

## A simple guide to RSN online spreadsheets – FSB Member Survey analysis

The Federation of Small Businesses produce an annual 'Voice of Small Business' Member Survey that looks at the views of small businesses on an array of issues including employment, growth prospects, innovation, access to finance and procurement. (<http://www.fsb.org.uk/member-survey-2012>). The attached Excel spreadsheet is an RSN developed analysis of their survey results. It provides a comparison of the results split between regions, and also an urban/rural comparison.

The FSB Member Survey analysis spreadsheet uses a number of drop-down lists to select items of interest, and also hyperlinks to select the various analysis sheets.

On the Index Page are the questions that were posed to the FSB Members through the survey. Hyperlinks are used to take the user from the question of interest to the analysis of the results, and so clicking the mouse on the underlined text will take the user to the appropriate analysis.

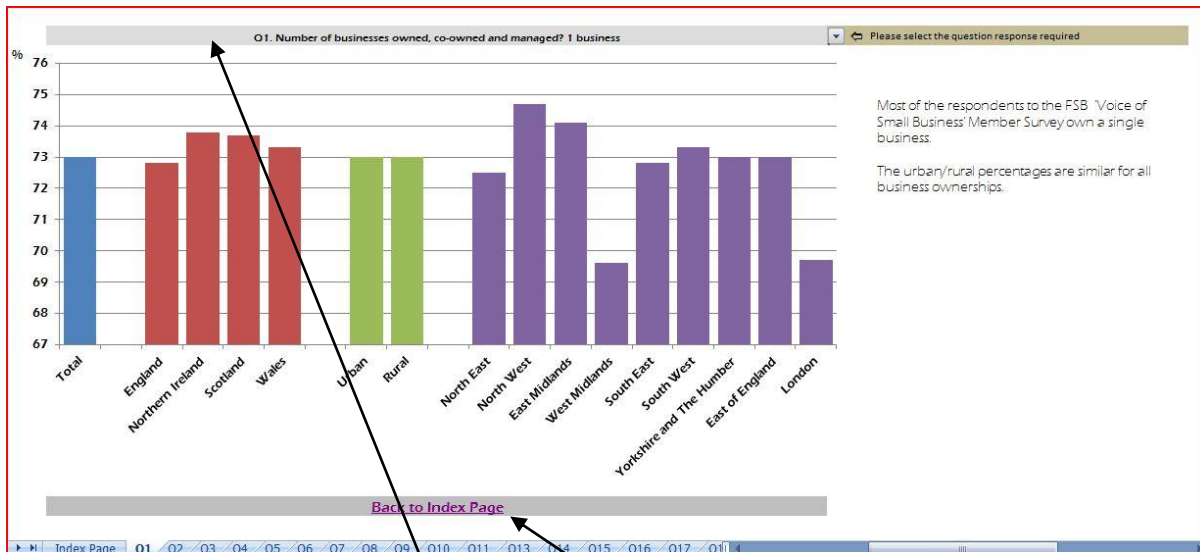
Clicking on the underlined text moves the user to the relevant analysis sheet.

