

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 1
SAMPLE TYPE

	Demographics									Sector													
	Sex		Age				Region			All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South								Total	Leisure only	Non- leisure	Music	TV & radio	High tech	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95% Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Advertising	92	78	14	15	30	22	23	26	23	43	92	-	92	92	92	-	-	-	-	-	-	-	-
	9%	10%	6%	9%	11%	8%	9%	11%	8%	9%	9%	-%	18%	21%	100%	-%	-%	-%	-%	-%	-%	-%	-%
											KOP		JKOP	JKOP	JKLMOP								
Design	101	57	44	11	25	26	33	21	19	59	101	-	101	101	-	101	-	-	-	-	-	-	-
	10%	7%	20%	7%	9%	9%	13%	9%	7%	13%	10%	-%	20%	23%	-%	100%	-%	-%	-%	-%	-%	-%	-%
			A							H	KNP		JKNP	JKNP	JKLMNP								
Film & video	100	80	20	13	30	32	24	30	24	44	100	-	100	100	-	-	100	-	-	-	-	-	-
	10%	10%	9%	8%	11%	11%	9%	12%	9%	10%	10%	-%	20%	23%	-%	-%	100%	-%	-%	-%	-%	-%	-%
											KNO		JKNO	JKNO		JKLMN O							
Interactive software	97	80	17	16	35	32	14	24	25	48	97	-	97	28	-	-	97	28	69	-	-	-	
	10%	10%	8%	10%	13%	11%	5%	10%	9%	10%	10%	-%	19%	6%	-%	-%	100%	100%	100%	-%	-%	-%	
				F	F						KMNOP		JKMNOP	KNOP									
Music	101	69	32	19	33	33	12	18	27	55	101	-	101	101	-	-	-	-	-	101	-	-	
	10%	9%	14%	12%	12%	11%	5%	7%	10%	12%	10%	-%	20%	23%	-%	-%	-%	-%	-%	100%	-%	-%	
			A	F	F	F					KNOP		JKNOP	JKNO P						V			
TV & radio	13	8	5	3	2	6	2	2	5	5	13	-	13	13	-	-	-	-	-	-	13	-	
	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	-%	3%	3%	-%	-%	-%	-%	-%	-%	100%	-%	
											K		K	JK									
High tech	500	409	91	82	124	140	147	125	157	206	500	500	-	-	-	-	-	-	-	-	-	500	
	50%	52%	41%	52%	44%	48%	58%	51%	56%	45%	50%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	
		B					DE		I		LMNOP	JLMNOP										T	

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 1 (continuation)
SAMPLE TYPE

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
Advertising	92 9%	36 11%	12 6%	10 10%	13 10%	19 11%	2 3%	15 8%	15 7%	21 12%	23 11%	15 12%
		BF				F						
Design	101 10%	36 11%	25 13%	8 8%	13 10%	13 7%	6 8%	14 7%	27 13%	13 7%	28 14%	10 8%
											GI	
Film & video	100 10%	43 14%	25 13%	9 9%	9 7%	14 8%	- -%	21 11%	26 13%	21 12%	16 8%	7 6%
		DF	F	F	F	F			K			
Interactive software	97 10%	36 11%	19 10%	8 8%	11 9%	12 7%	10 14%	26 14%	28 14%	21 12%	10 5%	7 6%
								JK	JK	J		
Music	101 10%	45 14%	26 13%	8 8%	8 6%	11 6%	2 3%	34 18%	23 11%	13 7%	12 6%	3 2%
		DEF	DEF					IJK	K			
TV & radio	13 1%	2 1%	2 1%	3 3%	1 1%	1 1%	3 4%	1 1%	3 1%	2 1%	1 *%	2 2%
							AE					
High tech	500 50%	118 37%	89 45%	59 56%	74 57%	104 60%	50 68%	81 42%	84 41%	91 50%	117 57%	80 65%
				A	AB	AB	AB				GH	GHI

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 2

Q1 First of all, including yourself, how many full-time or full-time equivalent employees does your business have?

	TOTAL	Sex		Age				Region			Sector							Interactive software						
		Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non- leisure	Music	TV & radio	High tech	
Significance Level: 95% Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500	
0-1 (0.5)	316 31%	255 33%	61 27%	37 23%	93 33%	96 33%	85 33%	79 32%	85 30%	146 32%	316 31%	118 24%	198 39%	168 39%	36 39%	36 36%	43 43%	36 37%	6 21%	30 43%	45 45%	2 15%	118 24%	
2 (2.0)	198 20%	150 19%	48 22%	23 14%	60 22%	61 21%	50 20%	51 21%	52 19%	92 20%	198 20%	89 18%	109 22%	99 23%	12 13%	25 25%	25 25%	19 20%	9 32%	10 14%	26 26%	2 15%	89 18%	
3 (3.0)	105 10%	85 11%	20 9%	22 14%	27 10%	31 11%	21 8%	24 10%	32 11%	46 10%	105 10%	59 12%	46 9%	40 9%	10 11%	8 8%	9 9%	8 8%	2 7%	6 9%	8 8%	3 23%	59 12%	
4 (4.0)	72 7%	61 8%	11 5%	12 8%	17 6%	20 7%	23 9%	16 7%	25 9%	31 7%	72 7%	42 8%	30 6%	24 6%	7 8%	6 6%	4 4%	8 8%	2 7%	6 9%	5 5%	- -%	42 8%	
5 (5.0)	57 6%	44 6%	13 6%	8 5%	18 6%	14 5%	15 6%	12 5%	10 4%	35 8%	57 6%	32 6%	25 5%	24 6%	6 7%	7 7%	5 5%	3 3%	2 7%	1 1%	3 3%	1 8%	32 6%	
6-9 (7.5)	96 10%	69 9%	27 12%	24 15%	31 11%	22 8%	18 7%	24 10%	28 10%	42 9%	96 10%	50 10%	46 9%	40 9%	8 9%	12 12%	10 10%	8 8%	2 7%	6 9%	8 8%	- -%	50 10%	
10-19 (14.5)	78 8%	55 7%	23 10%	8 5%	18 6%	23 8%	27 11%	21 9%	25 9%	31 7%	78 8%	54 11%	24 5%	20 5%	11 12%	1 1%	4 4%	4 4%	- -%	4 6%	3 3%	1 8%	54 11%	
20-49 (34.5)	73 7%	56 7%	17 8%	20 13%	15 5%	22 8%	14 5%	18 7%	20 7%	32 7%	73 7%	50 10%	23 5%	17 4%	2 2%	6 6%	- -%	10 10%	4 14%	6 9%	2 2%	3 23%	50 10%	
50+	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	9 1%	6 1%	3 1%	5 3%	- -%	2 1%	2 1%	1 *	3 1%	5 1%	9 1%	6 1%	3 1%	3 1%	- -%	- -%	- -%	1 1%	1 4%	- -%	1 1%	1 8%	6 1%	
Answered Mean	995 5.84	775 5.67	220 6.45	154 7.82	279 5.08	289 5.78	253 5.46	245 5.89	277 5.97	455 5.63	995 5.84	494 7.34	501 4.36	432 4.15	92 4.55	101 4.58	100 2.73	96 6.15	27 7.33	69 5.68	100 3.06	12 11.42	494 7.34	

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 2 (continuation)

Q1 First of all, including yourself, how many full-time or full-time equivalent employees does your business have?

		TOTAL	Company size(Q1)					Turnover(Q15)					
			0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%			A	B	C	D	E	F	G	H	I	J	K
Total		1004	316	198	105	129	174	73	192	206	182	207	124
0-1	(0.5)	316	316	-	-	-	-	-	135	93	42	22	5
		31%	100%	-%	-%	-%	-%	-%	70%	45%	23%	11%	4%
			BCDEF						HIJK	IJK	JK	K	
2	(2.0)	198	-	198	-	-	-	-	37	67	57	18	3
		20%	-%	100%	-%	-%	-%	-%	19%	33%	31%	9%	2%
				ACDEF					JK	GJK	GJK	K	
3	(3.0)	105	-	-	105	-	-	-	11	18	32	27	6
		10%	-%	-%	100%	-%	-%	-%	6%	9%	18%	13%	5%
					ABDEF						GHK	GK	
4	(4.0)	72	-	-	-	72	-	-	3	12	23	22	5
		7%	-%	-%	-%	56%	-%	-%	2%	6%	13%	11%	4%
						ABCEF				G	GHK	GK	
5	(5.0)	57	-	-	-	57	-	-	2	5	8	31	5
		6%	-%	-%	-%	44%	-%	-%	1%	2%	4%	15%	4%
						ABCEF					G	GHIK	
6-9	(7.5)	96	-	-	-	-	96	-	1	5	14	55	11
		10%	-%	-%	-%	-%	55%	-%	1%	2%	8%	27%	9%
							ABCDF				GH	GHIK	GH
10-19	(14.5)	78	-	-	-	-	78	-	1	2	2	26	37
		8%	-%	-%	-%	-%	45%	-%	1%	1%	1%	13%	30%
							ABCDF					GHI	GHIJ
20-49	(34.5)	73	-	-	-	-	-	73	-	4	4	5	50
		7%	-%	-%	-%	-%	-%	100%	-%	2%	2%	2%	40%
								ABCDE			G	G	GHIJ
50+		-	-	-	-	-	-	-	-	-	-	-	-
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Don't know		9	-	-	-	-	-	-	2	-	-	1	2
		1%	-%	-%	-%	-%	-%	-%	1%	-%	-%	*%	2%
Answered		995	316	198	105	129	174	73	190	206	182	206	122
Mean		5.84	0.50	2.00	3.00	4.44	10.64	34.50	1.15	2.49	3.49	6.47	19.80
							D			G	G	GHI	GHIJ

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 3
Q2 For how many years has your business been trading?

	TOTAL										Sector												
	Sex		Age				Region				Interactive software												
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95% Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Less than a year (0.75)	6 1%	5 1%	1 *	2 1%	1 *	3 1%	- -	2 1%	- -	4 1%	6 1%	2 *	4 1%	4 1%	- -	- -	1 1%	- -	- -	- -	3 3%	- -	2 *
1-2 years (1.50)	74 7%	59 8%	15 7%	31 19%	31 11%	9 3%	2 1%	23 9%	17 6%	32 7%	74 7%	36 7%	38 8%	33 8%	8 9%	4 4%	11 11%	7 7%	2 7%	5 7%	8 8%	- -	36 7%
3-4 years (3.50)	122 12%	95 12%	27 12%	33 21%	35 13%	29 10%	21 8%	21 9%	49 18%	51 11%	122 12%	58 12%	64 13%	59 14%	16 17%	8 8%	10 10%	9 9%	4 14%	5 7%	18 18%	3 23%	58 12%
5-6 years (5.50)	122 12%	96 12%	26 12%	23 14%	50 18%	27 9%	21 8%	39 16%	26 9%	50 11%	122 12%	63 13%	59 12%	49 11%	9 10%	11 11%	16 16%	14 14%	4 14%	10 14%	8 8%	1 8%	63 13%
7-8 years (7.50)	114 11%	91 12%	23 10%	19 12%	44 16%	30 10%	20 8%	23 9%	33 12%	57 12%	114 11%	47 9%	67 13%	53 12%	6 7%	16 16%	15 15%	18 19%	4 14%	14 20%	11 11%	1 8%	47 9%
9-10 years (9.50)	98 10%	75 10%	23 10%	13 8%	25 9%	34 12%	23 9%	25 10%	27 10%	46 10%	98 10%	46 9%	52 10%	42 10%	10 11%	12 12%	7 7%	14 14%	4 14%	10 14%	7 7%	2 15%	46 9%
11-12 years (11.50)	68 7%	44 6%	24 11%	6 4%	16 6%	27 9%	18 7%	17 7%	12 4%	37 8%	68 7%	33 7%	35 7%	28 6%	6 7%	10 10%	5 5%	9 9%	2 7%	7 10%	5 5%	- -	33 7%
13-15 years (14.00)	101 10%	83 11%	18 8%	10 6%	25 9%	43 15%	19 7%	19 8%	28 10%	52 11%	101 10%	45 9%	56 11%	50 11%	15 16%	6 6%	9 9%	9 9%	3 11%	6 9%	15 15%	2 15%	45 9%
16-20 years (18.00)	116 12%	90 12%	26 12%	7 4%	22 8%	43 15%	42 16%	36 15%	30 11%	49 11%	116 12%	58 12%	58 12%	51 12%	9 10%	15 15%	10 10%	8 8%	1 4%	7 10%	15 15%	1 8%	58 12%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 3 (continuation)

Q2 For how many years has your business been trading?

	Demographics									Sector												
	Sex		Age				Region			Sector							Interactive software					
TOTAL	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V
Significance Level: 95% Total	1004	781	223	159	279	291	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
21+ years (25.00)	176	137	39	13	29	43	41	54	79	176	110	66	62	13	19	12	8	4	4	11	3	110
	18%	18%	17%	8%	10%	15%	17%	19%	17%	18%	22%	13%	14%	14%	19%	12%	8%	14%	6%	11%	23%	22%
Don't know	7	6	1	2	1	3	-	4	3	7	2	5	4	-	-	4	1	-	1	-	-	2
	1%	1%	*%	1%	*%	1%	-%	1%	1%	1%	2%	1%	1%	-%	-%	4%	1%	-%	1%	-%	-%	*%
Answered Mean	997	775	222	157	278	288	246	276	457	997	498	499	431	92	101	96	96	28	68	101	13	498
	11.72	11.7	11.81	7.75	9.59	12.41	11.66	11.83	11.77	11.72	12.45	10.99	11.2	11.13	12.60	10.24	10.01	10.36	9.86	10.72	12.58	12.45
				C	CD	CDE					LMP				LP					T		T

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 3 (continuation)

Q2 For how many years has your business been trading?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
Less than a year (0.75)	6 1%	2 1%	4 2%	- -	- -	- -	- -	3 2%	3 1%	- -	- -	- -
1-2 years (1.50)	74 7%	39 12%	17 9%	9 9%	7 5%	2 1%	- -	35 18%	15 7%	11 6%	6 3%	1 1%
		DEF	EF	EF	EF			HIJK	JK	K		
3-4 years (3.50)	122 12%	57 18%	19 10%	15 14%	17 13%	10 6%	3 4%	39 20%	27 13%	22 12%	21 10%	8 6%
		BEF		EF	EF			IJK				
5-6 years (5.50)	122 12%	46 15%	17 9%	12 11%	15 12%	23 13%	8 11%	23 12%	28 14%	16 9%	25 12%	15 12%
		B										
7-8 years (7.50)	114 11%	40 13%	29 15%	12 11%	11 9%	12 7%	9 12%	16 8%	25 12%	32 18%	21 10%	10 8%
		E	E							GJK		
9-10 years (9.50)	98 10%	24 8%	25 13%	11 10%	12 9%	19 11%	7 10%	17 9%	23 11%	15 8%	18 9%	14 11%
11-12 years (11.50)	68 7%	16 5%	18 9%	7 7%	5 4%	16 9%	5 7%	8 4%	16 8%	13 7%	14 7%	7 6%
13-15 years (14.00)	101 10%	22 7%	19 10%	12 11%	18 14%	23 13%	7 10%	9 5%	19 9%	22 12%	35 17%	8 6%
					A	A				G	GHK	
16-20 years (18.00)	116 12%	28 9%	25 13%	12 11%	20 16%	23 13%	8 11%	12 6%	24 12%	28 15%	23 11%	20 16%
					A					G		G

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 3 (continuation)

Q2 For how many years has your business been trading?

