

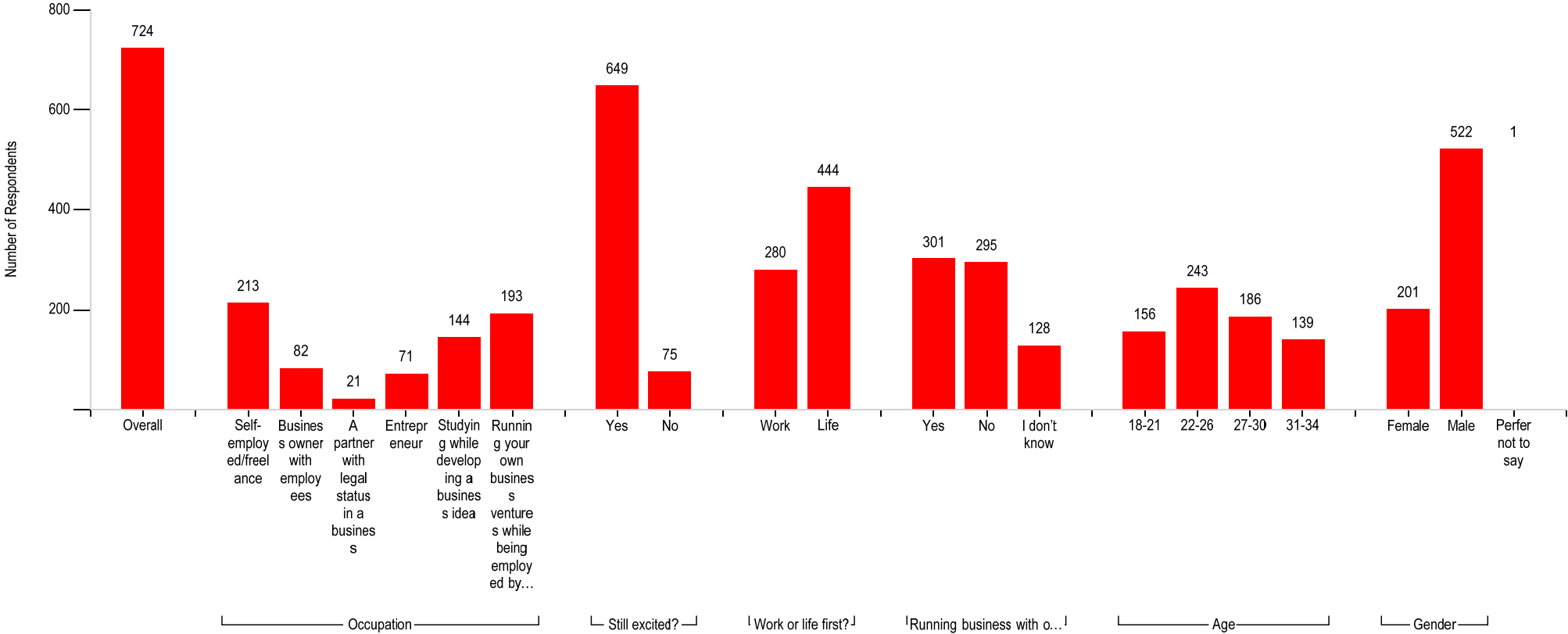


Walk with me – Germany report

July 2016

MORAR
A leap of insight

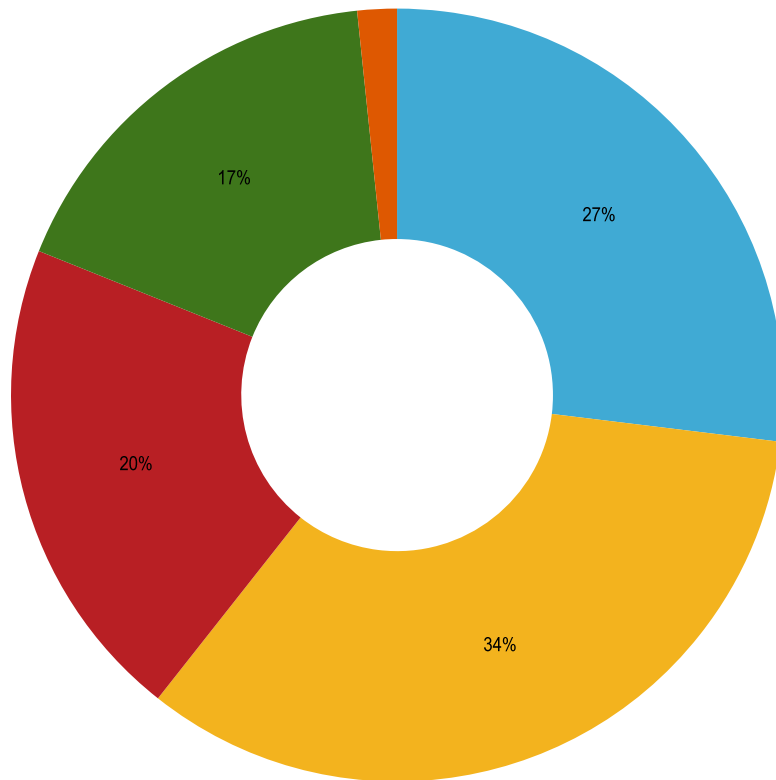
Sample details



(N=724)

Next 5 years

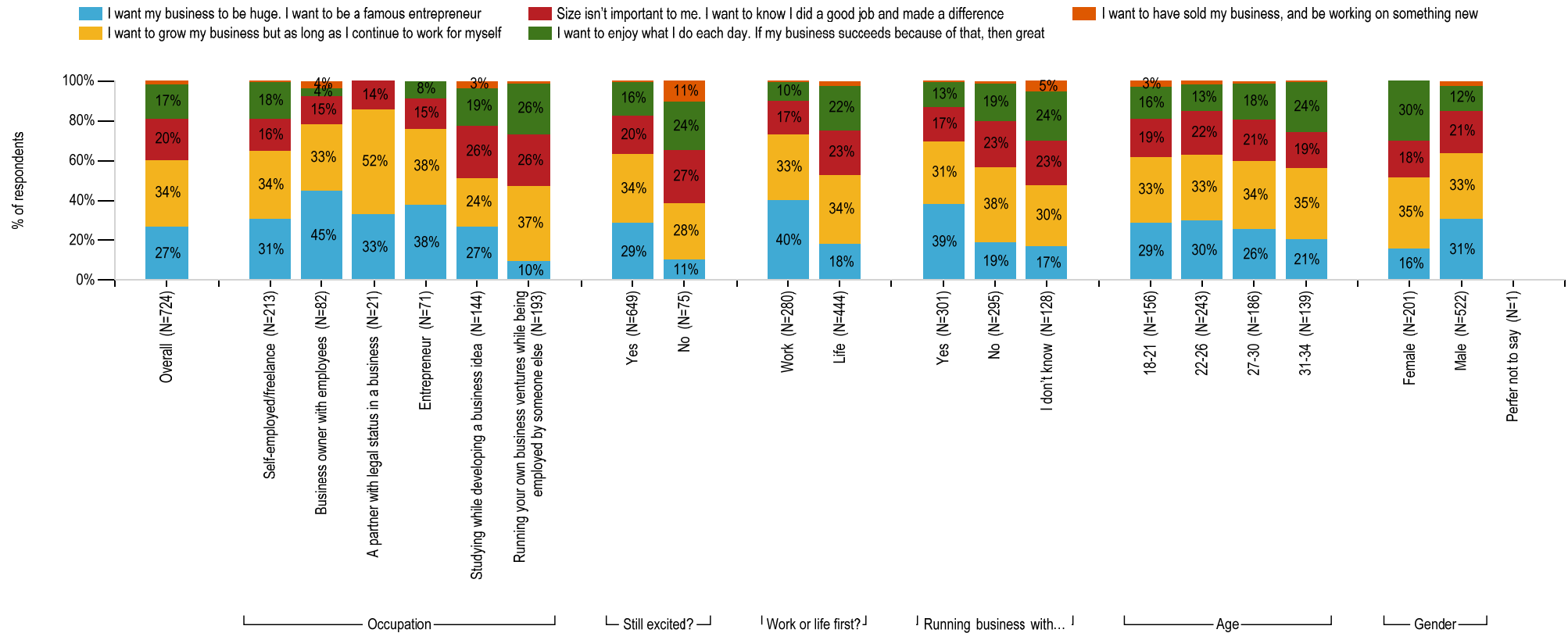
Where do you see you and your business in the next five years?



- I want my business to be huge. I want to be a famous entrepreneur
- I want to grow my business but as long as I continue to work for myself
- Size isn't important to me. I want to know I did a good job and made a difference
- I want to enjoy what I do each day. If my business succeeds because of that, then great
- I want to have sold my business, and be working on something new

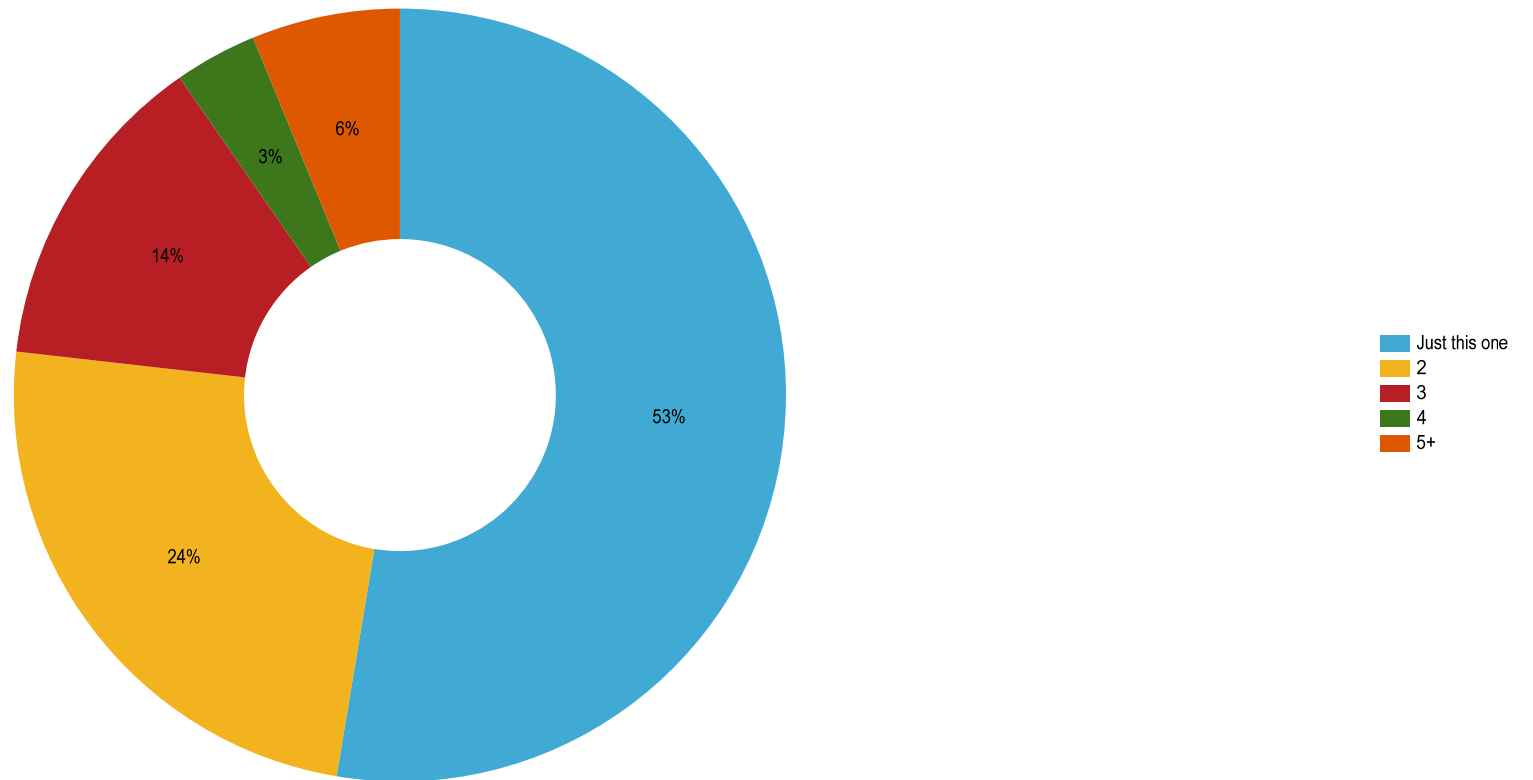
Profile: Next 5 years

Where do you see you and your business in the next five years?



