

UKTI Performance & Impact Monitoring Surveys – PIMS

Position at Q2 FY 2013/14

Summary Results (PIMS 29-32)

Part 4

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June 2013

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Part 4

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Summaries

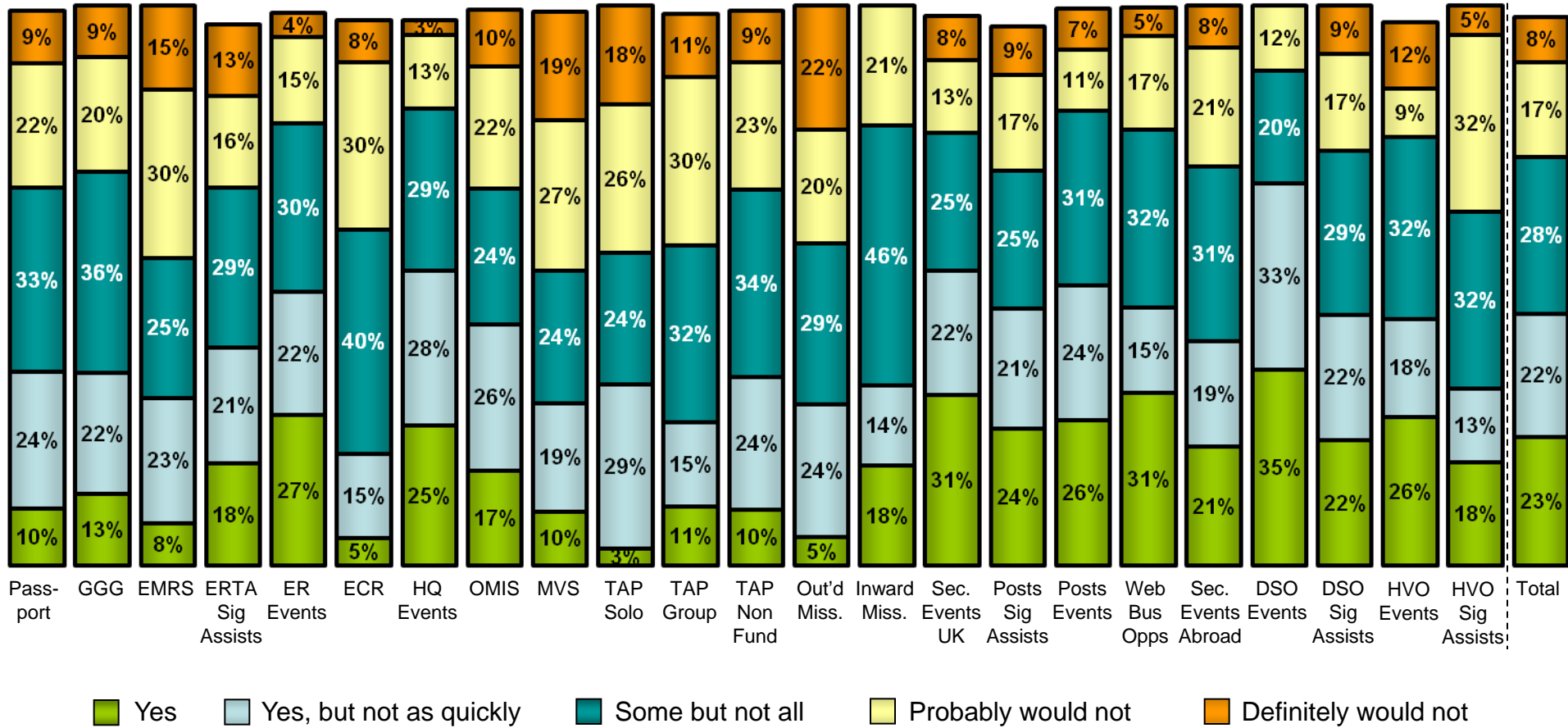
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The background features a complex, abstract design of overlapping, semi-transparent shapes in shades of blue and teal. These shapes create a sense of depth and movement, with some appearing as curved bands or loops that intersect and overlap each other. The overall effect is a modern, geometric aesthetic.

Additionality

Generic Additionality

Would Have Achieved Similar Results Anyway?



Base: All respondents (Base, None of these/Signposted only) - Passport (234, 1%), GGG (314, 0%), EMRS (40, 0%), ERTA (324, 3%), ER Events (305, 1%), ECR (40, 3%), HQ Events (76, 3%), OMIS (417, 1%), MVS (93, 1%), TAP Solo (34, 0%), TAP Group (133, 2%), TAP Non Funded (119, 1%), Outward Missions (59, 0%), Inward Missions (28, 0%), Sector Events UK (370, 2%), Posts Sig Assists (625, 4%), Posts Events (192, 1%), Website Bus Opps (295, 0%), Sector Events Abroad (80, 0%), DSO Events (60, 0%), DSO Sig Assists (58, 0%), HVO Events (34, 3%), HVO Sig Assists (38, 0%), Total (4172, 2%)

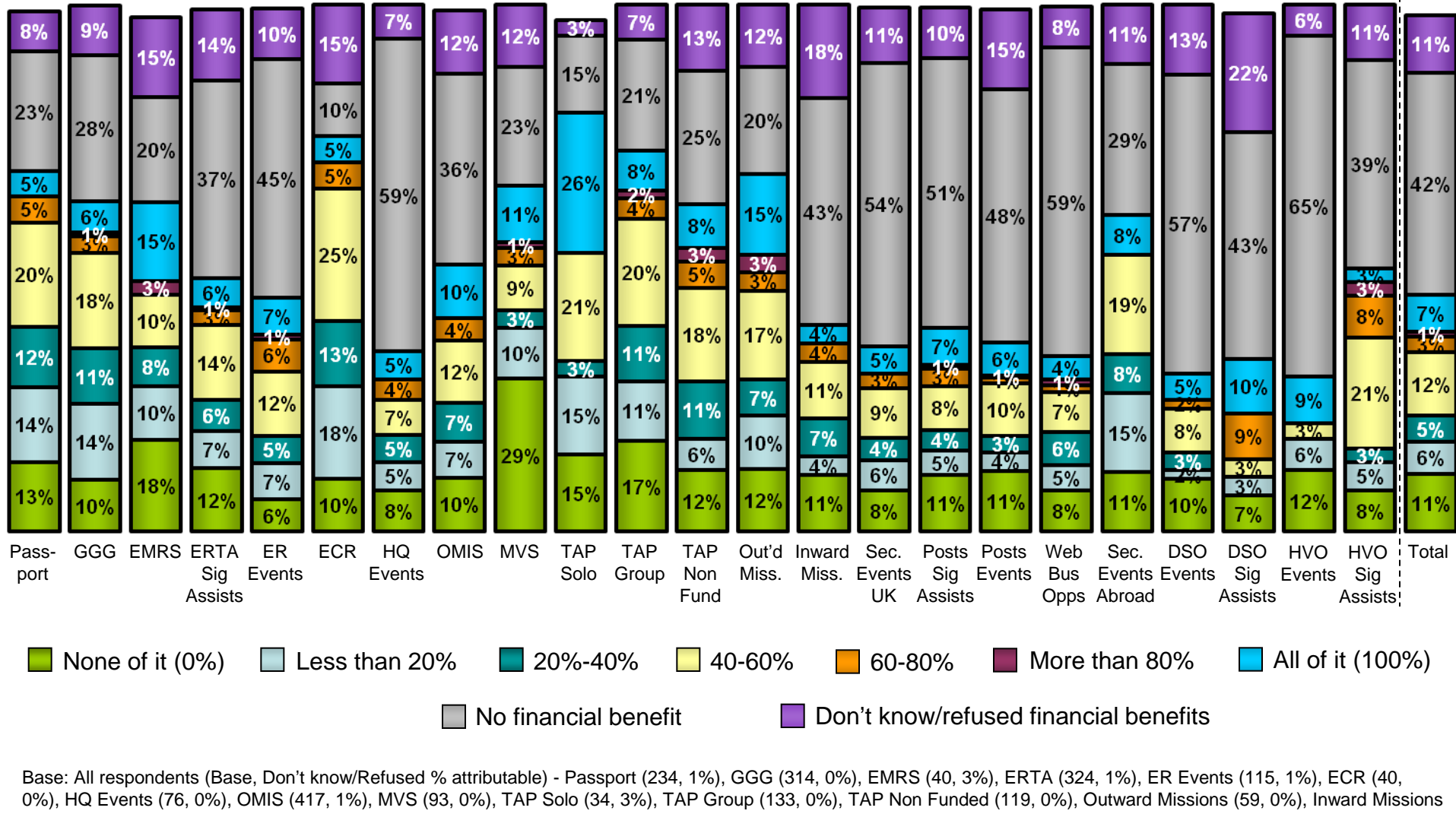
Generic Additionality – By Profile

Would Have Achieved Similar Results Anyway?