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%	A	B	C	D	E	F	G	H	I	J	K	
Total	1004	316	198	105	129	174	73	192	206	182	207	124
21+ years (25.00)	176	41	24	14	23	45	25	28	26	23	42	40
	18%	13%	12%	13%	18%	26%	34%	15%	13%	13%	20%	32%
					ABC	ABCD				HI	GHIJ	
Don't know	7	1	1	1	1	1	1	2	-	-	2	1
	1%	*%	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%
Answered	997	315	197	104	128	173	72	190	206	182	205	123
Mean	11.72	9.72	11.00	10.97	12.45	14.34	15.46	9.12	10.73	11.54	12.99	15.22
				A	ABCD	ABCD		G	G	GH	GHIJ	

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 4

Q3 Thinking about the commercial conditions in your sector over the last five years, do you think they have?

	Demographics										Sector												
	Sex		Age				Region			Sector							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non- leisure	Music	TV & radio	High tech	
Significance Level: 95% Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500
Improved significantly (2)	122 12%	89 11%	33 15%	25 16%	31 11%	36 12%	30 12%	34 14%	38 14%	48 10%	122 12%	61 12%	61 12%	51 12%	11 12%	10 10%	11 11%	15 15%	5 18%	10 14%	11 11%	3 23%	61 12%
Improved slightly (1)	251 25%	201 26%	50 22%	49 31%	70 25%	80 27%	48 19%	62 25%	65 23%	117 25%	251 25%	127 25%	124 25%	105 24%	28 30%	24 24%	25 25%	23 24%	4 14%	19 28%	22 22%	2 15%	127 25%
Stayed the same (0)	252 25%	180 23%	72 32% A	43 27%	77 28%	66 23%	61 24%	65 26%	59 21%	122 27%	252 25%	114 23%	138 27%	123 28%	25 27%	28 28%	27 27%	23 24%	8 29%	15 22%	30 30%	5 38%	114 23%
Deteriorated slightly (-1)	213 21%	178 23% B	35 16%	28 18%	64 23%	54 19%	62 24%	53 22%	62 22%	96 21%	213 21%	111 22%	102 20%	91 21%	15 16%	21 21%	19 19%	18 19%	7 25%	11 16%	26 26%	3 23%	111 22%
Deteriorated significantly (-2)	131 13%	112 14% B	19 9%	5 3%	31 11%	45 15%	45 18% CD	25 10%	42 15%	63 14%	131 13%	68 14%	63 13%	52 12%	10 11%	17 17%	12 12%	13 13%	2 7%	11 16%	11 11%	- -%	68 14%
Don't know	35 3%	21 3% A	14 6%	9 6%	6 2%	10 3%	9 4%	7 3%	14 5%	14 3%	35 3%	19 4%	16 3%	13 3%	3 3%	1 1%	6 6%	5 5%	2 7%	3 4%	1 1%	- -%	19 4%
Answered Mean	969 0.02	760 *	209 0.21 A	150 0.41 DEF	273 0.02	281 0.03	246 -0.18	239 0.11	266 -0.02	446 -0.02	969 0.02	481 *	488 0.04	422 0.03	89 0.17	100 -0.11	94 0.04	92 0.10	26 0.12	66 0.09	100 -0.04	13 0.38	481 *
Standard error	0.04	0.05	0.08	0.09	0.07	0.08	0.08	0.08	0.08	0.06	0.04	0.06	0.06	0.06	0.13	0.12	0.12	0.13	0.24	0.16	0.12	0.31	0.06

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 4 (continuation)

Q3 Thinking about the commercial conditions in your sector over the last five years, do you think they have?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
Improved significantly (2)	122 12%	27 9%	23 12%	3 3%	21 16%	31 18%	15 21%	15 8%	23 11%	23 13%	25 12%	26 21%
			C		AC	AC	AC					GHJ
Improved slightly (1)	251 25%	85 27%	39 20%	26 25%	34 26%	45 26%	21 29%	39 20%	53 26%	43 24%	60 29%	34 27%
											G	
Stayed the same (0)	252 25%	95 30%	47 24%	32 30%	27 21%	33 19%	14 19%	56 29%	60 29%	42 23%	38 18%	22 18%
		E		E				JK	JK			
Deteriorated slightly (-1)	213 21%	59 19%	53 27%	21 20%	28 22%	39 22%	11 15%	39 20%	48 23%	44 24%	45 22%	22 18%
			AF									
Deteriorated significantly (-2)	131 13%	39 12%	28 14%	19 18%	15 12%	20 11%	10 14%	32 17%	16 8%	26 14%	33 16%	18 15%
								H		H	H	
Don't know	35 3%	11 3%	8 4%	4 4%	4 3%	6 3%	2 3%	11 6%	6 3%	4 2%	6 3%	2 2%
Answered	969	305	190	101	125	168	71	181	200	178	201	122
Mean	0.02	0.01	-0.13	-0.27	0.14	0.17	0.28	-0.19	0.10	-0.04	*	0.23
		C			C	BC	BC		G		G	
Standard error	0.04	0.07	0.09	0.11	0.11	0.10	0.16	0.09	0.08	0.09	0.09	0.12

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 5

Q4 Has your business established any specific financial goals for the future (e.g level of profit in five years' time)?

	Sex						Age				Region			Sector									
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software			Music	TV & radio	High tech	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95%																							
Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Yes	374	303	71	70	104	112	76	90	104	174	374	201	173	154	36	33	38	30	11	19	30	6	201
	37%	39%	32%	44%	37%	38%	30%	37%	37%	38%	37%	40%	34%	35%	39%	33%	38%	31%	39%	28%	30%	46%	40%
			F	F	F	F																	T
No	607	473	134	80	171	173	176	149	172	274	607	287	320	272	55	66	61	63	15	48	69	6	287
	60%	61%	60%	50%	61%	59%	69%	61%	61%	60%	60%	57%	63%	63%	60%	65%	61%	65%	54%	70%	68%	46%	57%
			C	C	C	CE							K							V			
Don't know	23	5	18	9	4	6	3	7	4	12	23	12	11	9	1	2	1	4	2	2	2	1	12
	2%	1%	8%	6%	1%	2%	1%	3%	1%	3%	2%	2%	2%	2%	1%	2%	1%	4%	7%	3%	2%	8%	2%
		A	DEF	DEF	DEF	DEF																	

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 5 (continuation)

Q4 Has your business established any specific financial goals for the future (e.g level of profit in five years' time)?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
Yes	374	80	59	48	52	85	46	48	62	61	80	83
	37%	25%	30%	46%	40%	49%	63%	25%	30%	34%	39%	67%
				AB	A	AB	ABCDE				G	GHIJ
No	607	235	137	54	76	78	23	144	142	116	123	38
	60%	74%	69%	51%	59%	45%	32%	75%	69%	64%	59%	31%
		CDEF	CEF	F	EF			IJK	JK	K	K	
Don't know	23	1	2	3	1	11	4	-	2	5	4	3
	2%	0%	1%	3%	1%	6%	5%	0%	1%	3%	2%	2%
				A		ABD	ABD			G		G

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 6

Q5 For which, if any, of the following has your business established financial goals for the future?

Turnover

Base: All who said yes at Q4

											Sector												
	Sex		Age				Region			Interactive software													
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95%																							
Total	374	A 303	B 71	C 70	D 104	E 112	F 76	G 90	H 104	I 174	J 374	K 201	L 173	M 154	N 36	O 33	P 38	Q 30	*R 11	*S 19	T 30	*U 6	V 201
Yes	323	259	64	67	89	92	64	78	92	149	323	174	149	133	31	30	30	25	9	16	27	6	174
	86%	85%	90%	96%	86%	82%	84%	87%	88%	86%	86%	87%	86%	86%	86%	91%	79%	83%	82%	84%	90%	100%	87%
No	46	40	6	2	13	18	12	9	11	24	46	22	24	21	5	3	8	5	2	3	3	-	22
	12%	13%	8%	3%	13%	16%	16%	10%	11%	14%	12%	11%	14%	14%	14%	9%	21%	17%	18%	16%	10%	-%	11%
Don't know	5	4	1	1	2	2	-	3	1	1	5	5	-	-	-	-	-	-	-	-	-	-	5
	1%	1%	1%	1%	2%	2%	-%	3%	1%	1%	1%	2%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 6 (continuation)

Q5 For which, if any, of the following has your business established financial goals for the future?

Turnover

Base: All who said yes at Q4

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	374	80	59	48	52	85	46	48	62	61	80	83
Yes	323	71	46	37	48	75	43	39	55	45	75	74
	86%	89%	78%	77%	92%	88%	93%	81%	89%	74%	94%	89%
					BC		BC		I		GI	I
No	46	9	12	10	3	8	3	9	6	15	4	8
	12%	11%	20%	21%	6%	9%	7%	19%	10%	25%	5%	10%
			DF	DF				J		HJK		
Don't know	5	-	1	1	1	2	-	-	1	1	1	1
	1%	-%	2%	2%	2%	2%	-%	-%	2%	2%	1%	1%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 7

Q5 For which, if any, of the following has your business established financial goals for the future?

Profit

Base: All who said yes at Q4

											Sector												
	Sex		Age				Region										Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95%	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	*S	T	*U	V	
Total	374	303	71	70	104	112	76	90	104	174	374	201	173	154	36	33	38	30	11	19	30	6	201
Yes	327	265	62	62	90	98	65	83	87	151	327	179	148	132	31	28	34	25	9	16	27	3	179
	87%	87%	87%	89%	87%	88%	86%	92%	84%	87%	87%	89%	86%	86%	86%	85%	89%	83%	82%	84%	90%	50%	89%
No	43	36	7	7	12	13	11	5	16	22	43	18	25	22	5	5	4	5	2	3	3	3	18
	11%	12%	10%	10%	12%	12%	14%	6%	15%	13%	11%	9%	14%	14%	14%	15%	11%	17%	18%	16%	10%	50%	9%
Don't know	4	2	2	1	2	1	-	2	1	1	4	4	-	-	-	-	-	-	-	-	-	-	4
	1%	1%	3%	1%	2%	1%	-%	2%	1%	1%	1%	2%	-	-	-	-	-	-	-	-	-	-	2%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 7 (continuation)

Q5 For which, if any, of the following has your business established financial goals for the future?

Profit

Base: All who said yes at Q4

Significance Level: 95%

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Total	374	80	59	48	52	85	46	48	62	61	80	83
Yes	327	68	53	39	42	79	43	40	50	55	72	74
	87%	85%	90%	81%	81%	93%	93%	83%	81%	90%	90%	89%
No	43	12	5	9	9	5	2	8	11	6	7	8
	11%	15%	8%	19%	17%	6%	4%	17%	18%	10%	9%	10%
Don't know	4	-	1	-	1	1	1	-	1	-	1	1
	1%	-%	2%	-%	2%	1%	2%	-%	2%	-%	1%	1%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 8

Q5 For which, if any, of the following has your business established financial goals for the future?

Returning earnings to shareholders

Base: All who said yes at Q4

											Sector												
	Sex		Age				Region										Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95%	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	*S	T	*U	V	
Total	374	303	71	70	104	112	76	90	104	174	374	201	173	154	36	33	38	30	11	19	30	6	201
Yes	106	89	17	20	27	32	20	29	27	49	106	61	45	36	10	7	9	11	2	9	6	2	61
	28%	29%	24%	29%	26%	29%	26%	32%	26%	28%	28%	30%	26%	23%	28%	21%	24%	37%	18%	47%	20%	33%	30%
No	255	206	49	47	72	77	55	56	76	118	255	133	122	112	25	25	26	19	9	10	23	4	133
	68%	68%	69%	67%	69%	69%	72%	62%	73%	68%	68%	66%	71%	73%	69%	76%	68%	63%	82%	53%	77%	67%	66%
Don't know	13	8	5	3	5	3	1	5	1	7	13	7	6	6	1	1	3	-	-	-	1	-	7
	3%	3%	7%	4%	5%	3%	1%	6%	1%	4%	3%	3%	3%	4%	3%	3%	8%	-%	-%	-%	3%	-%	3%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 8 (continuation)

Q5 For which, if any, of the following has your business established financial goals for the future?

Returning earnings to shareholders

Base: All who said yes at Q4

Significance Level: 95%

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Total	374	80	59	48	52	85	46	48	62	61	80	83
Yes	106	13	11	18	10	32	19	7	11	16	23	36
	28%	16%	19%	38%	19%	38%	41%	15%	18%	26%	29%	43%
				ABD		ABD						GHI
No	255	64	44	30	40	50	26	39	48	44	54	45
	68%	80%	75%	63%	77%	59%	57%	81%	77%	72%	68%	54%
		CEF			EF			K	K	K		
Don't know	13	3	4	-	2	3	1	2	3	1	3	2
	3%	4%	7%	-%	4%	4%	2%	4%	5%	2%	4%	2%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 9

Q5 For which, if any, of the following has your business established financial goals for the future?

Selling the company

Base: All who said yes at Q4

											Sector												
	Sex		Age				Region										Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95%																							
Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	*S	T	*U	V	
374	303	71	70	104	112	76	90	104	174	374	201	173	154	36	33	38	30	11	19	30	6	201	
Yes	68	61	7	8	17	22	17	16	19	32	68	39	29	26	7	8	5	4	1	3	3	2	39
18%	20%	10%	11%	16%	20%	22%	18%	18%	18%	18%	19%	17%	17%	19%	24%	13%	13%	9%	16%	10%	33%	19%	
	B		CE				H																
No	298	236	62	62	81	89	58	70	85	138	298	156	142	127	28	25	33	25	10	15	27	4	156
80%	78%	87%	89%	78%	79%	76%	78%	82%	79%	80%	78%	82%	82%	78%	76%	87%	83%	91%	79%	90%	67%	78%	
Don't know	8	6	2	-	6	1	1	4	-	4	8	6	2	1	1	-	-	1	-	1	-	-	6
2%	2%	3%	-	6%	1%	1%	4%	-	2%	2%	3%	1%	1%	3%	-	-	3%	-	5%	-	-	3%	

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 9 (continuation)

Q5 For which, if any, of the following has your business established financial goals for the future?

Selling the company

Base: All who said yes at Q4

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%												
Total	374	A 80	B 59	C 48	D 52	E 85	F 46	G 48	H 62	I 61	J 80	K 83
Yes	68 18%	7 9%	9 15%	10 21%	8 15%	24 28%	8 17%	4 8%	10 16%	9 15%	13 16%	24 29%
No	298 80%	73 91%	49 83%	37 77%	41 79%	58 68%	38 83%	44 92%	51 82%	51 84%	64 80%	57 69%
Don't know	8 2%	- -	1 2%	1 2%	3 6%	3 4%	- -	- -	1 2%	1 2%	3 4%	2 2%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 10

Q6 Are any of the financial goals included in a formal business plan or strategy?

Base: All who said yes at Q4

	Sex						Age				Region			Sector											
	Male		Female		18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95%																									
Total	374	A 303	B 71	C 70	D 104	E 112	F 76	G 90	H 104	I 174	J 374	K 201	L 173	M 154	N 36	O 33	P 38	Q 30	*R 11	*S 19	T 30	*U 6	V 201		
Yes	237	196	41	47	68	66	47	56	68	112	237	122	115	103	29	19	24	18	6	12	19	6	122		
	63%	65%	58%	67%	65%	59%	62%	62%	65%	64%	63%	61%	66%	67%	81%	58%	63%	60%	55%	63%	63%	100%	61%		
No	129	104	25	21	33	44	29	32	36	56	129	74	55	49	7	12	14	11	5	6	11	-	74		
	34%	34%	35%	30%	32%	39%	38%	36%	35%	32%	34%	37%	32%	32%	19%	36%	37%	37%	45%	32%	37%	-%	37%		
Don't know	8	3	5	2	3	2	-	2	-	6	8	5	3	2	-	2	-	1	-	1	-	-	5		
	2%	1%	7%	3%	3%	2%	-%	2%	-%	3%	2%	2%	2%	1%	-%	6%	-%	3%	-%	5%	-%	-%	2%		

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 10 (continuation)

Q6 Are any of the financial goals included in a formal business plan or strategy?