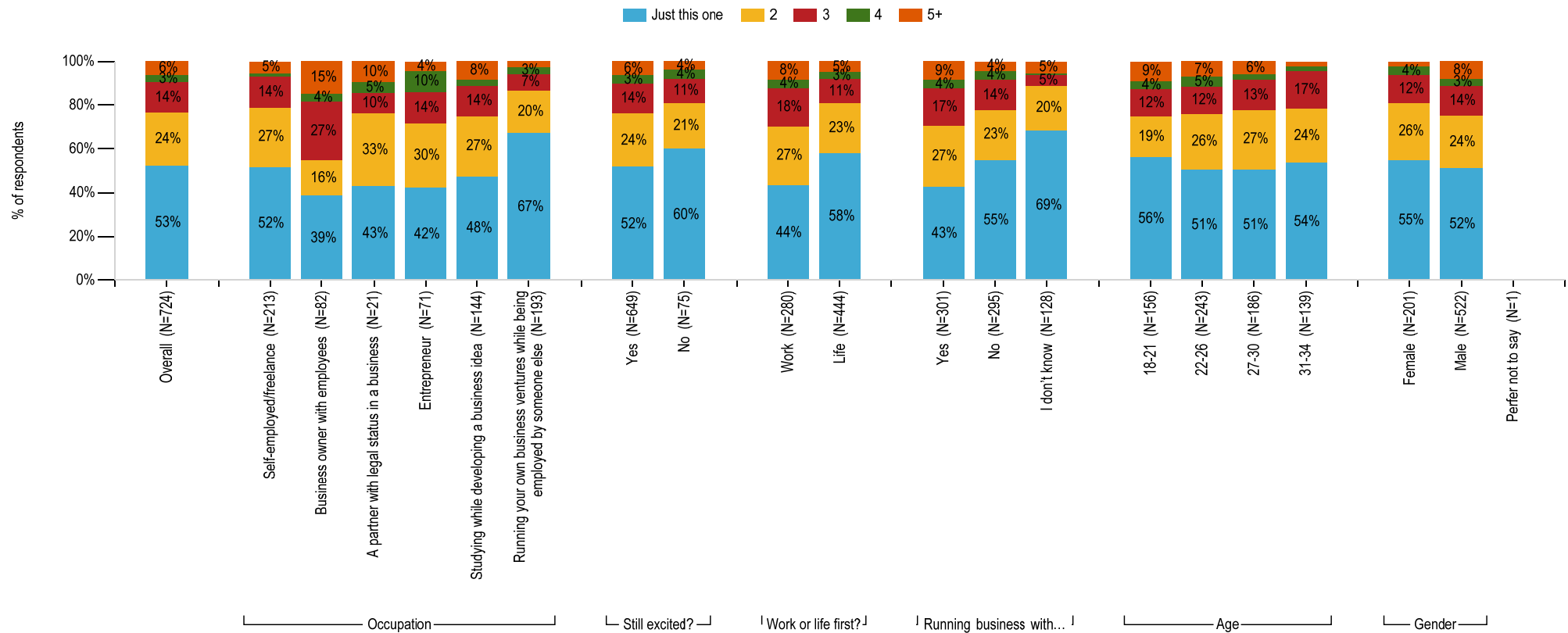
Number of businesses

How many businesses do you think you will start in your lifetime?



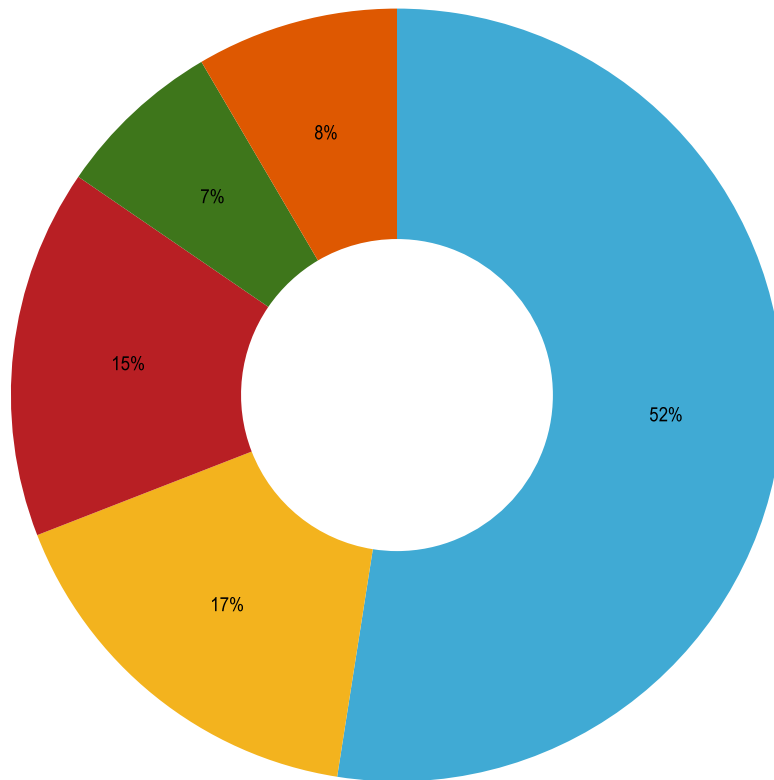
Profile: Number of businesses

How many businesses do you think you will start in your lifetime?



More than one business

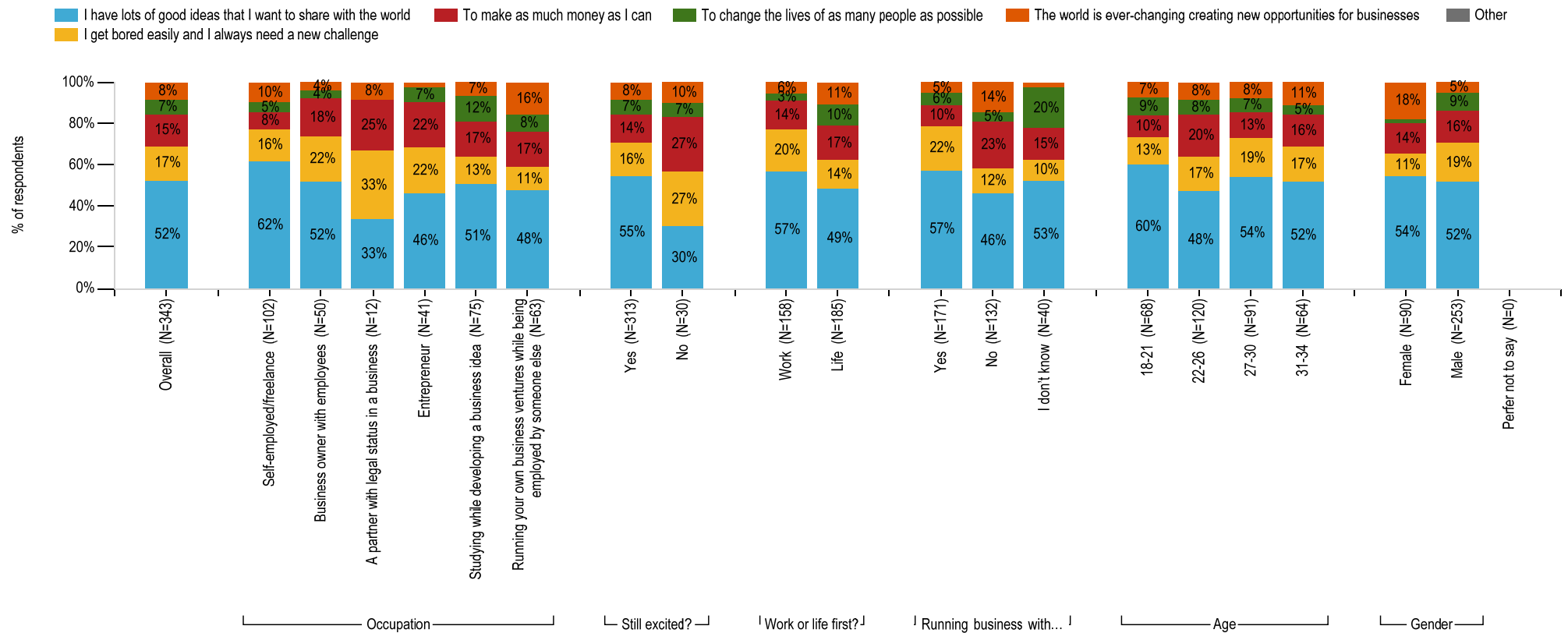
If more than one, why do you think you will start another business?



- I have lots of good ideas that I want to share with the world
- I get bored easily and I always need a new challenge
- To make as much money as I can
- To change the lives of as many people as possible
- The world is ever-changing creating new opportunities for businesses

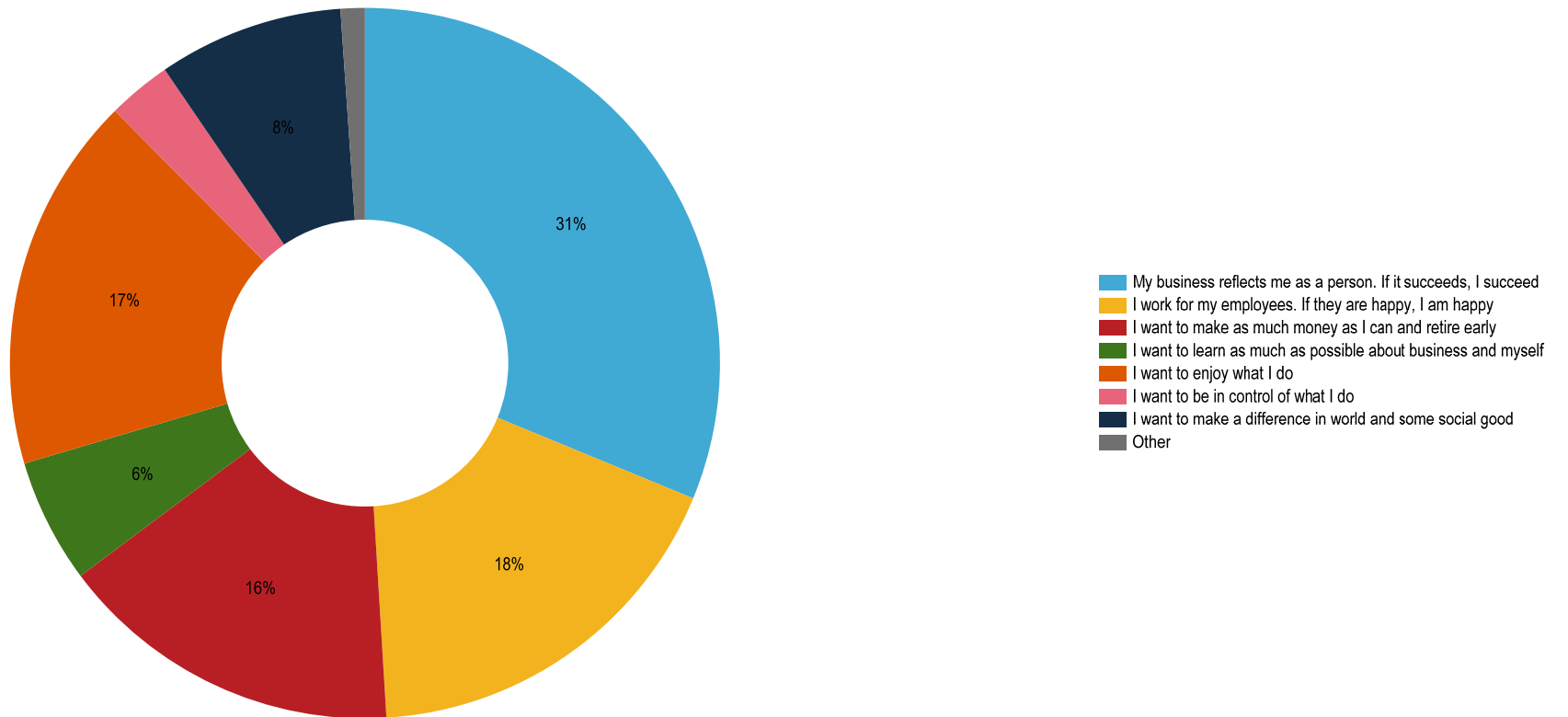
Profile: More than one business

If more than one, why do you think you will start another business?