	Total	Length Of Time Exporting			Business Size			
		< 2 years	2-10 years	> 10 years	0-9	10-99	100-249	250+
<i>Base: Exc. Web & Short ER Events</i>	3687	853	1275	1538	1495	1435	317	330
Yes	22%	20%	21%	23%	21%	21%	24%	25%
Yes, but not as quickly	23%	25%	20%	23%	19%	23%	31%	25%
Some but not all	27%	22%	28%	29%	25%	29%	24%	31%
Probably not	18%	20%	19%	16%	20%	19%	14%	11%
Definitely not	9%	11%	11%	7%	12%	7%	5%	7%
None of these/signposted only	2%	3%	1%	2%	2%	2%	1%	1%

Extent Financial Benefits Attributable

Proportion of Financial Benefit Would Have Realised Anyway



Base: All respondents (Base, Don't know/Refused % attributable) - Passport (234, 1%), GGG (314, 0%), EMRS (40, 3%), ERTA (324, 1%), ER Events (115, 1%), ECR (40, 0%), HQ Events (76, 0%), OMIS (417, 1%), MVS (93, 0%), TAP Solo (34, 3%), TAP Group (133, 0%), TAP Non Funded (119, 0%), Outward Missions (59, 0%), Inward Missions (28, 0%), Sector Events UK (370, 1%), Posts Sig Assists (625, 1%), Posts Events (192, 1%), Website Bus Opps (295, 0%), Sector Events Abroad (80, 0%), DSO Events (60, 0%), DSO Sig Assists (58, 2%), HVO Events (34, 0%), HVO Sig Assists (38, 0%), Total exc. Website & ER Events < 1/2 day (3687, 1%)

Extent Financial Benefits Attributable – By Profile

Proportion of Financial Benefit Would Have Realised Anyway

	Total	Length Of Time Exporting			Business Size			
		< 2 years	2-10 years	> 10 years	0-9	10-99	100-249	250+
<i>Base: Exc. Web & Short ER Events</i>	3687	853	1275	1538	1495	1435	317	330
None of it (0%)	11%	14%	12%	9%	13%	11%	7%	9%
Less than 20%	6%	7%	6%	7%	8%	6%	6%	5%
20-40%	5%	4%	6%	6%	6%	6%	6%	3%
40-60%	12%	11%	13%	11%	11%	13%	12%	10%
60-80%	3%	2%	4%	3%	3%	5%	3%	3%
More than 80%	1%	0%	0%	1%	0%	1%	1%	1%
All of it (100%)	7%	9%	7%	7%	7%	6%	8%	8%
No financial benefit	42%	42%	39%	45%	41%	42%	44%	48%
Don't know/refused £ benefit	11%	12%	11%	10%	11%	9%	13%	13%
Don't know % attributable	1%	0%	0%	1%	0%	1%	1%	0%

Extent Financial Benefits Attributable – Firms With 0-9 Employees

Proportion of Financial Benefit Would Have Realised Anyway

	0-9 Employees		
	0 employees	1-9 employees	Total 0-9 employees
<i>Base: Exc. Web & Short ER Events</i>	210	1285	1495
None of it (0%)	17%	12%	13%
Less than 20%	5%	8%	8%
20-40%	5%	6%	6%
40-60%	8%	12%	11%
60-80%	4%	3%	3%
More than 80%	1%	0%	0%
All of it (100%)	5%	7%	7%
No financial benefit	45%	40%	41%
Don't know/refused £ benefit	11%	11%	11%
Don't know % attributable	0%	1%	0%

The background features a complex, abstract design of overlapping, semi-transparent shapes in shades of blue and teal. These shapes create a sense of depth and movement, with some appearing as curved bands or loops that intersect and overlap each other. The overall effect is a modern, artistic composition that frames the central text.

Summaries

Key Measures – By Profile

	Total	Business Size (employees)				Innovative		Years Exporting			Support Market	
		0-9	10-99	100-249	250+	Yes	No	<2 years	2-10 years	>10 years	High growth	Established
<i>Base: Exc. Web & Short ER Events</i>	3687	1495	1435	317	330	3172	515	853	1275	1538	1593	1623
No. Firms Assisted (Annual A01)	27,580	11,270	10,330	2,360	2,850	23,140	4,440	6,310	9,260	11,820	11,520	11,300
Quality Rating (A09)	78%	79%	77%	78%	78%	78%	79%	79%	79%	77%	79%	78%
Overall Satisfaction (B10)	76%	77%	77%	73%	73%	76%	75%	75%	77%	75%	75%	77%
Improved Business Performance	49%	52%	52%	45%	40%	51%	42%	46%	54%	48%	49%	56%
Increased Skills (A81)	50%	55%	50%	42%	43%	52%	44%	55%	54%	45%	49%	54%
Changed Behaviour (A83)	54%	59%	55%	46%	43%	55%	49%	59%	57%	49%	55%	58%
Increased Innovation (A04)	32%	37%	30%	22%	24%	32%	27%	36%	36%	26%	30%	36%
Increased R&D (AR&D)	15%	18%	16%	11%	9%	17%	5%	19%	18%	11%	14%	19%
Barriers Overcome (A92)	60%	63%	60%	54%	53%	60%	57%	61%	63%	57%	60%	64%
Significant Business Benefit (A06)*	68%	72%	69%	63%	60%	69%	65%	71%	71%	65%	69%	72%
Mean Additional Profit (A49)	£188k	£92k	£193k	£200k	£549k	£195k	£144k	£205k	£104k	£247k	£259k	£130k
Mean Additional Sales	£1,847k	£736k	£1,919k	£2,088k	£6,114k	£1,963k	£1,152k	£1,762k	£836k	£2,708k	£3,118k	£952k
Reporting positive £ benefit	40%	41%	43%	35%	31%	41%	32%	38%	43%	38%	40%	44%
Unable/unwilling to estimate £ benefit	11%	11%	9%	13%	13%	10%	14%	12%	11%	10%	11%	11%

* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

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. Web & Short ER Events</i>	210	1285	1495	349	223	281	853
Quality Rating (A09)	79%	79%	79%	80%	78%	79%	79%
Overall Satisfaction (B10)	81%	76%	77%	72%	80%	76%	75%
Improved Business Performance	44%	53%	52%	38%	53%	53%	46%
Increased Skills (A81)	55%	55%	55%	51%	58%	58%	55%
Changed Behaviour (A83)	57%	60%	59%	54%	61%	64%	59%
Increased Innovation (A04)	35%	38%	37%	33%	37%	41%	36%
Increased R&D (AR&D)	6%	20%	18%	15%	21%	23%	19%
Barriers Overcome (A92)	57%	65%	63%	58%	61%	66%	61%
Significant Business Benefit (A06)*	69%	72%	72%	68%	73%	74%	71%
Mean Additional Profit (A49)	£30k	£104k	£92k	£283k	£177k	£113k	£205k
Mean Additional Sales	£246k	£830k	£736k	£2,596k	£1,357k	£879k	£1,762k
Reporting positive £ benefit	39%	42%	41%	32%	42%	44%	38%
Unable/unwilling to estimate £ benefit	11%	11%	11%	13%	10%	12%	12%

* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

Key Measures – By Turnover

	Annual Turnover					
	Up to £500k	£500k - £2m	£2m - £10m	£10m - £25m	£25m - £500m	Over £500m
<i>Base: Exc. Web & Short ER Events</i>	1116	739	813	304	296	67
Quality Rating (A09)	80%	77%	78%	80%	76%	79%
Overall Satisfaction (B10)	77%	78%	76%	79%	72%	76%
Improved Business Performance	51%	54%	54%	49%	43%	43%
Increased Skills (A81)	57%	51%	50%	48%	41%	50%
Changed Behaviour (A83)	60%	58%	53%	53%	44%	45%
Increased Innovation (A04)	38%	34%	29%	26%	22%	26%
Increased R&D (AR&D)	19%	21%	14%	13%	8%	7%
Barriers Overcome (A92)	63%	66%	59%	58%	51%	64%
Significant Business Benefit (A06)*	72%	72%	68%	67%	61%	69%
Mean Additional Profit (A49)	£84k	£147k	£214k	£282k	£200k	£2,184k
Mean Additional Sales	£708k	£1,037k	£2,575k	£2,395k	£2,767k	£21,570k
Reporting positive £ benefit	42%	47%	45%	40%	33%	31%
Unable/unwilling to estimate £ benefit	10%	7%	7%	9%	11%	20%

* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. Web & Short ER Events</i>	1582	1777	193
Quality Rating (A09)	79%	78%	75%
Overall Satisfaction (B10)	79%	74%	76%
Improved Business Performance	51%	51%	36%
Increased Skills (A81)	53%	50%	42%
Changed Behaviour (A83)	56%	55%	43%
Increased Innovation (A04)	34%	31%	26%
Increased R&D (AR&D)	20%	13%	5%
Barriers Overcome (A92)	62%	60%	55%
Significant Business Benefit (A06)*	69%	69%	61%
Mean Additional Profit (A49)	£308,000	£96,000	£72,000
Mean Additional Sales	£3,272k	£804k	£477k
Reporting positive £ benefit	41%	42%	31%
Unable/unwilling to estimate £ benefit	11%	10%	11%

* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

Key Measures – Passport, GGG & ERTA Sig. Assists

	0-9			10-99	100+
	0	1-9	Total		
<i>Base: Passport, GGG & ERTA</i>	47	394	441	355	65
Quality Rating (A09)	85%	89%	88%	90%	89%
Overall Satisfaction (B10)	86%	81%	82%	83%	78%
Increased Skills (A81)	47%	60%	58%	55%	48%
Changed Behaviour (A83)	54%	70%	67%	64%	55%
Increased R&D (AR&D)	2%	20%	18%	21%	8%
Barriers Overcome (A92)	58%	65%	64%	67%	57%