Base: All who said yes at Q4

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%	A	B	C	D	E	F	G	H	I	J	K	
Total	374	80	59	48	52	85	46	48	62	61	80	83
Yes	237	47	30	27	33	63	36	19	39	34	51	69
	63%	59%	51%	56%	63%	74%	78%	40%	63%	56%	64%	83%
					ABC	ABC		G		G		GHJ
No	129	32	27	21	18	21	7	29	21	27	27	12
	34%	40%	46%	44%	35%	25%	15%	60%	34%	44%	34%	14%
		EF	EF	EF	F			HJK	K	K	K	
Don't know	8	1	2	-	1	1	3	-	2	-	2	2
	2%	1%	3%	-%	2%	1%	7%	-%	3%	-%	3%	2%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 11

Q7 What percentage increase in turnover will your company achieve if you meet your financial goals?

Base: All who said yes at Q4

	TOTAL	Sex		Age				Region			Sector							Interactive software			Music	TV & radio	High tech
		Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure			
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	*S	T	*U	V
Total	374	303	71	70	104	112	76	90	104	174	374	201	173	154	36	33	38	30	11	19	30	6	201
1-5% (3)	15 4%	10 3%	5 7%	3 4%	3 3%	3 3%	6 8%	2 2%	8 8%	5 3%	15 4%	9 4%	6 3%	6 4%	1 3%	2 6%	1 3%	-	-	-	2 7%	-	9 4%
6-10% (8)	39 10%	37 12%	2 3%	9 13%	6 6%	14 13%	8 11%	12 13%	13 13%	13 7%	39 10%	26 13%	13 8%	13 8%	5 14%	1 3%	2 5%	3 10%	3 27%	-	1 3%	1 17%	26 13%
11-15% (13)	29 8%	28 9%	1 1%	6 9%	4 4%	10 9%	9 12%	9 10%	10 10%	10 6%	29 8%	21 10%	8 5%	8 5%	2 6%	3 9%	2 5%	1 3%	1 9%	-	-	-	21 10%
16-20% (18)	39 10%	33 11%	6 8%	6 9%	15 14%	9 8%	7 9%	9 10%	5 5%	24 14%	39 10%	18 9%	21 12%	18 12%	6 17%	5 15%	4 11%	4 13%	1 9%	3 16%	1 3%	1 17%	18 9%
21-25% (23)	33 9%	25 8%	8 11%	3 4%	9 9%	10 9%	11 14%	7 8%	11 11%	14 8%	33 9%	15 7%	18 10%	16 10%	3 8%	3 9%	4 11%	3 10%	1 9%	2 11%	5 17%	-	15 7%
26-30% (28)	20 5%	16 5%	4 6%	4 6%	7 7%	6 5%	3 4%	3 3%	4 4%	13 7%	20 5%	7 3%	13 8%	12 8%	4 11%	4 12%	1 3%	2 7%	1 9%	1 5%	2 7%	-	7 3%
31-40% (36)	15 4%	9 3%	6 8%	1 1%	7 7%	2 2%	5 7%	4 4%	6 6%	5 3%	15 4%	6 3%	9 5%	8 5%	2 6%	2 6%	-	1 3%	-	1 5%	4 13%	-	6 3%
41-50% (46)	27 7%	18 6%	9 13%	5 7%	9 9%	7 6%	5 7%	5 6%	8 8%	14 8%	27 7%	8 4%	19 11%	18 12%	2 6%	6 18%	5 13%	2 7%	1 9%	1 5%	4 13%	-	8 4%
51-60% (56)	8 2%	7 2%	1 1%	1 1%	2 2%	2 2%	3 4%	2 2%	-	5 3%	8 2%	5 2%	3 2%	3 2%	-	-	3 8%	-	-	-	-	-	5 2%
61-70% (66)	1 0%	1 0%	-	-	-	1 1%	-	1 1%	-	-	1 0%	1 0%	-	-	-	-	-	-	-	-	-	-	1 0%
71-80% (76)	4 1%	3 1%	1 1%	-	2 2%	2 2%	-	1 1%	-	3 2%	4 1%	3 1%	1 1%	-	-	-	-	1 3%	-	1 5%	-	-	3 1%
81-90% (86)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 11 (continuation)

Q7 What percentage increase in turnover will your company achieve if you meet your financial goals?

Base: All who said yes at Q4

	Sex							Age			Region			Sector									
	TOTAL	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software	Music	TV & radio	High tech		
Significance Level: 95%																							
Total	374	A 303	B 71	C 70	D 104	E 112	F 76	G 90	H 104	I 174	J 374	K 201	L 173	M 154	N 36	O 33	P 38	Q 30	*R 11	*S 19	T 30	*U 6	V 201
91-100% (96)	11 3%	11 4%	- -%	3 4%	4 4%	4 4%	- -%	2 2%	2 2%	7 4%	11 3%	5 2%	6 3%	5 3%	2 6%	- -%	1 3%	1 3%	- -%	1 5%	1 3%	1 17%	5 2%
101%+ (105)	41 11%	37 12%	4 6%	10 14%	8 8%	11 10%	12 16%	13 14%	10 10%	17 10%	41 11%	25 12%	16 9%	13 8%	3 8%	1 3%	7 18%	3 10%	- -%	3 16%	1 3%	1 17%	25 12%
Don't know	92 25%	68 22%	24 34%	19 27%	28 27%	31 28%	7 9%	20 22%	27 26%	44 25%	92 25%	52 26%	40 23%	34 22%	6 17%	6 18%	8 21%	9 30%	3 27%	6 32%	9 30%	2 33%	52 26%
Answered	282	235	47	51	76	81	69	70	77	130	282	149	133	120	30	27	30	21	8	13	21	4	149
Mean	37.88	38.6	34.50	41.24	38.47	37.84	36.14	40.05	32.87	39.53	37.88	37.73	38.05	36.4	34.20	28.63	48.72	40.31	18.94	53.46	34.64	56.63	37.73

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 11 (continuation)

Q7 What percentage increase in turnover will your company achieve if you meet your financial goals?

Base: All who said yes at Q4

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	374	80	59	48	52	85	46	48	62	61	80	83
1-5% (3)	15 4%	2	2	1	3	4	3	4	2	-	4	5
		3%	3%	2%	6%	5%	7%	8%	3%	-%	5%	6%
6-10% (8)	39 10%	9	8	3	5	5	9	3	9	8	6	12
		11%	14%	6%	10%	6%	20%	6%	15%	13%	8%	14%
11-15% (13)	29 8%	3	7	3	4	7	5	1	4	7	10	6
		4%	12%	6%	8%	8%	11%	2%	6%	11%	13%	7%
16-20% (18)	39 10%	12	6	8	5	6	2	8	8	9	5	6
		15%	10%	17%	10%	7%	4%	17%	13%	15%	6%	7%
21-25% (23)	33 9%	9	4	-	3	15	2	3	5	3	11	8
		11%	7%	-%	6%	18%	4%	6%	8%	5%	14%	10%
26-30% (28)	20 5%	6	3	3	4	4	-	-	4	4	7	3
		8%	5%	6%	8%	5%	-%	-%	6%	7%	9%	4%
31-40% (36)	15 4%	2	2	4	4	2	1	3	3	4	1	4
		3%	3%	8%	8%	2%	2%	6%	5%	7%	1%	5%
41-50% (46)	27 7%	9	1	5	3	5	4	5	6	4	6	5
		11%	2%	10%	6%	6%	9%	10%	10%	7%	8%	6%
51-60% (56)	8 2%	2	1	1	-	2	2	-	1	2	1	4
		3%	2%	2%	-%	2%	4%	-%	2%	3%	1%	5%
61-70% (66)	1 *%	-	-	-	-	1	-	-	-	-	-	-
		-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%
71-80% (76)	4 1%	1	-	-	1	2	-	-	-	2	1	1
		1%	-%	-%	2%	2%	-%	-%	-%	3%	1%	1%
81-90% (86)	- -%	-	-	-	-	-	-	-	-	-	-	-
		-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 11 (continuation)

Q7 What percentage increase in turnover will your company achieve if you meet your financial goals?

Base: All who said yes at Q4

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	374	80	59	48	52	85	46	48	62	61	80	83
91-100% (96)	11	2	1	-	2	3	3	3	1	-	3	4
	3%	3%	2%	-%	4%	4%	7%	6%	2%	-%	4%	5%
101%+ (105)	41	7	7	5	5	10	5	6	6	5	9	14
	11%	9%	12%	10%	10%	12%	11%	13%	10%	8%	11%	17%
Don't know	92	16	17	15	13	19	10	12	13	13	16	11
	25%	20%	29%	31%	25%	22%	22%	25%	21%	21%	20%	13%
Answered	282	64	42	33	39	66	36	36	49	48	64	72
Mean	37.88	35.95	34.46	37.70	36.97	40.46	38.00	42.01	33.91	33.52	37.50	42.83

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 12

Q8 Has your business ever developed a new product or service in order to generate greater commercial return?

	Sex						Age				Region			Sector									
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Interactive software			Music	TV & radio	High tech	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95%																							
Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Yes	592	479	113	104	162	173	146	128	169	284	592	315	277	234	48	46	58	66	23	43	51	8	315
	59%	61%	51%	65%	58%	59%	57%	52%	60%	62%	59%	63%	55%	54%	52%	46%	58%	68%	82%	62%	50%	62%	63%
		B							G		O	LMO										T	T
No	407	301	106	52	117	117	109	117	110	173	407	184	223	197	44	53	42	30	4	26	49	5	184
	41%	39%	48%	33%	42%	40%	43%	48%	39%	38%	41%	37%	44%	45%	48%	52%	42%	31%	14%	38%	49%	38%	37%
		A				C		I			K	K	K	K	JK					V			
Don't know	5	1	4	3	-	1	-	1	1	3	5	1	4	4	-	2	-	1	1	-	1	-	1
	0.5%	0.1%	0.2%	0.2%	0%	0.3%	0%	0.4%	0.4%	0.7%	0.5%	0.2%	0.8%	0.9%	0%	0.5%	0%	0.1%	0.4%	0%	0.1%	0%	0.5%
		A	DF												K								

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 12 (continuation)

Q8 Has your business ever developed a new product or service in order to generate greater commercial return?

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%												
Total	1004	A	B	C	D	E	F	G	H	I	J	K
		316	198	105	129	174	73	192	206	182	207	124
Yes	592	149	110	68	84	121	54	88	116	107	134	97
	59%	47%	56%	65%	65%	70%	74%	46%	56%	59%	65%	78%
			A	A	AB	AB			G	G	G	GHJ
No	407	166	88	37	45	49	19	103	90	75	72	26
	41%	53%	44%	35%	35%	28%	26%	54%	44%	41%	35%	21%
		CDEF	EF					HIJK	K	K	K	
Don't know	5	1	-	-	-	4	-	1	-	-	1	1
	*%	*%	-%	-%	-%	2%	-%	1%	-%	-%	*%	1%
						AB						

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 13

Q9 When did it last develop a new product or service to generate a greater commercial return?

TOTAL	Sex						Age			Region			Sector											
	Male		Female		18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software			Music	TV & radio	High tech
Significance Level: 95% Total	592	A 479	B 113	C 104	D 162	E 173	F 146	G 128	H 169	I 284	J 592	K 315	L 277	M 234	N 48	O 46	P 58	Q 66	*R 23	S 43	T 51	*U 8	V 315	
Within the last month	171 29%	132 28%	39 35%	36 35%	48 30%	43 25%	41 28%	35 27%	56 33%	76 27%	171 29%	91 29%	80 29%	72 31%	16 33%	14 30%	13 22%	17 26%	9 39%	8 19%	17 33%	3 38%	91 29%	
Within the last 6 months	115 19%	93 19%	22 19%	25 24%	38 23%	34 20%	17 12%	32 25%	31 18%	50 18%	115 19%	64 20%	51 18%	43 18%	5 10%	10 22%	12 21%	13 20%	5 22%	8 19%	10 20%	1 13%	64 20%	
Within the last year	136 23%	111 23%	25 22%	29 28%	40 25%	35 20%	31 21%	21 16%	35 21%	77 27%	136 23%	63 20%	73 26%	58 25%	14 29%	13 28%	15 26%	18 27%	3 13%	15 35%	10 20%	3 38%	63 20%	
Within the last 2 years	71 12%	60 13%	11 10%	9 9%	17 10%	23 13%	22 15%	17 13%	22 13%	31 11%	71 12%	43 14%	28 10%	23 10%	4 8%	- -	10 17%	7 11%	2 9%	5 12%	7 14%	- -	43 14%	
Within the last 3-5 years	72 12%	60 13%	12 11%	4 4%	17 10%	27 16%	23 16%	20 16%	18 11%	34 12%	72 12%	36 11%	36 13%	30 13%	6 13%	7 15%	7 12%	8 12%	2 9%	6 14%	7 14%	1 13%	36 11%	
Within the last 10 years	14 2%	11 2%	3 3%	1 1%	- -	6 3%	7 5%	3 2%	3 2%	8 3%	14 2%	10 3%	4 1%	3 1%	3 6%	- -	- -	1 2%	- -	1 2%	- -	- -	10 3%	
Longer ago	6 1%	5 1%	1 1%	- -	- -	4 2%	2 1%	- -	2 1%	3 1%	6 1%	4 1%	2 1%	2 1%	- -	- -	- -	2 3%	2 9%	- -	- -	- -	4 1%	
Don't know	7 1%	7 1%	- -	- -	2 1%	1 1%	3 2%	- -	2 1%	5 2%	7 1%	4 1%	3 1%	3 1%	- -	2 4%	1 2%	- -	- -	- -	- -	- -	4 1%	

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 13 (continuation)

Q9 When did it last develop a new product or service to generate a greater commercial return?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%												
Total	592	A 149	B 110	C 68	D 84	E 121	F 54	G 88	H 116	I 107	J 134	K 97
Within the last month	171 29%	40 27%	31 28%	20 29%	19 23%	37 31%	22 41%	27 31%	27 23%	26 24%	34 25%	40 41%
						D						HIJ
Within the last 6 months	115 19%	33 22%	18 16%	15 22%	16 19%	20 17%	12 22%	22 25%	20 17%	23 21%	20 15%	19 20%
Within the last year	136 23%	35 23%	28 25%	11 16%	25 30%	28 23%	9 17%	15 17%	36 31%	28 26%	33 25%	15 15%
								GK				
Within the last 2 years	71 12%	18 12%	13 12%	10 15%	11 13%	12 10%	6 11%	6 7%	17 15%	14 13%	20 15%	8 8%
Within the last 3-5 years	72 12%	17 11%	13 12%	9 13%	11 13%	17 14%	3 6%	11 13%	14 12%	14 13%	20 15%	7 7%
Within the last 10 years	14 2%	3 2%	4 4%	2 3%	1 1%	2 2%	2 4%	4 5%	1 1%	1 1%	1 1%	6 6%
												HIJ
Longer ago	6 1%	1 1%	1 1%	1 1%	1 1%	2 2%	- -	2 2%	1 1%	- -	3 2%	- -
Don't know	7 1%	2 1%	2 2%	- -	- -	3 2%	- -	1 1%	- -	1 1%	3 2%	2 2%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 14
Q10a Taking those in turn, what % of customer sales would you say are to customers in your locality (e.g. city or town)?