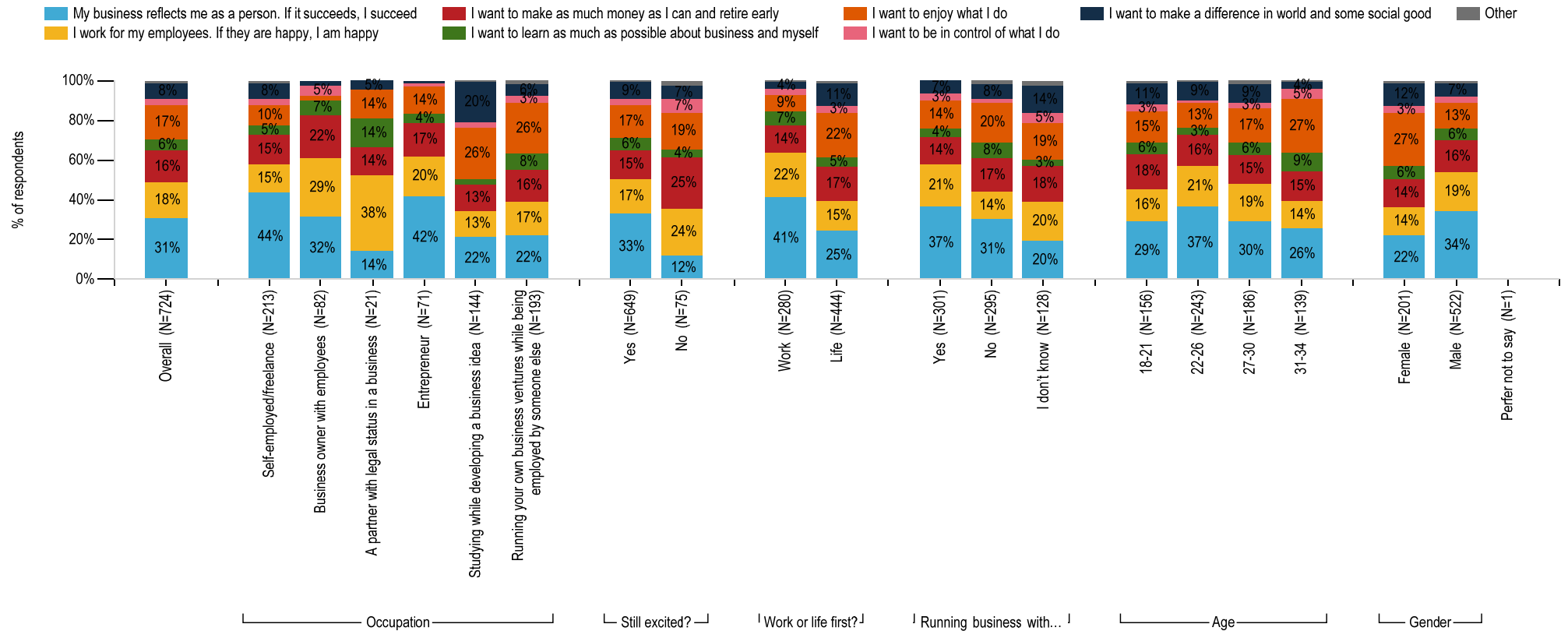
Motivations

What gets you out of bed in the morning?



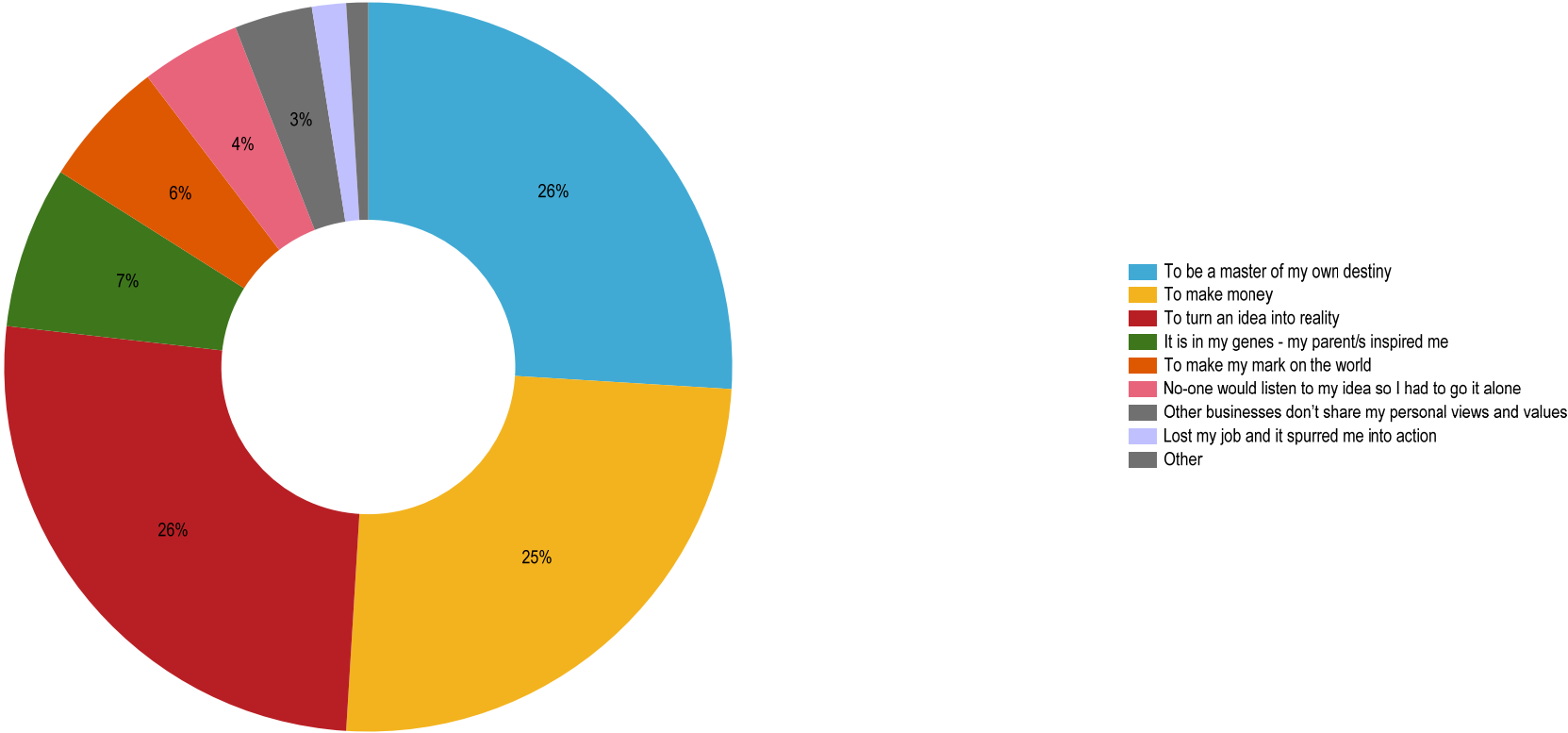
Profile: More than one business

What gets you out of bed in the morning?



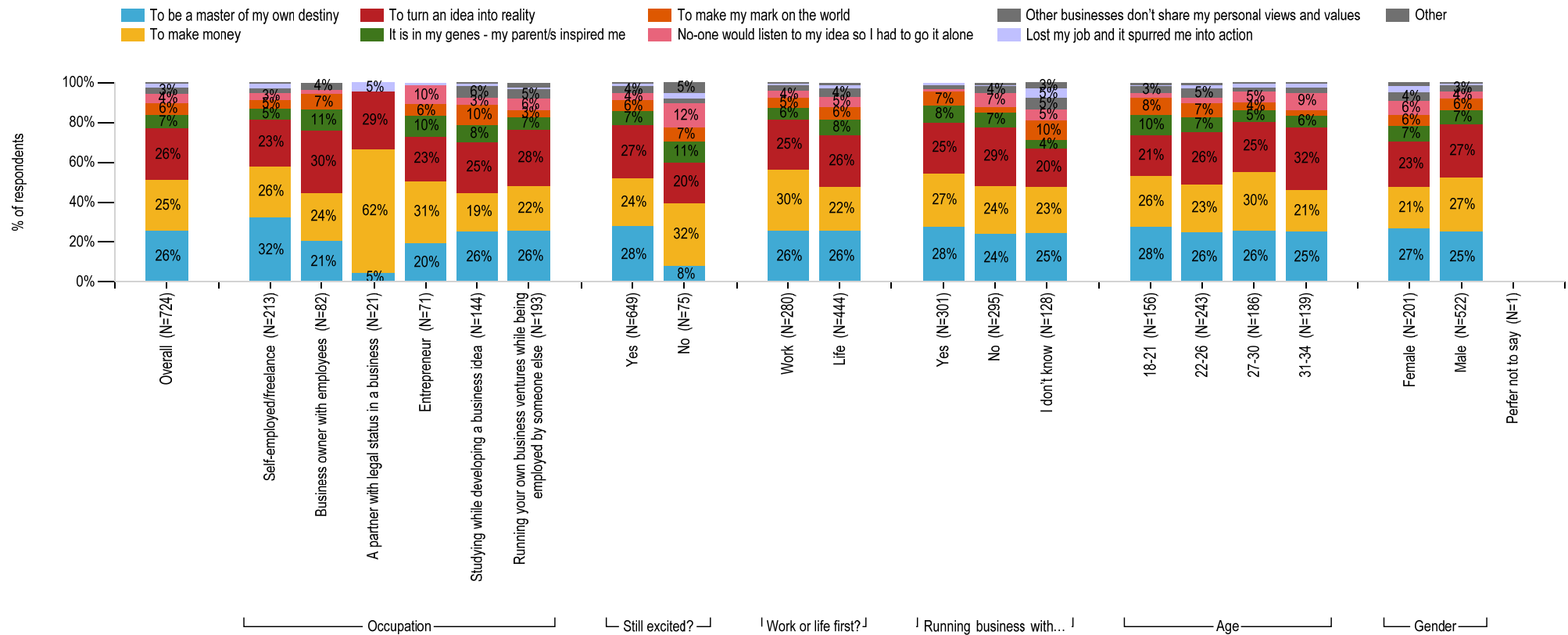
Starting own business

What made you start your own business, rather than work for someone else?