**Index of questions - click on hyperlink to see analysis of results**

<a href="#">Q1. Number of businesses owned, co-owned and managed by members</a>	<a href="#">Q21. Members expectation of business climate change over the next 12 months</a>
<a href="#">Q2. Legal status of members main business</a>	<a href="#">Q22. Finance usage</a>
<a href="#">Q3. Number of years that members have owned or co-owned their business</a>	<a href="#">Q23. Sources of finance</a>
<a href="#">Q4. Owner profile by gender</a>	<a href="#">Q24. Interest rate paid on main loan/overdraft (taken out over the last 12 months)</a>
<a href="#">Q5. VAT registration of members main business</a>	<a href="#">Q25. Reasons members have applied for financial support</a>
<a href="#">Q6. Business sector</a>	<a href="#">Q26. Business support used &amp; helpfulness of sources</a>
<a href="#">Q7. Total staff working in business</a>	<a href="#">Q27. Local Authority initiatives that would most support members businesses</a>
<a href="#">Q8. Change in staffing levels</a>	<a href="#">Q28. Overall satisfaction with the business services provided by Local Authorities</a>
<a href="#">Q9. Future change in staffing levels</a>	<a href="#">Q29. Introduction of new or improved products/services by members in the past 2 yrs</a>
<a href="#">Q10. Owned or rented main business premises</a>	<a href="#">Q30. Percentage of members revenue coming from new products/services introduced in the past 2 yrs</a>
<a href="#">Q11. Payment of rates on main business premises</a>	<a href="#">Q31. Member use of internet</a>
<a href="#">Q13. Members use of Small Business Rate Relief</a>	<a href="#">Q32. Main business objective over the past 12 mths</a>
<a href="#">Q14. Premises rateable value</a>	<a href="#">Q33. Future plans</a>
<a href="#">Q15. Principle payment terms</a>	<a href="#">Q34. Which of the following barriers or obstacles are impacting on the success of your business - The economy</a>
<a href="#">Q16. Terms for payment in arrears</a>	<a href="#">Q36. Age band of members who have contributed to survey</a>
<a href="#">Q17. Clients supplied</a>	<a href="#">Q37. Gender of members who have contributed to survey</a>
<a href="#">Q18. Barriers to small businesses successfully bidding for public sector contracts</a>	<a href="#">Q38. Education level of members who have contributed to the survey</a>
<a href="#">Q19. Level of turnover for members main business in the past financial year</a>	
<a href="#">Q20. Members profitability and sales volume change</a>	

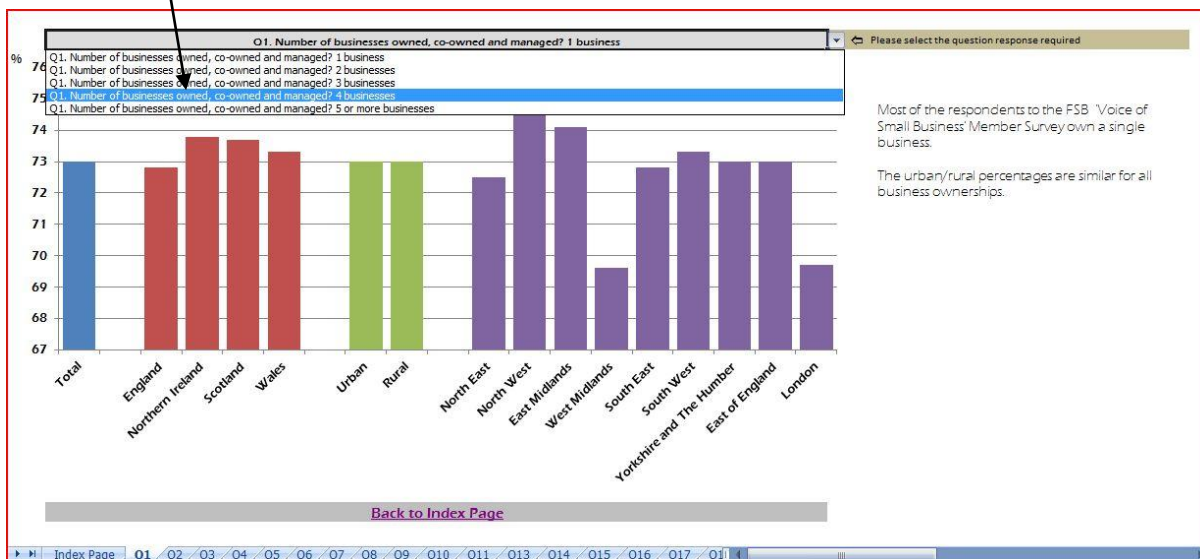
Index Page Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q13 Q14 Q15 Q16 Q17 Q18

Each FSB question has its own analysis sheet.



There are two cells that provide options on the analysis sheet. The 'Back to Index Page' cell provides a hyperlink back to the Index Page, and the answer cell provides the list of responses for the FSB question.

Selecting the answer cell and then clicking on the grey box with a blue arrow head to the right of it provides the list of answer options available.



I hope this helps. If you have any comments or suggestions, please contact [dan.worth@sparse.gov.uk](mailto:dan.worth@sparse.gov.uk)