

Q1. Looking ahead to the next year, how confident are you that your business will be adding staff - either part time or full time?

		Segment						Business tenure		
	Total	Lifestyler	Hobbyist	Growth Oriented	High growth	Sustainer/Maintainer	Transition/Succession oriented	Newer	Established	Mature
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1004	178	188	122	201	175	140	179	351	474
Weighted	1004	190	191	119*	231	150	123	346	366	291
Very confident	79	5	7	11	33	4	18	37	27	15
	7.8%	2.6%	3.5%	9.6%	14.4%	3.0%	14.5%	10.6%	7.4%	5.1%
				ABE	ABE		ABE	I		
Somewhat confident	208	40	12	27	75	14	41	81	84	44
	20.8%	21.1%	6.0%	22.9%	32.3%	9.4%	33.2%	23.5%	22.8%	15.0%
		BE		BE	ABE		ABE	I	I	
Not very confident	258	61	47	34	45	39	31	87	85	86
	25.7%	32.1%	24.8%	28.6%	19.6%	25.9%	25.3%	25.1%	23.1%	29.5%
		D								H
Not at all confident	459	84	125	46	78	93	33	141	171	147
	45.7%	44.2%	65.6%	38.9%	33.7%	61.7%	27.0%	40.8%	46.7%	50.4%
		F	ACDF			ACDF				G
Summary										
Top2Box (Very/ Somewhat confident)	287	45	18	39	108	19	59	118	111	58
	28.6%	23.7%	9.6%	32.5%	46.7%	12.4%	47.7%	34.1%	30.2%	20.0%
		BE		BE	ABCE		ABCE	I	I	
Low2Box (Not very/ Not at all confident)	717	145	173	80	123	132	65	228	256	233
	71.4%	76.3%	90.4%	67.5%	53.3%	87.6%	52.3%	65.9%	69.8%	80.0%
		DF	ACDF	DF		ACDF				GH
Mean	1.9	1.8	1.5	2	2.3	1.5	2.4	2	1.9	1.7
		BE		BE	ABE		ABCE	I	I	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I Overlap formulae used. * small base

Q2. In the past 2 years, has your business invested in any of the following?

		Segment						Business tenure		
	Total	Lifestyler	Hobbyist	Growth Oriented	High growth	Sustainer/Maintainer	Transition/Succession oriented	Newer	Established	Mature
		A	B	C	D	E	F	G	H	I
Base: All respondents	1004	178	188	122	201	175	140	179	351	474
Weighted	1004	190	191	119*	231	150	123	346	366	291
New equipment	435	74	76	63	104	57	60	124	171	139
	43.3%	38.8%	40.0%	53.2%	45.0%	38.2%	48.6%	35.8%	46.7%	47.9%
				ABE					G	G
New technology	314	61	53	35	75	42	47	81	135	98
	31.3%	32.3%	27.9%	29.8%	32.7%	28.1%	37.9%	23.5%	36.8%	33.8%
									G	G
New products and services	274	40	46	33	84	19	51	87	114	73
	27.3%	21.1%	24.2%	28.0%	36.5%	12.6%	41.6%	25.1%	31.1%	25.1%
			E	E	ABE		ABCE			
Employee training	146	22	18	26	37	16	27	48	48	49
	14.5%	11.5%	9.6%	21.5%	16.0%	10.4%	22.0%	14.0%	13.1%	16.9%
				ABE			ABE			
Hiring new employees	122	18	3	21	28	13	38	33	47	42
	12.2%	9.6%	1.7%	18.0%	12.2%	8.6%	30.8%	9.5%	12.8%	14.6%
		B		BE	B	B	ABCDE			
New management processes	60	9	5	11	20	6	9	21	23	16
	6.0%	4.7%	2.8%	9.5%	8.6%	3.9%	7.4%	6.1%	6.3%	5.5%
				B	B					
New production processes	44	5	3	6	22	3	4	15	17	12
	4.4%	2.9%	1.4%	5.0%	9.7%	2.1%	3.3%	4.5%	4.6%	4.0%
					ABEF					
Other	58	9	11	9	17	8	4	19	22	17
	5.8%	4.7%	5.9%	7.3%	7.3%	5.4%	3.2%	5.6%	6.0%	5.7%
None of the above	288	56	67	27	56	57	26	116	92	80
	28.7%	29.3%	35.1%	22.6%	24.2%	37.9%	21.2%	33.5%	25.1%	27.6%
			CDF			CDF		H		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I Overlap formulae used. * small base

Q3. Thinking about the next 2 years, does your business plan on investing in any of the following?

		Segment						Business tenure		
	Total	Lifestyler	Hobbyist	Growth Oriented	High growth	Sustainer/Maintainer	Transition/Succession oriented	Newer	Established	Mature
		A	B	C	D	E	F	G	H	I
Base: All respondents	1004	178	188	122	201	175	140	179	351	474
Weighted	1004	190	191	119*	231	150	123	346	366	291
New equipment	354	62	48	57	93	51	43	118	135	101
	35.3%	32.4%	25.1%	48.1%	40.4%	34.2%	34.9%	34.1%	36.8%	34.8%
				ABE	B					
New technology	286	51	39	34	91	36	34	95	109	82
	28.5%	27.1%	20.6%	28.6%	39.6%	23.8%	27.4%	27.4%	29.6%	28.3%
					ABEF					
New products and services	273	47	41	35	96	24	31	93	114	66
	27.2%	24.7%	21.2%	29.7%	41.4%	16.0%	24.8%	26.8%	31.1%	22.8%
				E	ABEF				I	
Hiring new employees	167	23	9	23	59	11	42	68	57	42
	16.6%	12.1%	4.9%	19.4%	25.5%	7.2%	33.9%	19.6%	15.7%	14.3%
		B		BE	ABE		ABCE			
Employee training	167	22	18	30	44	15	38	64	56	47
	16.6%	11.7%	9.4%	25.0%	19.3%	9.8%	30.8%	18.4%	15.4%	16.0%
				ABE	BE		ABDE			
New management processes	73	6	10	9	31	7	10	29	24	20
	7.3%	3.0%	5.4%	7.6%	13.4%	4.9%	8.2%	8.4%	6.6%	7.0%
					ABE					
New production processes	61	15	4	2	30	4	7	19	26	15
	6.1%	7.6%	1.9%	1.9%	12.9%	2.6%	5.5%	5.6%	7.1%	5.3%
		B			BCEF					
Other	50	5	10	9	12	6	7	15	22	12
	4.9%	2.7%	5.3%	7.7%	5.4%	3.9%	5.7%	4.5%	6.0%	4.2%
None of the above	322	72	82	30	34	70	35	103	112	108
	32.1%	37.7%	43.2%	24.9%	14.7%	46.4%	28.4%	29.6%	30.5%	37.1%
		CD	CDF	D		CDF	D			H

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I Overlap formulae used. * small base