Profile: Starting own business

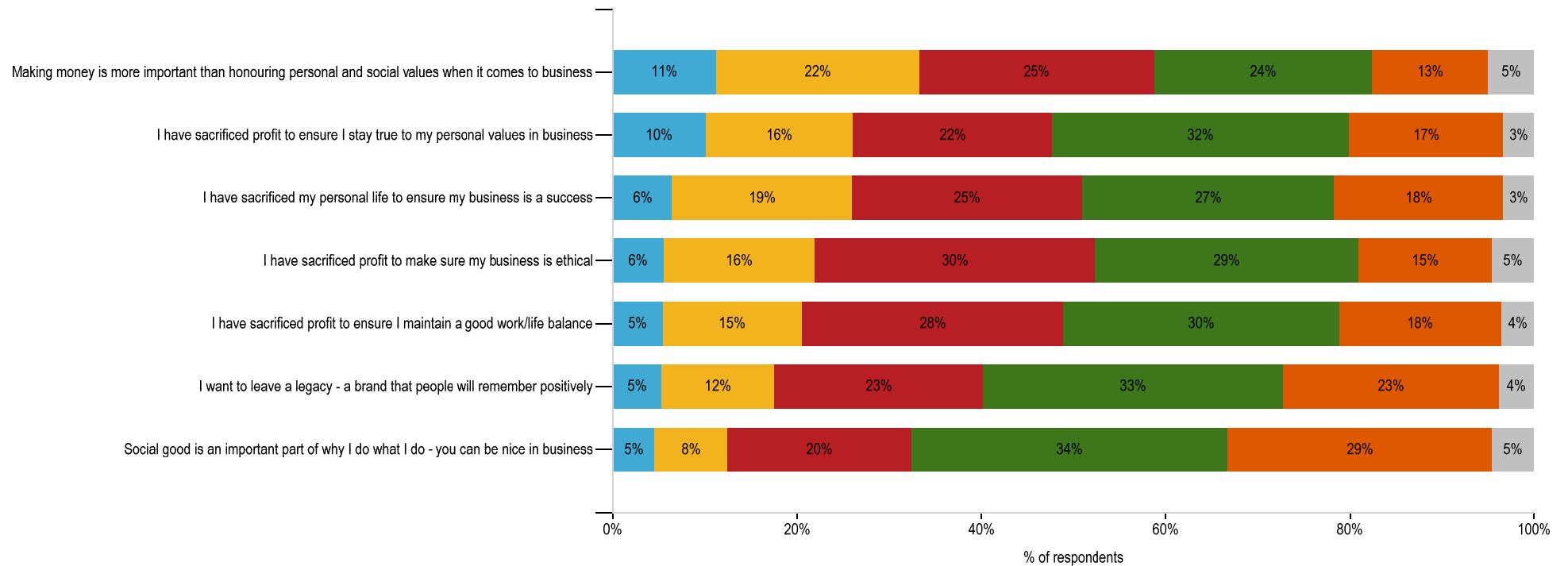
What made you start your own business, rather than work for someone else?



Statements

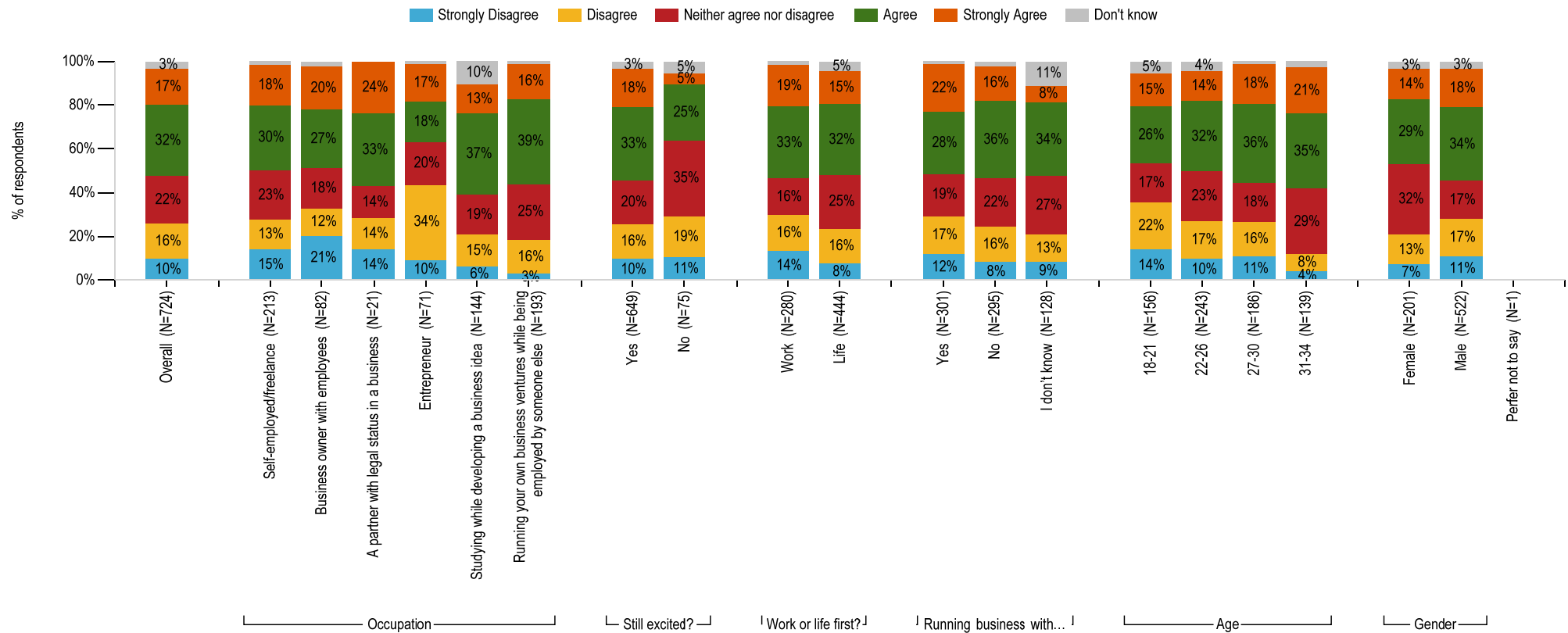
I have sacrificed profit to ensure I stay true to my personal values in business

Strongly Disagree Disagree Neither agree nor disagree Agree Strongly Agree Don't know



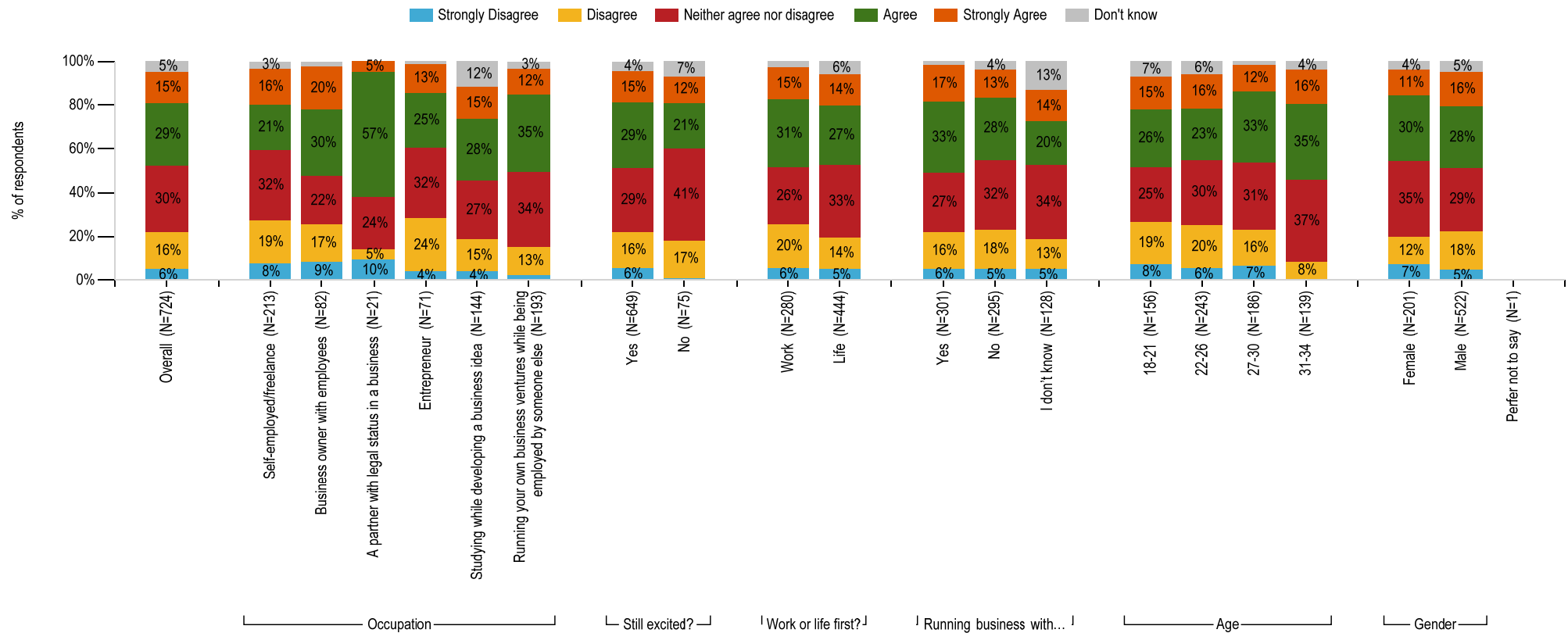
Profile: I have sacrificed profit to ensure I stay true to my personal values in business

I have sacrificed profit to ensure I stay true to my personal values in business



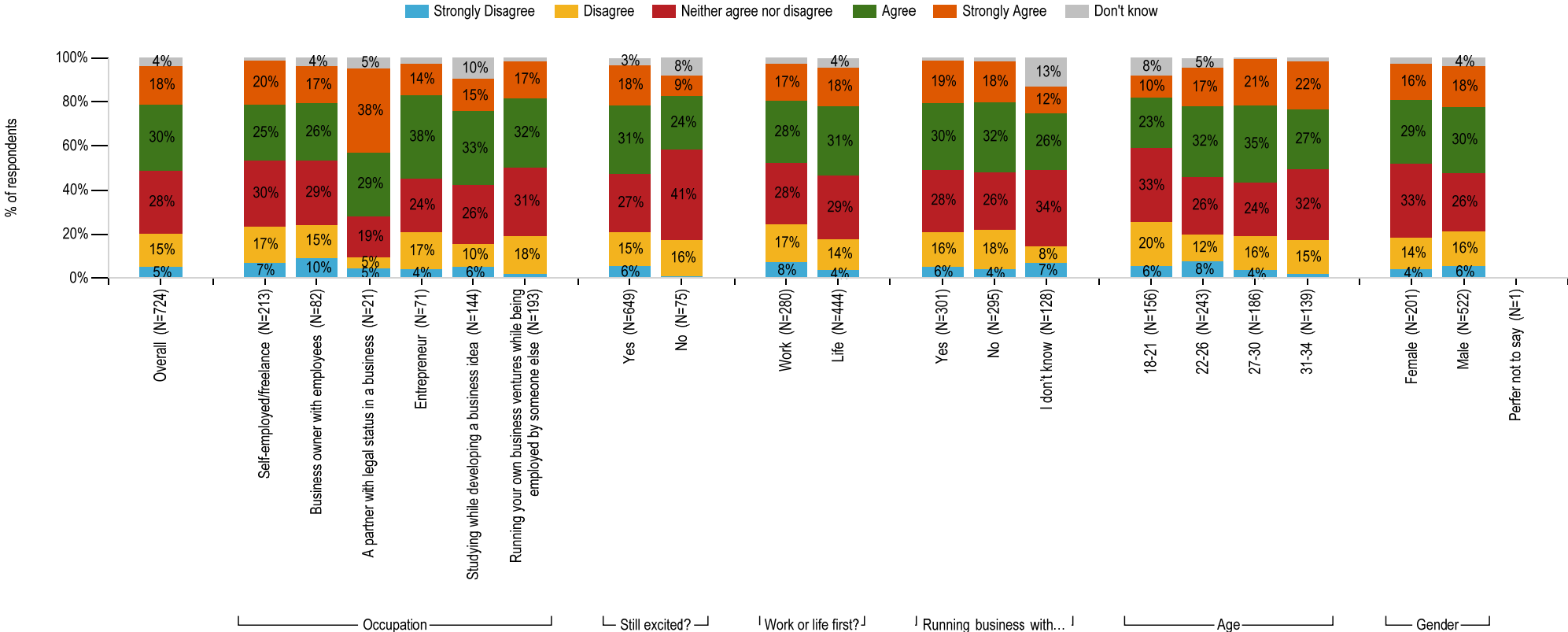
Profile: I have sacrificed profit to make sure my business is ethical