Key Measures – By English Region (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport & GGG</i>	59	68	61	35	60	74	61	68	62
No. Firms Supported (A01) – PIMS 32									
- Passport	16	35	40	23	65	41	33	48	40
- GGG	25	30	56	20	44	59	28	36	32
- % records complete (Passport & GGG)	100%	100%	99%	100%	100%	100%	100%	99%	100%
- % records incorrect (Passport & GGG)	11%	4%	16%	11%	12%	4%	17%	10%	4%
Quality Rating (A09)	91%	92%	92%	93%	94%	90%	96%	92%	89%
Overall Satisfaction (B10)	74%	75%	81%	65%	83%	75%	87%	72%	83%
Improved Business Performance	60%	72%	71%	73%	71%	66%	86%	72%	76%
Increased Skills (A81)	52%	68%	68%	79%	70%	62%	76%	66%	74%
Changed Behaviour (A83)	65%	78%	75%	86%	69%	67%	90%	78%	83%
Increased Innovation (A04)	34%	46%	52%	53%	49%	43%	61%	50%	52%
Increased R&D (AR&D)	21%	27%	32%	31%	19%	32%	27%	31%	31%
Barriers Overcome (A92)	64%	74%	68%	75%	68%	69%	76%	68%	75%
Significant Business Benefit (A06)	71%	82%	80%	89%	79%	78%	95%	80%	86%
Reporting positive £ benefit	52%	64%	53%	70%	64%	53%	70%	60%	63%
Unable/unwilling to estimate £ benefit	11%	9%	7%	9%	4%	6%	14%	5%	14%

Profile – By English Region (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport & GGG</i>	59	68	61	35	60	74	61	68	62
Growth plans: Substantial	39%	46%	52%	57%	42%	49%	46%	46%	38%
Growth plans: Substantial or moderate	98%	100%	95%	91%	93%	97%	98%	95%	93%
Innovative firms (standard definition)	90%	93%	90%	95%	87%	88%	98%	91%	91%
Innovative firms (tighter definition)	72%	74%	70%	75%	62%	66%	72%	63%	75%
Age: <5 years old	21%	32%	27%	30%	16%	24%	20%	23%	27%
Age: 6-10 years old	9%	14%	31%	24%	15%	27%	26%	15%	19%
Age: 10+ years old	71%	54%	42%	46%	69%	48%	54%	62%	54%
Size: <10 employees	46%	39%	45%	49%	32%	62%	52%	48%	59%
Size: 10-249 employees	52%	61%	53%	51%	65%	36%	48%	52%	41%
Size: 250+ employees	0%	0%	0%	0%	1%	3%	0%	0%	0%
Experience: Less than 2 years	13%	31%	21%	31%	25%	20%	16%	22%	31%
Experience: 2-10 years	49%	31%	64%	47%	42%	51%	53%	44%	46%
Experience: More than 10 years	36%	37%	15%	22%	33%	29%	29%	34%	23%
Focus of support: Exporting	96%	99%	96%	100%	97%	98%	98%	99%	100%
Focus of support: Sourcing	16%	8%	12%	6%	19%	9%	11%	10%	5%
Focus of support: JV/franchising	32%	44%	50%	63%	43%	31%	45%	36%	41%
Focus of support: Investing/overseas site	33%	32%	51%	47%	34%	38%	25%	36%	24%

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>	24	28	26	18	26	28	25	28	31
No. Firms Supported (Quarterly A01)									
- PIMS 29	<i>NO PASSPORT RECORDS FOR PIMS 29 DUE TO CHANGES TO THE SAMPLING PERIOD</i>								
- PIMS 30	21	32	37	20	37	35	35	28	48
- PIMS 31	20	25	19	1	18	25	20	19	41
- PIMS 32	16	35	40	23	65	41	33	48	40
- % records complete (PIMS 32)	100%	100%	100%	100%	100%	100%	100%	100%	100%
- % records incorrect (PIMS 32)	7%	4%	21%	10%	8%	0%	21%	16%	4%
Quality Rating (A09)	93%	95%	98%	96%	96%	93%	97%	96%	86%
Overall Satisfaction (B10)	67%	75%	92%	67%	81%	82%	88%	75%	65%
Improved Business Performance	75%	71%	77%	78%	77%	71%	92%	71%	58%
Increased Skills (A81)	67%	79%	81%	78%	81%	68%	76%	64%	74%
Changed Behaviour (A83)	75%	93%	85%	89%	77%	71%	96%	75%	77%
Increased Innovation (A04)	46%	61%	62%	44%	54%	46%	64%	46%	55%
Increased R&D (AR&D)	21%	39%	42%	28%	19%	32%	28%	32%	23%
Barriers Overcome (A92)	75%	82%	73%	72%	81%	68%	76%	71%	74%
Significant Business Benefit (A06)	79%	93%	92%	94%	81%	79%	96%	79%	81%
Reporting positive £ benefit	71%	75%	73%	61%	65%	61%	72%	46%	61%
Unable/unwilling to estimate £ benefit	4%	11%	0%	17%	4%	7%	12%	11%	6%

Profile – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	24	28	26	18	26	28	25	28	31
Growth plans: Substantial	42%	50%	50%	44%	23%	61%	40%	54%	42%
Growth plans: Substantial or moderate	100%	100%	96%	89%	88%	100%	96%	96%	97%
Innovative firms (standard definition)	83%	100%	92%	94%	85%	82%	100%	86%	90%
Innovative firms (tighter definition)	63%	64%	69%	78%	62%	68%	80%	57%	71%
Age: <5 years old	33%	50%	46%	50%	27%	43%	28%	39%	35%
Age: 6-10 years old	17%	14%	31%	11%	15%	14%	32%	11%	19%
Age: 10+ years old	50%	36%	23%	39%	58%	43%	40%	50%	45%
Size: <10 employees	50%	50%	65%	67%	50%	61%	64%	57%	52%
Size: 10-249 employees	46%	50%	35%	33%	46%	39%	36%	43%	48%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experience: Less than 2 years	33%	50%	35%	56%	54%	43%	32%	43%	45%
Experience: 2-10 years	38%	39%	62%	33%	27%	50%	56%	39%	42%
Experience: More than 10 years	29%	11%	4%	11%	19%	7%	12%	18%	13%
Focus of support: Exporting	92%	100%	96%	100%	92%	96%	96%	100%	100%
Focus of support: Sourcing	17%	7%	15%	6%	8%	11%	16%	7%	10%
Focus of support: JV/franchising	54%	50%	54%	61%	54%	39%	64%	29%	48%
Focus of support: Investing/overseas site	42%	43%	50%	44%	31%	50%	28%	29%	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>	35	40	35	17	34	46	36	40	31
No. Firms Supported (Quarterly A01)									
- PIMS 29	32	36	40	8	40	44	23	32	25
- PIMS 30	15	34	34	4	26	39	32	18	12
- PIMS 31	40	19	29	22	43	45	28	44	48
- PIMS 32	25	30	56	20	44	59	28	36	32
- % records complete (PIMS 32)	100%	100%	98%	100%	100%	100%	100%	97%	100%
- % records incorrect (PIMS 32)	13%	4%	12%	12%	15%	8%	13%	4%	4%
Quality Rating (A09)	88%	89%	89%	90%	93%	88%	95%	90%	91%
Overall Satisfaction (B10)	77%	78%	74%	65%	85%	72%	89%	68%	97%
Improved Business Performance	54%	73%	69%	65%	68%	63%	81%	73%	87%
Increased Skills (A81)	46%	60%	60%	76%	62%	61%	78%	68%	74%
Changed Behaviour (A83)	60%	68%	71%	82%	62%	67%	86%	78%	87%
Increased Innovation (A04)	29%	35%	49%	59%	47%	43%	61%	48%	52%
Increased R&D (AR&D)	23%	20%	23%	29%	21%	33%	25%	30%	39%
Barriers Overcome (A92)	60%	68%	66%	76%	59%	70%	78%	65%	74%
Significant Business Benefit (A06)	69%	73%	74%	82%	76%	78%	92%	80%	90%
Reporting positive £ benefit	40%	58%	40%	76%	62%	52%	67%	65%	65%
Unable/unwilling to estimate £ benefit	17%	8%	11%	0%	3%	4%	17%	3%	19%

Detailed Quality Ratings – By English Region ²¹

(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>	35	40	35	17	34	46	36	40	31
ITA being impartial	91%	98%	97%	100%	94%	93%	100%	90%	94%
ITA being competent & knowledgeable	91%	90%	94%	94%	97%	91%	100%	93%	97%
ITA being able to communicate in clear & effective manner	94%	95%	97%	94%	97%	91%	100%	93%	97%
<i>If not signposted only... Quality & relevance of info & advice</i>	80%	78%	74%	88%	91%	78%	92%	88%	84%
Attitude & professionalism of ITA	94%	95%	94%	94%	97%	93%	100%	98%	97%
<i>If referred to UKTI... Relevance of referrals to other UKTI support</i>	64%	71%	75%	73%	72%	76%	75%	69%	65%
<i>If referred to non-UKTI... Relevance of referrals to non-UKTI support</i>	75%	67%	64%	0%	86%	80%	73%	75%	75%
Scoring 4-5 out of 5 for all elements rated	54%	65%	57%	47%	71%	63%	67%	63%	65%
Not scoring 4-5 for any elements	0%	3%	3%	0%	3%	2%	0%	0%	3%

