	63%	63%	58%	38%	33%	61%	34%	46%	73%	80%
% reporting zero £ benefit	44%	44%	27%	25%	28%	46%	45%	22%	58%	40%	15%	10%
% unable/unwilling to estimate £ benefit	16%	16%	11%	12%	15%	16%	22%	17%	8%	14%	12%	10%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	123k	123k	277k	246k	332k	106k	94k	133k	332k	355k	91k	163k

	TAP Group	TAP Non Funded	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Web- inars
<i>Base</i>	130	76	51	44	244	252	591	197	271	89	59	47	-
Mean additional sales (£)	399k	370k	431k	181k	394k	721k	1,323k	1,726k	340k	578k	272k	1,859k	-
Median additional sales (£)	50k	60k	35k	0	0	0	0	0	0	33k	0	0	-
% reporting positive £ benefit	65%	49%	53%	25%	36%	35%	30%	40%	28%	51%	29%	30%	-
% reporting zero £ benefit	20%	26%	35%	61%	46%	46%	56%	45%	61%	33%	58%	47%	-
% unable/unwilling to estimate £ benefit	15%	25%	12%	14%	18%	19%	14%	16%	12%	17%	14%	23%	-
<i>Median additional sales (£) among those reporting positive £ benefit</i>	111k	177k	155k	205k	37k	39k	209k	143k	129k	246k	107k	1,629k	-

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*)	£1,031,000	48,220	£49.7 billion
Total (exc. light support & DSO)	£1,036,000	48,030	£49.7 billion

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

Key Measures - Number of Firms Scoring

Estimated Number of Firms Scoring Against Each Measure in Last Year

	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Funded
Overall Satisfaction (B10)	1,828	1,439	179	6,394	6,956	727	869	2,429	1,297	441	4,166	1,995
Improved Business Performance	1,627	1,350	150	3,804	4,210	701	713	1,956	1,342	427	3,915	1,894
Increased R&D (AR&D)	691	515	71	971	1,647	149	186	540	462	156	1,205	530
Significant Business Benefit (A06)	1,872	1,545	179	5,504	6,406	745	993	2,496	1,431	460	4,417	2,121
Reporting positive additional profit/ sales	1,404	1,119	109	3,076	1,410	534	527	1,552	1,088	379	3,262	1,237

	Outw'd Miss.	Inward Miss.	Sector Events UK	EA Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	Webinars
Overall Satisfaction (B10)	899	401	6,622	11,800	13,679	4,361	5,029	2,509	630	205	2,641
Improved Business Performance	749	284	3,572	8,806	6,839	2,584	-	1,966	331	128	-
Increased R&D (AR&D)	254	92	1,220	2,642	1,664	861	-	441	81	41	-
Significant Business Benefit (A06)	969	534	6,099	12,152	10,721	3,984	5,117	2,576	517	186	1,788
Reporting positive additional profit/ sales	611	209	3,137	6,164	5,546	2,154	2,470	1,729	234	72	-

Estimated Jobs Created & Safeguarded

Estimated Jobs Created & Safeguarded

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

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

	All except 'light' support*			
	Mean	Median	Total no. of firms supported (A01)	Estimated total number of jobs created/ safeguarded
Number of new jobs created	2.2	0	48,220	106,080
Number of jobs safeguarded	1.9	0		91,610

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

PIMS 35-38, March 2015

ADDITIONALITY

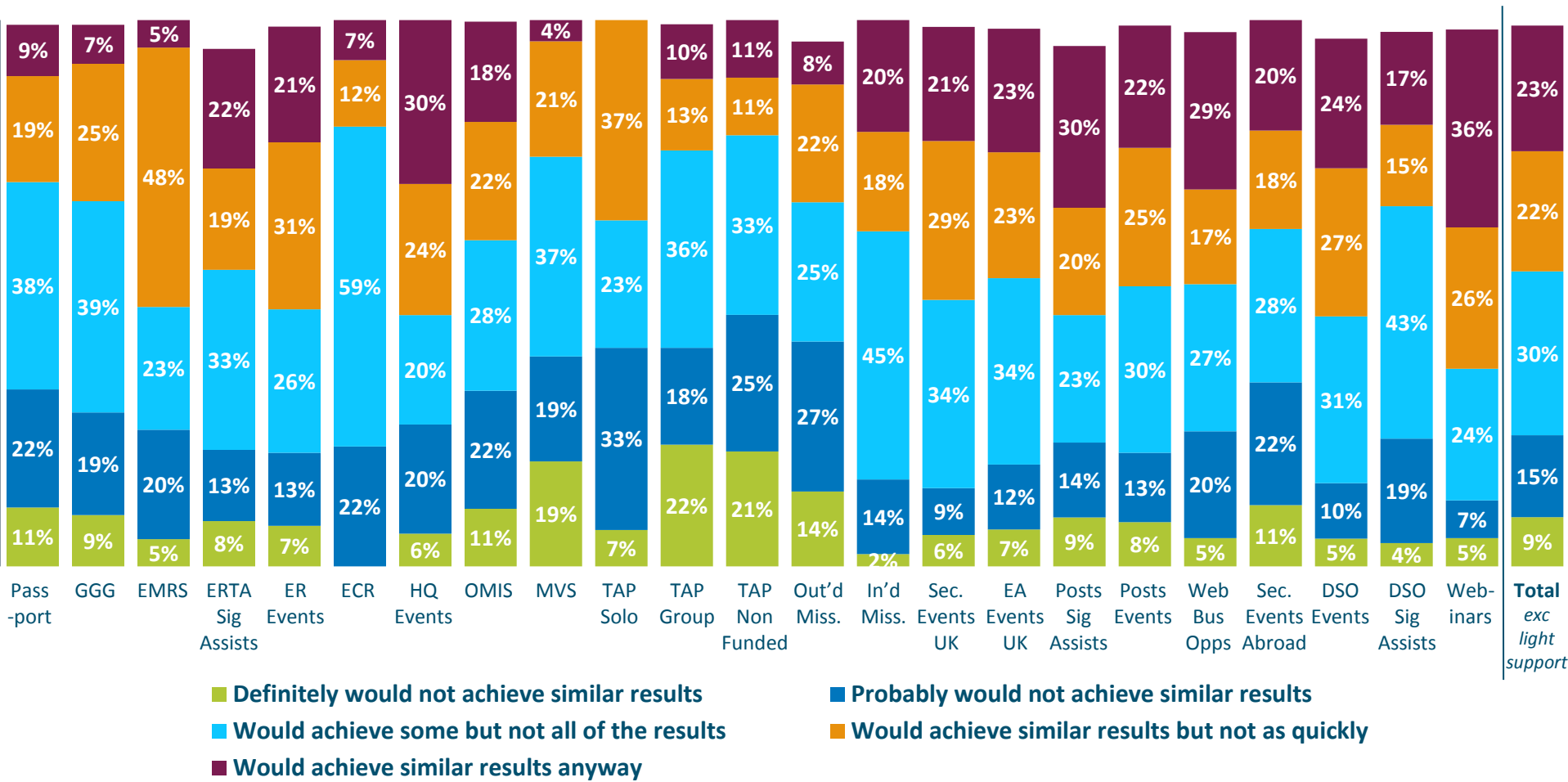


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Generic Additionality

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



Base: All respondents (Base, None of these/Signposted only) - Passport (361, 1%), GGG (362, 1%), EMRS (40, 0%), ERTA (361, 5%), ER Events (255, 1%), ECR (41, 0%), HQ Events (50, 0%), OMIS (370, 0%), MVS (52, 0%), TAP Solo (30, 0%), TAP Group (130, 1%), TAP Non-Funded (76, 0%), Outward Missions (51, 4%), Inward Missions (44, 0%), Sector Events UK (244, 1%), EA Events UK (252, 2%), Posts Significant Assists (591, 5%), Posts Events (197, 1%), Website Bus Opps (271, 2%), Sector Events Abroad (89, 0%), DSO Events (59, 3%), DSO Significant Assists (47, 2%), Webinars (116, 2%), Total excl. light support (3715, 2%)