	TOTAL	Sex		Age				Region			Sector							Interactive software					
		Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech
Significance Level: 95% Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500
0%	350 35%	276 35%	74 33%	50 31%	87 31%	109 37%	97 38%	63 26%	103 37%	182 40%	350 35%	190 38%	160 32%	123 28%	24 26%	18 18%	36 36%	49 51%	12 43%	37 54%	31 31%	2 15%	190 38%
1-10%	142 14%	112 14%	30 13%	22 14%	40 14%	45 15%	33 13%	43 17%	35 13%	62 13%	142 14%	79 16%	63 13%	57 13%	15 16%	13 13%	9 9%	10 10%	4 14%	6 9%	15 15%	1 8%	79 16%
11-20%	63 6%	47 6%	16 7%	14 9%	15 5%	22 8%	12 5%	16 7%	23 8%	23 5%	63 6%	25 5%	38 8%	34 8%	7 8%	9 9%	7 7%	5 5%	1 4%	4 6%	7 7%	3 23%	25 5%
21-30%	41 4%	32 4%	9 4%	11 7%	9 3%	9 3%	12 5%	15 6%	8 3%	18 4%	41 4%	18 4%	23 5%	18 4%	5 5%	4 4%	7 7%	5 5%	- -	5 7%	2 2%	- -	18 4%
31-40%	22 2%	20 3%	2 1%	1 1%	7 3%	6 2%	6 2%	6 2%	7 3%	8 2%	22 2%	8 2%	14 3%	12 3%	2 2%	3 3%	1 1%	4 4%	2 7%	2 3%	3 3%	1 8%	8 2%
41-50%	66 7%	52 7%	14 6%	10 6%	16 6%	20 7%	18 7%	14 6%	26 9%	23 5%	66 7%	30 6%	36 7%	32 7%	7 8%	6 6%	8 8%	5 5%	1 4%	4 6%	9 9%	1 8%	30 6%
51-60%	22 2%	20 3%	2 1%	7 4%	8 3%	6 2%	1 *	5 2%	7 3%	9 2%	22 2%	7 1%	15 3%	13 3%	4 4%	2 2%	4 4%	3 3%	1 4%	2 3%	1 1%	1 8%	7 1%
61-70%	25 2%	21 3%	4 2%	4 3%	8 3%	6 2%	7 3%	4 2%	7 3%	14 3%	25 2%	11 2%	14 3%	14 3%	4 4%	2 2%	1 1%	2 2%	2 7%	- -	5 5%	- -	11 2%
71-80%	71 7%	51 7%	20 9%	12 8%	27 10%	12 4%	18 7%	26 11%	14 5%	30 7%	71 7%	34 7%	37 7%	36 8%	9 10%	6 6%	8 8%	4 4%	3 11%	1 1%	9 9%	1 8%	34 7%
81-90%	60 6%	45 6%	15 7%	12 8%	21 8%	13 4%	13 5%	20 8%	14 5%	24 5%	60 6%	30 6%	30 6%	27 6%	4 4%	7 7%	6 6%	4 4%	1 4%	3 4%	9 9%	- -	30 6%
91-100%	131 13%	101 13%	30 13%	14 9%	36 13%	41 14%	36 14%	27 11%	35 13%	64 14%	131 13%	60 12%	71 14%	66 15%	11 12%	29 29%	13 13%	5 5%	- -	5 7%	10 10%	3 23%	60 12%
Don't know	11 1%	4 1%	7 3%	2 1%	5 2%	2 1%	2 1%	7 3%	1 *	3 1%	11 1%	8 2%	3 1%	3 1%	- -	2 2%	- -	1 1%	1 4%	- -	- -	- -	8 2%
Answered	993	777	216	157	274	289	253	239	279	457	993	492	501	432	92	99	100	96	27	69	101	13	492
Mean	34.53	34.1	35.99	34.00	38.15	31.44	33.86	37.59	32.91	33.04	34.53	31.84	37.16	39.7	37.91	50.90	35.62	22.66	25.41	21.58	37.23	45.77	31.84

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 14 (continuation)

Q10a Taking those in turn, what % of customer sales would you say are to customers in your locality (e.g. city or town)?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
0%	350	94	69	35	40	72	35	56	67	60	67	60
	35%	30%	35%	33%	31%	41%	48%	29%	33%	33%	32%	48%
						A	AD					GHJ
1-10%	142	43	24	11	20	29	14	23	21	31	37	22
	14%	14%	12%	10%	16%	17%	19%	12%	10%	17%	18%	18%
										H	H	H
11-20%	63	17	10	6	9	14	7	6	14	13	11	16
	6%	5%	5%	6%	7%	8%	10%	3%	7%	7%	5%	13%
												GJ
21-30%	41	10	9	6	7	5	4	3	8	12	10	4
	4%	3%	5%	6%	5%	3%	5%	2%	4%	7%	5%	3%
										G		
31-40%	22	9	5	3	2	2	1	3	6	4	3	2
	2%	3%	3%	3%	2%	1%	1%	2%	3%	2%	1%	2%
41-50%	66	21	19	5	10	8	3	15	16	13	12	5
	7%	7%	10%	5%	8%	5%	4%	8%	8%	7%	6%	4%
51-60%	22	4	3	2	4	7	2	2	3	4	7	6
	2%	1%	2%	2%	3%	4%	3%	1%	1%	2%	3%	5%
						A						G
61-70%	25	9	6	2	5	3	-	5	6	4	6	2
	2%	3%	3%	2%	4%	2%	-%	3%	3%	2%	3%	2%
71-80%	71	24	15	14	9	8	1	21	18	12	15	1
	7%	8%	8%	13%	7%	5%	1%	11%	9%	7%	7%	1%
				EF				K	K	K	K	
81-90%	60	23	11	7	8	9	1	14	15	11	15	2
	6%	7%	6%	7%	6%	5%	1%	7%	7%	6%	7%	2%
								K	K		K	
91-100%	131	57	27	14	14	13	4	41	32	17	22	4
	13%	18%	14%	13%	11%	7%	5%	21%	16%	9%	11%	3%
		EF						IJK	K	K	K	
Don't know	11	5	-	-	1	4	1	3	-	1	2	-
	1%	2%	-%	-%	1%	2%	1%	2%	-%	1%	1%	-%
						B						
Answered	993	311	198	105	128	170	72	189	206	181	205	124
Mean	34.53	40.84	36.38	38.94	34.63	25.75	16.50	45.94	39.50	31.29	33.91	16.19
		EF	EF	EF	EF	F		IJK	IK	K	K	

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 15

Q10b And what % take place in your region (say London, or the South West for example) but outside your locality?

	Sex						Age				Region			Sector									
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software			Music	TV & radio	High tech	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95%																							
Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
0%	371	288	83	52	94	113	102	76	106	182	371	188	183	153	30	41	41	39	9	30	27	5	188
	37%	37%	37%	33%	34%	39%	40%	31%	38%	40%	37%	38%	36%	35%	33%	41%	41%	40%	32%	43%	27%	38%	38%
										G												T	T
1-10%	189	149	40	29	60	54	45	53	49	84	189	105	84	73	9	17	12	16	5	11	29	1	105
	19%	19%	18%	18%	22%	19%	18%	22%	18%	18%	19%	21%	17%	17%	10%	17%	12%	16%	18%	16%	29%	8%	21%
										N	NP												
11-20%	117	90	27	19	39	31	25	31	32	53	117	54	63	60	17	13	8	10	7	3	13	2	54
	12%	12%	12%	12%	14%	11%	10%	13%	11%	12%	12%	11%	13%	14%	18%	13%	8%	10%	25%	4%	13%	15%	11%
										KP													
21-30%	69	53	16	14	14	13	28	24	21	23	69	36	33	28	8	5	6	5	-	5	8	1	36
	7%	7%	7%	9%	5%	4%	11%	10%	8%	5%	7%	7%	7%	6%	9%	5%	6%	5%	-	7%	8%	8%	7%
							DE	I															
31-40%	41	34	7	7	13	13	6	12	9	18	41	18	23	18	6	2	8	5	-	5	2	-	18
	4%	4%	3%	4%	5%	4%	2%	5%	3%	4%	4%	4%	5%	4%	7%	2%	8%	5%	-	7%	2%	-	4%
																	K						
41-50%	76	61	15	13	18	22	21	14	24	36	76	39	37	30	4	6	8	9	2	7	8	2	39
	8%	8%	7%	8%	6%	8%	8%	6%	9%	8%	8%	8%	7%	7%	4%	6%	8%	9%	7%	10%	8%	15%	8%
51-60%	18	14	4	4	5	5	4	4	8	5	18	6	12	12	4	4	2	1	1	-	1	-	6
	2%	2%	2%	3%	2%	2%	2%	2%	3%	1%	2%	1%	2%	3%	4%	4%	2%	1%	4%	-	1%	-	1%
61-70%	16	14	2	3	5	5	3	5	3	8	16	5	11	11	3	3	2	-	-	-	3	-	5
	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	3%	3%	2%	2%	-	-	-	3%	-	1%
71-80%	33	23	10	5	8	11	9	6	12	15	33	15	18	18	4	3	5	1	1	-	4	1	15
	3%	3%	4%	3%	3%	4%	4%	2%	4%	3%	3%	3%	4%	4%	4%	3%	5%	1%	4%	-	4%	8%	3%
81-90%	18	14	4	4	3	7	4	6	2	9	18	8	10	8	2	3	1	2	-	2	2	-	8
	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	-	3%	2%	-	2%
91-100%	44	36	8	7	14	15	6	8	12	24	44	18	26	20	5	2	6	8	2	6	4	1	18
	4%	5%	4%	4%	5%	5%	2%	3%	4%	5%	4%	4%	5%	5%	2%	6%	6%	8%	7%	9%	4%	8%	4%
Don't know	12	5	7	2	6	2	2	7	2	3	12	8	4	4	-	2	1	1	1	-	-	-	8
	1%	1%	3%	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	4%	-	-	-	2%
			A					I															
Answered	992	776	216	157	273	289	253	239	278	457	992	492	500	431	92	99	99	96	27	69	101	13	492
Mean	21.79	22.0	21.21	24.29	21.54	22.58	19.61	21.61	21.97	21.81	21.79	19.89	23.67	23.8	27.21	20.71	24.73	22.58	21.89	22.86	22.84	27.69	19.89
													K	K	K								

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 15 (continuation)

Q10b And what % take place in your region (say London, or the South West for example) but outside your locality?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
0%	371	118	74	37	46	60	30	73	79	64	58	54
	37%	37%	37%	35%	36%	34%	41%	38%	38%	35%	28%	44%
								J	J			J
1-10%	189	55	33	24	21	35	19	35	34	34	49	26
	19%	17%	17%	23%	16%	20%	26%	18%	17%	19%	24%	21%
11-20%	117	33	25	18	15	19	6	20	23	26	27	14
	12%	10%	13%	17%	12%	11%	8%	10%	11%	14%	13%	11%
21-30%	69	19	10	7	12	14	7	11	17	9	17	9
	7%	6%	5%	7%	9%	8%	10%	6%	8%	5%	8%	7%
31-40%	41	14	6	1	8	12	-	8	7	8	10	6
	4%	4%	3%	1%	6%	7%	-	4%	3%	4%	5%	5%
					CF	CF						
41-50%	76	25	19	6	10	11	5	14	14	16	17	4
	8%	8%	10%	6%	8%	6%	7%	7%	7%	9%	8%	3%
51-60%	18	3	5	3	1	4	2	2	3	4	1	5
	2%	1%	3%	3%	1%	2%	3%	1%	1%	2%	*%	4%
											J	
61-70%	16	7	3	4	2	-	-	3	5	5	3	-
	2%	2%	2%	4%	2%	-	-	2%	2%	3%	1%	-
		E		E								
71-80%	33	10	8	2	4	7	2	6	7	6	10	3
	3%	3%	4%	2%	3%	4%	3%	3%	3%	3%	5%	2%
81-90%	18	6	2	1	5	4	-	4	4	4	4	1
	2%	2%	1%	1%	4%	2%	-	2%	2%	2%	2%	1%
91-100%	44	20	13	2	4	4	1	13	12	5	9	2
	4%	6%	7%	2%	3%	2%	1%	7%	6%	3%	4%	2%
		E						K				
Don't know	12	6	-	-	1	4	1	3	1	1	2	-
	1%	2%	-	-	1%	2%	1%	2%	*%	1%	1%	-
					B							
Answered	992	310	198	105	128	170	72	189	205	181	205	124
Mean	21.79	23.55	24.09	18.23	23.04	20.89	15.21	23.23	23.07	21.96	23.82	16.10
		F	F		F			K	K		K	

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 16

Q10c And what % take place in the UK but outside your region?

	Sex						Age				Region			Sector									
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non- leisure	Music	TV & radio	High tech	
Significance Level: 95%																							
Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500
0%	391	303	88	59	109	118	94	88	100	194	391	178	213	191	38	51	46	29	7	22	42	7	178
	39%	39%	39%	37%	39%	41%	37%	36%	36%	42%	39%	36%	42%	44%	41%	50%	46%	30%	25%	32%	42%	54%	36%
1-10%	131	97	34	24	42	32	33	37	35	55	131	66	65	60	13	15	14	11	6	5	10	2	66
	13%	12%	15%	15%	15%	11%	13%	15%	13%	12%	13%	13%	13%	14%	14%	15%	14%	11%	21%	7%	10%	15%	13%
11-20%	62	49	13	9	17	20	14	15	15	32	62	32	30	27	10	3	9	3	-	3	4	1	32
	6%	6%	6%	6%	6%	7%	5%	6%	5%	7%	6%	6%	6%	6%	11%	3%	9%	3%	-	4%	4%	8%	6%
21-30%	53	41	12	12	13	12	15	15	15	23	53	25	28	23	3	6	6	6	1	5	6	1	25
	5%	5%	5%	8%	5%	4%	6%	6%	5%	5%	5%	5%	6%	5%	3%	6%	6%	6%	4%	7%	6%	8%	5%
31-40%	40	33	7	5	17	10	8	10	9	19	40	24	16	14	1	3	3	2	-	2	7	-	24
	4%	4%	3%	3%	6%	3%	3%	4%	3%	4%	4%	5%	3%	3%	1%	3%	3%	2%	-	3%	7%	-	5%
41-50%	51	39	12	11	8	20	11	13	15	23	51	29	22	19	4	4	6	3	-	3	5	-	29
	5%	5%	5%	7%	3%	7%	4%	5%	5%	5%	5%	6%	4%	4%	4%	6%	6%	3%	-	4%	5%	-	6%
51-60%	39	32	7	8	7	11	13	11	12	16	39	25	14	12	4	2	1	2	-	2	5	-	25
	4%	4%	3%	5%	3%	4%	5%	4%	4%	3%	4%	5%	3%	3%	4%	2%	1%	2%	-	3%	5%	-	5%
61-70%	40	38	2	3	11	10	15	11	14	15	40	22	18	18	4	2	5	3	3	-	4	-	22
	4%	5%	1%	2%	4%	3%	6%	4%	5%	3%	4%	4%	4%	4%	2%	5%	5%	3%	11%	-	4%	-	4%
71-80%	38	33	5	4	11	11	11	7	14	15	38	19	19	16	3	2	1	6	3	3	6	1	19
	4%	4%	2%	3%	4%	4%	4%	3%	5%	3%	4%	4%	4%	4%	3%	2%	1%	6%	11%	4%	6%	8%	4%
81-90%	40	31	9	3	16	11	10	12	12	16	40	20	20	13	2	5	4	8	1	7	1	-	20
	4%	4%	4%	2%	6%	4%	4%	5%	4%	3%	4%	4%	4%	3%	2%	5%	4%	8%	4%	10%	1%	-	4%
91-100%	108	81	27	19	23	34	29	20	38	49	108	52	56	39	10	6	5	23	6	17	11	1	52
	11%	10%	12%	12%	8%	12%	11%	8%	14%	11%	11%	10%	11%	9%	11%	6%	5%	24%	21%	25%	11%	8%	10%
Don't know	11	4	7	2	5	2	2	7	1	3	11	8	3	3	-	2	-	1	1	-	-	-	8
	1%	1%	3%	1%	2%	1%	1%	3%	*	1%	1%	2%	1%	1%	-	2%	-	1%	4%	-	-	-	2%
Answered	993	A		HI				OP			MOP												
Mean	30.14	777	216	157	274	289	253	239	279	457	993	492	501	432	92	99	100	96	27	69	101	13	492
		30.7	28.24	28.96	28.23	30.70	32.45	29.19	34.67	28.28	30.14	31.53	28.78	26.2	27.37	21.14	22.07	45.02	44.56	45.20	30.16	17.77	31.53