I have sacrificed profit to ensure I stay true to my personal values in business



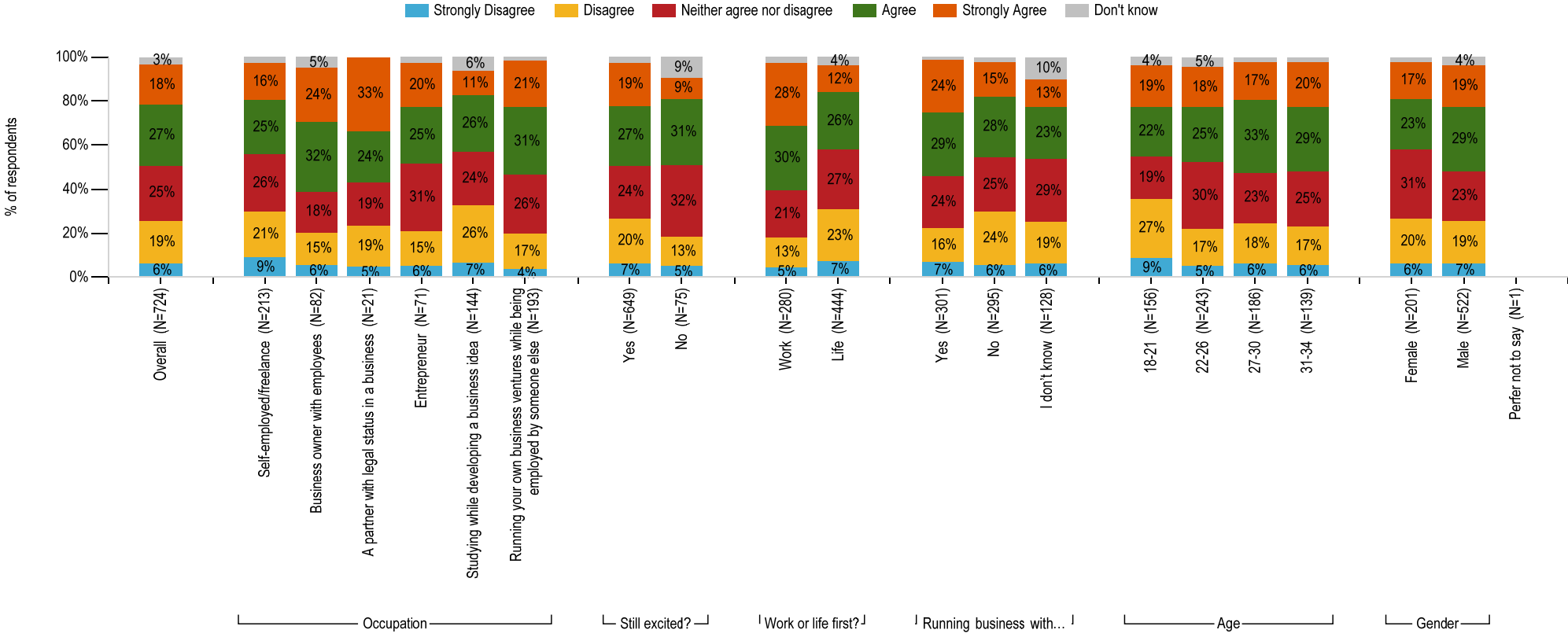
Profile: I have sacrificed profit to ensure I maintain a good work/life balance

I have sacrificed profit to ensure I stay true to my personal values in business



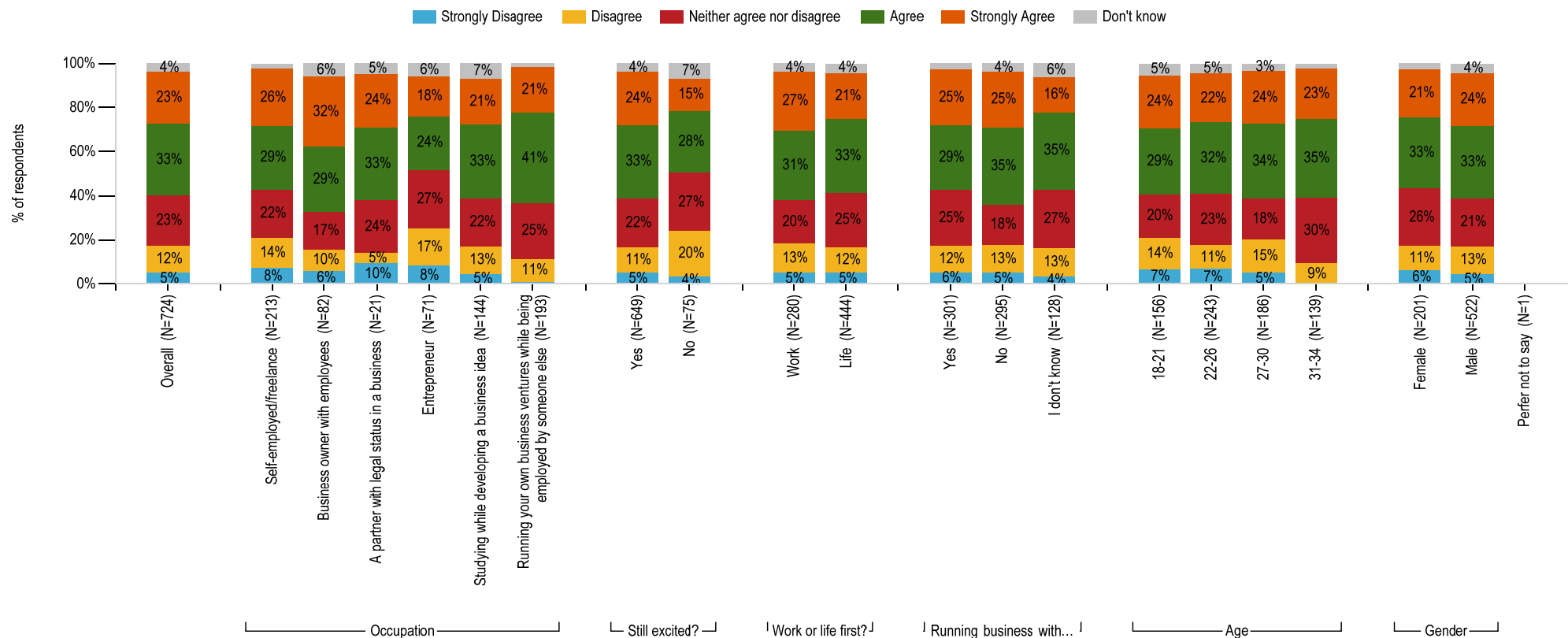
Profile: I have sacrificed my personal life to ensure my business is a success

I have sacrificed profit to ensure I stay true to my personal values in business



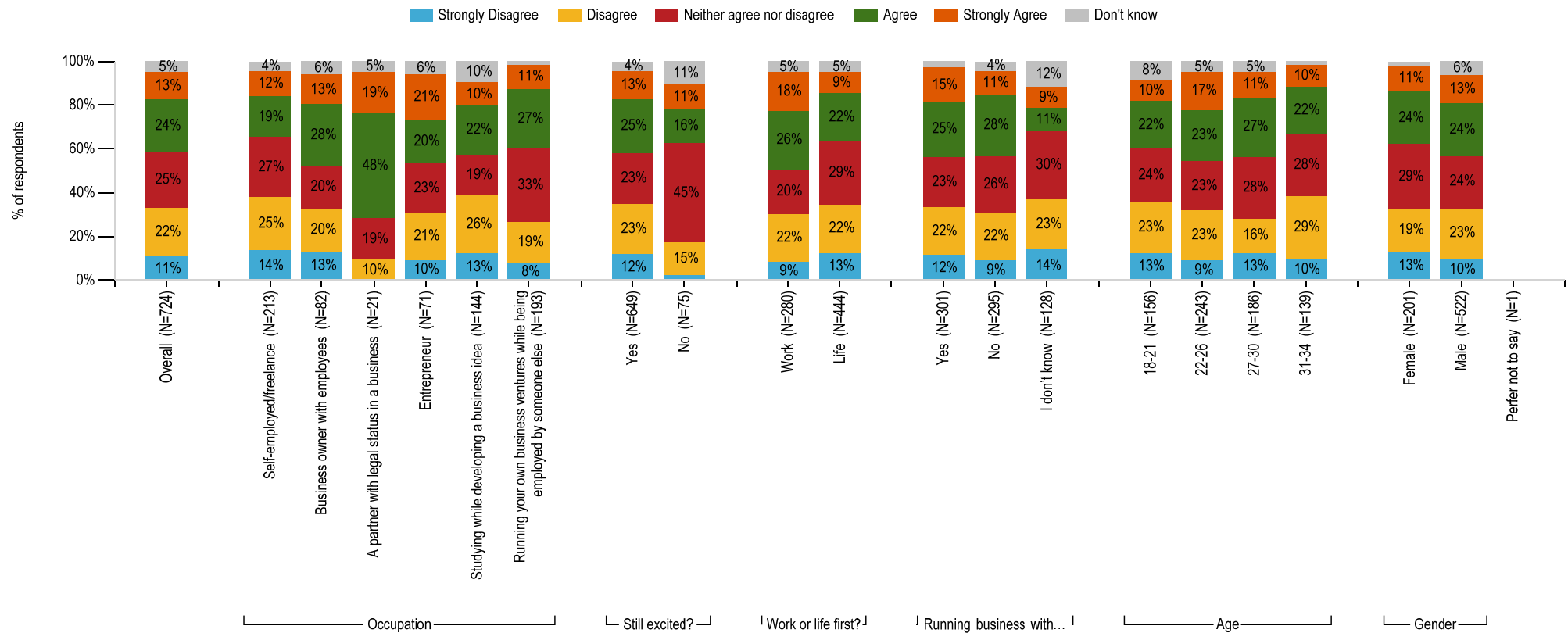
Profile: I want to leave a legacy - a brand that people will remember positively

I have sacrificed profit to ensure I stay true to my personal values in business



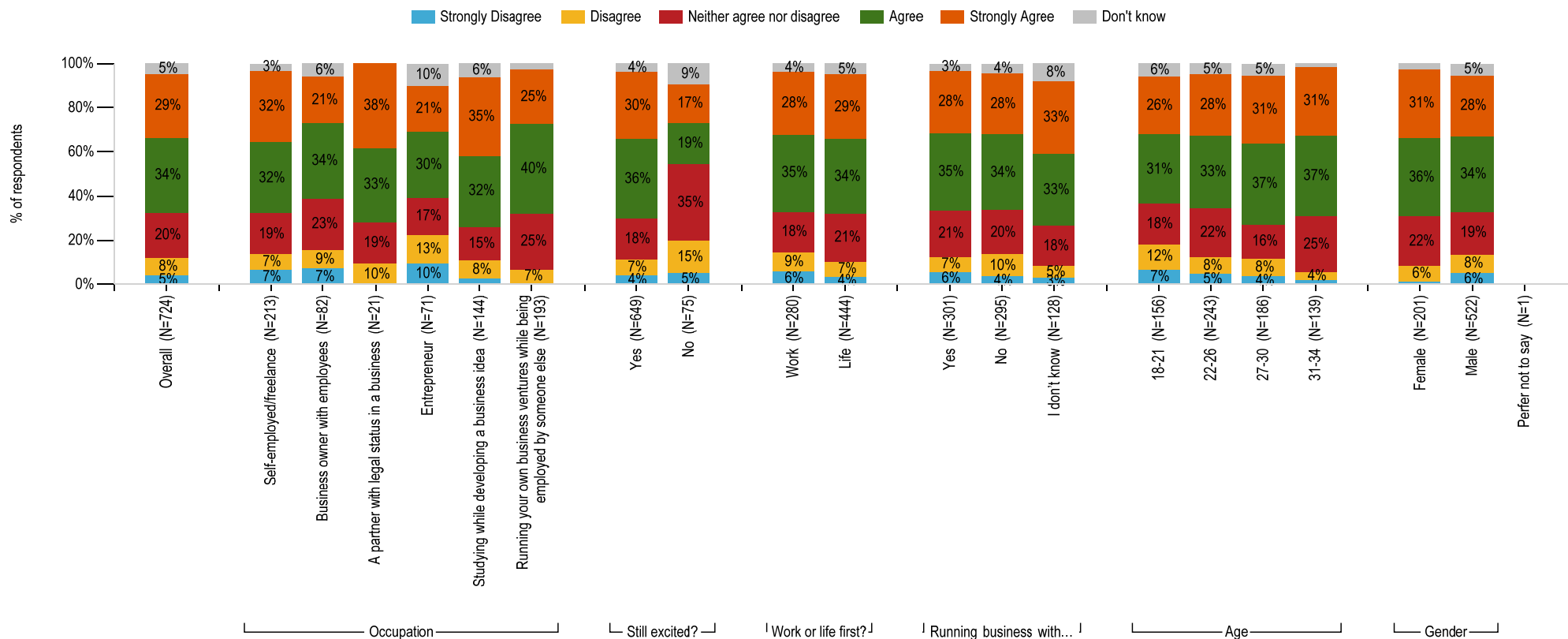
Profile: Making money is more important than honouring personal and social values when it comes to business