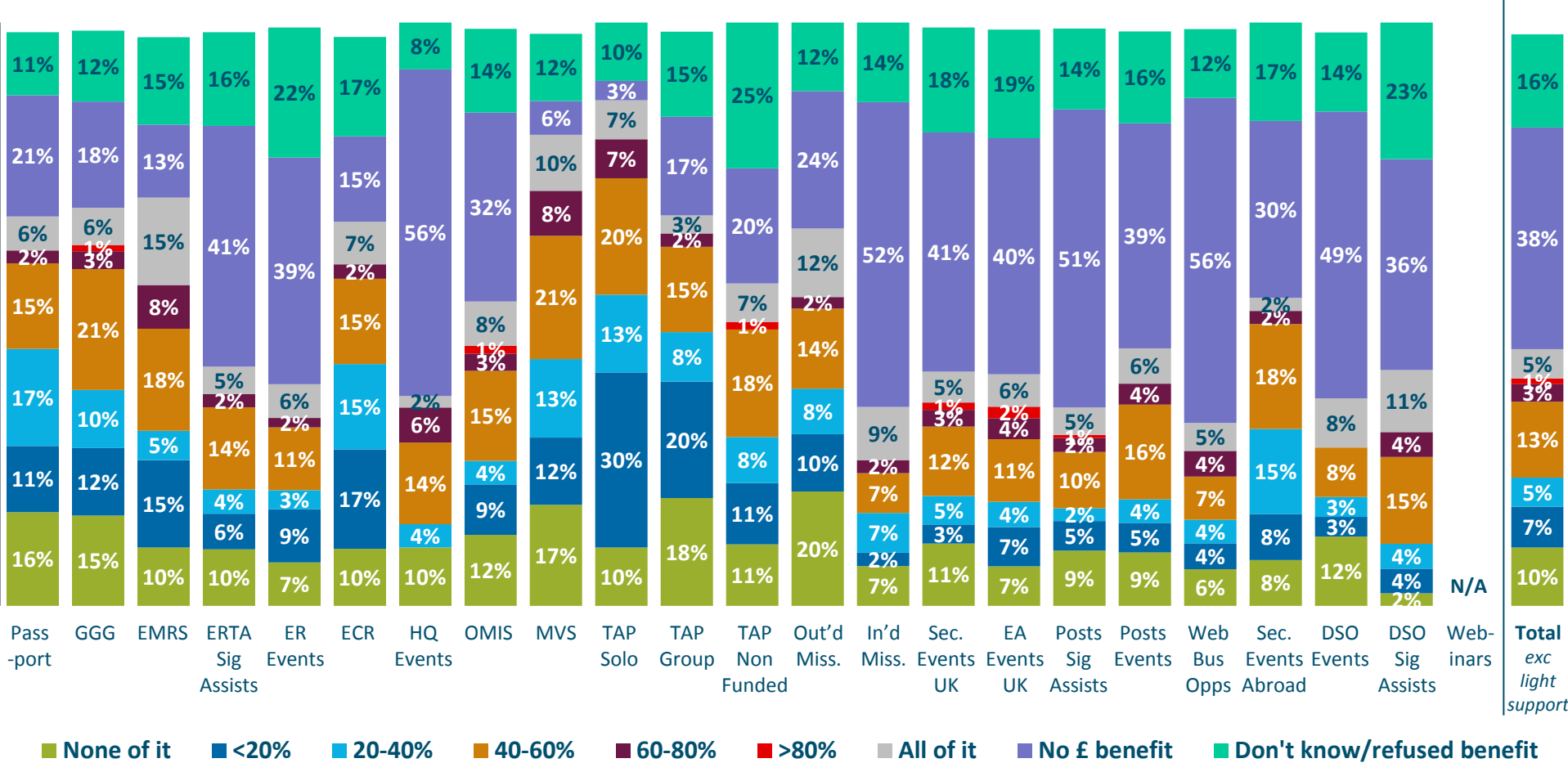
Generic Additionality – By Profile

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

	Total	Length Of Time Exporting			Business Size			
		< 2 years	2-10 years	> 10 years	0-9	10-99	100-249	250+
<i>Base: Exc. light support</i>	3715	987	1308	1380	1690	1408	277	231
Definitely would not achieve similar results	9%	12%	10%	7%	11%	8%	8%	5%
Probably would not achieve similar results	15%	17%	14%	14%	16%	15%	12%	8%
Would achieve some but not all of the results	31%	29%	33%	30%	31%	31%	31%	33%
Would achieve similar results but not as quickly	22%	23%	20%	23%	19%	23%	24%	28%
Would achieve similar results anyway	21%	18%	21%	24%	20%	21%	23%	25%
None of these/signposted only	2%	2%	2%	2%	2%	2%	2%	1%

Extent Financial Benefits Attributable

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



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

Base: All except Webinars & short ER Events (Base, Don't know/Refused % attributable) - Passport (361, 1%), GGG (362, 1%), EMRS (40, 3%), ERTA (361, 2%), ER Events (121, 1%), ECR (41, 2%), HQ Events (50, 0%), OMIS (370, 1%), MVS (52, 2%), TAP Solo (30, 0%), TAP Group (130, 2%), TAP Non-Funded (76, 0%), Outward Missions (51, 0%), Inward Missions (44, 0%), Sector Events UK (244, 1%), EA Events UK (252, 1%), Posts Significant Assists (591, 1%), Posts Events (197, 2%), Website Bus Opps (271, 1%), Sector Events Abroad (89, 0%), DSO Events (59, 2%), DSO Significant Assists (47, 0%), Total excl. light support (3715, 1%)

Extent Financial Benefits Attributable – Micro SMEs

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

	0-9 Employees		
	0 employees	1-9 employees	Total 0-9 employees
<i>Base: Micro SMEs exc. light support</i>	218	1472	1690
None of it (0%)	11%	11%	11%
Less than 20%	7%	9%	9%
20-40%	7%	6%	6%
40-60%	11%	14%	13%
60-80%	4%	3%	3%
More than 80%	1%	1%	1%
All of it (100%)	4%	5%	5%
No financial benefit	37%	34%	34%
Don't know/refused £ benefit	20%	16%	17%
Don't know % attributable	0%	1%	1%

PIMS 35-38, March 2015
SUMMARIES



UK Trade
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Key Measures – By Profile

	Total	Business Size (employees)				Innovative		Years Exporting			Support Market	
		0-9	10-99	100-249	250+	Yes	No	<2 years	2-10 years	>10 years	High growth	Established
<i>Base: Exc. light support</i>	3715	1690	1408	277	231	3198	517	987	1308	1380	1434	1719
No. Firms Assisted (Annual A01)	54,190	23,200	17,180	3,560	2,860	40,620	7,600	13,840	15,850	17,910	15,690	20,480
Quality Rating (A09)	79%	80%	79%	78%	78%	79%	79%	81%	80%	77%	80%	79%
Overall Satisfaction (B10)	75%	75%	75%	73%	76%	76%	73%	75%	77%	73%	77%	78%
Improved Business Performance	51%	54%	52%	43%	34%	53%	40%	53%	54%	47%	53%	55%
Increased Skills (A81)	55%	60%	53%	39%	52%	55%	52%	61%	57%	49%	56%	57%
Changed Behaviour (A83)	60%	65%	58%	47%	50%	60%	56%	66%	62%	53%	62%	61%
Increased Innovation (A04)	39%	45%	36%	26%	30%	40%	34%	45%	41%	33%	38%	41%
Increased R&D (AR&D)	15%	17%	16%	11%	13%	18%	3%	19%	17%	11%	16%	17%
Barriers Overcome (A92)	62%	66%	60%	54%	48%	62%	58%	66%	64%	57%	65%	65%
Significant Business Benefit (A06)	71%	74%	70%	61%	66%	71%	67%	75%	72%	66%	74%	72%
Mean Additional Profit (A49)	£139k	£125k	£125k	£183k	£279k	£151k	£67k	£174k	£153k	£102k	£230k	£174k
Mean Additional Sales	£1,031k	£788k	£873k	£2,839k	£2,027k	£1,178k	£205k	£918k	£1,438k	£775k	£1,863k	£1,196k
Reporting positive £ benefit	40%	44%	39%	31%	31%	41%	33%	43%	43%	36%	43%	45%
Unable/unwilling to estimate £ benefit	16%	17%	15%	18%	13%	16%	20%	16%	15%	16%	17%	14%