Profile – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	35	40	35	17	34	46	36	40	31
Growth plans: Substantial	37%	45%	51%	71%	53%	43%	53%	38%	35%
Growth plans: Substantial or moderate	97%	100%	91%	94%	94%	96%	100%	95%	90%
Innovative firms (standard definition)	94%	90%	89%	94%	88%	93%	97%	95%	90%
Innovative firms (tighter definition)	77%	78%	69%	71%	65%	65%	69%	68%	77%
Age: <5 years old	11%	20%	14%	12%	9%	15%	17%	13%	19%
Age: 6-10 years old	6%	15%	31%	35%	18%	30%	22%	18%	16%
Age: 10+ years old	83%	65%	54%	53%	74%	54%	61%	70%	65%
Size: <10 employees	40%	33%	31%	29%	21%	61%	44%	45%	65%
Size: 10-249 employees	60%	68%	66%	71%	76%	35%	56%	55%	35%
Size: 250+ employees	0%	0%	0%	0%	3%	4%	0%	0%	0%
Experience: Less than 2 years	0%	18%	11%	6%	6%	9%	8%	10%	19%
Experience: 2-10 years	57%	30%	63%	59%	53%	48%	50%	45%	48%
Experience: More than 10 years	40%	53%	26%	35%	41%	43%	39%	45%	32%
Focus of support: Exporting	100%	98%	97%	100%	100%	100%	100%	98%	100%
Focus of support: Sourcing	14%	8%	11%	6%	24%	9%	8%	10%	3%
Focus of support: JV/franchising	20%	40%	43%	59%	35%	26%	33%	38%	32%
Focus of support: Investing/overseas site	26%	25%	49%	47%	35%	28%	25%	43%	23%

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>	38	43	38	30	31	39	43	30	32
No. Firms Supported (Quarterly A01)									
- PIMS 29	90	145	145	57	172	222	102	206	160
- PIMS 30	116	191	189	79	188	215	151	162	133
- PIMS 31	150	185	212	304	257	312	194	185	191
- PIMS 32	209	294	334	69	288	342	211	193	210
- % records complete (PIMS 32)	100%	100%	98%	97%	100%	98%	97%	97%	100%
- % records incorrect (PIMS 32)	17%	3%	25%	12%	7%	13%	4%	13%	20%
Quality Rating (A09)	87%	87%	81%	94%	86%	84%	93%	89%	91%
Overall Satisfaction (B10)	84%	79%	74%	93%	84%	74%	91%	77%	91%
Improved Business Performance	42%	44%	39%	73%	52%	49%	65%	50%	72%
Increased Skills (A81)	50%	47%	42%	57%	58%	46%	67%	50%	56%
Changed Behaviour (A83)	68%	49%	50%	70%	48%	56%	77%	63%	69%
Increased Innovation (A04)	42%	21%	34%	43%	26%	21%	44%	37%	31%
Increased R&D (AR&D)	16%	14%	8%	23%	10%	8%	14%	20%	22%
Barriers Overcome (A92)	63%	56%	47%	70%	55%	64%	74%	57%	75%
Significant Business Benefit (A06)	71%	65%	55%	80%	68%	67%	84%	70%	84%
Reporting positive £ benefit	37%	33%	34%	43%	39%	46%	51%	47%	66%
Unable/unwilling to estimate £ benefit	18%	14%	11%	10%	6%	13%	28%	7%	9%

Detailed Quality Ratings – By English Region 24

(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>	38	43	38	30	31	39	43	30	32
ITA being impartial	87%	91%	87%	90%	84%	92%	93%	97%	91%
ITA being competent & knowledgeable	87%	86%	76%	97%	97%	77%	93%	93%	91%
ITA being able to communicate in clear & effective manner	89%	91%	92%	93%	94%	90%	95%	93%	97%
<i>If not signposted only... Quality & relevance of info & advice</i>	83%	78%	61%	93%	72%	71%	93%	73%	81%
Attitude & professionalism of ITA	92%	91%	92%	100%	90%	92%	95%	93%	97%
Scoring 4-5 out of 5 for all elements rated	74%	72%	53%	83%	68%	64%	86%	73%	75%
Not scoring 4-5 for any elements	5%	2%	5%	0%	3%	0%	0%	3%	0%

Profile – By English Region

(ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	38	43	38	30	31	39	43	30	32
Growth plans: Substantial	37%	33%	50%	40%	19%	46%	47%	37%	41%
Growth plans: Substantial or moderate	95%	88%	97%	90%	90%	92%	95%	97%	81%
Innovative firms (standard definition)	76%	77%	74%	90%	94%	87%	88%	83%	84%
Innovative firms (tighter definition)	63%	58%	55%	57%	65%	59%	70%	63%	72%
Age: <5 years old	21%	19%	39%	27%	16%	26%	49%	27%	34%
Age: 6-10 years old	16%	23%	11%	13%	23%	23%	7%	23%	25%
Age: 10+ years old	63%	58%	50%	60%	61%	51%	44%	50%	41%
Size: <10 employees	47%	44%	61%	47%	52%	64%	77%	43%	47%
Size: 10-249 employees	47%	44%	32%	47%	35%	31%	23%	53%	41%
Size: 250+ employees	5%	7%	8%	7%	6%	3%	0%	0%	6%
Experience: Less than 2 years	32%	30%	55%	27%	19%	28%	49%	27%	38%
Experience: 2-10 years	32%	35%	26%	37%	35%	46%	30%	43%	28%
Experience: More than 10 years	34%	35%	18%	37%	45%	26%	21%	30%	31%
Focus of support: Exporting	97%	88%	95%	93%	90%	97%	84%	83%	97%
Focus of support: Sourcing	21%	5%	13%	13%	6%	8%	12%	0%	16%
Focus of support: JV/franchising	32%	35%	34%	43%	39%	49%	35%	40%	38%
Focus of support: Investing/overseas site	21%	28%	39%	50%	29%	28%	12%	20%	28%

Key Measures – By English Region (MVS)

CAUTION:LOW BASE SIZES

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	12	12	8	5	9	13	7	15	12
No. Firms Supported (Quarterly A01)									
- PIMS 29	15	17	0	8	2	28	51	64	33
- PIMS 30	9	22	1	16	12	33	42	67	40
- PIMS 31	25	59	94	31	102	57	116	74	110
- PIMS 32	86	69	226	77	92	169	154	111	239
- % records complete (PIMS 32)	97%	99%	94%	56%	99%	99%	99%	97%	97%
- % records incorrect (PIMS 32)	20%	10%	9%	17%	10%	10%	28%	0%	0%
Quality Rating (A09)	85%	76%	82%	80%	89%	81%	70%	82%	78%
Overall Satisfaction (B10)	92%	92%	88%	60%	89%	100%	43%	100%	83%
Improved Business Performance	92%	67%	88%	60%	78%	69%	71%	73%	83%
Increased Skills (A81)	58%	75%	75%	80%	78%	69%	57%	87%	83%
Changed Behaviour (A83)	75%	75%	88%	80%	78%	77%	71%	73%	92%
Increased Innovation (A04)	67%	58%	88%	80%	44%	46%	43%	53%	42%
Increased R&D (AR&D)	42%	42%	38%	60%	11%	38%	29%	33%	17%
Barriers Overcome (A92)	92%	75%	88%	100%	78%	85%	57%	87%	92%
Significant Business Benefit (A06)	92%	92%	88%	100%	78%	92%	71%	93%	92%
Reporting positive £ benefit	75%	17%	63%	20%	44%	54%	29%	73%	83%
Unable/unwilling to estimate £ benefit	8%	8%	25%	0%	22%	15%	14%	13%	0%

Detailed Quality Ratings – By English Region ²⁷

(MVS)

CAUTION:LOW BASE SIZES

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	12	12	8	5	9	13	7	15	12
Help preparing for the visit/mission	83%	75%	88%	100%	89%	85%	86%	80%	67%
<i>If attended as part of a group...</i> Organisation of the practical arrangements	100%	100%	80%	75%	100%	100%	100%	100%	100%
Quality & relevance of any contacts made	83%	75%	88%	60%	89%	92%	57%	80%	75%
Quality & relevance of info obtained	83%	75%	75%	60%	89%	62%	43%	87%	92%
Scoring 4-5 out of 5 for all elements rated	58%	42%	38%	60%	89%	54%	29%	67%	58%
Not scoring 4-5 for any elements	0%	0%	0%	0%	11%	8%	0%	0%	8%

Key Measures – By English Region (ER Events)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	39	40	27	32	41	37	27	21	41
No. Firms Supported (Quarterly A01)									
- PIMS 29	216	55	57	45	181	138	107	49	103
- PIMS 30	309	160	637	251	346	152	293	221	170
- PIMS 31	464	331	301	420	257	300	287	315	350
- PIMS 32	258	246	265	60	164	184	245	43	162
- % records complete (PIMS 32)	99%	100%	98%	100%	99%	99%	99%	95%	100%
- % records incorrect (PIMS 32)	19%	6%	25%	20%	19%	13%	19%	13%	0%
Quality Rating (A09)	86%	83%	72%	76%	75%	87%	89%	81%	79%
Overall Satisfaction (B10)	90%	78%	56%	69%	63%	84%	89%	76%	71%
Improved Business Performance	33%	33%	33%	44%	32%	43%	48%	33%	39%
Increased Skills (A81)	41%	45%	37%	34%	46%	46%	59%	62%	49%
Changed Behaviour (A83)	56%	53%	48%	47%	49%	54%	67%	76%	54%
Increased Innovation (A04)	21%	28%	30%	34%	29%	27%	26%	24%	29%
Increased R&D (AR&D)	5%	5%	11%	13%	10%	22%	19%	19%	15%
Barriers Overcome (A92)	46%	50%	41%	47%	54%	49%	70%	57%	54%
Significant Business Benefit (A06)	72%	55%	56%	59%	59%	68%	74%	81%	63%
Reporting positive £ benefit (exc. < ½ day)	35%	36%	22%	11%	33%	57%	46%	36%	43%
Unable/unwilling to estimate £ benefit (exc. < ½ day)	0%	9%	11%	11%	33%	5%	23%	9%	0%