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 16 (continuation)

Q10c And what % take place in the UK but outside your region?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
0%	391	152	82	44	46	52	13	100	83	62	80	26
	39%	48%	41%	42%	36%	30%	18%	52%	40%	34%	39%	21%
		DEF	EF	EF	F			HIJK	K	K	K	
1-10%	131	36	30	10	15	26	11	24	36	22	26	18
	13%	11%	15%	10%	12%	15%	15%	13%	17%	12%	13%	15%
11-20%	62	15	6	9	12	14	6	6	10	18	16	9
	6%	5%	3%	9%	9%	8%	8%	3%	5%	10%	8%	7%
				B	B	B				G	G	
21-30%	53	10	14	7	8	8	5	11	6	8	16	6
	5%	3%	7%	7%	6%	5%	7%	6%	3%	4%	8%	5%
			A								H	
31-40%	40	11	6	7	7	5	4	8	5	9	6	8
	4%	3%	3%	7%	5%	3%	5%	4%	2%	5%	3%	6%
41-50%	51	16	8	3	8	11	5	2	9	10	12	10
	5%	5%	4%	3%	6%	6%	7%	1%	4%	5%	6%	8%
									G	G	G	G
51-60%	39	11	4	4	5	10	5	6	10	5	9	8
	4%	3%	2%	4%	4%	6%	7%	3%	5%	3%	4%	6%
61-70%	40	7	8	9	4	9	3	3	8	12	6	7
	4%	2%	4%	9%	3%	5%	4%	2%	4%	7%	3%	6%
				A						G		G
71-80%	38	5	6	4	6	11	5	4	5	7	5	13
	4%	2%	3%	4%	5%	6%	7%	2%	2%	4%	2%	10%
					A		A					GHJ
81-90%	40	13	6	1	10	4	6	8	3	7	13	8
	4%	4%	3%	1%	8%	2%	8%	4%	1%	4%	6%	6%
				CE			CE				H	H
91-100%	108	35	28	7	7	20	9	17	31	21	16	11
	11%	11%	14%	7%	5%	11%	12%	9%	15%	12%	8%	9%
			D						J			
Don't know	11	5	-	-	1	4	1	3	-	1	2	-
	1%	2%	-%	-%	1%	2%	1%	2%	-%	1%	1%	-%
					B							
Answered	993	311	198	105	128	170	72	189	206	181	205	124
Mean	30.14	26.36	29.97	26.65	30.02	34.15	41.97	22.63	29.52	33.06	28.39	40.54
					A		ABCD			G		GHJ

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 17

Q10d And what % take place in the European Union but outside the UK?

TOTAL	Sex						Age			Region			Sector						Interactive software					
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V		
1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500		
0%	735	578	157	119	203	208	189	211	319	735	342	393	335	73	77	76	81	23	58	75	11	342		
	73%	74%	70%	75%	73%	71%	77%	75%	69%	73%	68%	78%	77%	79%	76%	76%	84%	82%	84%	74%	85%	68%		
1-10%	119	92	27	14	39	39	24	32	61	119	67	52	46	10	9	13	9	3	6	10	1	67		
	12%	12%	12%	9%	14%	13%	10%	11%	13%	12%	13%	10%	11%	11%	9%	13%	9%	11%	9%	10%	8%	13%		
11-20%	49	36	13	7	15	11	8	21	20	49	29	20	19	4	7	1	2	1	1	5	1	29		
	5%	5%	6%	4%	5%	4%	3%	8%	4%	5%	6%	4%	4%	4%	7%	1%	2%	4%	1%	5%	8%	6%		
21-30%	28	26	2	7	4	7	8	4	16	28	18	10	10	2	3	2	-	-	-	3	-	18		
	3%	3%	1%	4%	1%	2%	3%	1%	3%	3%	4%	2%	2%	2%	3%	2%	-%	-%	-%	3%	-%	4%		
31-40%	21	16	5	5	2	8	3	4	14	21	12	9	8	-	1	3	1	-	1	4	-	12		
	2%	2%	2%	3%	1%	3%	1%	1%	3%	2%	2%	2%	2%	-%	1%	3%	1%	-%	1%	4%	-%	2%		
41-50%	13	8	5	3	2	5	1	4	8	13	6	7	5	-	1	2	2	-	2	2	-	6		
	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-%	1%	2%	2%	-%	3%	2%	-%	1%		
51-60%	6	4	2	1	-	3	2	-	4	6	5	1	1	1	-	-	-	-	-	-	-	5		
	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%	1%	-%	1%	-%	-%	-%	-%	-%	-%	1%		
61-70%	5	4	1	-	3	1	1	-	4	5	1	4	3	1	2	-	1	-	1	-	-	1		
	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	-	1%	-%	1%	-%	-%	1%		
71-80%	7	5	2	1	2	3	2	1	4	7	5	2	2	1	1	-	-	-	-	-	-	5		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%		
81-90%	1	1	-	-	1	-	-	-	1	1	1	-	-	-	-	-	-	-	-	-	-	1		
	1%	1%	-%	-%	1%	-%	-%	-%	1%	1%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%		
91-100%	8	6	2	-	3	3	1	1	6	8	6	2	2	-	1	-	-	-	-	1	-	6		
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	-%	-%	-%	1%	-%	1%		
Don't know	12	5	7	2	6	2	7	2	3	12	8	4	4	-	2	-	1	1	-	1	-	8		
	1%	1%	3%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	-%	2%	-%	1%	4%	-%	1%	-%	2%		
Answered	992	776	216	157	273	289	239	278	457	992	492	500	431	92	99	100	96	27	69	100	13	492		
Mean	6.06	5.89	6.67	5.75	5.29	7.27	4.79	4.43	7.92	6.06	7.41	4.73	4.85	4.57	4.23	6.12	3.24	1.33	3.99	5.76	2.23	7.41		

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V



CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 17 (continuation)

Q10d And what % take place in the European Union but outside the UK?

	TOTAL	Company size(Q1)					Turnover(Q15)					
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
0%	735	259	151	78	89	117	37	160	169	128	146	63
	73%	82%	76%	74%	69%	67%	51%	83%	82%	70%	71%	51%
		DEF	F	F	F	F		IJK	IJK	K	K	
1-10%	119	24	24	10	20	25	14	14	18	29	27	24
	12%	8%	12%	10%	16%	14%	19%	7%	9%	16%	13%	19%
					A	A	A			GH		GH
11-20%	49	8	10	5	9	12	4	8	7	7	12	12
	5%	3%	5%	5%	7%	7%	5%	4%	3%	4%	6%	10%
					A	A						HI
21-30%	28	5	3	3	3	5	8	2	4	2	8	10
	3%	2%	2%	3%	2%	3%	11%	1%	2%	1%	4%	8%
							ABCDE					GHI
31-40%	21	6	3	3	2	2	4	2	4	5	2	7
	2%	2%	2%	3%	2%	1%	5%	1%	2%	3%	1%	6%
							E					GJ
41-50%	13	2	2	3	1	4	1	1	1	3	3	3
	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	2%
51-60%	6	2	-	-	1	2	1	-	-	1	3	-
	1%	1%	-%	-%	1%	1%	1%	-%	-%	1%	1%	-%
61-70%	5	-	2	2	-	1	-	-	1	3	1	-
	1%	-%	1%	2%	-%	1%	-%	-%	1%	2%	1%	-%
				A								
71-80%	7	2	-	-	2	1	2	-	-	2	2	1
	1%	1%	-%	-%	2%	1%	3%	-%	-%	1%	1%	1%
							B					
81-90%	1	-	-	-	-	-	1	-	-	-	-	1
	1%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	1%
							A					
91-100%	8	3	2	1	1	1	-	2	2	-	1	3
	1%	1%	1%	1%	1%	1%	-%	1%	1%	-%	1%	2%
											I	
Don't know	12	5	1	-	1	4	1	3	-	2	2	-
	1%	2%	1%	-%	1%	2%	1%	2%	-%	1%	1%	-%
Answered	992	311	197	105	128	170	72	189	206	180	205	124
Mean	6.06	4.35	4.88	7.15	6.44	6.69	12.22	3.29	4.00	6.43	6.45	12.34
							ABDE			G	G	GHIJ

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 18

Q10e And finally, what % take place around the world but outside the European Union?

	Demographics									Sector													
	Sex		Age				Region			All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software			Music	TV & radio	High tech	
TOTAL	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95%																							
Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	1004	500	504	435	92	101	100	97	28	69	101	13	500
0%	748	593	155	119	208	208	195	191	218	323	748	355	393	338	78	83	71	75	20	55	76	10	355
	75%	76%	70%	75%	75%	71%	76%	78%	78%	70%	75%	71%	78%	78%	85%	82%	71%	77%	71%	80%	75%	77%	71%
1-10%	101	70	31	15	29	36	21	20	28	52	101	52	49	43	8	6	9	10	4	6	15	1	52
	10%	9%	14%	9%	10%	12%	8%	8%	10%	11%	10%	10%	10%	10%	9%	6%	9%	10%	14%	9%	15%	8%	10%
11-20%	42	35	7	6	10	17	9	6	13	22	42	22	20	17	2	4	6	3	-	3	5	-	22
	4%	4%	3%	4%	4%	6%	4%	2%	5%	5%	4%	4%	4%	4%	2%	4%	6%	3%	-%	4%	5%	-%	4%
21-30%	21	16	5	4	8	3	6	3	4	14	21	10	11	10	1	4	2	3	2	1	1	-	10
	2%	2%	2%	3%	3%	1%	2%	1%	1%	3%	2%	2%	2%	2%	1%	4%	2%	3%	7%	1%	1%	-%	2%
31-40%	14	12	2	3	1	8	2	1	1	12	14	7	7	7	-	1	3	-	-	-	1	2	7
	1%	2%	1%	2%	*%	3%	1%	*%	*%	3%	1%	1%	1%	2%	-%	1%	3%	-%	-%	-%	1%	15%	1%
41-50%	17	13	4	4	6	2	3	5	2	10	17	12	5	4	2	1	1	1	-	1	-	-	12
	2%	2%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	-%	1%	-%	-%	2%
51-60%	10	6	4	2	2	2	4	4	2	4	10	8	2	1	1	-	-	1	-	1	-	-	8
	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	*%	*%	1%	-%	-%	1%	-%	1%	-%	-%	2%
61-70%	4	3	1	-	-	2	2	2	2	-	4	4	-	-	-	-	-	-	-	-	-	-	4
	*%	*%	*%	-%	-%	1%	1%	1%	1%	-%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%
71-80%	6	6	-	1	1	2	2	1	-	5	6	4	2	2	-	-	1	-	-	-	1	-	4
	1%	1%	-%	1%	*%	1%	1%	*%	-%	1%	1%	1%	*%	*%	-%	-%	1%	-%	-%	-%	1%	-%	1%
81-90%	5	5	-	-	1	1	3	2	-	3	5	4	1	1	-	-	1	-	-	-	-	-	4
	*%	1%	-%	-%	*%	*%	1%	1%	-%	1%	*%	1%	*%	*%	-%	-%	1%	-%	-%	-%	-%	-%	1%
91-100%	24	17	7	3	7	8	6	4	8	12	24	14	10	8	-	-	6	3	1	2	1	-	14
	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	2%	2%	-%	-%	6%	3%	4%	3%	1%	-%	3%
Don't know	12	5	7	2	6	2	2	7	2	3	12	8	4	4	-	2	-	1	1	-	1	-	8
	1%	1%	3%	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	-%	2%	-%	1%	4%	-%	1%	-%	2%
Answered	992	776	216	157	273	289	253	239	278	457	992	492	500	431	92	99	100	96	27	69	100	13	492
Mean	7.50	7.39	7.90	6.99	6.86	8.00	8.13	6.82	6.09	8.95	7.50	9.33	5.69	5.58	2.95	3.02	11.72	6.50	6.81	6.38	3.96	6.54	9.33
											NO	LMNO					LMNO						T

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 18 (continuation)

Q10e And finally, what % take place around the world but outside the European Union?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
0%	748	250	166	75	102	114	36	157	170	135	151	70
	75%	79%	84%	71%	79%	66%	49%	82%	83%	74%	73%	56%
		EF	CEF	F	EF	F		JK	IJK	K	K	
1-10%	101	30	11	13	11	19	16	16	18	17	23	20
	10%	9%	6%	12%	9%	11%	22%	8%	9%	9%	11%	16%
				B			ABDE					GH
11-20%	42	10	7	5	3	12	5	6	6	8	11	9
	4%	3%	4%	5%	2%	7%	7%	3%	3%	4%	5%	7%
21-30%	21	6	3	3	3	3	3	2	4	5	5	3
	2%	2%	2%	3%	2%	2%	4%	1%	2%	3%	2%	2%
31-40%	14	4	2	-	2	-	4	-	2	4	1	5
	1%	1%	1%	-%	2%	-%	5%	-%	1%	2%	*%	4%
							ABCE			G		GJ
41-50%	17	2	3	1	3	6	1	-	2	3	5	5
	2%	1%	2%	1%	2%	3%	1%	-%	1%	2%	2%	4%
					A						G	G
51-60%	10	3	1	1	-	2	3	2	1	2	1	2
	1%	1%	1%	1%	-%	1%	4%	1%	*%	1%	*%	2%
							ABD					
61-70%	4	-	-	2	2	-	-	1	1	1	1	-
	*%	-%	-%	2%	2%	-%	-%	1%	*%	1%	*%	-%
				A	A							
71-80%	6	1	-	2	-	2	1	2	-	1	1	2
	1%	*%	-%	2%	-%	1%	1%	1%	-%	1%	*%	2%
81-90%	5	2	1	-	-	2	-	-	-	1	1	2
	*%	1%	1%	-	-	1%	-	-	-	1%	*%	2%
91-100%	24	3	3	3	2	10	3	3	2	3	5	6
	2%	1%	2%	3%	2%	6%	4%	2%	1%	2%	2%	5%
					AB		A					H
Don't know	12	5	1	-	1	4	1	3	-	2	2	-
	1%	2%	1%	-%	1%	2%	1%	2%	-%	1%	1%	-%
Answered	992	311	197	105	128	170	72	189	206	180	205	124
Mean	7.50	4.98	4.64	9.03	5.88	12.51	14.10	4.90	4.02	7.26	7.43	14.82
				A	ABD	ABD					H	GHIJ

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 19

Q10 Summary table

TOTAL	Sex		Age				Region			Sector							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
993	777	216	157	274	289	253	239	279	457	993	492	501	432	92	99	100	96	27	69	101	13	492	
In locality	34.1	35.99	34.00	38.15	31.44	33.86	37.59	32.91	33.04	34.53	31.84	37.16	39.7	37.91	50.90	35.62	22.66	25.41	21.58	37.23	45.77	31.84	
In region	21.79	22.0	21.21	24.29	21.54	22.58	19.61	21.61	21.97	21.81	21.79	19.89	23.67	23.8	27.21	24.73	22.58	21.89	22.86	22.84	27.69	19.89	
In UK	30.14	30.7	28.24	28.96	28.23	30.70	32.45	29.19	34.67	28.28	30.14	31.53	28.78	26.2	27.37	21.14	22.07	45.02	44.56	45.20	30.16	17.77	31.53
In EU	6.06	5.89	6.67	5.75	5.29	7.27	5.95	4.79	4.43	7.92	6.06	7.41	4.73	4.85	4.57	4.23	6.12	3.24	1.33	3.99	5.76	2.23	7.41
World	7.50	7.39	7.90	6.99	6.86	8.00	8.13	6.82	6.09	8.95	7.50	9.33	5.69	5.58	2.95	3.02	11.72	6.50	6.81	6.38	3.96	6.54	9.33

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 19 (continuation)

Q10 Summary table

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%												
Total	993	A 311	B 198	C 105	D 128	E 170	F 72	G 189	H 206	I 181	J 205	K 124
In locality	34.53	40.84 EF	36.38 EF	38.94 EF	34.63 EF	25.75 F	16.50	45.94 IJK	39.50 IK	31.29 K	33.91 K	16.19
In region	21.79	23.55 F	24.09 F	18.23	23.04 F	20.89	15.21	23.23 K	23.07 K	21.96	23.82 K	16.10
In UK	30.14	26.36	29.97	26.65	30.02	34.15 A	41.97 ABCD	22.63	29.52	33.06 G	28.39	40.54 GHJ
In EU	6.06	4.35	4.88	7.15	6.44	6.69	12.22	3.29	4.00	6.43	6.45	12.34
World	7.50	4.98	4.64	9.03 A	5.88	12.51 ABD	14.10 ABD	4.90	4.02	7.26	7.43 H	14.82 GHIJ

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 20

Q11 Thinking about the management of your business, what proportion of senior managers have received some training in business strategy?