Key Measures – By Profile

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

	Business Size (0-9 employees only)			Years Exporting (<2 years only)			
	0 emps	1-9 emps	Total 0-9 emps	Not yet exporting	Up to 1 year	1-2 years	Total 0-2 years
<i>Base: Exc. light support</i>	218	1472	1690	418	237	332	987
Quality Rating (A09)	80%	80%	80%	82%	83%	79%	81%
Overall Satisfaction (B10)	69%	77%	75%	73%	81%	75%	75%
Improved Business Performance	47%	56%	54%	46%	62%	59%	53%
Increased Skills (A81)	58%	60%	60%	58%	65%	63%	61%
Changed Behaviour (A83)	61%	66%	65%	63%	69%	69%	66%
Increased Innovation (A04)	43%	45%	45%	42%	48%	48%	45%
Increased R&D (AR&D)	7%	18%	17%	15%	25%	24%	19%
Barriers Overcome (A92)	65%	66%	66%	63%	70%	68%	66%
Significant Business Benefit (A06)	73%	74%	74%	74%	77%	76%	75%
Mean Additional Profit (A49)	£99k	£129k	£125k	£210k	£93k	£174k	£174k
Mean Additional Sales	£305k	£874k	£788k	£923k	£626k	£1,138k	£918k
Reporting positive £ benefit	39%	45%	44%	38%	50%	47%	43%
Unable/unwilling to estimate £ benefit	20%	16%	17%	19%	13%	14%	16%

Key Measures – By Turnover

	Annual Turnover						
	Up to £500k	£500k - £2m	£2m - £10m	£10m - £25m	£25m - £250m	£250m- £500m	Over £500m
<i>Base: Exc. light support</i>	1242	749	744	263	206	20	46
Quality Rating (A09)	81%	77%	80%	78%	76%	85%	83%
Overall Satisfaction (B10)	76%	77%	75%	72%	73%	88%	74%
Improved Business Performance	56%	56%	52%	49%	41%	40%	32%
Increased Skills (A81)	61%	58%	54%	51%	44%	41%	37%
Changed Behaviour (A83)	65%	64%	60%	51%	49%	66%	36%
Increased Innovation (A04)	46%	42%	35%	31%	28%	31%	31%
Increased R&D (AR&D)	19%	17%	15%	10%	11%	22%	3%
Barriers Overcome (A92)	67%	64%	62%	59%	52%	62%	32%
Significant Business Benefit (A06)	74%	75%	70%	68%	65%	75%	48%
Mean Additional Profit (A49)	£135k	£69k	£212k	£100k	£176k	£400k	£876k
Mean Additional Sales	£898k	£503k	£1,475k	£2,129k	£1,376k	£5,302k	£5,327k
Reporting positive £ benefit	48%	45%	41%	41%	30%	48%	21%
Unable/unwilling to estimate £ benefit	14%	16%	11%	14%	14%	22%	14%

Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. light support</i>	1640	1702	166
Quality Rating (A09)	80%	78%	83%
Overall Satisfaction (B10)	76%	75%	70%
Improved Business Performance	54%	51%	39%
Increased Skills (A81)	56%	56%	49%
Changed Behaviour (A83)	61%	60%	53%
Increased Innovation (A04)	41%	38%	33%
Increased R&D (AR&D)	20%	13%	5%
Barriers Overcome (A92)	63%	62%	57%
Significant Business Benefit (A06)	71%	71%	66%
Mean Additional Profit (A49)	£223k	£64k	£88k
Mean Additional Sales	£1,458k	£764k	£587k
Reporting positive £ benefit	42%	41%	36%
Unable/unwilling to estimate £ benefit	16%	15%	19%

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	40	39	39	34	43	42	43	43
No. Firms Supported (Quarterly A01)									
- PIMS 35	35	39	37	32	12	50	33	40	37
- PIMS 36	80	76	92	40	107	87	51	110	76
- PIMS 37	44	52	72	29	102	92	66	102	68
- PIMS 38	46	54	79	31	81	87	64	64	62
- % records complete (PIMS 38)	100%	100%	97%	100%	99%	98%	100%	100%	100%
- % records incorrect (PIMS 38)	26%	17%	17%	20%	26%	4%	22%	13%	27%
Quality Rating (A09)	94%	95%	87%	93%	91%	95%	95%	92%	93%
Overall Satisfaction (B10)	84%	83%	85%	82%	82%	88%	83%	67%	81%
Improved Business Performance	76%	70%	62%	69%	68%	81%	83%	63%	86%
Increased Skills (A81)	76%	70%	67%	67%	76%	74%	69%	60%	74%
Changed Behaviour (A83)	79%	80%	74%	72%	79%	81%	81%	65%	88%
Increased Innovation (A04)	53%	63%	41%	44%	59%	63%	60%	44%	65%
Increased R&D (AR&D)	37%	33%	28%	26%	38%	23%	43%	23%	28%
Barriers Overcome (A92)	68%	78%	79%	69%	71%	70%	69%	70%	88%
Significant Business Benefit (A06)	82%	88%	79%	82%	79%	84%	83%	79%	98%
Reporting positive £ benefit	66%	60%	62%	56%	53%	60%	74%	63%	67%
Unable/unwilling to estimate £ benefit	13%	10%	10%	10%	6%	16%	5%	12%	14%

Detailed Quality Ratings – By English Region (Passport)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	38	40	39	39	34	43	42	43	43
ITA being impartial	95%	93%	87%	100%	91%	98%	93%	95%	95%
ITA being competent & knowledgeable	89%	98%	87%	95%	88%	91%	93%	95%	95%
ITA being able to communicate in clear & effective manner	95%	95%	87%	92%	91%	98%	98%	93%	95%
<i>If not signposted only...</i> Quality & relevance of info & advice	92%	93%	77%	87%	88%	88%	93%	84%	84%
Attitude & professionalism of ITA	97%	98%	95%	95%	97%	100%	100%	95%	98%
Scoring 4-5 out of 5 for all elements rated	84%	88%	69%	85%	71%	84%	86%	79%	79%
Not scoring 4-5 for any elements	3%	3%	5%	0%	0%	0%	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	40	39	39	34	43	42	43	43
Growth plans: Substantial	53%	68%	62%	49%	29%	49%	57%	51%	47%
Growth plans: Substantial or moderate	97%	93%	95%	85%	91%	98%	95%	98%	93%
Innovative firms (standard definition)	89%	83%	90%	77%	97%	88%	93%	91%	79%
Innovative firms (tighter definition)	66%	63%	74%	69%	79%	70%	69%	67%	51%
Age: <5 years old	32%	38%	51%	56%	32%	30%	45%	30%	44%
Age: 6-10 years old	34%	20%	8%	26%	21%	21%	17%	30%	26%
Age: 10+ years old	34%	43%	41%	18%	47%	49%	38%	40%	30%
Size: <10 employees	61%	73%	62%	69%	71%	53%	64%	51%	58%
Size: 10-249 employees	39%	25%	38%	28%	29%	44%	33%	47%	40%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	0%	2%	0%
Experience: Less than 2 years	42%	53%	41%	64%	26%	40%	48%	37%	47%
Experience: 2-10 years	34%	40%	49%	26%	53%	37%	33%	40%	44%
Experience: More than 10 years	24%	8%	10%	8%	18%	23%	19%	23%	9%
Focus of support: Exporting	97%	100%	97%	90%	97%	95%	100%	98%	95%
Focus of support: Sourcing	8%	13%	10%	15%	15%	5%	10%	9%	7%
Focus of support: JV/franchising	26%	43%	56%	49%	50%	40%	38%	30%	44%
Focus of support: Investing/overseas site	24%	30%	38%	28%	29%	30%	29%	35%	23%

Key Measures – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	43	42	43	43	35	40	35	38	43
No. Firms Supported (Quarterly A01)									
- PIMS 35	31	36	52	28	41	35	50	76	57
- PIMS 36	61	56	64	27	73	78	80	124	79
- PIMS 37	37	55	67	18	31	68	60	66	40
- PIMS 38	60	53	44	31	28	57	19	55	19
- % records complete (PIMS 38)	97%	100%	93%	94%	89%	98%	100%	100%	100%
- % records incorrect (PIMS 38)	7%	15%	25%	8%	17%	18%	39%	15%	21%
Quality Rating (A09)	91%	90%	90%	91%	89%	84%	87%	91%	94%
Overall Satisfaction (B10)	81%	79%	79%	77%	83%	70%	74%	92%	95%
Improved Business Performance	79%	74%	77%	74%	83%	68%	74%	84%	74%
Increased Skills (A81)	72%	76%	77%	79%	71%	80%	71%	84%	74%
Changed Behaviour (A83)	77%	81%	81%	79%	80%	85%	83%	82%	81%
Increased Innovation (A04)	53%	52%	58%	49%	54%	58%	57%	61%	56%
Increased R&D (AR&D)	26%	19%	26%	37%	34%	35%	26%	32%	28%
Barriers Overcome (A92)	67%	79%	77%	79%	80%	83%	71%	79%	79%
Significant Business Benefit (A06)	86%	88%	88%	88%	83%	90%	83%	87%	86%
Reporting positive £ benefit	65%	64%	65%	49%	66%	60%	71%	66%	65%
Unable/unwilling to estimate £ benefit	9%	19%	12%	16%	6%	15%	6%	13%	12%

