

How much do you agree/disagree with the following statements? - Business Owners (BO) - Top 2 Box Summary

	Total
	307
Base: Business Owners (BO) (unwtd)	
	300
Base: Business Owners (BO) (wtd)	
I think growth in ecommerce has now peaked.	171
	57%

How much do you agree/disagree with the following statements? - Non Business Owners (Non - BO) - Top 2 Box Summary

		Generation	
	Total	Gen Z	Millennial
		K	L
	1198	94	326
Base: Non Business Owners (Non - BO) (unwtd)			
	1205	122	296
Base: Non Business Owners (Non - BO) (wtd)			
I would prefer more digital interactions in the shopping experience.		72	150
		59%	51%
		N*	N
I would prefer more digital interactions in checkout/payment experience.		81	164
		66%	55%
		MN*	N
I would prefer more human touch to resolve customer issues and queries.		90	249
		74%	84%
		*	
I would prefer more human touch in customer communications and marketing.		94	235
		77%	79%
		*	
I think growth in ecommerce has now peaked.	558		
	46%		

What do you believe are the most critical milestones indicating a business' long-term viability? / Once you've set up a business, what are the most critical milestones indicating a business' long-term viability? - Business Owners (BO) - Rank 1/2/3 Summary

	Total
	307
Base: Business Owners (BO) (unwtd)	
	300
Base: Business Owners (BO) (wtd)	
	188
Established base of repeat / loyal customers	63%
	141
Hitting sales and/or new client acquisition growth targets for two consecutive quarters	47%
	146
Cashflow positive for two consecutive quarters	49%
	145
Having the funds to invest in growing and developing your team	48%
	153
The ability to innovate and create new opportunities	51%
	127
The ability to successfully secure additional growth funding from external sources (i.e. banks, grants, investors etc.)	42%

How much do you agree/disagree with the following statements? - Non Business Owners (Non - BO) - Top 2 Box Summary

	Total
	1198
Base: Non Business Owners (Non - BO) (unwtd)	
	1205
Base: Non Business Owners (Non - BO) (wtd)	
	827
Technology has lowered barriers to entry and made it easier to start a business	69%
	863
Technology has made it easier for a small business to grow over the long run because it reduces costs of running a business	72%