	TOTAL	Demographics									Sector												
		Sex		Age				Region			All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software			Music	TV & radio	High tech
		Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South								Total	Leisure only	Non- leisure			
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V
Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
None (0.00)	488	393	95	69	143	145	125	108	146	229	488	222	266	235	45	47	63	43	12	31	64	4	222
	49%	50%	43%	43%	51%	50%	49%	44%	52%	50%	49%	44%	53%	54%	49%	47%	63%	44%	43%	45%	63%	31%	44%
		B										K	K			JKO				V			
1-10% (5.50)	79	56	23	17	26	21	14	22	19	34	79	50	29	26	5	9	5	6	3	3	3	1	50
	8%	7%	10%	11%	9%	7%	5%	9%	7%	7%	8%	10%	6%	6%	5%	9%	5%	6%	11%	4%	3%	8%	10%
												LM									T		
11-20% (15.50)	13	9	4	2	1	5	4	4	3	6	13	6	7	7	1	4	1	-	-	-	1	-	6
	1%	1%	2%	1%	*%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	4%	1%	-%	-%	-%	1%	-%	1%
																JK							
21-30% (25.50)	17	11	6	4	7	3	3	6	3	8	17	11	6	4	2	1	1	2	-	2	-	-	11
	2%	1%	3%	3%	3%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	-%	3%	-%	-%	2%
31-40% (35.50)	10	9	1	-	2	6	2	2	-	8	10	5	5	4	3	-	-	1	-	1	1	-	5
	1%	1%	*%	-%	1%	2%	1%	1%	-%	2%	1%	1%	1%	1%	3%	-%	-%	1%	-%	1%	1%	-%	1%
										H													
41-50% (45.50)	37	31	6	6	9	11	10	11	9	16	37	24	13	9	-	3	2	6	2	4	2	-	24
	4%	4%	3%	4%	3%	4%	4%	4%	3%	3%	4%	5%	3%	2%	-%	3%	2%	6%	7%	6%	2%	-%	5%
												MN											
51-60% (55.50)	28	20	8	5	10	4	5	7	5	15	28	16	12	11	2	2	1	2	1	1	4	1	16
	3%	3%	4%	3%	4%	1%	2%	3%	2%	3%	3%	3%	2%	3%	2%	2%	1%	2%	4%	1%	4%	8%	3%
61-70% (65.50)	6	5	1	2	1	2	1	2	2	2	6	5	1	1	-	1	-	-	-	-	-	-	5
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	*%	-%	1%	-%	-%	-%	-%	-%	-%	1%
71-80% (75.50)	9	7	2	2	4	-	3	4	3	2	9	6	3	2	-	1	-	2	1	1	-	-	6
	1%	1%	1%	1%	1%	-%	1%	2%	1%	*%	1%	1%	1%	*%	-%	1%	-%	2%	4%	1%	-%	-%	1%
					E																		
81-90% (85.50)	3	2	1	1	-	-	2	-	2	1	3	3	-	-	-	-	-	-	-	-	-	-	3
	*%	*%	*%	1%	-%	-%	1%	-%	1%	*%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 20 (continuation)

Q11 Thinking about the management of your business, what proportion of senior managers have received some training in business strategy?

TOTAL	Sex		Age				Region			Sector							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95% Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500	
91-100% (95.50)	284	64	44	70	82	85	76	78	123	284	136	148	124	31	31	27	32	8	24	23	4	136	
	28%	29%	28%	25%	28%	33%	31%	28%	27%	28%	27%	29%	29%	34%	31%	27%	33%	29%	35%	23%	31%	27%	
Don't know	30	12	7	6	12	1	4	10	16	30	16	14	12	3	2	-	3	1	2	3	3	16	
	3%	5%	4%	2%	4%	*%	2%	4%	3%	3%	3%	3%	3%	3%	2%	-%	3%	4%	3%	3%	23%	3%	
Answered	974	211	152	273	279	254	242	270	444	974	484	490	423	89	99	100	94	27	67	98	10	484	
Mean	34.00	33.6	35.58	35.17	30.86	32.86	37.79	37.14	32.93	32.53	34.00	34.77	33.23	32.1	36.76	35.21	27.94	39.47	37.13	40.42	26.30	44.30	34.77

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 20 (continuation)

Q11 Thinking about the management of your business, what proportion of senior managers have received some training in business strategy?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
None (0.00)	488	181	110	51	56	64	23	106	109	100	92	43
	49%	57%	56%	49%	43%	37%	32%	55%	53%	55%	44%	35%
		DEF	DEF	F				JK	K	JK		
1-10% (5.50)	79	14	14	5	8	24	13	12	18	9	23	12
	8%	4%	7%	5%	6%	14%	18%	6%	9%	5%	11%	10%
						ABCD	ABCD				I	
11-20% (15.50)	13	1	-	-	9	2	1	-	3	1	4	3
	1%	*%	-%	-%	7%	1%	1%	-%	1%	1%	2%	2%
					ABCE							G
21-30% (25.50)	17	-	1	2	5	6	2	-	1	7	5	1
	2%	-%	1%	2%	4%	3%	3%	-%	*%	4%	2%	1%
				A	AB	AB	A			GH	G	
31-40% (35.50)	10	-	-	2	3	3	2	-	-	-	5	3
	1%	-%	-%	2%	2%	2%	3%	-%	-%	-%	2%	2%
				A	AB	A	AB				GHI	GHI
41-50% (45.50)	37	2	16	6	7	6	-	7	8	9	9	3
	4%	1%	8%	6%	5%	3%	-%	4%	4%	5%	4%	2%
			AF	AF	AF	A						
51-60% (55.50)	28	3	8	4	4	6	3	3	3	6	7	5
	3%	1%	4%	4%	3%	3%	4%	2%	1%	3%	3%	4%
			A	A		A	A					
61-70% (65.50)	6	-	-	2	2	-	2	-	-	1	3	2
	1%	-%	-%	2%	2%	-%	3%	-%	-%	1%	1%	2%
				A	A		ABE					
71-80% (75.50)	9	-	-	4	1	2	2	2	-	1	2	3
	1%	-%	-%	4%	1%	1%	3%	1%	-%	1%	1%	2%
				AB			AB					H
81-90% (85.50)	3	-	-	-	2	1	-	1	-	-	1	1
	*%	-%	-%	-%	2%	1%	-%	1%	-%	-%	*%	1%
					A							

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 20 (continuation)

Q11 Thinking about the management of your business, what proportion of senior managers have received some training in business strategy?

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%												
Total	1004	A 316	B 198	C 105	D 129	E 174	F 73	G 192	H 206	I 182	J 207	K 124
91-100% (95.50)	284	113	43	29	28	48	20	59	60	46	50	44
	28%	36%	22%	28%	22%	28%	27%	31%	29%	25%	24%	35%
		BD										J
Don't know	30	2	6	-	4	12	5	2	4	2	6	4
	3%	1%	3%	-%	3%	7%	7%	1%	2%	1%	3%	3%
			A		A	AC	AC					
Answered	974	314	192	105	125	162	68	190	202	180	201	120
Mean	34.00	35.48	28.03	36.64	32.08	36.10	37.76	33.80	31.84	30.67	32.34	44.20
												GHIJ

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 21

Q12 What source of funds did your business receive when it started up?

	Demographics									Sector													
	Sex		Age				Region			Creative							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non- leisure	Music	TV & radio	High tech	
Significance Level: 95%	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Your own savings	481	398	83	58	143	150	122	118	138	215	481	245	236	195	40	39	48	57	16	41	49	3	245
	48%	51%	37%	36%	51%	52%	48%	48%	49%	47%	48%	49%	47%	45%	43%	39%	48%	59%	57%	59%	49%	23%	49%
Individual investor	92	78	14	19	28	24	21	17	23	50	92	45	47	46	8	10	10	4	3	1	11	4	45
	9%	10%	6%	12%	10%	8%	8%	7%	8%	11%	9%	9%	9%	11%	9%	10%	10%	4%	11%	1%	11%	31%	9%
Friends and family	79	60	19	20	15	21	22	20	23	36	79	37	42	39	7	13	8	7	4	3	7	-	37
	8%	8%	9%	13%	5%	7%	9%	8%	8%	8%	8%	7%	8%	9%	8%	13%	8%	7%	14%	4%	7%	-%	7%
Overdraft	61	49	12	4	19	17	20	17	17	27	61	33	28	28	7	10	5	-	-	-	6	-	33
	6%	6%	5%	3%	7%	6%	8%	7%	6%	6%	6%	7%	6%	6%	8%	10%	5%	-%	-%	-%	6%	-	7%
Secured loan	55	48	7	8	13	19	14	16	16	23	55	31	24	22	4	6	5	2	-	2	6	1	31
	5%	6%	3%	5%	5%	7%	5%	7%	6%	5%	5%	6%	5%	5%	4%	6%	5%	2%	-	3%	6%	8%	6%
Business grants / government grants	31	23	8	8	4	12	6	14	9	6	31	18	13	11	1	3	2	2	-	2	4	1	18
	3%	3%	4%	5%	1%	4%	2%	6%	3%	1%	3%	4%	3%	3%	1%	3%	2%	2%	-	3%	4%	8%	4%
Unsecured loan	30	26	4	5	6	9	9	8	7	15	30	16	14	12	1	4	3	2	-	2	4	-	16
	3%	3%	2%	3%	2%	3%	4%	3%	3%	3%	3%	3%	3%	3%	1%	4%	3%	2%	-	3%	4%	-	3%
Generated from cash flow / from business	19	18	1	4	7	1	7	4	6	9	19	7	12	10	2	1	1	4	2	2	4	-	7
	2%	2%	*%	3%	3%	*%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	4%	7%	3%	4%	-	1%
Private funding / investors	15	11	4	5	3	5	2	1	4	9	15	6	9	7	2	1	2	4	2	2	-	-	6
	1%	1%	2%	3%	1%	2%	1%	*%	1%	2%	1%	1%	2%	2%	2%	1%	2%	4%	7%	3%	-	-	1%
Equity	14	12	2	2	3	6	3	2	3	8	14	8	6	5	2	2	-	1	-	1	1	-	8
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	-	1%	-	1%	1%	-	2%
Non-bank unsecured loan	13	11	2	3	3	5	2	2	5	6	13	6	7	7	1	-	2	1	1	-	2	1	6
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	-	2%	1%	4%	-	2%	8%	1%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 21 (continuation)

Q12 What source of funds did your business receive when it started up?

	Demographics									Sector													
	Sex		Age				Region			Creative							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95% Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Redundancy pay	6 1%	5 1%	1 *%	- -%	2 1%	1 *%	3 1%	2 1%	3 1%	1 *%	6 1%	2 *%	4 1%	4 1%	1 1%	- -%	2 2%	- -%	- -%	- -%	1 1%	- -%	2 *%
Shareholders	5 *%	3 *%	2 1%	1 1%	1 *%	1 *%	1 *%	- -%	3 1%	2 *%	5 *%	2 *%	3 1%	2 *%	1 1%	- -%	1 1%	1 1%	- -%	1 1%	- -%	- -%	2 *%
DTI loan	4 *%	2 *%	2 1%	1 1%	1 *%	1 *%	1 *%	- -%	3 1%	1 *%	4 *%	2 *%	2 *%	2 *%	- -%	- -%	1 1%	1 1%	1 4%	- -%	- -%	- -%	2 *%
European grant / fund	4 *%	2 *%	2 1%	- -%	1 *%	2 1%	1 *%	- -%	3 1%	1 *%	4 *%	2 *%	2 *%	2 *%	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	2 *%
Princes Trust	2 *%	- -%	2 1%	1 1%	1 *%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	2 *%	2 *%	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%
Credit cards	2 *%	1 *%	1 *%	- -%	- -%	- -%	2 1%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%
None	87 9%	64 8%	23 10%	9 6%	28 10%	25 9%	24 9%	29 12%	15 5%	42 9%	87 9%	32 6%	55 11%	45 10%	15 16%	7 7%	9 9%	13 13%	3 11%	10 14%	9 9%	2 15%	32 6%
Other	18 2%	11 1%	7 3%	3 2%	6 2%	6 2%	2 1%	5 2%	7 3%	5 1%	18 2%	10 2%	8 2%	6 1%	1 1%	2 2%	1 1%	3 3%	1 4%	2 3%	1 1%	- -%	10 2%
Don't know	99 10%	58 7%	41 18%	27 17%	27 10%	24 8%	16 6%	29 12%	22 8%	48 10%	99 10%	59 12%	40 8%	36 8%	7 8%	7 7%	9 9%	7 7%	3 11%	4 6%	8 8%	2 15%	59 12%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 21 (continuation)

Q12 What source of funds did your business receive when it started up?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%												
Total	1004	A	B	C	D	E	F	G	H	I	J	K
Your own savings	481 48%	316 55%	198 57%	105 50%	129 46%	174 35%	73 26%	192 55%	206 50%	182 55%	207 44%	124 38%
Individual investor	92 9%	19 6%	16 8%	11 10%	14 11%	19 11%	12 16%	15 8%	15 7%	15 8%	24 12%	17 14%
Friends and family	79 8%	18 6%	11 6%	10 10%	15 12%	16 9%	8 11%	16 8%	16 8%	13 7%	18 9%	10 8%
Overdraft	61 6%	14 4%	14 7%	1 1%	10 8%	17 10%	5 7%	7 4%	14 7%	5 3%	20 10%	10 8%
Secured loan	55 5%	18 6%	13 7%	7 7%	5 4%	7 4%	4 5%	11 6%	9 4%	13 7%	9 4%	9 7%
Business grants / government grants	31 3%	13 4%	3 2%	5 5%	4 3%	3 2%	2 3%	13 7%	5 2%	5 3%	2 1%	2 2%
Unsecured loan	30 3%	10 3%	7 4%	5 5%	4 3%	3 2%	1 1%	7 4%	6 3%	5 3%	6 3%	3 2%
Generated from cash flow / from business	19 2%	5 2%	1 1%	4 4%	4 3%	2 1%	3 4%	2 1%	5 2%	3 2%	5 2%	4 3%
Private funding / investors	15 1%	- -%	1 1%	2 2%	2 2%	6 3%	3 4%	- -%	4 2%	1 1%	3 1%	6 5%
Equity	14 1%	3 1%	2 1%	3 3%	1 1%	3 2%	2 3%	1 1%	2 1%	3 2%	4 2%	3 2%
Non-bank unsecured loan	13 1%	5 2%	1 1%	1 1%	2 2%	3 2%	- -%	3 2%	3 1%	1 1%	5 2%	1 1%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 21 (continuation)

Q12 What source of funds did your business receive when it started up?