Detailed Quality Ratings – By English Region (GGG)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	43	42	43	43	35	40	35	38	43
ITA being impartial	95%	95%	95%	98%	91%	93%	97%	95%	98%
ITA being competent & knowledgeable	95%	90%	95%	93%	86%	83%	89%	92%	95%
ITA being able to communicate in clear & effective manner	95%	93%	91%	98%	91%	85%	91%	100%	95%
<i>If not signposted only... Quality & relevance of info & advice</i>	79%	90%	86%	86%	86%	80%	86%	82%	95%
Attitude & professionalism of ITA	95%	95%	93%	95%	97%	90%	89%	95%	98%
<i>If referred to UKTI... Relevance of referrals to other UKTI support</i>	81%	72%	76%	68%	71%	74%	67%	76%	73%
<i>If referred to non-UKTI... Relevance of referrals to non-UKTI support</i>	83%	75%	85%	57%	71%	62%	53%	87%	79%
Scoring 4-5 out of 5 for all elements rated	67%	67%	65%	60%	60%	53%	57%	68%	70%
Not scoring 4-5 for any elements	0%	0%	0%	0%	0%	3%	3%	0%	0%

Profile – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	43	42	43	43	35	40	35	38	43
Growth plans: Substantial	44%	40%	51%	53%	31%	55%	43%	61%	33%
Growth plans: Substantial or moderate	95%	98%	95%	100%	94%	100%	97%	97%	95%
Innovative firms (standard definition)	95%	86%	98%	91%	97%	98%	83%	92%	95%
Innovative firms (tighter definition)	79%	71%	84%	72%	77%	65%	60%	76%	72%
Age: <5 years old	12%	14%	23%	35%	6%	15%	17%	18%	28%
Age: 6-10 years old	12%	19%	26%	21%	20%	15%	17%	13%	26%
Age: 10+ years old	77%	67%	51%	44%	74%	70%	66%	68%	47%
Size: <10 employees	44%	31%	42%	56%	34%	38%	51%	37%	58%
Size: 10-249 employees	56%	64%	58%	42%	66%	63%	43%	58%	42%
Size: 250+ employees	0%	2%	0%	2%	0%	0%	6%	5%	0%
Experience: Less than 2 years	5%	10%	7%	26%	9%	23%	17%	11%	9%
Experience: 2-10 years	44%	45%	70%	47%	57%	30%	40%	47%	56%
Experience: More than 10 years	49%	45%	23%	28%	34%	48%	43%	42%	33%
Focus of support: Exporting	100%	88%	95%	93%	94%	95%	100%	92%	98%
Focus of support: Sourcing	12%	10%	5%	14%	11%	8%	14%	16%	9%
Focus of support: JV/franchising	16%	31%	42%	40%	23%	33%	37%	34%	26%
Focus of support: Investing/overseas site	21%	26%	35%	33%	31%	35%	23%	29%	12%

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

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	43	39	40	41	37	41	37	43
No. Firms Supported (Quarterly A01)									
- PIMS 35	127	257	357	171	255	403	157	195	257
- PIMS 36	291	288	335	255	415	555	316	217	185
- PIMS 37	186	244	256	101	188	412	104	273	190
- PIMS 38	146	244	276	76	284	367	165	237	153
- % records complete (PIMS 38)	95%	96%	87%	100%	98%	95%	96%	91%	96%
- % records incorrect (PIMS 38)	12%	23%	23%	0%	29%	14%	20%	12%	10%
Quality Rating (A09)	88%	90%	86%	90%	81%	87%	88%	84%	89%
Overall Satisfaction (B10)	78%	79%	77%	83%	76%	81%	85%	73%	81%
Improved Business Performance	48%	47%	49%	65%	39%	43%	41%	38%	56%
Increased Skills (A81)	40%	53%	51%	75%	41%	49%	59%	41%	70%
Changed Behaviour (A83)	60%	65%	54%	80%	56%	51%	56%	49%	74%
Increased Innovation (A04)	28%	30%	31%	45%	37%	22%	37%	30%	44%
Increased R&D (AR&D)	8%	9%	13%	15%	7%	11%	10%	16%	16%
Barriers Overcome (A92)	65%	51%	64%	75%	51%	54%	59%	57%	67%
Significant Business Benefit (A06)	73%	72%	67%	83%	59%	57%	68%	57%	77%
Reporting positive £ benefit	45%	42%	26%	45%	32%	41%	34%	32%	44%
Unable/unwilling to estimate £ benefit	10%	9%	26%	23%	17%	16%	20%	11%	14%

Detailed Quality Ratings – By English Region (ERTA Sig. Assists)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	43	39	40	41	37	41	37	43
ITA being impartial	98%	93%	87%	93%	88%	92%	95%	86%	93%
ITA being competent & knowledgeable	88%	88%	87%	88%	85%	92%	90%	84%	93%
ITA being able to communicate in clear & effective manner	90%	95%	92%	93%	88%	89%	93%	86%	91%
<i>If not signposted only... Quality & relevance of info & advice</i>	79%	79%	74%	84%	63%	73%	74%	76%	76%
Attitude & professionalism of ITA	90%	95%	95%	93%	85%	92%	90%	89%	98%
Scoring 4-5 out of 5 for all elements rated	73%	77%	64%	83%	59%	68%	71%	70%	74%
Not scoring 4-5 for any elements	0%	2%	3%	5%	2%	5%	0%	5%	2%

Profile – By English Region (ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	40	43	39	40	41	37	41	37	43
Growth plans: Substantial	33%	37%	49%	55%	54%	57%	39%	30%	53%
Growth plans: Substantial or moderate	95%	91%	90%	93%	93%	89%	85%	86%	93%
Innovative firms (standard definition)	85%	86%	77%	83%	83%	86%	80%	81%	91%
Innovative firms (tighter definition)	70%	44%	62%	68%	66%	49%	68%	57%	67%
Age: <5 years old	33%	35%	49%	43%	34%	32%	44%	22%	23%
Age: 6-10 years old	10%	14%	3%	23%	20%	16%	15%	16%	26%
Age: 10+ years old	58%	51%	49%	35%	46%	51%	41%	62%	51%
Size: <10 employees	55%	53%	69%	68%	54%	49%	68%	57%	49%
Size: 10-249 employees	45%	37%	28%	30%	37%	46%	29%	41%	51%
Size: 250+ employees	0%	9%	3%	3%	10%	5%	0%	0%	0%
Experience: Less than 2 years	35%	33%	49%	50%	37%	32%	44%	32%	37%
Experience: 2-10 years	38%	35%	23%	28%	37%	35%	29%	22%	33%
Experience: More than 10 years	28%	30%	28%	20%	24%	32%	27%	46%	30%
Focus of support: Exporting	93%	95%	87%	93%	93%	95%	90%	92%	98%
Focus of support: Sourcing	10%	9%	5%	15%	5%	8%	15%	11%	9%
Focus of support: JV/franchising	28%	23%	38%	35%	39%	24%	29%	38%	30%
Focus of support: Investing/overseas site	20%	14%	31%	28%	32%	22%	15%	19%	23%

Key Measures – By English Region (MVS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	3	9	4	3	3	14	5	11	0
No. Firms Supported (Quarterly A01)									
- PIMS 35	19	45	95	11	16	98	71	89	67
- PIMS 36	44	69	125	24	65	124	70	105	35
- PIMS 37	12	30	31	2	0	76	1	42	0
- PIMS 38	28	5	1	1	0	55	5	30	0
- % records complete (PIMS 38)	100%	100%	100%	100%	-	96%	100%	93%	-
- % records incorrect (PIMS 38)	17%	0%	0%	0%	-	0%	0%	0%	-
Quality Rating (A09)	42%	92%	83%	100%	89%	82%	62%	70%	-
Overall Satisfaction (B10)	33%	89%	75%	100%	100%	86%	100%	91%	-
Improved Business Performance	67%	89%	100%	100%	100%	93%	100%	82%	-
Increased Skills (A81)	100%	78%	100%	100%	100%	71%	80%	91%	-
Changed Behaviour (A83)	100%	78%	100%	100%	100%	79%	80%	82%	-
Increased Innovation (A04)	0%	56%	75%	100%	67%	43%	40%	82%	-
Increased R&D (AR&D)	0%	22%	50%	67%	67%	36%	20%	18%	-
Barriers Overcome (A92)	67%	89%	100%	100%	100%	100%	100%	82%	-
Significant Business Benefit (A06)	100%	89%	100%	100%	100%	100%	100%	91%	-
Reporting positive £ benefit	0%	78%	100%	100%	67%	86%	60%	64%	-
Unable/unwilling to estimate £ benefit	33%	11%	0%	0%	33%	7%	20%	9%	-