I have sacrificed profit to ensure I stay true to my personal values in business



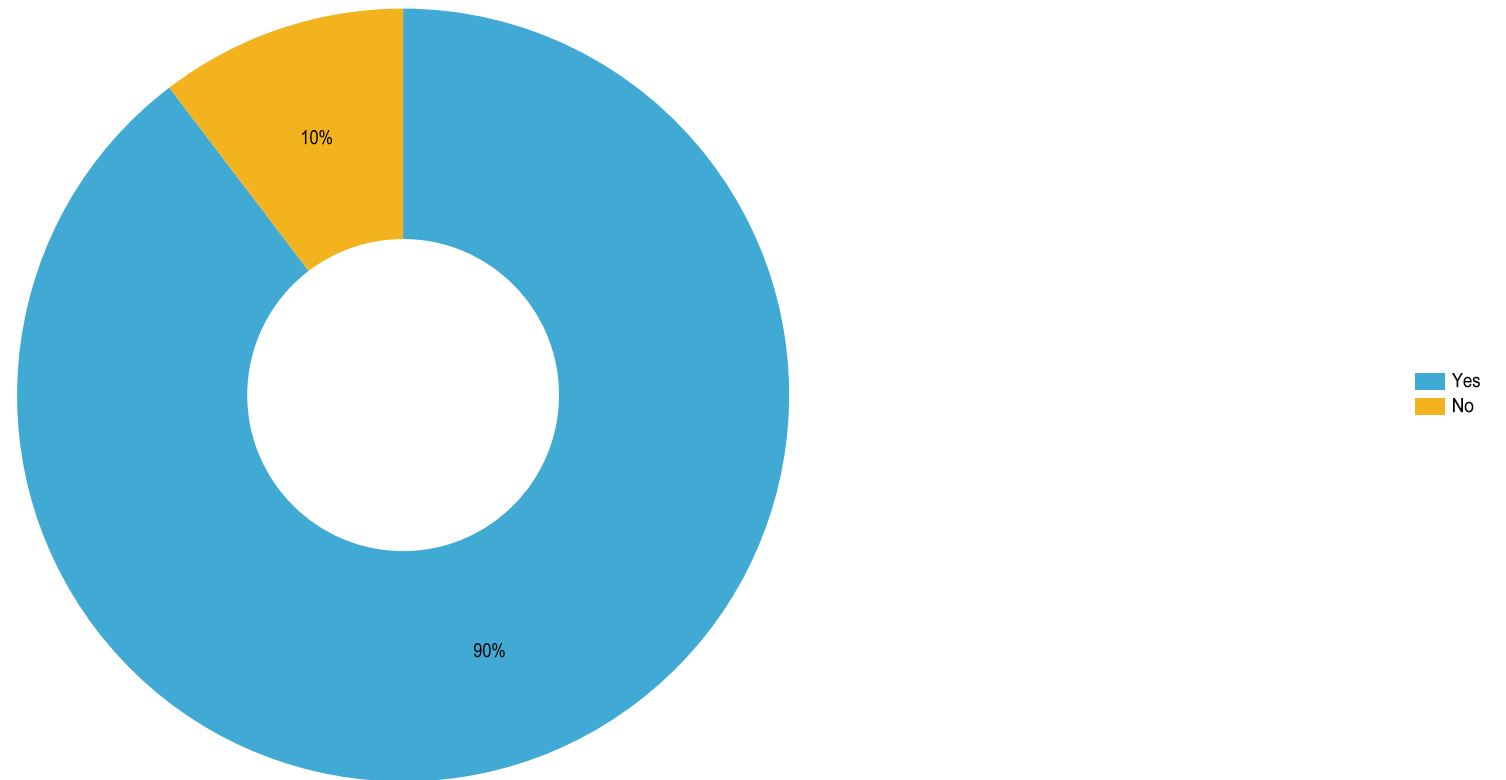
Profile: Social good is an important part of why I do what I do - you can be nice in business

I have sacrificed profit to ensure I stay true to my personal values in business



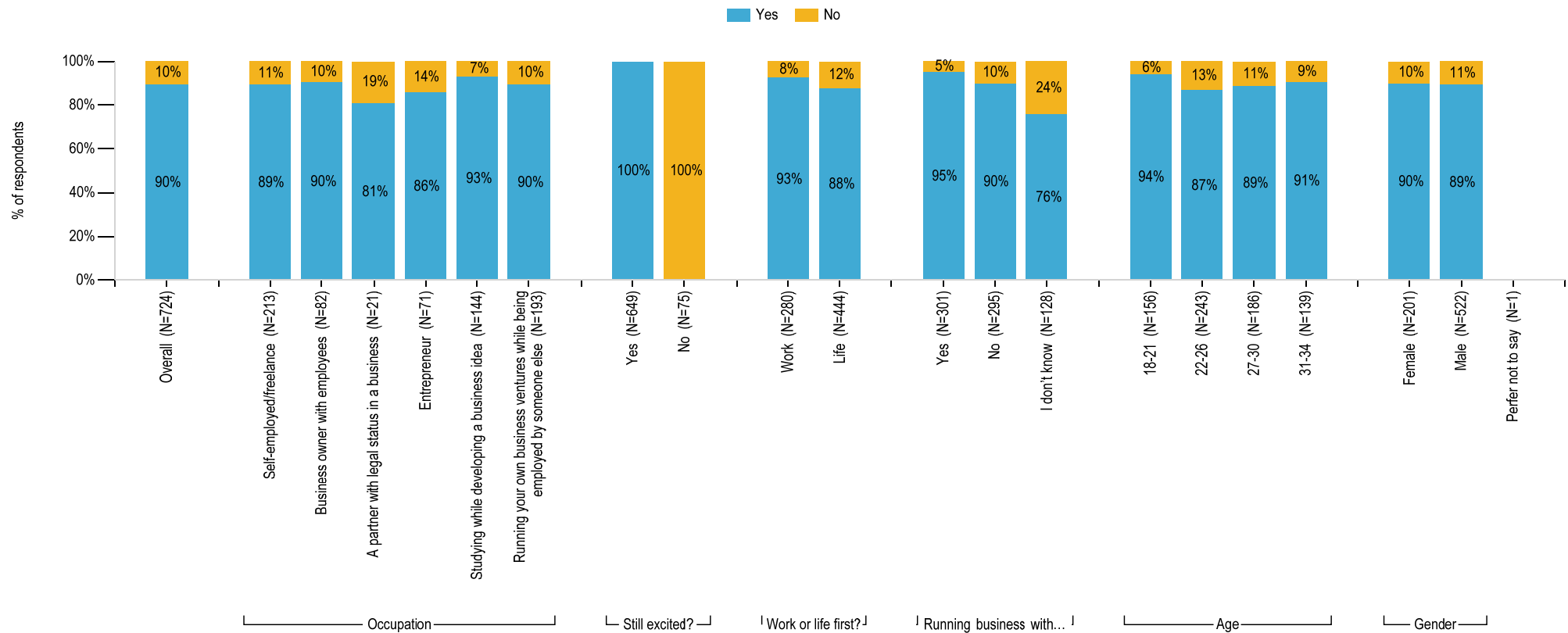
Excitement

Do you still feel the same excitement about your business now as you did when starting up?



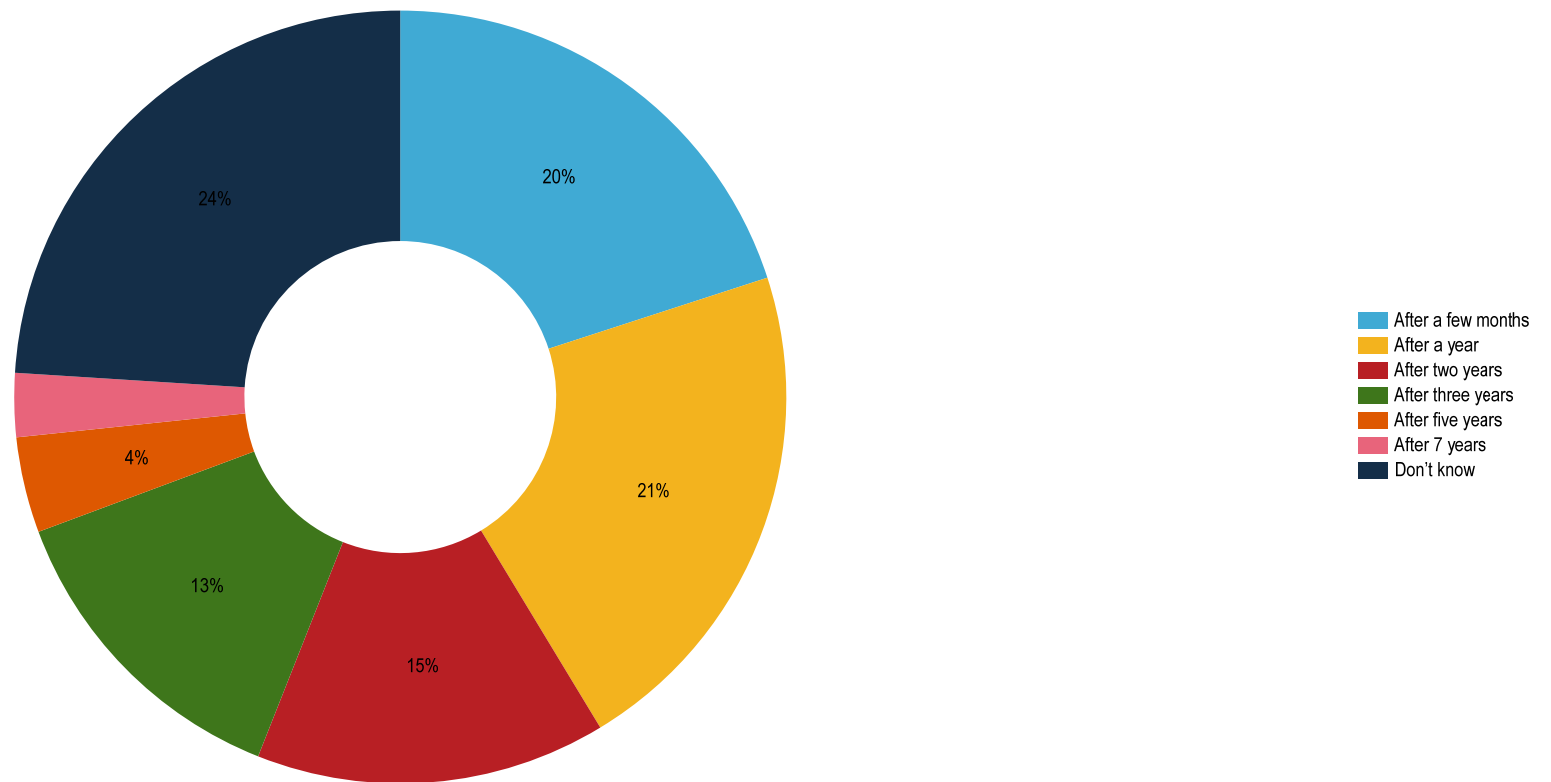
Profile: Excitement

Do you still feel the same excitement about your business now as you did when starting up?