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%												
Total	1004	A	B	C	D	E	F	G	H	I	J	K
		316	198	105	129	174	73	192	206	182	207	124
Redundancy pay	6	5	-	-	-	1	-	2	3	-	1	-
	1%	2%	-%	-%	-%	1%	-%	1%	1%	-%	*%	-%
Shareholders	5	-	3	-	-	-	1	1	1	2	-	1
	*%	-%	2%	-%	-%	-%	1%	1%	*%	1%	-%	1%
			A				A					
DTI loan	4	-	-	1	1	2	-	-	-	2	2	-
	*%	-%	-%	1%	1%	1%	-%	-%	-%	1%	1%	-%
European grant / fund	4	1	-	2	-	-	-	1	-	1	-	1
	*%	*%	-%	2%	-%	-%	-%	1%	-%	1%	-%	1%
Princes Trust	2	1	-	-	1	-	-	1	1	-	-	-
	*%	*%	-%	-%	1%	-%	-%	1%	*%	-%	-%	-%
Credit cards	2	2	-	-	-	-	-	1	-	-	1	-
	*%	1%	-%	-%	-%	-%	-%	1%	-%	-%	*%	-%
None	87	37	17	5	14	9	5	21	22	20	12	9
	9%	12%	9%	5%	11%	5%	7%	11%	11%	11%	6%	7%
		CE										
Other	18	4	5	2	1	4	2	4	5	1	4	3
	2%	1%	3%	2%	1%	2%	3%	2%	2%	1%	2%	2%
Don't know	99	15	13	6	11	34	17	5	12	20	19	17
	10%	5%	7%	6%	9%	20%	23%	3%	6%	11%	9%	14%
					ABCD	ABCD				G	G	GH

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 22

Q13 Has your business ever participated in any networks of businesses similar to yours?

TOTAL	Sex		Age				Region			Sector							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
Significance Level: 95% Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500
No -never	598 60%	454 58%	144 65%	81 51%	172 62%	172 59%	161 63%	146 59%	162 58%	275 60%	598 60%	304 61%	294 58%	262 60%	54 59%	74 73%	51 51%	50 52%	18 64%	32 46%	59 58%	6 46%	304 61%
Yes - regularly	162 16%	129 17%	33 15%	26 16%	41 15%	58 20%	35 14%	47 19%	40 14%	73 16%	162 16%	80 16%	82 16%	72 17%	13 14%	12 12%	28 28%	12 12%	2 7%	10 14%	14 14%	3 23%	80 16%
Yes - Occasionally	150 15%	118 15%	32 14%	32 20%	40 14%	38 13%	39 15%	36 15%	41 15%	72 16%	150 15%	67 13%	83 16%	66 15%	20 22%	11 11%	14 14%	23 24%	6 21%	17 25%	14 14%	1 8%	67 13%
Yes - rarely	82 8%	75 10%	7 3%	18 11%	24 9%	19 7%	17 7%	14 6%	32 11%	36 8%	82 8%	41 8%	41 8%	32 7%	5 5%	4 4%	6 6%	10 10%	1 4%	9 13%	14 14%	2 15%	41 8%
Net yes	394 39%	322 41%	72 32%	76 48%	105 38%	115 40%	91 36%	97 39%	113 40%	181 39%	394 39%	188 38%	206 41%	170 39%	38 41%	27 27%	48 48%	45 46%	9 32%	36 52%	42 42%	6 46%	188 38%
Don't know	12 1%	5 1%	7 3%	2 1%	2 1%	4 1%	3 1%	3 1%	5 2%	4 1%	12 1%	8 2%	4 1%	3 1%	- -%	- -%	1 1%	2 2%	1 4%	1 1%	- -%	1 8%	8 2%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 22 (continuation)

Q13 Has your business ever participated in any networks of businesses similar to yours?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
No -never	598	197	125	55	78	103	35	117	130	107	124	66
	60%	62%	63%	52%	60%	59%	48%	61%	63%	59%	60%	53%
		F	F									
Yes - regularly	162	42	42	23	11	30	11	26	37	30	33	25
	16%	13%	21%	22%	9%	17%	15%	14%	18%	16%	16%	20%
			AD	AD		D						
Yes - Occasionally	150	47	16	17	27	25	18	27	24	28	31	22
	15%	15%	8%	16%	21%	14%	25%	14%	12%	15%	15%	18%
		B		B	B		AB					
Yes - rarely	82	29	15	9	10	12	6	22	13	16	16	9
	8%	9%	8%	9%	8%	7%	8%	11%	6%	9%	8%	7%
Net yes	394	118	73	49	48	67	35	75	74	74	80	56
	39%	37%	37%	47%	37%	39%	48%	39%	36%	41%	39%	45%
Don't know	12	1	-	1	3	4	3	-	2	1	3	2
	1%	0%	0%	1%	2%	2%	4%	0%	1%	1%	1%	2%
					AB	AB	AB					

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 23

Q14 Which two or three of the following are the key barriers to the growth of your company?

	TOTAL	Sector										Interactive software											
		Sex		Age				Region			All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non- leisure	Music	TV & radio	High tech
		Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South													
Significance Level: 95% Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500
Access to potential customers	387 39%	312 40%	75 34%	69 43% F	122 44% F	109 37%	82 32%	97 39%	101 36%	183 40%	387 39%	181 36%	206 41%	174 40%	41 45%	37 37%	38 38%	46 47%	14 50%	32 46%	37 37%	7 54%	181 36%
Current commercial conditions	324 32%	265 34% B	59 26%	41 26%	84 30%	101 35%	91 36% C	78 32%	99 35%	142 31%	324 32%	169 34%	155 31%	140 32%	31 34%	30 30%	34 34%	26 27%	11 39%	15 22%	30 30%	4 31%	169 34%
Investment	194 19%	151 19%	43 19%	36 23%	48 17%	58 20%	49 19%	43 17%	46 16%	99 22%	194 19%	104 21%	90 18%	82 19%	12 13%	21 21%	17 17%	15 15%	7 25%	8 12%	21 21%	4 31%	104 21%
Staff skill levels	135 13%	102 13%	33 15%	23 14%	37 13%	38 13%	36 14%	36 15%	43 15%	55 12%	135 13%	75 15%	60 12%	49 11%	11 12%	14 14%	9 9%	12 12%	1 4%	11 16%	12 12%	2 15%	75 15%
Business skills training availability	71 7%	51 7%	20 9%	17 11% F	20 7% F	22 8% F	9 4%	14 6%	16 6%	41 9%	71 7%	28 6%	43 9%	32 7%	5 5%	11 11% K	6 6%	12 12%	1 4%	11 16%	7 7%	2 15%	28 6%
Timescale / lack of management time	34 3%	25 3%	9 4%	6 4%	12 4%	8 3%	8 3%	6 2%	11 4%	17 4%	34 3% K	6 1%	28 6% JKMO	12 3%	4 4% KO	- -%	1 1%	18 19%	2 7%	16 23%	5 5% V	- -%	6 1%
Legislation / government bureaucracy	24 2%	22 3%	2 1%	3 2%	9 3%	6 2%	6 2%	5 2%	5 2%	14 3%	24 2% M	9 2%	15 3% M	2 *% M	2 2%	- -%	- -%	13 13%	- -%	13 19%	- -%	- -%	9 2%
Lack of finance / money	11 1%	7 1%	4 2%	4 3% E	4 1% E	1 *% E	2 1% E	3 1%	3 1%	5 1%	11 1% M	7 1%	4 1% M	1 *% M	- -%	- -%	- -%	3 3%	- -%	3 4%	1 1%	- -%	7 1%
Taxation	7 1%	6 1%	1 *% E	2 1% E	1 *% E	4 1% E	- -% E	3 1%	1 *% E	3 1% E	7 1% M	2 *% M	5 1% M	1 *% M	1 1%	- -%	- -%	4 4%	- -%	4 6%	- -%	- -%	2 *% E
Lack of space	6 1%	5 1%	1 *% E	1 1% E	2 1% E	1 *% E	2 1% E	2 1%	1 *% E	3 1% E	6 1% M	3 1% M	3 1% M	- -% M	- -% M	- -% M	- -% M	3 3%	- -%	3 4%	- -%	- -%	3 1% E
Recruitment	3 *% E	3 *% E	- -% E	1 1% E	1 *% E	- -% E	1 *% E	1 *% E	2 1% E	- -% E	3 *% E	2 *% E	1 *% E	1 *% E	- -% E	- -% E	1 1% E	- -%	- -%	- -%	- -%	- -%	2 *% E

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 23 (continuation)

Q14 Which two or three of the following are the key barriers to the growth of your company?

	Demographics										Sector												
	Sex		Age				Region			Sector							Interactive software						
	Male	Female	18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95% Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Marketing / advertising	3	3	-	1	1	-	1	1	-	1	3	1	2	1	-	1	-	1	-	1	-	-	1
	%	%	%	1%	1%	%	1%	%	%	%	%	%	%	%	%	1%	%	1%	%	1%	%	%	%
Advances in technology	3	3	-	1	-	1	1	-	2	1	3	2	1	1	-	1	-	-	-	-	-	-	2
	%	%	%	1%	%	%	%	%	1%	1%	%	%	%	%	%	1%	1%	%	%	%	%	%	%
New products	3	2	1	1	-	1	1	3	-	-	3	-	3	3	1	1	1	-	-	-	-	-	-
	%	%	%	1%	%	%	%	1%	%	%	%	%	1%	1%	1%	1%	1%	%	%	%	%	%	%
Refused	2	1	1	1	-	1	-	-	-	2	2	-	2	2	-	-	-	-	-	-	2	-	-
	%	%	%	1%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	2%	%	%
Something else	37	33	4	3	5	16	13	12	12	13	37	23	14	14	6	2	5	1	1	-	-	-	23
	4%	4%	2%	2%	2%	5%	5%	5%	4%	3%	4%	5%	3%	3%	7%	2%	5%	1%	4%	%	%	%	5%
No barriers	166	119	47	24	44	47	44	41	43	81	166	71	95	91	21	24	20	9	5	4	21	-	71
	17%	15%	21%	15%	16%	16%	17%	17%	15%	18%	17%	14%	19%	21%	23%	24%	20%	9%	18%	6%	21%	%	14%
Don't know	24	11	13	6	4	8	5	7	6	10	24	14	10	9	2	2	1	1	-	1	3	1	14
	2%	1%	6%	4%	1%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	%	1%	3%	8%	3%

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 23 (continuation)

Q14 Which two or three of the following are the key barriers to the growth of your company?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
Access to potential customers	387 39%	115 36%	78 39%	48 46%	57 44%	62 36%	24 33%	90 47% H	66 32%	73 40%	81 39%	46 37%
Current commercial conditions	324 32%	81 26%	67 34% A	41 39% A	51 40% A	60 34% A	24 33%	46 24%	69 33% G	63 35% G	81 39% G	46 37% G
Investment	194 19%	60 19%	28 14%	25 24% B	29 22%	35 20%	16 22%	35 18%	33 16%	31 17%	44 21%	33 27% HI
Staff skill levels	135 13%	25 8%	18 9%	13 12%	23 18% AB	38 22% ABC	17 23% AB	12 6%	20 10%	31 17% GH	35 17% GH	24 19% GH
Business skills training availability	71 7%	19 6%	13 7%	6 6%	9 7%	10 6%	13 18% ABCDE	7 4%	16 8%	14 8%	13 6%	11 9%
Timescale / lack of management time	34 3%	12 4%	7 4%	4 4%	3 2%	5 3%	3 4%	6 3%	11 5% J	9 5% J	3 1%	3 2%
Legislation / government bureaucracy	24 2%	5 2%	5 3%	5 5%	3 2%	5 3%	1 1%	3 2%	4 2%	9 5%	5 2%	3 2%
Lack of finance / money	11 1%	2 1%	5 3%	- -%	- -%	4 2%	- -%	4 2%	1 *% J	2 1%	3 1%	1 1%
Taxation	7 1%	3 1%	1 1%	1 1%	- -%	2 1%	- -%	- -%	2 1%	2 1%	1 *% J	2 2%
Lack of space	6 1%	3 1%	1 1%	- -%	1 1%	- -%	1 1%	1 1%	2 1%	- -%	3 1%	- -%
Recruitment	3 *%	2 1%	- -%	- -%	1 1%	- -%	- -%	2 1%	- -%	1 1%	- -%	- -%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 23 (continuation)

Q14 Which two or three of the following are the key barriers to the growth of your company?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
Marketing / advertising	3 *%	2 1%	1 1%	- -%	- -%	- -%	- -%	1 1%	2 1%	- -%	- -%	- -%
Advances in technology	3 *%	- -%	1 1%	- -%	- -%	2 1%	- -%	- -%	- -%	1 1%	1 *%	- -%
New products	3 *%	2 1%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	1 1%
Refused	2 *%	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%
Something else	37 4%	13 4%	10 5%	4 4%	3 2%	3 2%	3 4%	6 3%	13 6%	9 5%	3 1%	4 3%
No barriers	166 17%	71 22%	29 15%	10 10%	21 16%	23 13%	8 11%	42 22%	37 18%	21 12%	30 14%	12 10%
Don't know	24 2%	5 2%	6 3%	3 3%	1 1%	9 5%	- -%	7 4%	2 1%	4 2%	5 2%	2 2%
		ADFE						IK				

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 24

Q15 Which of the following best describes the level of turnover of your business?