CAUTION:LOW BASE SIZES

Key Measures – By English Region (MVS)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	3	9	4	3	3	14	5	11	0
Help preparing for the visit/mission	33%	89%	100%	100%	100%	79%	40%	64%	-
<i>If attended as part of a group...</i> Organisation of the practical arrangements	-	100%	100%	100%	100%	-	100%	50%	-
Quality & relevance of any contacts made	67%	89%	75%	100%	67%	79%	60%	82%	-
Quality & relevance of info obtained	33%	89%	50%	100%	67%	93%	80%	82%	-
Scoring 4-5 out of 5 for all elements rated	33%	78%	25%	100%	67%	50%	20%	45%	-
Not scoring 4-5 for any elements	33%	0%	0%	0%	0%	0%	0%	9%	-

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>	26	35	25	12	25	36	39	26	31
No. Firms Supported (Quarterly A01)									
- PIMS 35	423	396	300	263	520	518	341	317	255
- PIMS 36	590	351	394	11	452	373	230	62	96
- PIMS 37	315	358	335	367	282	322	301	135	255
- PIMS 38	137	206	333	0	349	170	64	26	161
- % records complete (PIMS 38)	98%	99%	95%	-	98%	99%	98%	69%	99%
- % records incorrect (PIMS 38)	8%	15%	38%	-	17%	15%	8%	17%	17%
Quality Rating (A09)	78%	85%	84%	75%	79%	79%	90%	85%	79%
Overall Satisfaction (B10)	73%	83%	88%	58%	72%	78%	79%	62%	74%
Improved Business Performance	38%	46%	56%	33%	44%	67%	38%	31%	52%
Increased Skills (A81)	46%	66%	56%	50%	48%	75%	56%	46%	52%
Changed Behaviour (A83)	54%	69%	60%	58%	48%	75%	64%	54%	58%
Increased Innovation (A04)	15%	40%	52%	42%	32%	61%	46%	27%	29%
Increased R&D (AR&D)	15%	23%	24%	8%	16%	33%	15%	12%	10%
Barriers Overcome (A92)	50%	57%	60%	33%	56%	64%	54%	50%	45%
Significant Business Benefit (A06)	65%	71%	76%	58%	64%	81%	74%	65%	65%
Reporting positive £ benefit	17%	41%	20%	67%	43%	28%	28%	47%	36%
Unable/unwilling to estimate £ benefit	17%	27%	27%	0%	29%	28%	28%	7%	18%

Detailed Quality Ratings – By English Region (ER Events)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	26	35	25	12	25	36	39	26	31
Organisation of practical arrangements for the event	81%	89%	96%	83%	76%	83%	87%	92%	71%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	83%	97%	91%	80%	95%	93%	100%	96%	87%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	78%	90%	87%	80%	95%	93%	94%	100%	90%
<i>If speaker presentation...</i> Quality & relevance of presentations	83%	90%	87%	70%	85%	80%	94%	83%	83%
<i>If networking event...</i> Quality & relevance of any contacts made	44%	48%	53%	67%	56%	47%	70%	43%	62%
Scoring 4-5 out of 5 for all elements rated	54%	49%	48%	42%	40%	33%	44%	38%	35%
Not scoring 4-5 for any elements	4%	0%	0%	8%	4%	3%	0%	0%	0%

Key Measures – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	29	41	72	22	26	60	33	27	33
No. Firms Supported (Quarterly A01)									
- PIMS 35	73	129	329	52	115	190	110	134	81
- PIMS 36	74	125	256	38	61	146	77	85	100
- PIMS 37	51	66	186	26	53	103	61	55	59
- PIMS 38	14	29	67	11	26	51	27	17	28
- % records complete (PIMS 38)	93%	97%	94%	100%	92%	94%	93%	100%	100%
- % records incorrect (PIMS 38)	11%	28%	42%	0%	0%	14%	0%	9%	13%
Quality Rating (A09)	85%	75%	80%	79%	75%	74%	80%	76%	75%
Overall Satisfaction (B10)	86%	68%	79%	77%	69%	65%	73%	63%	76%
Improved Business Performance	55%	73%	51%	59%	65%	55%	76%	59%	61%
Increased Skills (A81)	69%	59%	47%	64%	42%	55%	61%	63%	45%
Changed Behaviour (A83)	72%	71%	57%	73%	58%	62%	61%	63%	58%
Increased Innovation (A04)	41%	41%	31%	36%	42%	37%	42%	30%	24%
Increased R&D (AR&D)	28%	27%	10%	18%	0%	15%	24%	7%	24%
Barriers Overcome (A92)	72%	68%	67%	68%	77%	68%	70%	70%	64%
Significant Business Benefit (A06)	86%	73%	69%	77%	77%	75%	76%	74%	70%
Reporting positive £ benefit	66%	56%	31%	55%	58%	48%	48%	44%	42%
Unable/unwilling to estimate £ benefit	14%	5%	26%	18%	12%	5%	12%	19%	12%

Detailed Quality Ratings – By English Region (OMIS)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	29	41	72	22	26	60	33	27	33
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	79%	73%	84%	68%	69%	72%	82%	78%	72%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	86%	83%	91%	91%	85%	81%	91%	74%	72%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	86%	65%	73%	73%	72%	52%	70%	67%	67%
Communications between your business & main access point	90%	83%	72%	91%	81%	78%	73%	74%	79%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	87%	78%	77%	72%	78%	83%	84%	80%	86%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	88%	78%	85%	81%	70%	92%	87%	96%	79%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	96%	89%	88%	86%	87%	91%	87%	100%	89%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	86%	78%	85%	100%	100%	94%	78%	100%	100%
<i>If received report...</i> Time taken to provide report (PIMS 36 only)	85%	70%	75%	79%	62%	76%	84%	75%	76%
Scoring 4-5 out of 5 for all elements rated	55%	51%	49%	50%	38%	40%	58%	37%	58%
Not scoring 4-5 for any elements	0%	5%	4%	0%	0%	2%	6%	0%	6%

Profile – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	29	41	72	22	26	60	33	27	33
Growth plans: Substantial	45%	39%	29%	36%	50%	50%	45%	59%	30%
Growth plans: Substantial or moderate	100%	85%	79%	95%	92%	88%	94%	96%	88%
Innovative firms (standard definition)	93%	85%	78%	86%	96%	80%	94%	74%	82%
Innovative firms (tighter definition)	76%	63%	57%	73%	81%	65%	61%	63%	70%
Age: <5 years old	7%	12%	24%	32%	8%	10%	21%	15%	15%
Age: 6-10 years old	14%	7%	11%	45%	4%	12%	15%	22%	24%
Age: 10+ years old	79%	78%	64%	23%	85%	78%	64%	63%	58%
Size: <10 employees	17%	17%	35%	41%	12%	27%	33%	30%	36%
Size: 10-249 employees	69%	66%	36%	55%	81%	55%	61%	52%	48%
Size: 250+ employees	14%	10%	11%	5%	8%	10%	6%	15%	12%
Experience: Less than 2 years	10%	15%	17%	45%	15%	20%	30%	19%	15%
Experience: 2-10 years	41%	29%	26%	50%	23%	27%	36%	41%	39%
Experience: More than 10 years	48%	54%	54%	5%	62%	53%	33%	41%	45%
Focus of support: Exporting	66%	93%	75%	77%	96%	83%	94%	93%	94%
Focus of support: Sourcing	14%	5%	13%	9%	0%	7%	3%	4%	9%
Focus of support: JV/franchising	34%	34%	26%	32%	19%	32%	27%	33%	30%
Focus of support: Investing/overseas site	10%	5%	13%	23%	15%	12%	6%	37%	9%