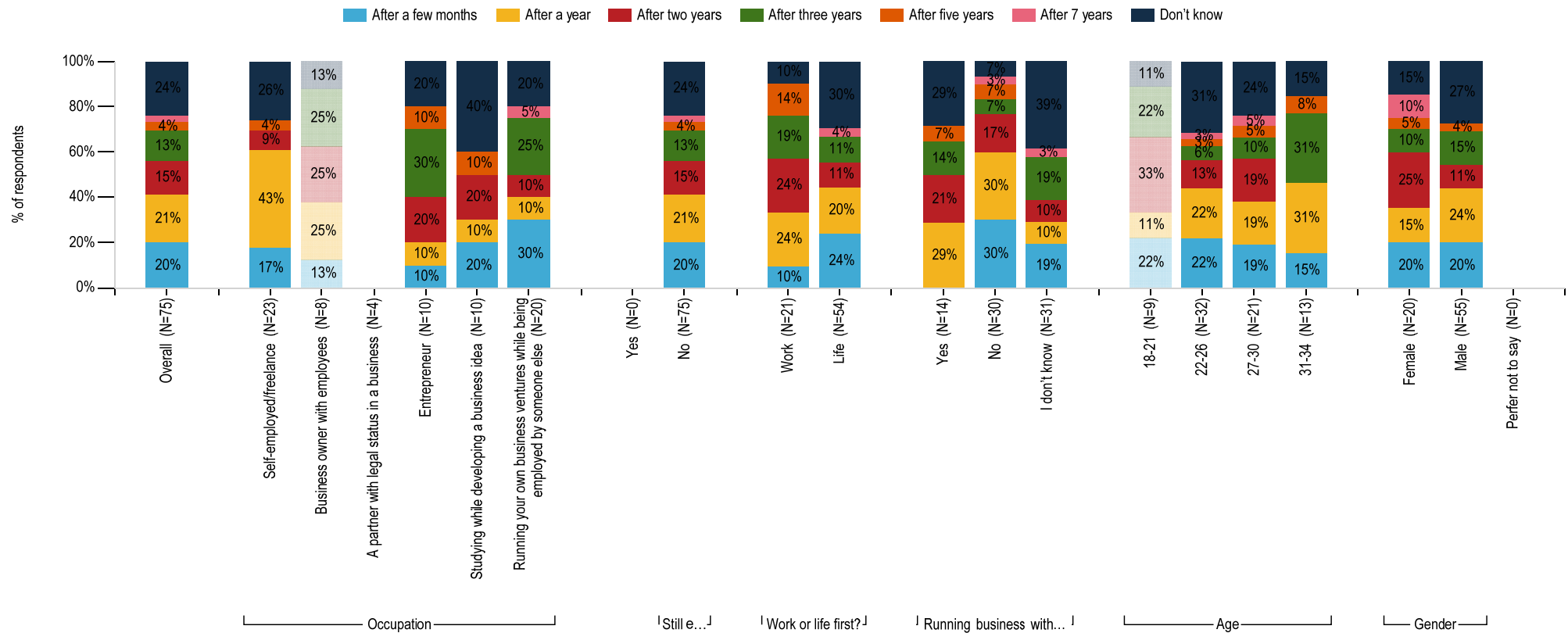
Fading passion

If no - when did the thrill and passion fade?



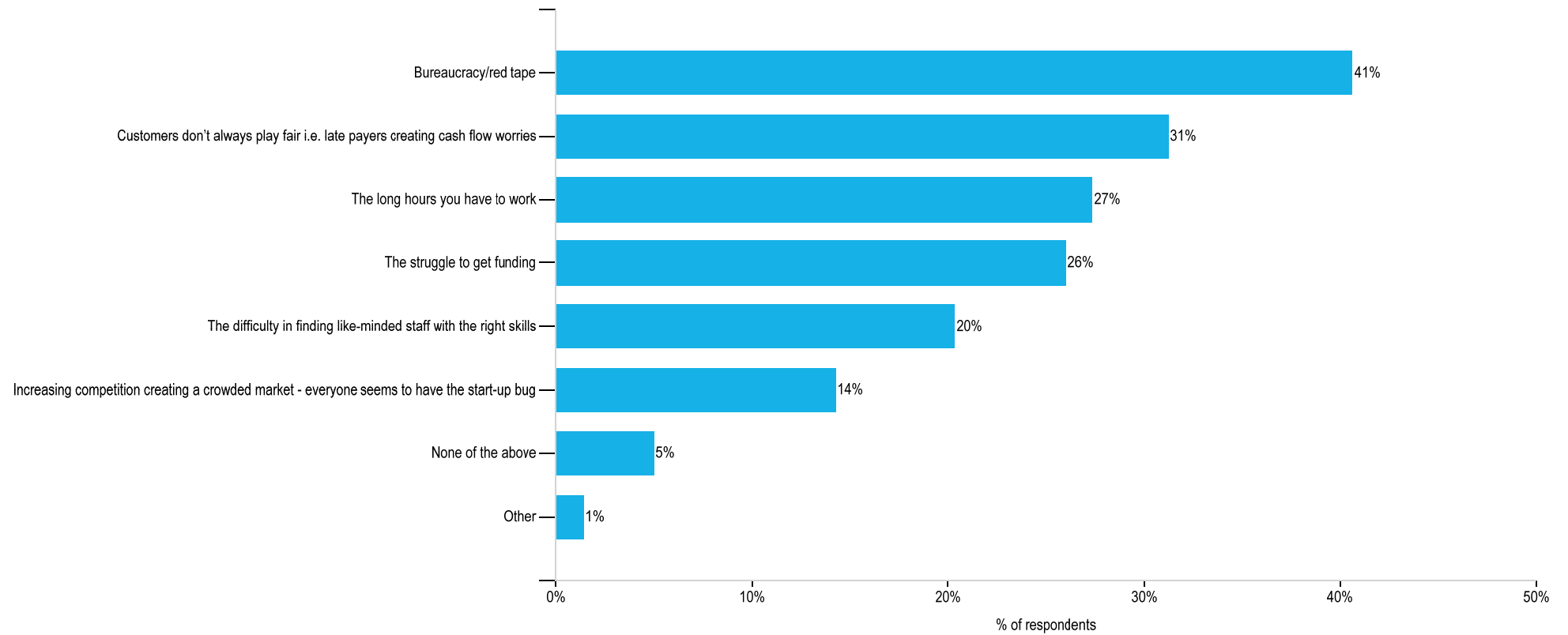
Profile: Fading passion

If no - when did the thrill and passion fade?



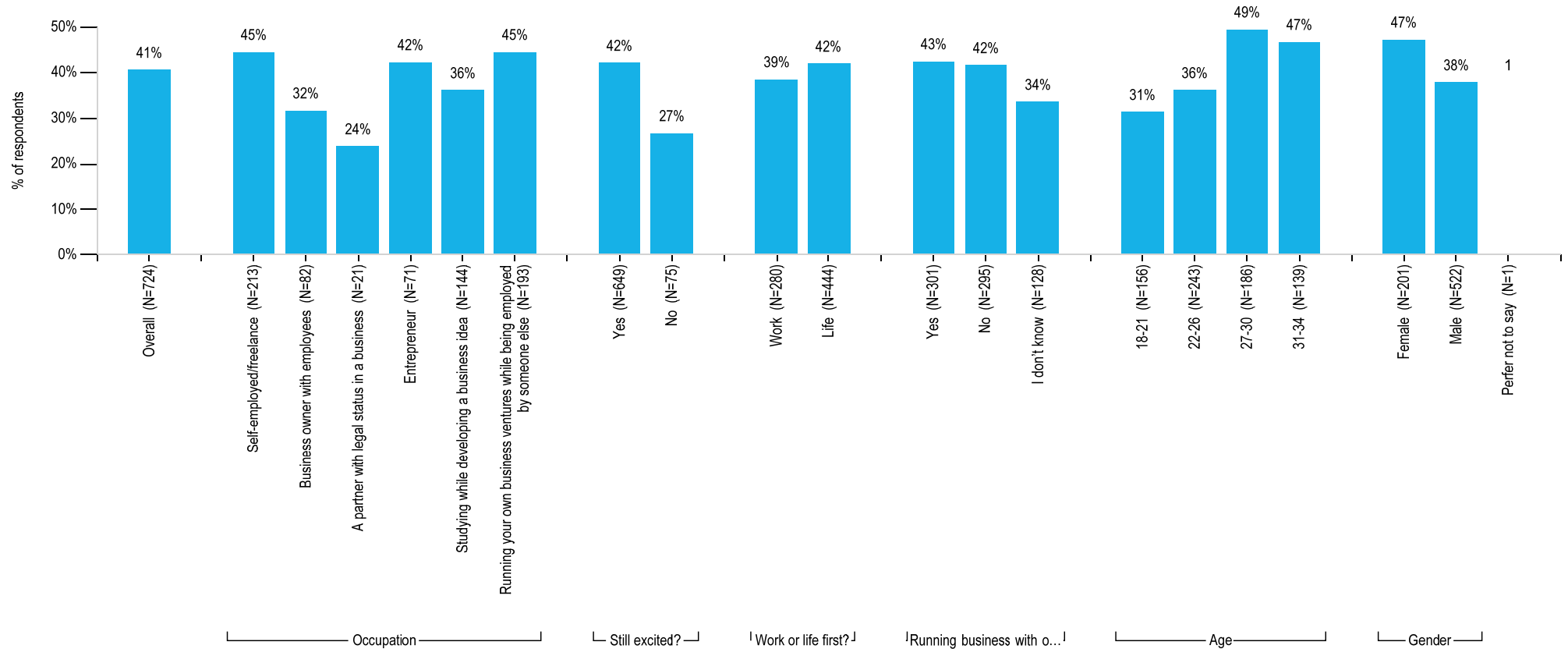
Demotivation

Which of the following do you find demotivating?