Detailed Quality Ratings – By English Region 29

(ER Events)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	39	40	27	32	41	37	27	21	41
Organisation of practical arrangements for the event	90%	85%	74%	81%	80%	92%	96%	86%	78%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	97%	94%	79%	88%	87%	97%	96%	94%	94%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	91%	81%	84%	88%	87%	97%	96%	88%	91%
<i>If speaker presentation...</i> Quality & relevance of presentations	94%	87%	79%	88%	77%	90%	83%	76%	79%
<i>If networking event...</i> Quality & relevance of any contacts made	48%	70%	40%	48%	30%	56%	63%	46%	64%
Scoring 4-5 out of 5 for all elements rated	41%	48%	33%	34%	32%	51%	52%	48%	44%
Not scoring 4-5 for any elements	0%	3%	11%	6%	5%	0%	0%	0%	5%

Key Measures – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	30	48	68	22	28	66	32	33	45
No. Firms Supported (Quarterly A01)									
- PIMS 29	75	97	328	0	77	124	99	76	73
- PIMS 30	42	100	267	54	82	149	69	83	69
- PIMS 31	66	105	317	76	95	152	92	81	92
- PIMS 32	96	121	328	59	92	196	104	113	126
- % records complete (PIMS 32)	100%	100%	97%	100%	100%	95%	99%	99%	98%
- % records incorrect (PIMS 32)	5%	11%	8%	0%	13%	3%	0%	0%	23%
Quality Rating (A09)	81%	78%	78%	84%	80%	73%	77%	74%	68%
Overall Satisfaction (B10)	67%	81%	74%	77%	75%	64%	69%	76%	62%
Clear Information Rating (B09)	89%	80%	75%	85%	83%	81%	81%	82%	73%
Improved Business Performance	57%	56%	49%	68%	71%	53%	47%	73%	60%
Increased Skills (A81)	70%	54%	44%	59%	68%	52%	41%	61%	60%
Changed Behaviour (A83)	67%	58%	50%	68%	79%	56%	47%	64%	64%
Increased Innovation (A04)	40%	29%	25%	50%	39%	38%	16%	30%	24%
Increased R&D (AR&D)	20%	19%	1%	23%	11%	20%	16%	21%	13%
Barriers Overcome (A92)	77%	69%	65%	68%	79%	64%	53%	70%	60%
Significant Business Benefit (A06)	83%	75%	69%	77%	86%	70%	59%	76%	69%
Reporting positive £ benefit	43%	33%	37%	64%	57%	39%	38%	52%	36%
Unable/unwilling to estimate £ benefit	10%	21%	12%	5%	7%	9%	13%	6%	16%

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

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	30	48	68	22	28	66	32	33	45
Quality Ratings									
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	77%	77%	74%	77%	79%	68%	78%	73%	58%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	93%	79%	88%	91%	86%	86%	78%	82%	69%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	56%	75%	72%	82%	75%	54%	68%	52%	63%
Communications between your business & main access point	97%	75%	72%	100%	71%	83%	84%	85%	84%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	74%	88%	83%	75%	77%	72%	68%	78%	64%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	96%	83%	82%	80%	88%	84%	78%	76%	71%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	96%	95%	89%	90%	92%	89%	85%	85%	83%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	90%	87%	85%	100%	100%	83%	100%	83%	100%
Scoring 4-5 out of 5 for all elements rated	50%	46%	40%	59%	36%	39%	50%	48%	36%
Not scoring 4-5 for any elements	0%	0%	1%	0%	0%	2%	3%	3%	2%
Clear Information Ratings									
Format and content of the report	92%	74%	74%	81%	91%	73%	85%	89%	81%
Time it would take to receive the report	85%	82%	67%	86%	77%	84%	81%	82%	78%
Cost of using the OMIS service	93%	90%	78%	91%	86%	92%	84%	88%	76%

Profile – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	30	48	68	22	28	66	32	33	45
Growth plans: Substantial	60%	35%	38%	50%	36%	44%	38%	39%	58%
Growth plans: Substantial or moderate	97%	94%	84%	91%	93%	88%	94%	91%	91%
Innovative firms (standard definition)	90%	85%	71%	86%	93%	85%	81%	94%	87%
Innovative firms (tighter definition)	80%	77%	46%	73%	79%	71%	66%	70%	71%
Age: <5 years old	17%	13%	18%	41%	4%	17%	19%	6%	20%
Age: 6-10 years old	10%	6%	10%	5%	14%	11%	6%	15%	13%
Age: 10+ years old	73%	81%	72%	55%	82%	73%	75%	79%	67%
Size: <10 employees	30%	23%	25%	59%	21%	23%	28%	27%	22%
Size: 10-249 employees	60%	71%	50%	32%	64%	59%	53%	58%	71%
Size: 250+ employees	10%	4%	13%	5%	14%	12%	13%	12%	4%
Experience: Less than 2 years	20%	10%	18%	32%	14%	15%	22%	15%	31%
Experience: 2-10 years	33%	19%	22%	27%	29%	30%	28%	27%	27%
Experience: More than 10 years	47%	71%	60%	41%	57%	55%	50%	58%	42%
Focus of support: Exporting	83%	88%	74%	100%	93%	91%	100%	97%	91%
Focus of support: Sourcing	7%	8%	4%	18%	11%	12%	6%	3%	7%
Focus of support: JV/franchising	27%	33%	32%	50%	46%	24%	22%	42%	31%
Focus of support: Investing/overseas site	20%	23%	25%	18%	18%	26%	19%	33%	18%

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

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS & Posts Sig. Assists</i>	292	133	157	285	175
No. Firms Supported (A01) – PIMS 32					
- OMIS	476	169	120	415	148
- Posts Sig. Assists	1,918	195	439	1,314	639
- % records complete (OMIS & Posts Sig Assists)	99%	99%	98%	98%	99%
- % records incorrect (OMIS & Posts Sig Assists)	11%	11%	17%	9%	10%
Quality Rating (A09)	77%	75%	83%	79%	79%
Overall Satisfaction (B10)	72%	70%	82%	74%	75%
Improved Business Performance	41%	47%	53%	48%	46%
Increased Skills (A81)	41%	45%	44%	45%	44%
Changed Behaviour (A83)	44%	50%	51%	51%	51%
Increased Innovation (A04)	21%	26%	24%	26%	24%
Increased R&D (AR&D)	9%	20%	17%	11%	10%
Barriers Overcome (A92)	53%	55%	66%	59%	58%
Significant Business Benefit (A06)	61%	61%	71%	65%	64%
Reporting positive £ benefit	35%	33%	41%	34%	33%
Unable/unwilling to estimate £ benefit	8%	12%	10%	10%	10%

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

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS & Posts Sig. Assists</i>	292	133	157	285	175
Growth plans: Substantial	43%	55%	44%	45%	41%
Growth plans: Substantial or moderate	90%	88%	91%	91%	88%
Innovative firms (standard definition)	83%	84%	87%	87%	86%
Innovative firms (tighter definition)	62%	66%	68%	67%	59%
Age: <5 years old	25%	40%	16%	26%	22%
Age: 6-10 years old	15%	17%	15%	12%	16%
Age: 10+ years old	60%	43%	70%	63%	62%
Size: <10 employees	42%	48%	22%	38%	33%
Size: 10-249 employees	45%	42%	64%	47%	48%
Size: 250+ employees	9%	3%	11%	13%	15%
Experience: Less than 2 years	25%	33%	14%	23%	15%
Experience: 2-10 years	33%	43%	26%	33%	36%
Experience: More than 10 years	41%	24%	59%	44%	47%
Focus of support: Exporting	88%	86%	82%	84%	81%
Focus of support: Sourcing	4%	5%	5%	11%	9%
Focus of support: JV/franchising	25%	28%	35%	27%	35%
Focus of support: Investing/overseas site	20%	32%	27%	30%	31%

Key Measures – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	97	50	71	143	56
No. Firms Supported (Quarterly A01)					
- PIMS 29	356	112	114	335	108
- PIMS 30	310	107	115	344	111
- PIMS 31	414	101	121	388	150
- PIMS 32	476	169	120	415	148
- % records complete (PIMS 32)	99%	99%	99%	95%	100%
- % records incorrect (PIMS 32)	3%	7%	12%	18%	12%
Quality Rating (A09)	74%	70%	80%	79%	80%
Overall Satisfaction (B10)	62%	62%	82%	76%	75%
Clear Information Rating (B09)	80%	75%	80%	80%	83%
Improved Business Performance	52%	60%	65%	58%	59%
Increased Skills (A81)	55%	50%	51%	57%	59%
Changed Behaviour (A83)	52%	54%	58%	66%	66%
Increased Innovation (A04)	32%	30%	34%	30%	39%
Increased R&D (AR&D)	14%	26%	17%	13%	18%
Barriers Overcome (A92)	65%	58%	72%	69%	66%
Significant Business Benefit (A06)	70%	60%	79%	76%	77%
Reporting positive £ benefit	42%	38%	48%	39%	43%
Unable/unwilling to estimate £ benefit	6%	12%	10%	15%	18%