Profile – By Overseas Region (Overseas Network)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: All core overseas network services*</i>	489	108	101	435	159
Growth plans: Substantial	43%	57%	43%	44%	45%
Growth plans: Substantial or moderate	86%	92%	85%	86%	86%
Innovative firms (standard definition)	83%	80%	90%	85%	84%
Innovative firms (tighter definition)	60%	68%	76%	61%	60%
Age: <5 years old	18%	37%	17%	26%	24%
Age: 6-10 years old	15%	17%	11%	14%	17%
Age: 10+ years old	67%	46%	72%	59%	59%
Size: <10 employees	35%	54%	24%	40%	30%
Size: 10-249 employees	51%	30%	58%	43%	55%
Size: 250+ employees	8%	9%	9%	11%	9%
Experience: Less than 2 years	19%	35%	13%	23%	22%
Experience: 2-10 years	33%	34%	34%	33%	34%
Experience: More than 10 years	47%	31%	49%	43%	44%
Focus of support: Exporting	85%	88%	87%	85%	82%
Focus of support: Sourcing	10%	7%	5%	12%	5%
Focus of support: JV/franchising	26%	30%	34%	38%	33%
Focus of support: Investing/overseas site	12%	25%	21%	24%	25%

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

Key Measures – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	133	37	36	109	55
No. Firms Supported (Quarterly A01)					
- PIMS 35	459	152	101	377	212
- PIMS 36	368	101	96	325	148
- PIMS 37	269	52	66	211	108
- PIMS 38	87	48	37	93	38
- % records complete (PIMS 38)	97%	96%	95%	95%	92%
- % records incorrect (PIMS 38)	21%	27%	22%	20%	13%
Quality Rating (A09)	77%	78%	88%	78%	71%
Overall Satisfaction (B10)	71%	73%	83%	70%	69%
Improved Business Performance	56%	65%	69%	57%	55%
Increased Skills (A81)	53%	51%	61%	53%	56%
Changed Behaviour (A83)	60%	62%	56%	65%	64%
Increased Innovation (A04)	32%	35%	39%	39%	36%
Increased R&D (AR&D)	18%	22%	14%	15%	13%
Barriers Overcome (A92)	64%	68%	61%	72%	73%
Significant Business Benefit (A06)	70%	76%	69%	77%	76%
Reporting positive £ benefit	47%	32%	50%	48%	44%
Unable/unwilling to estimate £ benefit	12%	14%	6%	16%	24%

Detailed Quality Ratings – By Overseas Region (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	133	37	36	109	55
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	71%	78%	89%	79%	69%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	84%	83%	97%	83%	76%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	65%	67%	80%	68%	62%
Communications between your business & main access point	79%	92%	86%	72%	80%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	84%	83%	77%	82%	69%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	85%	91%	94%	84%	75%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	95%	94%	94%	86%	80%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	95%	77%	100%	90%	78%
<i>If received report...</i> Time taken to provide report (PIMS 36 only)	75%	74%	80%	77%	76%
Scoring 4-5 out of 5 for all elements rated	47%	51%	61%	46%	42%
Not scoring 4-5 for any elements	3%	3%	0%	3%	5%

Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	133	37	36	109	55
Growth plans: Substantial	39%	49%	50%	39%	38%
Growth plans: Substantial or moderate	88%	95%	92%	84%	87%
Innovative firms (standard definition)	86%	95%	86%	76%	85%
Innovative firms (tighter definition)	67%	73%	69%	61%	65%
Age: <5 years old	20%	22%	6%	13%	15%
Age: 6-10 years old	11%	22%	17%	14%	18%
Age: 10+ years old	67%	57%	78%	72%	65%
Size: <10 employees	28%	43%	14%	26%	25%
Size: 10-249 employees	58%	51%	58%	58%	42%
Size: 250+ employees	6%	5%	22%	6%	27%
Experience: Less than 2 years	22%	27%	6%	22%	15%
Experience: 2-10 years	35%	41%	33%	24%	33%
Experience: More than 10 years	42%	32%	61%	54%	49%
Focus of support: Exporting	88%	89%	81%	81%	82%
Focus of support: Sourcing	11%	3%	8%	6%	9%
Focus of support: JV/franchising	25%	22%	42%	29%	45%
Focus of support: Investing/overseas site	11%	16%	8%	9%	24%

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

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Significant Assists</i>	261	52	50	151	77
No. Firms Supported (Quarterly A01)					
- PIMS 35	2,273	720	675	1,347	700
- PIMS 36	1,899	425	741	1,792	777
- PIMS 37	2,658	445	529	1,274	771
- PIMS 38	2,275	404	651	1,560	545
- % records complete (PIMS 38)	95%	89%	96%	96%	95%
- % records incorrect (PIMS 38)	24%	30%	17%	21%	18%
Quality Rating (A09)	78%	74%	81%	78%	75%
Overall Satisfaction (B10)	74%	75%	78%	71%	75%
Improved Business Performance	36%	23%	44%	36%	43%
Increased Skills (A81)	35%	38%	50%	43%	43%
Changed Behaviour (A83)	40%	37%	52%	52%	51%
Increased Innovation (A04)	22%	12%	28%	29%	26%
Increased R&D (AR&D)	8%	4%	2%	11%	13%
Barriers Overcome (A92)	49%	40%	62%	54%	55%
Significant Business Benefit (A06)	55%	48%	66%	62%	64%
Reporting positive £ benefit	30%	21%	36%	32%	31%
Unable/unwilling to estimate £ benefit	11%	12%	24%	19%	8%

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

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Significant Assists</i>	261	52	50	151	77
Embassy staff being competent & knowledgeable	83%	81%	82%	78%	79%
Embassy staff being able to communicate in a clear & effective manner	90%	88%	94%	87%	84%
<i>If not signposted only...</i> Quality & relevance of info & advice	65%	62%	74%	69%	67%
Attitude & professionalism of embassy staff	90%	85%	90%	92%	88%
Embassy staff's objectivity & acting in your best interests	77%	77%	74%	76%	73%
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	55%	58%	66%	65%	46%
Scoring 4-5 out of 5 for all elements rated	42%	44%	52%	48%	32%
Not scoring 4-5 for any elements	5%	12%	4%	5%	6%

Profile – By Overseas Region (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Significant Assists</i>	261	52	50	151	77
Growth plans: Substantial	50%	63%	44%	44%	51%
Growth plans: Substantial or moderate	88%	92%	86%	90%	91%
Innovative firms (standard definition)	84%	77%	94%	87%	87%
Innovative firms (tighter definition)	60%	69%	80%	61%	61%
Age: <5 years old	19%	42%	18%	26%	23%
Age: 6-10 years old	18%	19%	8%	13%	18%
Age: 10+ years old	63%	38%	74%	60%	58%
Size: <10 employees	36%	60%	28%	44%	29%
Size: 10-249 employees	51%	25%	62%	42%	60%
Size: 250+ employees	7%	8%	4%	11%	9%
Experience: Less than 2 years	22%	37%	18%	23%	22%
Experience: 2-10 years	34%	37%	28%	30%	38%
Experience: More than 10 years	43%	27%	48%	45%	40%
Focus of support: Exporting	89%	94%	88%	87%	82%
Focus of support: Sourcing	8%	4%	4%	9%	5%
Focus of support: JV/franchising	22%	29%	28%	32%	27%
Focus of support: Investing/overseas site	10%	25%	18%	15%	18%

Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC users</i>	123	44	40	39
Growth plans: Substantial	40%	34%	45%	33%
Growth plans: Substantial or moderate	87%	86%	90%	79%
Innovative firms (standard definition)	86%	86%	90%	67%
Innovative firms (tighter definition)	58%	59%	58%	54%
Age: <5 years old	26%	32%	28%	10%
Age: 6-10 years old	14%	7%	18%	15%
Age: 10+ years old	60%	61%	55%	72%
Size: <10 employees	39%	41%	40%	26%
Size: 10-249 employees	44%	43%	43%	56%
Size: 250+ employees	14%	14%	18%	5%
Experience: Less than 2 years	22%	18%	23%	26%
Experience: 2-10 years	35%	41%	38%	18%
Experience: More than 10 years	41%	39%	38%	56%

Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC users</i>	50	20	30
Growth plans: Substantial	53%	55%	50%
Growth plans: Substantial or moderate	77%	85%	73%
Innovative firms (standard definition)	77%	85%	73%
Innovative firms (tighter definition)	60%	60%	60%
Age: <5 years old	40%	35%	37%
Age: 6-10 years old	14%	20%	13%
Age: 10+ years old	46%	45%	50%
Size: <10 employees	53%	30%	57%
Size: 10-249 employees	24%	45%	20%
Size: 250+ employees	18%	20%	20%
Experience: Less than 2 years	27%	25%	27%
Experience: 2-10 years	37%	30%	37%
Experience: More than 10 years	36%	45%	37%

Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	13	13	0
Growth plans: Substantial	38%	38%	-
Growth plans: Substantial or moderate	100%	100%	-
Innovative firms (standard definition)	100%	100%	-
Innovative firms (tighter definition)	77%	77%	-
Age: <5 years old	23%	23%	-
Age: 6-10 years old	8%	8%	-
Age: 10+ years old	69%	69%	-
Size: <10 employees	31%	31%	-
Size: 10-249 employees	38%	38%	-
Size: 250+ employees	31%	31%	-
Experience: Less than 2 years	23%	23%	-
Experience: 2-10 years	23%	23%	-
Experience: More than 10 years	54%	54%	-

* 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							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	224	234	324	342	360	360	361	361	304	314	324	344	362	362	363	362
Quality Rating (A09)	91%	94%	93%	91%	92%	91%	92%	93%	90%	90%	89%	89%	90%	90%	91%	90%
Overall Satisfaction (B10)	76%	77%	78%	81%	82%	84%	83%	82%	78%	78%	80%	82%	84%	85%	84%	81%
Imp. Business Performance	72%	74%	74%	73%	76%	76%	74%	73%	70%	70%	70%	70%	75%	76%	77%	76%
Changed Behaviour (A83)	80%	82%	83%	82%	83%	82%	78%	78%	69%	73%	72%	73%	76%	79%	81%	81%
Increased R&D (AR&D)	32%	29%	31%	34%	32%	36%	34%	31%	25%	27%	27%	27%	30%	33%	31%	29%
Barriers Overcome (A92)	76%	75%	75%	76%	76%	77%	74%	74%	67%	68%	68%	69%	72%	76%	78%	77%
Sig. Business Benefit (A06)	85%	85%	86%	86%	87%	88%	84%	84%	77%	79%	79%	81%	85%	87%	88%	87%
Positive £ benefit	60%	65%	65%	65%	67%	66%	64%	63%	54%	57%	55%	56%	60%	63%	64%	63%
Don't know £ benefit	12%	8%	10%	9%	11%	10%	8%	11%	10%	9%	11%	13%	13%	13%	13%	12%
	EMRS								ERTA Sig. Assists							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	38	40	40	40	40	40	40	40	313	324	334	344	360	361	362	361
Quality Rating (A09)	87%	86%	87%	88%	89%	89%	90%	92%	87%	88%	90%	89%	88%	88%	87%	87%
Overall Satisfaction (B10)	95%	95%	95%	98%	98%	98%	93%	95%	83%	83%	83%	82%	79%	78%	80%	79%
Imp. Business Performance	79%	78%	75%	73%	80%	83%	88%	80%	50%	53%	53%	52%	51%	50%	47%	47%
Changed Behaviour (A83)	84%	85%	88%	88%	93%	95%	90%	88%	59%	61%	61%	58%	60%	61%	59%	61%
Increased R&D (AR&D)	47%	40%	35%	33%	25%	25%	33%	38%	14%	15%	10%	10%	11%	13%	12%	12%
Barriers Overcome (A92)	87%	85%	85%	88%	90%	93%	93%	90%	60%	62%	62%	60%	62%	60%	59%	60%
Sig. Business Benefit (A06)	89%	90%	93%	95%	98%	100%	98%	95%	70%	71%	70%	67%	69%	68%	67%	68%
Positive £ benefit	50%	50%	50%	60%	60%	63%	60%	58%	40%	44%	42%	41%	41%	40%	38%	38%
Don't know £ benefit	16%	15%	18%	10%	15%	13%	13%	15%	13%	14%	14%	15%	17%	18%	16%	16%

Key Measures – Over Time

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

	ER Events*								ECR							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	321	305	345	315	305	295	285	255	40	40	40	41	41	42	42	41
Quality Rating (A09)	81%	81%	82%	82%	82%	82%	82%	82%	90%	90%	91%	90%	92%	88%	87%	89%
Overall Satisfaction (B10)	75%	75%	77%	80%	78%	77%	76%	76%	88%	85%	93%	93%	95%	90%	83%	83%
Imp. Business Performance	37%	37%	40%	42%	45%	45%	45%	46%	75%	73%	70%	71%	78%	81%	81%	80%
Changed Behaviour (A83)	51%	55%	55%	59%	61%	60%	62%	61%	88%	90%	93%	90%	88%	83%	79%	83%
Increased R&D (AR&D)	11%	12%	11%	10%	14%	15%	16%	18%	30%	33%	33%	32%	34%	24%	21%	17%
Barriers Overcome (A92)	51%	51%	52%	54%	53%	54%	55%	54%	78%	83%	83%	80%	80%	71%	71%	76%
Sig. Business Benefit (A06)	62%	64%	65%	67%	68%	67%	69%	70%	93%	95%	98%	95%	90%	86%	83%	85%
Positive £ benefit	38%	38%	43%	37%	36%	36%	31%	33%	68%	70%	68%	66%	63%	60%	62%	61%
Don't know £ benefit	8%	10%	9%	15%	23%	23%	25%	22%	15%	15%	20%	24%	22%	19%	12%	17%
	HQ Events								OMIS							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	92	76	71	71	71	65	55	50	527	417	397	387	380	380	380	370
Quality Rating (A09)	82%	80%	81%	81%	80%	76%	72%	70%	76%	77%	78%	77%	75%	75%	75%	77%
Overall Satisfaction (B10)	75%	74%	75%	72%	72%	66%	56%	56%	71%	72%	74%	72%	69%	69%	69%	72%
Imp. Business Performance	36%	28%	32%	35%	41%	45%	47%	46%	56%	58%	57%	55%	55%	54%	56%	58%
Changed Behaviour (A83)	40%	34%	41%	46%	55%	60%	55%	50%	57%	60%	65%	63%	61%	60%	59%	62%
Increased R&D (AR&D)	9%	7%	11%	14%	17%	18%	15%	12%	14%	16%	17%	16%	16%	16%	14%	16%
Barriers Overcome (A92)	47%	38%	44%	51%	56%	65%	58%	56%	65%	67%	70%	66%	66%	65%	63%	68%
Sig. Business Benefit (A06)	57%	54%	59%	63%	69%	72%	65%	64%	72%	73%	77%	75%	73%	73%	71%	74%
Positive £ benefit	30%	29%	31%	35%	39%	40%	40%	34%	39%	42%	43%	43%	45%	44%	45%	46%
Don't know £ benefit	10%	7%	10%	10%	11%	12%	7%	8%	13%	12%	13%	13%	12%	14%	13%	14%

Key Measures – Over Time

	MVS								TAP Solo							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	67	93	103	106	96	70	55	52	36	34	34	36	38	40	40	30
Quality Rating (A09)	85%	81%	78%	78%	76%	75%	80%	78%	80%	78%	78%	79%	80%	78%	78%	79%
Overall Satisfaction (B10)	91%	87%	84%	86%	84%	83%	85%	87%	81%	82%	85%	86%	92%	93%	93%	93%
Imp. Business Performance	81%	76%	78%	80%	81%	87%	91%	90%	81%	76%	71%	81%	84%	88%	90%	90%
Changed Behaviour (A83)	81%	78%	79%	77%	79%	81%	82%	85%	64%	68%	74%	78%	87%	90%	90%	93%
Increased R&D (AR&D)	33%	33%	28%	27%	30%	27%	31%	31%	25%	24%	24%	22%	24%	23%	30%	33%
Barriers Overcome (A92)	84%	84%	82%	83%	84%	86%	91%	92%	78%	85%	88%	92%	95%	93%	93%	93%
Sig. Business Benefit (A06)	90%	89%	87%	88%	89%	91%	95%	96%	81%	88%	88%	92%	95%	93%	95%	97%
Positive £ benefit	55%	55%	56%	57%	59%	64%	73%	73%	47%	56%	56%	67%	76%	68%	78%	80%
Don't know £ benefit	9%	12%	15%	15%	16%	17%	13%	12%	6%	3%	6%	11%	11%	18%	13%	10%
	TAP Group								TAP Non-Funded							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	144	133	128	140	150	135	140	130	83	119	115	107	102	86	77	76
Quality Rating (A09)	73%	72%	71%	72%	74%	74%	73%	70%	65%	68%	69%	72%	73%	73%	73%	72%
Overall Satisfaction (B10)	78%	79%	84%	85%	84%	84%	85%	83%	76%	76%	76%	78%	78%	79%	78%	79%
Imp. Business Performance	77%	79%	79%	84%	81%	81%	81%	78%	77%	79%	79%	83%	84%	81%	82%	75%
Changed Behaviour (A83)	72%	74%	73%	80%	78%	80%	82%	79%	69%	71%	73%	77%	77%	77%	75%	72%
Increased R&D (AR&D)	23%	28%	28%	24%	26%	25%	24%	24%	28%	26%	28%	28%	26%	24%	23%	21%
Barriers Overcome (A92)	74%	77%	78%	85%	84%	84%	84%	81%	77%	76%	77%	79%	78%	84%	84%	82%
Sig. Business Benefit (A06)	84%	84%	85%	89%	88%	88%	89%	88%	84%	83%	84%	86%	83%	87%	86%	84%
Positive £ benefit	56%	65%	64%	68%	67%	66%	68%	65%	51%	54%	49%	55%	57%	55%	53%	49%
Don't know £ benefit	9%	7%	7%	9%	11%	13%	14%	15%	11%	13%	18%	19%	20%	23%	23%	25%