	Sex						Age				Region			Sector									
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Interactive software			Music	TV & radio	High tech	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V	
Significance Level: 95% Total	1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500
Less than £50,000	192	148	44	33	55	49	55	51	52	83	192	81	111	92	15	21	26	7	19	34	1	81	
	19%	19%	20%	21%	20%	17%	22%	21%	19%	18%	19%	16%	22%	21%	16%	14%	21%	27%	25%	28%	34%	8%	16%
												K								V			
£50,001 - £100,000	206	162	44	22	56	73	55	57	63	83	206	84	122	104	15	27	26	28	10	18	23	3	84
	21%	21%	20%	14%	20%	25%	22%	23%	23%	18%	21%	17%	24%	24%	16%	27%	26%	29%	36%	26%	23%	23%	17%
						C	C					K	K		K	K							
£100,001 - £250,000	182	148	34	23	60	58	39	42	52	85	182	91	91	74	21	13	21	21	4	17	13	2	91
	18%	19%	15%	14%	22%	20%	15%	17%	19%	18%	18%	18%	17%	23%	13%	21%	22%	14%	25%	13%	15%	18%	
£250,001 - £500,000	120	99	21	17	34	31	35	27	36	55	120	69	51	47	13	15	9	5	1	4	8	1	69
	12%	13%	9%	11%	12%	11%	14%	11%	13%	12%	12%	14%	10%	11%	14%	9%	5%	4%	6%	8%	8%	14%	
£500,001 - £1m	87	65	22	21	21	16	26	17	23	45	87	48	39	35	10	13	7	5	1	4	4	-	48
	9%	8%	10%	13%	8%	5%	10%	7%	8%	10%	9%	10%	8%	8%	11%	13%	7%	5%	4%	6%	4%	-%	10%
				E			E																
£1m +	124	105	19	20	33	36	32	28	32	62	124	80	44	40	15	10	7	7	3	4	3	2	80
	12%	13%	9%	13%	12%	12%	13%	11%	11%	13%	12%	16%	9%	9%	16%	10%	7%	7%	11%	6%	3%	15%	16%
		B									L	LMP		LMP							T		
Don't know	26	11	15	10	5	8	2	8	6	12	26	17	9	8	1	2	1	2	1	1	2	17	
	3%	1%	7%	6%	2%	3%	1%	3%	2%	3%	3%	3%	2%	2%	1%	2%	1%	2%	4%	1%	1%	15%	3%
		A		DF																			
Refused	67	43	24	13	15	20	11	16	16	35	67	30	37	35	2	7	8	3	1	2	15	2	30
	7%	6%	11%	8%	5%	7%	4%	7%	6%	8%	7%	6%	7%	8%	2%	7%	8%	3%	4%	3%	15%	15%	6%
		A											N								V		

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 24 (continuation)

Q15 Which of the following best describes the level of turnover of your business?

	TOTAL	Company size(Q1)					Turnover(Q15)					
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%												
Total	1004	A 316	B 198	C 105	D 129	E 174	F 73	G 192	H 206	I 182	J 207	K 124
Less than £50,000	192 19%	135 43%	37 19%	11 10%	5 4%	2 1%	- -	192 100%	- -	- -	- -	- -
		BCDEF	DEF	DEF				HIJK				
£50,001 - £100,000	206 21%	93 29%	67 34%	18 17%	17 13%	7 4%	4 5%	- -	206 100%	- -	- -	- -
		CDEF	CDEF	EF	E			GIJK				
£100,001 - £250,000	182 18%	42 13%	57 29%	32 30%	31 24%	16 9%	4 5%	- -	- -	182 100%	- -	- -
			AEF	AEF	AEF					GHJK		
£250,001 - £500,000	120 12%	18 6%	11 6%	25 24%	32 25%	32 18%	2 3%	- -	- -	- -	120 58%	- -
				ABF	ABF	ABF					GHIK	
£500,001 - £1m	87 9%	4 1%	7 4%	2 2%	21 16%	49 28%	3 4%	- -	- -	- -	87 42%	- -
					ABCF	ABCDF					GHIK	
£1m +	124 12%	5 2%	3 2%	6 6%	10 8%	48 28%	50 68%	- -	- -	- -	- -	124 100%
				AB	AB	ABCD	ABCDE					GHIJ
Don't know	26 3%	3 1%	3 2%	1 1%	6 5%	8 5%	4 5%	- -	- -	- -	- -	- -
					A	A	A					
Refused	67 7%	16 5%	13 7%	10 10%	7 5%	12 7%	6 8%	- -	- -	- -	- -	- -

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 25
REGION

REGION	Sex						Age			Region			Sector							Interactive software				
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech		
Significance Level: 95% Total	1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500	
Yorkshire and the Humber	66 7%	45 6%	21 9%	11 7%	22 8%	16 5%	16 6%	66 27%	- -	- -	66 7%	33 7%	33 7%	30 7%	5 5%	11 11%	7 7%	5 5%	2 7%	3 4%	5 5%	- -	33 7%	
West Midlands	105 10%	78 10%	27 12%	12 8%	27 10%	33 11%	33 13%	- -	105 38%	- -	105 10%	63 13%	42 8%	36 8%	9 10%	4 4%	11 11%	10 10%	4 14%	6 9%	6 6%	2 15%	63 13%	
Wales	36 4%	28 4%	8 4%	6 4%	6 2%	12 4%	12 5%	- -	36 13%	- -	36 4%	21 4%	15 3%	14 3%	1 1%	3 3%	3 3%	1 1%	- -	1 1%	7 7%	- -	21 4%	
South West	118 12%	89 11%	29 13%	18 11%	26 9%	35 12%	36 14%	- -	- -	118 26%	118 12%	55 11%	63 13%	51 12%	14 15%	13 13%	8 8%	14 14%	2 7%	12 17%	12 12%	2 15%	55 11%	
South East	214 21%	172 22%	42 19%	28 18%	63 23%	64 22%	54 21%	- -	- -	214 47%	214 21%	112 22%	102 20%	90 21%	17 18%	29 29%	10 10%	21 22%	9 32%	12 17%	25 25%	- -	112 22%	
Scotland	65 6%	53 7%	12 5%	8 5%	15 5%	21 7%	21 8%	65 26%	- -	- -	65 6%	33 7%	32 6%	26 6%	3 3%	5 5%	11 11%	8 8%	2 7%	6 9%	4 4%	1 8%	33 7%	
North West	79 8%	61 8%	18 8%	14 9%	27 10%	23 8%	15 6%	79 32%	- -	- -	79 8%	40 8%	39 8%	33 8%	12 13%	4 4%	9 9%	7 7%	1 4%	6 9%	6 6%	1 8%	40 8%	
Northern	36 4%	32 4%	4 2%	4 3%	17 6%	8 3%	6 2%	36 15%	- -	- -	36 4%	19 4%	17 3%	13 3%	6 7%	1 1%	3 3%	4 4%	- -	4 6%	3 3%	- -	19 4%	
London	128 13%	96 12%	32 14%	29 18%	34 12%	41 14%	19 7%	- -	- -	128 28%	128 13%	39 8%	89 18%	79 18%	12 13%	17 17%	26 26%	13 13%	3 11%	10 14%	18 18%	3 23%	39 8%	
Eastern	35 3%	26 3%	9 4%	9 6%	11 4%	6 2%	8 3%	- -	35 13%	- -	35 3%	18 4%	17 3%	15 3%	4 4%	5 5%	- -	3 3%	1 4%	2 3%	4 4%	1 8%	18 4%	
East Midlands	104 10%	85 11%	19 9%	18 11%	28 10%	24 8%	30 12%	- -	104 37%	- -	104 10%	55 11%	49 10%	42 10%	9 10%	7 7%	10 10%	11 11%	4 14%	7 10%	10 10%	2 15%	55 11%	

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 25 (continuation)

REGION

TOTAL	Sex						Age			Region			Sector											
	Male		Female		18-34	35-44	45-54	55+	North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Interactive software			Music	TV & radio	High tech
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	*R	S	T	*U	V		
1004	781	223	159	279	291	255	246	280	460	1004	500	504	435	92	101	100	97	28	69	101	13	500		
Northern Ireland	16	2	2	3	8	5	-	-	-	18	12	6	6	-	2	2	-	-	-	1	1	12		
	2%	2%	1%	1%	3%	2%	-%	-%	-%	2%	2%	1%	1%	-%	2%	2%	-%	-%	-%	1%	8%	2%		

Significance Level: 95%

Total

Northern Ireland

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 25 (continuation)

REGION

REGION	TOTAL	Company size(Q1)					Turnover(Q15)					
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%												
Total	1004	A 316	B 198	C 105	D 129	E 174	F 73	G 192	H 206	I 182	J 207	K 124
Yorkshire and the Humber	66 7%	19 6%	13 7%	4 4%	11 9%	10 6%	9 12%	9 5%	14 7%	12 7%	12 6%	11 9%
West Midlands	105 10%	28 9%	20 10%	16 15%	13 10%	19 11%	7 10%	19 10%	20 10%	21 12%	23 11%	14 11%
Wales	36 4%	11 3%	7 4%	7 7%	3 2%	5 3%	3 4%	5 3%	9 4%	11 6%	5 2%	3 2%
South West	118 12%	52 16%	23 12%	10 10%	13 10%	11 6%	7 10%	36 19%	24 12%	16 9%	18 9%	11 9%
South East	214 21%	61 19%	51 26%	21 20%	30 23%	33 19%	16 22%	26 14%	48 23%	41 23%	46 22%	31 25%
Scotland	65 6%	20 6%	12 6%	10 10%	7 5%	13 7%	3 4%	14 7%	17 8%	12 7%	11 5%	5 4%
North West	79 8%	29 9%	17 9%	7 7%	6 5%	14 8%	5 7%	20 10%	16 8%	12 7%	16 8%	8 6%
Northern	36 4%	11 3%	9 5%	3 3%	4 3%	8 5%	1 1%	8 4%	10 5%	6 3%	5 2%	4 3%
London	128 13%	33 10%	18 9%	15 14%	23 18%	29 17%	9 12%	21 11%	11 5%	28 15%	36 17%	20 16%
Eastern	35 3%	10 3%	5 3%	4 4%	5 4%	8 5%	3 4%	10 5%	4 2%	6 3%	10 5%	3 2%
East Midlands	104 10%	36 11%	20 10%	5 5%	14 11%	21 12%	7 10%	18 9%	30 15%	14 8%	21 10%	12 10%
Northern Ireland	18 2%	6 2%	3 2%	3 3%	- -	3 2%	3 4%	6 3%	3 1%	3 2%	4 2%	2 2%

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 26

INTERVIEWER - CODE GENDER WITHOUT ASKING

Significance Level: 95%

TOTAL	Sex		Age				Region			Sector							Interactive software					
	Male	Female	18-34	35-44	45-54	55+	North	Mid lands	South	All busin esses	Total Hi-tech busin esses	Total creative busin esses	Crea tive	Advert ising	Design	Film & video	Total	Leisure only	Non-leisure	Music	TV & radio	High tech
1004	A 781	B 223	C 159	D 279	E 291	F 255	G 246	H 280	I 460	J 1004	K 500	L 504	M 435	N 92	O 101	P 100	Q 97	*R 28	S 69	T 101	*U 13	V 500
Male	781	-	112	214	224	217	191	217	357	781	409	372	316	78	57	80	80	24	56	69	8	409
	78%	-%	70%	77%	77%	85%	78%	78%	78%	78%	82%	74%	73%	85%	56%	80%	82%	86%	81%	68%	62%	82%
						CDE				MO	LMO	O	O	LMO		O						T
Female	223	223	47	65	67	38	55	63	103	223	91	132	119	14	44	20	17	4	13	32	5	91
	22%	100%	30%	23%	23%	15%	22%	23%	22%	22%	18%	26%	27%	15%	44%	20%	18%	14%	19%	32%	38%	18%
		A	F	F	F	F				KN	JKN				JKLMNP					V		

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 26 (continuation)

INTERVIEWER - CODE GENDER WITHOUT ASKING

TOTAL	Company size(Q1)						Turnover(Q15)					
	0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+	
Significance Level: 95%	A	B	C	D	E	F	G	H	I	J	K	
Total	316	198	105	129	174	73	192	206	182	207	124	
Male	781	255	150	85	105	124	56	148	162	148	164	105
	78%	81%	76%	81%	81%	71%	77%	77%	79%	81%	79%	85%
	E			E								
Female	223	61	48	20	24	50	17	44	44	34	43	19
	22%	19%	24%	19%	19%	29%	23%	23%	21%	19%	21%	15%
					AD							

Columns Tested: A,B,C,D,E,F - G,H,I,J,K

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 27

Into which of the following age brackets do you fall?

	Region									Sector												
	Sex		Age				North	Midlands	South	All businesses	Total Hi-tech businesses	Total creative businesses	Creative	Advertising	Design	Film & video	Interactive software			Music	TV & radio	High tech
TOTAL	Male	Female	18-34	35-44	45-54	55+				J	K	L	M	N	O	P	Q	*R	S	T	*U	V
Significance Level: 95%																						
Total	A	B	C	D	E	F	G	H	I	1004	500	504	435	92	101	100	97	28	69	101	13	500
18-24	16	8	8	16	-	-	4	6	6	16	6	10	9	3	-	1	3	2	1	3	-	6
	2%	1%	4%	10%	-%	-%	2%	2%	1%	2%	1%	2%	2%	3%	-%	1%	3%	7%	1%	3%	-%	1%
	A		DEF																			
25-34	143	104	39	143	-	-	33	39	69	143	76	67	60	12	11	12	13	6	7	16	3	76
	14%	13%	17%	90%	-%	-%	13%	14%	15%	14%	15%	13%	14%	13%	11%	12%	13%	21%	10%	16%	23%	15%
	DEF		DEF																			
35-44	279	214	65	-	279	-	81	72	123	279	124	155	131	30	25	30	35	11	24	33	2	124
	28%	27%	29%	-%	100%	-%	33%	26%	27%	28%	25%	31%	30%	33%	25%	30%	36%	39%	35%	33%	15%	25%
	CEF		CEF																			
45-54	291	224	67	-	291	-	68	75	140	291	140	151	127	22	26	32	32	8	24	33	6	140
	29%	29%	30%	-%	100%	-%	28%	27%	30%	29%	28%	30%	29%	24%	26%	32%	33%	29%	35%	33%	46%	28%
	CDF		CDF																			
55-64	212	180	32	-	-	212	48	67	93	212	117	95	82	19	30	19	14	1	13	12	1	117
	21%	23%	14%	-%	-%	83%	20%	24%	20%	21%	23%	19%	19%	21%	30%	19%	14%	4%	19%	12%	8%	23%
	B		CDE																			
65+	43	37	6	-	-	43	10	16	16	43	30	13	13	4	3	5	-	-	-	-	1	30
	4%	5%	3%	-%	-%	17%	4%	6%	3%	4%	6%	3%	3%	4%	3%	5%	-%	-%	-%	-%	8%	6%
	CDE		LM																			
Refused	20	14	6	-	-	-	2	5	13	20	7	13	13	2	6	1	-	-	-	4	-	7
	2%	2%	3%	-%	-%	-%	1%	2%	3%	2%	1%	3%	3%	2%	6%	1%	-%	-%	-%	4%	-%	1%
	JK																					

Columns Tested: A,B - C,D,E,F - G,H,I - J,K,L,M,N,O,P - Q,R,S - T,U,V

CREATIVE BUSINESS SURVEY - FEBRUARY 2006

Fieldwork dates - 9th February - 24th February 2006

Table 27 (continuation)

Into which of the following age brackets do you fall?

	TOTAL	Company size(Q1)						Turnover(Q15)				
		0-1	2	3	4-5	6-19	20+	<£50k	£50-100k	£100-250k	£250-£1m	£1m+
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K
Total	1004	316	198	105	129	174	73	192	206	182	207	124
18-24	16 2%	6 2%	2 1%	1 1%	1 1%	4 2%	2 3%	6 3%	1 *	1 1%	3 1%	1 1%
25-34	143 14%	31 10%	21 11%	21 20%	19 15%	28 16%	18 25%	27 14%	21 10%	22 12%	35 17%	19 15%
35-44	279 28%	93 29%	60 30%	27 26%	35 27%	49 28%	15 21%	55 29%	56 27%	60 33%	55 27%	33 27%
45-54	291 29%	96 30%	61 31%	31 30%	34 26%	45 26%	22 30%	49 26%	73 35%	58 32%	47 23%	36 29%
55-64	212 21%	68 22%	41 21%	19 18%	35 27%	36 21%	11 15%	45 23%	48 23%	33 18%	49 24%	27 22%
65+	43 4%	17 5%	9 5%	2 2%	3 2%	9 5%	3 4%	10 5%	7 3%	6 3%	12 6%	5 4%
Refused	20 2%	5 2%	4 2%	4 4%	2 2%	3 2%	2 3%	- -	- -	2 1%	6 3%	3 2%
											GH	GH

Columns Tested: A,B,C,D,E,F - G,H,I,J,K