Detailed Quality/Clear Information Ratings – By Overseas Region³⁶ (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	97	50	71	143	56
Quality Ratings					
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	67%	61%	74%	77%	80%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	78%	76%	84%	89%	89%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	67%	55%	73%	67%	72%
Communications between your business & main access point	76%	86%	86%	81%	88%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	75%	66%	84%	82%	69%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	81%	78%	88%	84%	82%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	87%	83%	92%	92%	90%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	97%	86%	94%	84%	88%
Scoring 4-5 out of 5 for all elements rated	42%	42%	45%	45%	54%
Not scoring 4-5 for any elements	1%	0%	1%	2%	0%
Clear Information Ratings					
Format and content of the report	83%	83%	75%	84%	80%
Time it would take to receive the report	80%	80%	78%	81%	85%

Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	97	50	71	143	56
Growth plans: Substantial	41%	56%	41%	45%	43%
Growth plans: Substantial or moderate	88%	92%	97%	89%	89%
Innovative firms (standard definition)	80%	86%	86%	83%	93%
Innovative firms (tighter definition)	66%	72%	70%	71%	64%
Age: <5 years old	16%	32%	8%	17%	13%
Age: 6-10 years old	15%	12%	10%	8%	9%
Age: 10+ years old	68%	56%	82%	75%	79%
Size: <10 employees	32%	46%	18%	24%	25%
Size: 10-249 employees	60%	44%	66%	57%	57%
Size: 250+ employees	4%	6%	10%	13%	18%
Experience: Less than 2 years	18%	30%	15%	22%	9%
Experience: 2-10 years	37%	30%	17%	26%	25%
Experience: More than 10 years	45%	40%	68%	52%	66%
Focus of support: Exporting	91%	90%	85%	91%	82%
Focus of support: Sourcing	8%	4%	7%	10%	11%
Focus of support: JV/franchising	33%	22%	27%	34%	48%
Focus of support: Investing/overseas site	15%	30%	21%	24%	30%

Key Measures – By Overseas Region

(Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	195	83	86	142	119
No. Firms Supported (Quarterly A01)					
- PIMS 29	1,568	361	317	807	600
- PIMS 30	1,671	392	373	953	423
- PIMS 31	2,017	417	585	1,068	592
- PIMS 32	1,918	195	439	1,314	639
- % records complete (PIMS 32)	99%	99%	98%	99%	98%
- % records incorrect (PIMS 32)	15%	12%	19%	4%	9%
Quality Rating (A09)	78%	76%	83%	78%	78%
Overall Satisfaction (B10)	74%	71%	81%	73%	75%
Improved Business Performance	39%	43%	49%	43%	44%
Increased Skills (A81)	38%	43%	42%	39%	40%
Changed Behaviour (A83)	43%	49%	49%	44%	49%
Increased Innovation (A04)	18%	25%	20%	24%	21%
Increased R&D (AR&D)	7%	18%	16%	11%	8%
Barriers Overcome (A92)	50%	54%	63%	54%	56%
Significant Business Benefit (A06)	59%	61%	67%	60%	61%
Reporting positive £ benefit	33%	30%	37%	31%	30%
Unable/unwilling to estimate £ benefit	9%	13%	10%	8%	8%

Detailed Quality Ratings – By Overseas Region³⁹

(Posts Sig. Assists)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	195	83	86	142	119
Embassy staff being competent & knowledgeable	80%	78%	93%	80%	82%
Embassy staff being able to communicate in a clear & effective manner	88%	87%	90%	89%	90%
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	72%	77%	70%	67%
Attitude & professionalism of embassy staff	88%	86%	91%	94%	90%
Embassy staff's objectivity & acting in your best interests	73%	72%	83%	70%	76%
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	60%	57%	61%	58%	59%
Scoring 4-5 out of 5 for all elements rated	46%	49%	57%	45%	44%
Not scoring 4-5 for any elements	4%	7%	3%	3%	3%

Profile – By Overseas Region

(Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	195	83	86	142	119
Growth plans: Substantial	44%	54%	45%	46%	39%
Growth plans: Substantial or moderate	91%	87%	88%	93%	88%
Innovative firms (standard definition)	83%	83%	88%	89%	85%
Innovative firms (tighter definition)	62%	65%	66%	65%	58%
Age: <5 years old	27%	42%	17%	30%	24%
Age: 6-10 years old	14%	18%	16%	14%	17%
Age: 10+ years old	58%	40%	66%	56%	58%
Size: <10 employees	44%	49%	23%	44%	35%
Size: 10-249 employees	42%	41%	63%	42%	45%
Size: 250+ employees	10%	2%	12%	13%	13%
Experience: Less than 2 years	27%	35%	14%	24%	16%
Experience: 2-10 years	32%	46%	29%	37%	39%
Experience: More than 10 years	41%	19%	57%	39%	43%
Focus of support: Exporting	87%	84%	81%	81%	81%
Focus of support: Sourcing	4%	6%	3%	11%	9%
Focus of support: JV/franchising	23%	30%	38%	25%	33%
Focus of support: Investing/overseas site	21%	33%	29%	32%	32%

Key Measures – By Key Individual Markets (OMIS)

	USA	China	India	Japan
<i>Base: OMIS</i>	43	35	27	30
No. Firms Supported (Quarterly A01)				
- PIMS 29	104	72	19	38
- PIMS 30	84	63	32	45
- PIMS 31	88	91	44	58
- PIMS 32	153	67	89	100
- % records complete (PIMS 32)	99%	99%	100%	92%
- % records incorrect (PIMS 32)	18%	4%	0%	5%
Quality Rating (A09)	70%	77%	68%	88%
Overall Satisfaction (B10)	63%	77%	59%	90%
Clear Information Rating (B09)	76%	84%	68%	89%
Improved Business Performance	60%	54%	48%	53%
Increased Skills (A81)	49%	60%	44%	57%
Changed Behaviour (A83)	53%	71%	52%	73%
Increased Innovation (A04)	35%	29%	22%	27%
Increased R&D (AR&D)	26%	14%	11%	20%
Barriers Overcome (A92)	58%	71%	63%	63%
Significant Business Benefit (A06)	60%	83%	67%	77%
Reporting positive £ benefit	40%	29%	33%	43%
Unable/unwilling to estimate £ benefit	12%	23%	11%	13%

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

	USA	China	India	Japan
<i>Base: Posts Sig. Assists</i>	70	28	30	28
No. Firms Supported (Quarterly A01)				
- PIMS 29	331	102	169	103
- PIMS 30	364	68	154	107
- PIMS 31	380	77	124	212
- PIMS 32	159	128	196	349
- % records complete (PIMS 32)	99%	100%	99%	99%
- % records incorrect (PIMS 32)	6%	10%	5%	18%
Quality Rating (A09)	74%	74%	78%	84%
Overall Satisfaction (B10)	69%	75%	67%	75%
Improved Business Performance	44%	50%	47%	43%
Increased Skills (A81)	43%	43%	43%	43%
Changed Behaviour (A83)	49%	50%	47%	54%
Increased Innovation (A04)	26%	25%	27%	36%
Increased R&D (AR&D)	20%	7%	20%	11%
Barriers Overcome (A92)	53%	71%	53%	61%
Significant Business Benefit (A06)	60%	75%	57%	71%
Reporting positive £ benefit	40%	29%	33%	43%
Unable/unwilling to estimate £ benefit	12%	23%	11%	13%

Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC clients</i>	104	40	39	25
Growth plans: Substantial	41%	45%	36%	48%
Growth plans: Substantial or moderate	90%	85%	95%	92%
Innovative firms (standard definition)	86%	83%	90%	88%
Innovative firms (tighter definition)	66%	63%	69%	80%
Age: <5 years old	16%	15%	18%	12%
Age: 6-10 years old	13%	15%	10%	12%
Age: 10+ years old	71%	70%	72%	76%
Size: <10 employees	32%	25%	38%	28%
Size: 10-249 employees	49%	53%	41%	68%
Size: 250+ employees	15%	15%	18%	4%
Experience: Less than 2 years	16%	13%	23%	12%
Experience: 2-10 years	26%	30%	18%	28%
Experience: More than 10 years	57%	55%	59%	60%

Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC clients</i>	118	60	58
Growth plans: Substantial	46%	48%	45%
Growth plans: Substantial or moderate	87%	87%	90%
Innovative firms (standard definition)	84%	82%	84%
Innovative firms (tighter definition)	59%	60%	62%
Age: <5 years old	28%	20%	29%
Age: 6-10 years old	12%	13%	12%
Age: 10+ years old	60%	67%	59%
Size: <10 employees	35%	27%	40%
Size: 10-249 employees	34%	45%	26%
Size: 250+ employees	26%	23%	29%
Experience: Less than 2 years	29%	22%	31%
Experience: 2-10 years	24%	22%	24%
Experience: More than 10 years	46%	53%	45%

Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	72	38	34
No. Firms Supported (Quarterly A01)			
- PIMS 29	84	23	61
- PIMS 30	386	74	312
- PIMS 31	98	98	0
- PIMS 32	32	32	0
- % records complete (PIMS 32)	100%	100%	-
- % with contact details incorrect (PIMS 32)	12%	12%	-
- % refusing as no/minimal support (PIMS 32)	15%	15%	-
Quality Rating (A09)	87%	91%	84%
Overall Satisfaction (B10)	73%	84%	68%
Improved Business Performance	33%	39%	24%
Increased Skills (A81)	47%	61%	38%
Changed Behaviour (A83)	40%	66%	24%
Increased Innovation (A04)	22%	37%	9%
Increased R&D (AR&D)	6%	8%	3%
Barriers Overcome (A92)	54%	68%	44%
Significant Business Benefit (A06)	59%	74%	50%
Mean Additional Profit (A49)	£314k	£464k	£425k
Mean Additional Sales	£3,302k	£6,868k	£2,857k

* The 'HVO Events' category previously included HVO supported events. However, as of PIMS 31 only events directly arranged by HVO have been included in this category. HVO supported events are still covered in PIMS but are included in the main PIMS category in which they are recorded (e.g. Sector Events UK).

Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events
<i>Base: HVO users</i>	72	38	34
Growth plans: Substantial	34%	39%	35%
Growth plans: Substantial or moderate	91%	92%	88%
Innovative firms (standard definition)	90%	84%	88%
Innovative firms (tighter definition)	64%	68%	65%
Age: <5 years old	14%	13%	21%
Age: 6-10 years old	5%	3%	9%
Age: 10+ years old	81%	84%	71%
Size: <10 employees	22%	21%	18%
Size: 10-249 employees	54%	50%	56%
Size: 250+ employees	24%	29%	24%
Experience: Less than 2 years	11%	16%	15%
Experience: 2-10 years	22%	18%	24%
Experience: More than 10 years	67%	66%	62%

Key Measures – Over Time

	Passport								GGG							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
<i>Base</i>	332	322	322	321	240	232	224	234	330	320	320	320	320	312	304	314
Quality Rating (A09)	90%	87%	87%	87%	86%	90%	91%	94%	89%	88%	89%	88%	89%	90%	90%	90%
Overall Satisfaction (B10)	76%	74%	72%	74%	72%	73%	76%	77%	82%	81%	79%	77%	78%	78%	78%	78%
Imp. Business Performance	74%	73%	72%	74%	75%	74%	72%	74%	77%	77%	76%	73%	72%	73%	70%	70%
Changed Behaviour (A83)	77%	77%	76%	79%	79%	79%	80%	82%	73%	72%	72%	68%	68%	69%	69%	73%
Increased R&D (AR&D)	29%	30%	30%	33%	32%	31%	32%	29%	25%	26%	28%	26%	27%	28%	25%	27%
Barriers Overcome (A92)	76%	77%	73%	76%	77%	76%	76%	75%	73%	74%	72%	68%	66%	66%	67%	68%
Sig. Business Benefit (A06)	86%	84%	81%	83%	83%	84%	85%	85%	83%	83%	82%	77%	75%	75%	77%	79%
Positive £ benefit	57%	61%	58%	62%	62%	61%	60%	65%	57%	58%	60%	58%	58%	58%	54%	57%
Don't know £ benefit	20%	17%	15%	13%	12%	12%	12%	8%	15%	13%	10%	8%	9%	9%	10%	9%
	EMRS								ERTA Sig. Assists							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
<i>Base</i>	66	60	55	48	43	38	38	40	360	361	351	339	329	319	313	324
Quality Rating (A09)	89%	89%	88%	91%	89%	86%	87%	86%	84%	84%	84%	86%	86%	87%	87%	88%
Overall Satisfaction (B10)	94%	95%	95%	98%	98%	95%	95%	95%	78%	77%	77%	80%	79%	82%	83%	83%
Imp. Business Performance	83%	82%	80%	77%	79%	84%	79%	78%	50%	50%	47%	48%	47%	48%	50%	53%
Changed Behaviour (A83)	85%	78%	78%	75%	79%	87%	84%	85%	57%	57%	56%	55%	54%	59%	59%	61%
Increased R&D (AR&D)	48%	38%	38%	29%	26%	39%	47%	40%	11%	10%	11%	12%	15%	17%	14%	15%
Barriers Overcome (A92)	89%	90%	85%	83%	86%	87%	87%	85%	58%	59%	60%	60%	60%	62%	60%	62%
Sig. Business Benefit (A06)	94%	92%	89%	88%	88%	89%	89%	90%	68%	69%	68%	68%	68%	71%	70%	71%
Positive £ benefit	62%	67%	67%	63%	65%	50%	50%	50%	36%	36%	34%	35%	39%	40%	40%	44%
Don't know £ benefit	20%	17%	13%	15%	12%	16%	16%	15%	19%	17%	18%	16%	16%	15%	13%	14%

Key Measures – Over Time

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

	ER Events								ECR							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
Base	180	200	220	241	241	291	321	305	65	60	55	50	45	40	40	40%
Quality Rating (A09)	78%	80%	80%	80%	81%	81%	81%	81%	86%	88%	87%	86%	88%	89%	90%	90%
Overall Satisfaction (B10)	74%	76%	77%	77%	77%	74%	75%	75%	77%	78%	84%	88%	84%	88%	88%	85%
Imp. Business Performance	43%	42%	42%	39%	37%	38%	37%	37%	60%	60%	69%	66%	73%	83%	75%	73%
Changed Behaviour (A83)	58%	61%	60%	56%	56%	55%	51%	55%	80%	82%	82%	80%	84%	85%	88%	90%
Increased R&D (AR&D)	14%	16%	17%	14%	15%	15%	11%	12%	26%	25%	24%	22%	24%	28%	30%	33%
Barriers Overcome (A92)	60%	61%	56%	50%	49%	49%	51%	51%	63%	63%	73%	72%	78%	83%	78%	83%
Sig. Business Benefit (A06)	67%	68%	68%	64%	63%	63%	62%	64%	80%	83%	85%	84%	89%	90%	93%	95%
Positive £ benefit*	43%	41%	39%	36%	35%	39%	38%	38%	48%	48%	49%	52%	62%	68%	68%	70%
Don't know £ benefit*	21%	20%	18%	12%	13%	11%	8%	10%	25%	22%	24%	20%	16%	13%	15%	15%
	HQ Events								OMIS							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
Base	92	97	79	91	94	84	92	76	420	420	420	525	540	535	527	417
Quality Rating (A09)	80%	81%	82%	84%	85%	84%	82%	80%	75%	75%	76%	75%	75%	75%	76%	77%
Overall Satisfaction (B10)	72%	74%	73%	78%	79%	76%	75%	74%	71%	70%	70%	70%	68%	70%	71%	72%
Clear Information (B09)	-	-	-	-	-	-	-	-	82%	81%	83%	82%	81%	79%	79%	80%
Imp. Business Performance	34%	38%	37%	45%	41%	37%	36%	28%	59%	57%	57%	55%	54%	55%	56%	58%
Changed Behaviour (A83)	45%	47%	48%	52%	49%	44%	40%	34%	56%	55%	54%	56%	54%	55%	57%	60%
Increased R&D (AR&D)	7%	11%	16%	15%	17%	11%	9%	7%	13%	11%	11%	12%	12%	13%	14%	16%
Barriers Overcome (A92)	41%	48%	48%	52%	55%	49%	47%	38%	68%	67%	65%	65%	63%	64%	65%	67%
Sig. Business Benefit (A06)	51%	57%	57%	60%	62%	58%	57%	54%	74%	73%	72%	72%	70%	70%	72%	73%
Positive £ benefit	18%	20%	20%	26%	31%	32%	30%	29%	45%	42%	45%	43%	39%	41%	39%	42%
Don't know £ benefit	22%	24%	24%	18%	14%	11%	10%	7%	17%	14%	10%	10%	11%	11%	13%	12%

Key Measures – Over Time

	MVS								TAP Solo							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
<i>Base</i>	120	120	115	100	85	67	67	93	50	30	30	25	35	43	36	34
Quality Rating (A09)	79%	78%	77%	79%	82%	83%	85%	81%	76%	84%	82%	77%	80%	78%	80%	78%
Overall Satisfaction (B10)	83%	85%	87%	87%	93%	91%	91%	87%	92%	97%	87%	80%	80%	81%	81%	82%
Imp. Business Performance	82%	79%	81%	84%	84%	82%	81%	76%	82%	87%	80%	80%	83%	77%	81%	76%
Changed Behaviour (A83)	78%	74%	75%	76%	75%	82%	81%	78%	78%	80%	83%	76%	74%	72%	64%	68%
Increased R&D (AR&D)	23%	20%	25%	28%	36%	42%	33%	33%	34%	27%	17%	20%	17%	19%	25%	24%
Barriers Overcome (A92)	83%	82%	82%	81%	85%	87%	84%	84%	82%	83%	83%	80%	80%	79%	78%	85%
Sig. Business Benefit (A06)	89%	88%	88%	87%	89%	91%	90%	89%	92%	87%	90%	84%	86%	84%	81%	88%
Positive £ benefit	60%	61%	63%	65%	62%	61%	55%	55%	58%	60%	57%	56%	57%	51%	47%	56%
Don't know £ benefit	18%	16%	13%	10%	11%	10%	9%	12%	28%	27%	27%	16%	14%	12%	6%	3%
	TAP Group								TAP Non-Funded							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
<i>Base</i>	150	160	160	176	171	159	144	133	30	30	30	24	52	67	83	119
Quality Rating (A09)	73%	73%	71%	71%	70%	72%	73%	72%	67%	75%	74%	69%	70%	64%	65%	68%
Overall Satisfaction (B10)	80%	83%	83%	84%	80%	79%	78%	79%	67%	80%	73%	79%	77%	72%	76%	76%
Imp. Business Performance	86%	86%	86%	83%	80%	76%	77%	79%	77%	80%	80%	83%	83%	78%	77%	79%
Changed Behaviour (A83)	76%	79%	76%	76%	74%	70%	72%	74%	60%	70%	67%	71%	75%	70%	69%	71%
Increased R&D (AR&D)	31%	30%	29%	24%	24%	25%	23%	28%	23%	20%	20%	21%	23%	24%	28%	26%
Barriers Overcome (A92)	80%	84%	85%	81%	79%	75%	74%	77%	73%	80%	80%	83%	83%	78%	77%	76%
Sig. Business Benefit (A06)	86%	89%	88%	87%	86%	84%	84%	84%	83%	83%	83%	83%	87%	82%	84%	83%
Positive £ benefit	61%	64%	66%	62%	61%	58%	56%	65%	50%	43%	43%	46%	62%	52%	51%	54%
Don't know £ benefit	16%	14%	13%	14%	12%	11%	9%	7%	23%	30%	33%	29%	15%	10%	11%	13%