Key Measures – Over Time

	Outward Missions								Inward Missions							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	65	59	49	42	32	36	41	51	49	28	18	10	10	18	28	44
Quality Rating (A09)	64%	65%	63%	67%	67%	70%	74%	75%	65%	65%	52%	50%	50%	54%	65%	64%
Overall Satisfaction (B10)	74%	75%	76%	86%	81%	75%	73%	78%	69%	68%	39%	40%	40%	39%	54%	48%
Imp. Business Performance	69%	71%	67%	69%	72%	58%	61%	65%	45%	50%	22%	30%	30%	28%	32%	34%
Changed Behaviour (A83)	68%	69%	71%	71%	84%	67%	68%	69%	49%	54%	44%	60%	60%	44%	50%	52%
Increased R&D (AR&D)	22%	19%	18%	19%	19%	14%	24%	22%	14%	14%	17%	20%	20%	11%	18%	11%
Barriers Overcome (A92)	77%	78%	78%	81%	88%	83%	85%	84%	47%	57%	44%	50%	50%	50%	64%	59%
Sig. Business Benefit (A06)	83%	85%	86%	88%	94%	86%	85%	84%	57%	64%	50%	60%	60%	56%	64%	64%
Positive £ benefit	52%	53%	49%	48%	59%	56%	54%	53%	33%	36%	11%	20%	20%	22%	25%	25%
Don't know £ benefit	11%	12%	18%	24%	22%	19%	15%	12%	12%	18%	22%	20%	20%	11%	14%	14%
	Sector Events UK								EA Events UK							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	389	370	380	337	297	297	306	244	0	0	0	0	0	121	161	252
Quality Rating (A09)	79%	79%	77%	77%	76%	77%	78%	81%	-	-	-	-	-	84%	83%	82%
Overall Satisfaction (B10)	74%	72%	71%	68%	68%	70%	71%	76%	-	-	-	-	-	70%	66%	67%
Imp. Business Performance	35%	34%	37%	38%	40%	38%	39%	41%	-	-	-	-	-	47%	48%	50%
Changed Behaviour (A83)	43%	44%	45%	47%	49%	52%	55%	56%	-	-	-	-	-	55%	55%	57%
Increased R&D (AR&D)	10%	10%	9%	11%	13%	13%	15%	14%	-	-	-	-	-	17%	15%	15%
Barriers Overcome (A92)	48%	49%	52%	55%	56%	58%	58%	59%	-	-	-	-	-	55%	55%	56%
Sig. Business Benefit (A06)	58%	59%	61%	63%	65%	68%	68%	70%	-	-	-	-	-	68%	68%	69%
Positive £ benefit	29%	31%	31%	33%	32%	33%	35%	36%	-	-	-	-	-	35%	35%	35%
Don't know £ benefit	11%	11%	12%	15%	19%	21%	18%	18%	-	-	-	-	-	22%	20%	19%

Key Measures – Over Time

	Posts Sig. Assists								Posts Events							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	625	625	620	632	617	603	603	591	188	192	194	199	201	207	207	197
Quality Rating (A09)	79%	78%	77%	78%	78%	78%	78%	77%	75%	74%	74%	76%	75%	76%	75%	74%
Overall Satisfaction (B10)	77%	75%	73%	75%	74%	75%	75%	74%	77%	75%	76%	75%	77%	79%	77%	81%
Imp. Business Performance	42%	43%	44%	43%	42%	40%	38%	37%	39%	33%	39%	38%	47%	52%	46%	48%
Changed Behaviour (A83)	44%	46%	49%	48%	49%	49%	46%	45%	45%	45%	48%	49%	59%	61%	58%	60%
Increased R&D (AR&D)	11%	11%	10%	10%	11%	11%	9%	9%	13%	12%	12%	13%	17%	18%	17%	16%
Barriers Overcome (A92)	55%	55%	56%	56%	54%	54%	52%	52%	57%	54%	55%	55%	66%	69%	67%	66%
Sig. Business Benefit (A06)	62%	61%	63%	62%	61%	61%	58%	58%	65%	64%	64%	64%	73%	75%	73%	74%
Positive £ benefit	33%	32%	31%	29%	28%	29%	30%	30%	31%	31%	30%	28%	35%	38%	40%	40%
Don't know £ benefit	8%	10%	13%	14%	17%	16%	12%	14%	14%	15%	19%	18%	19%	18%	14%	16%
	Website Business Opportunities								Sector Events Abroad							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	284	295	285	295	289	276	291	271	93	80	90	95	104	114	89	89
Quality Rating (A09)	55%	56%	57%	60%	59%	59%	58%	55%	69%	65%	66%	69%	74%	74%	77%	71%
Overall Satisfaction (B10)	54%	53%	55%	60%	60%	61%	58%	57%	75%	75%	76%	77%	82%	82%	81%	74%
Imp. Business Performance	-	-	-	-	-	-	-	-	62%	63%	64%	61%	62%	63%	60%	58%
Changed Behaviour (A83)	25%	20%	21%	22%	21%	23%	26%	27%	58%	59%	60%	63%	64%	68%	69%	65%
Increased R&D (AR&D)	-	-	-	-	-	-	-	-	20%	19%	16%	17%	14%	12%	13%	13%
Barriers Overcome (A92)	54%	52%	53%	56%	55%	55%	55%	54%	72%	71%	74%	76%	74%	75%	75%	70%
Sig. Business Benefit (A06)	58%	56%	58%	61%	61%	62%	60%	58%	75%	75%	78%	80%	81%	82%	83%	76%
Positive £ benefit	30%	29%	28%	31%	31%	30%	30%	28%	48%	53%	56%	58%	57%	57%	57%	51%
Don't know £ benefit	8%	8%	9%	12%	13%	14%	12%	12%	12%	11%	10%	11%	14%	17%	18%	17%

Key Measures – Over Time

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

Key Measures – Over Time

	HVO Events								HVO Sig. Assists							
	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38	28-31	29-32	30-33	31-34	32-35	33-36	34-37	35-38
<i>Base</i>	44	34	18	0	0	0	0	0	38	38	30	27	24	17	15	13
Quality Rating (A09)	84%	84%	84%	-	-	-	-	-	94%	91%	89%	83%	83%	84%	84%	92%
Overall Satisfaction (B10)	70%	68%	67%	-	-	-	-	-	87%	84%	83%	85%	88%	94%	93%	92%
Imp. Business Performance	25%	24%	33%	-	-	-	-	-	50%	39%	33%	33%	33%	41%	47%	62%
Changed Behaviour (A83)	30%	24%	28%	-	-	-	-	-	74%	66%	63%	59%	67%	76%	73%	77%
Increased R&D (AR&D)	7%	3%	6%	-	-	-	-	-	13%	8%	7%	7%	8%	12%	13%	23%
Barriers Overcome (A92)	43%	44%	44%	-	-	-	-	-	76%	68%	63%	56%	54%	65%	67%	77%
Sig. Business Benefit (A06)	52%	50%	50%	-	-	-	-	-	87%	74%	70%	63%	71%	88%	87%	92%
Positive £ benefit	18%	21%	28%	-	-	-	-	-	55%	47%	43%	41%	42%	41%	47%	69%
Don't know £ benefit	9%	6%	0%	-	-	-	-	-	11%	11%	10%	11%	17%	29%	27%	15%