Key Measures – Over Time

	Outward Missions								Inward Missions							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
<i>Base</i>	90	80	80	77	77	65	65	59	90	80	88	89	89	77	49	28
Quality Rating (A09)	78%	78%	78%	75%	72%	65%	64%	65%	63%	59%	59%	57%	61%	61%	65%	65%
Overall Satisfaction (B10)	87%	89%	86%	86%	82%	71%	74%	75%	57%	54%	51%	52%	60%	60%	69%	68%
Imp. Business Performance	76%	78%	73%	70%	68%	65%	69%	71%	33%	33%	35%	36%	44%	43%	45%	50%
Changed Behaviour (A83)	70%	68%	70%	71%	70%	69%	68%	69%	40%	38%	40%	39%	47%	45%	49%	54%
Increased R&D (AR&D)	17%	19%	18%	18%	18%	20%	22%	19%	7%	4%	8%	10%	13%	14%	14%	14%
Barriers Overcome (A92)	87%	85%	85%	82%	81%	75%	77%	78%	48%	46%	50%	42%	47%	45%	47%	57%
Sig. Business Benefit (A06)	89%	88%	88%	84%	83%	80%	83%	85%	57%	58%	60%	53%	58%	56%	57%	64%
Positive £ benefit	52%	51%	55%	53%	52%	54%	52%	53%	29%	30%	27%	22%	31%	29%	33%	36%
Don't know £ benefit	21%	24%	18%	16%	13%	9%	11%	12%	6%	5%	6%	4%	7%	9%	12%	18%
	Sector Events UK								Posts Sig. Assists							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
<i>Base</i>	241	241	237	251	266	346	389	370	801	800	761	721	686	626	625	625
Quality Rating (A09)	77%	79%	78%	78%	81%	79%	79%	79%	80%	80%	79%	79%	79%	78%	79%	78%
Overall Satisfaction (B10)	70%	73%	72%	73%	76%	75%	74%	72%	77%	77%	76%	76%	77%	76%	77%	75%
Imp. Business Performance	33%	39%	42%	43%	47%	40%	35%	34%	43%	43%	42%	41%	39%	40%	42%	43%
Changed Behaviour (A83)	45%	46%	50%	48%	48%	45%	43%	44%	45%	45%	44%	44%	42%	44%	44%	46%
Increased R&D (AR&D)	7%	8%	7%	10%	11%	11%	10%	10%	11%	11%	12%	11%	12%	12%	11%	11%
Barriers Overcome (A92)	45%	48%	51%	51%	53%	49%	48%	49%	57%	55%	54%	54%	52%	54%	55%	55%
Sig. Business Benefit (A06)	56%	60%	63%	63%	64%	60%	58%	59%	63%	62%	62%	62%	60%	62%	62%	61%
Positive £ benefit	24%	26%	31%	29%	31%	29%	29%	31%	31%	30%	28%	28%	28%	31%	33%	32%
Don't know £ benefit	19%	17%	13%	12%	13%	12%	11%	11%	17%	16%	13%	12%	11%	10%	8%	10%

Key Measures – Over Time

	Posts Events								Website Business Opportunities							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
Base	161	161	151	153	160	165	188	192	135	160	461	481	511	551	284	295
Quality Rating (A09)	77%	76%	74%	75%	74%	74%	75%	74%	51%	55%	55%	56%	56%	55%	55%	56%
Overall Satisfaction (B10)	73%	75%	74%	75%	76%	76%	77%	75%	48%	50%	56%	56%	57%	56%	54%	53%
Imp. Business Performance	43%	45%	45%	46%	43%	42%	39%	33%	-	-	-	-	-	-	-	-
Changed Behaviour (A83)	55%	52%	43%	44%	44%	47%	45%	45%	24%	23%	25%	26%	25%	26%	25%	20%
Increased R&D (AR&D)	9%	11%	11%	10%	14%	14%	13%	12%	-	-	-	-	-	-	-	-
Barriers Overcome (A92)	60%	56%	52%	56%	58%	61%	57%	54%	53%	51%	51%	51%	51%	51%	54%	52%
Sig. Business Benefit (A06)	69%	65%	60%	63%	64%	68%	65%	64%	57%	56%	55%	55%	56%	56%	58%	56%
Positive £ benefit	34%	32%	29%	31%	30%	35%	31%	31%	27%	26%	27%	28%	29%	29%	30%	29%
Don't know £ benefit	17%	16%	15%	14%	13%	15%	14%	15%	13%	11%	10%	10%	9%	9%	8%	8%
	Sector Events Abroad								DSO Events							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
Base	160	160	160	153	143	113	93	80	80	80	70	65	60	55	60	60
Quality Rating (A09)	70%	71%	72%	74%	73%	73%	69%	65%	78%	81%	80%	78%	80%	77%	76%	69%
Overall Satisfaction (B10)	70%	73%	73%	73%	78%	77%	75%	75%	69%	71%	71%	68%	72%	73%	67%	60%
Imp. Business Performance	53%	57%	57%	57%	62%	64%	62%	63%	43%	45%	43%	46%	50%	44%	43%	35%
Changed Behaviour (A83)	54%	61%	63%	61%	67%	65%	58%	59%	46%	48%	49%	43%	47%	45%	38%	37%
Increased R&D (AR&D)	16%	20%	19%	20%	22%	18%	20%	19%	10%	10%	11%	14%	13%	11%	7%	2%
Barriers Overcome (A92)	61%	69%	71%	71%	75%	74%	72%	71%	53%	60%	63%	63%	62%	49%	42%	38%
Sig. Business Benefit (A06)	72%	78%	78%	78%	80%	79%	75%	75%	63%	69%	70%	68%	68%	58%	52%	48%
Positive £ benefit	39%	38%	38%	39%	44%	48%	48%	53%	21%	26%	36%	42%	47%	42%	33%	25%
Don't know £ benefit	17%	19%	19%	16%	15%	13%	12%	11%	35%	34%	21%	15%	7%	4%	8%	13%

Key Measures – Over Time

	DSO Sig. Assists								HVO Events							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
Base	66	74	70	60	55	50	53	58	-	-	30	40	56	74	44	34
Quality Rating (A09)	92%	93%	92%	93%	91%	89%	86%	83%	-	-	63%	68%	72%	75%	84%	84%
Overall Satisfaction (B10)	94%	92%	91%	90%	89%	88%	85%	83%	-	-	43%	53%	57%	59%	70%	68%
Imp. Business Performance	64%	70%	69%	67%	55%	48%	49%	45%	-	-	17%	20%	18%	22%	25%	24%
Changed Behaviour (A83)	67%	62%	63%	63%	51%	54%	51%	48%	-	-	43%	45%	38%	35%	30%	24%
Increased R&D (AR&D)	6%	7%	7%	8%	13%	16%	13%	12%	-	-	3%	8%	5%	5%	7%	3%
Barriers Overcome (A92)	79%	76%	76%	75%	67%	70%	62%	57%	-	-	37%	38%	39%	41%	43%	44%
Sig. Business Benefit (A06)	82%	81%	79%	78%	73%	74%	70%	69%	-	-	53%	55%	54%	53%	52%	50%
Positive £ benefit	32%	31%	27%	27%	22%	28%	28%	24%	-	-	13%	13%	13%	16%	18%	21%
Don't know £ benefit	33%	34%	36%	38%	31%	24%	21%	22%	-	-	13%	15%	14%	11%	9%	6%
	HVO Sig. Assists								CBBC Events							
	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32	22-25	23-26	24-27	25-28	26-29	27-30	28-31	29-32
Base	-	-	9	19	29	37	38	38	-	-	10	20	30	40	39	39
Quality Rating (A09)	-	-	100%	99%	97%	97%	94%	91%	-	-	61%	72%	74%	73%	78%	77%
Overall Satisfaction (B10)	-	-	100%	95%	93%	89%	87%	84%	-	-	60%	65%	63%	63%	69%	64%
Imp. Business Performance	-	-	44%	58%	55%	49%	50%	39%	-	-	40%	45%	57%	53%	59%	56%
Changed Behaviour (A83)	-	-	56%	68%	72%	70%	74%	66%	-	-	20%	40%	53%	53%	67%	67%
Increased R&D (AR&D)	-	-	11%	16%	14%	11%	13%	8%	-	-	0%	0%	7%	8%	15%	18%
Barriers Overcome (A92)	-	-	56%	68%	72%	73%	76%	68%	-	-	30%	40%	57%	53%	62%	64%
Sig. Business Benefit (A06)	-	-	67%	84%	86%	86%	87%	74%	-	-	30%	45%	63%	63%	74%	74%
Positive £ benefit	-	-	33%	58%	55%	49%	55%	47%	-	-	10%	25%	43%	35%	41%	38%
Don't know £ benefit	-	-	33%	16%	17%	19%	11%	11%	-	-	10%	5%	3%	5%	5%	10%

Key Measures – Over Time

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