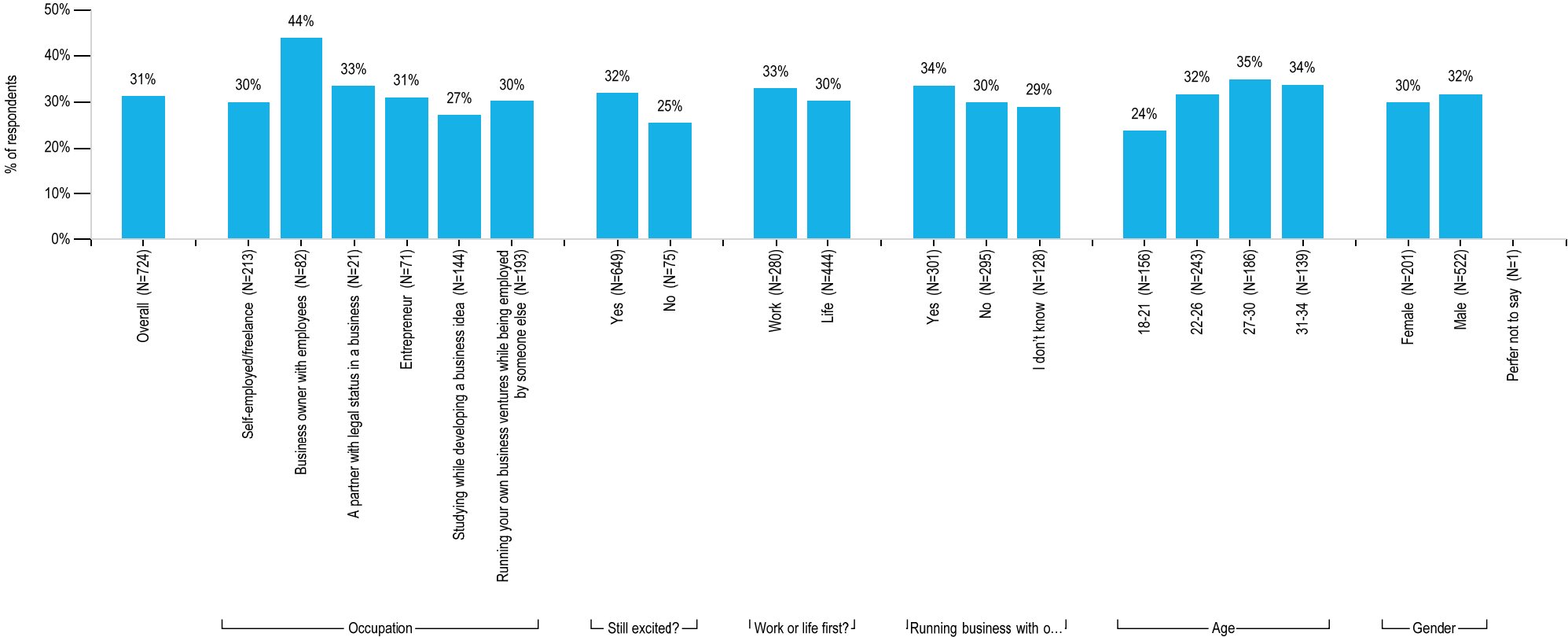
Profile: Bureaucracy/red tape

Which of the following do you find demotivating?



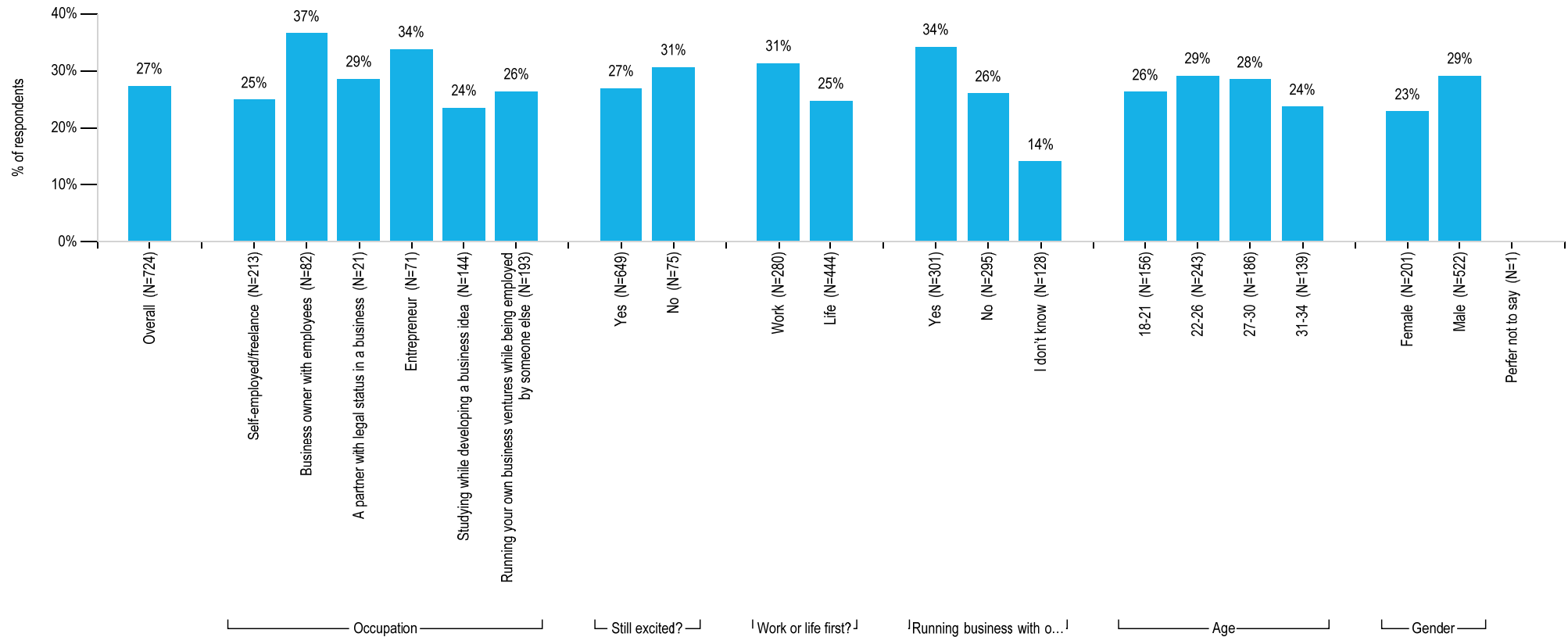
Profile: Customers don't always play fair i.e. late payers creating cash flow worries

Which of the following do you find demotivating?



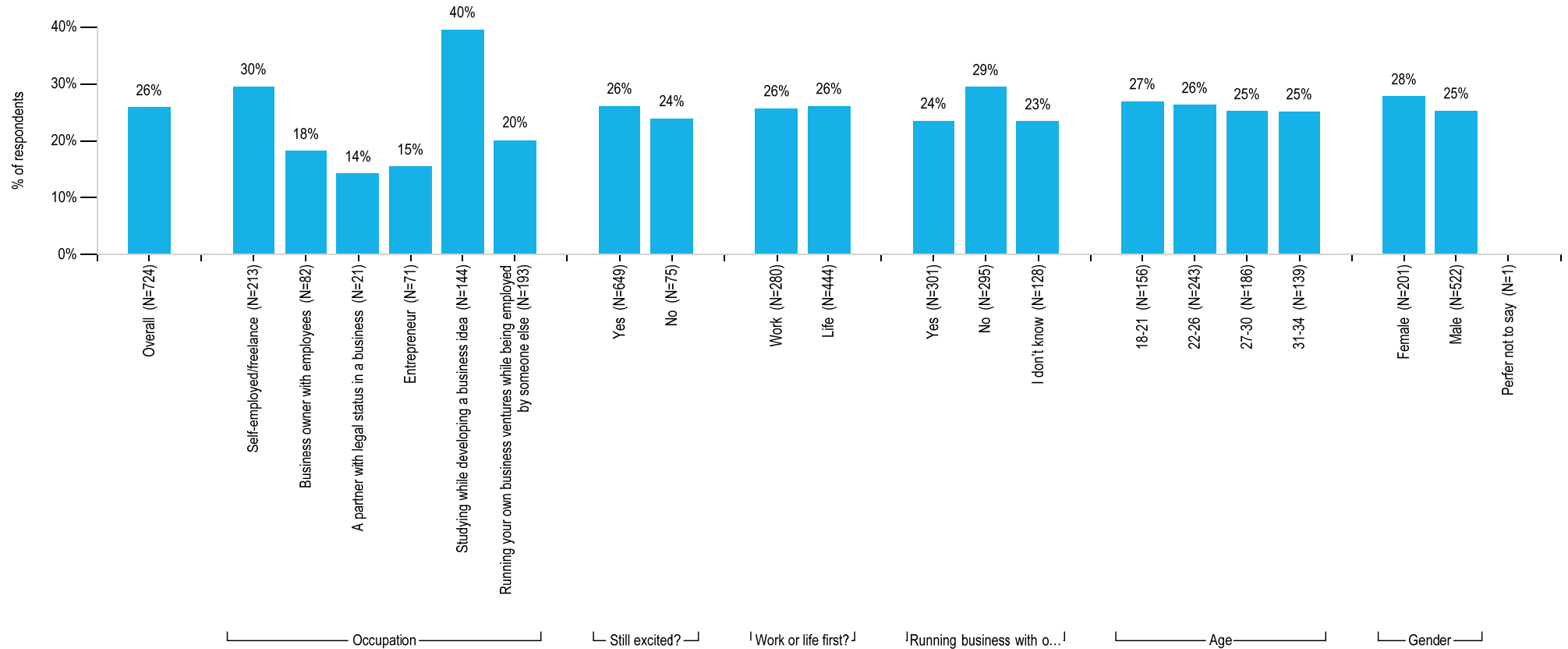
Profile: The long hours you have to work

Which of the following do you find demotivating?



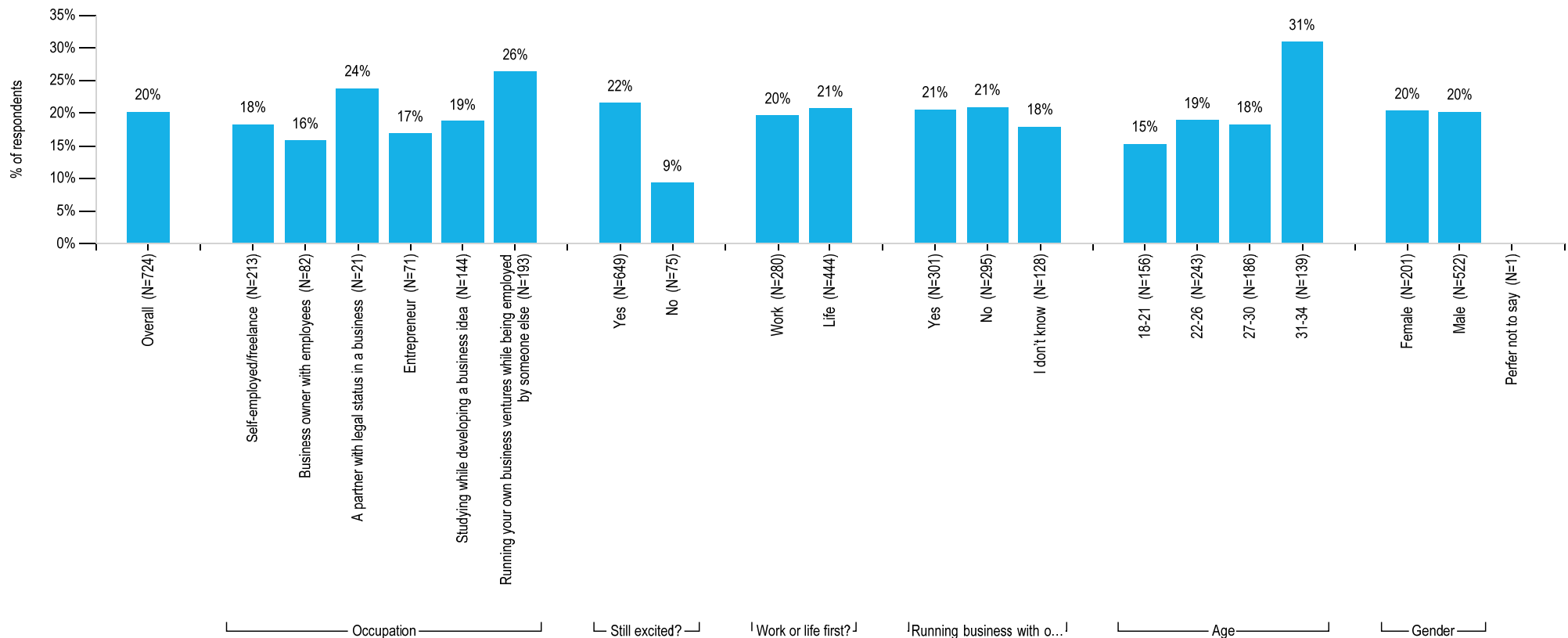
Profile: The struggle to get funding

Which of the following do you find demotivating?



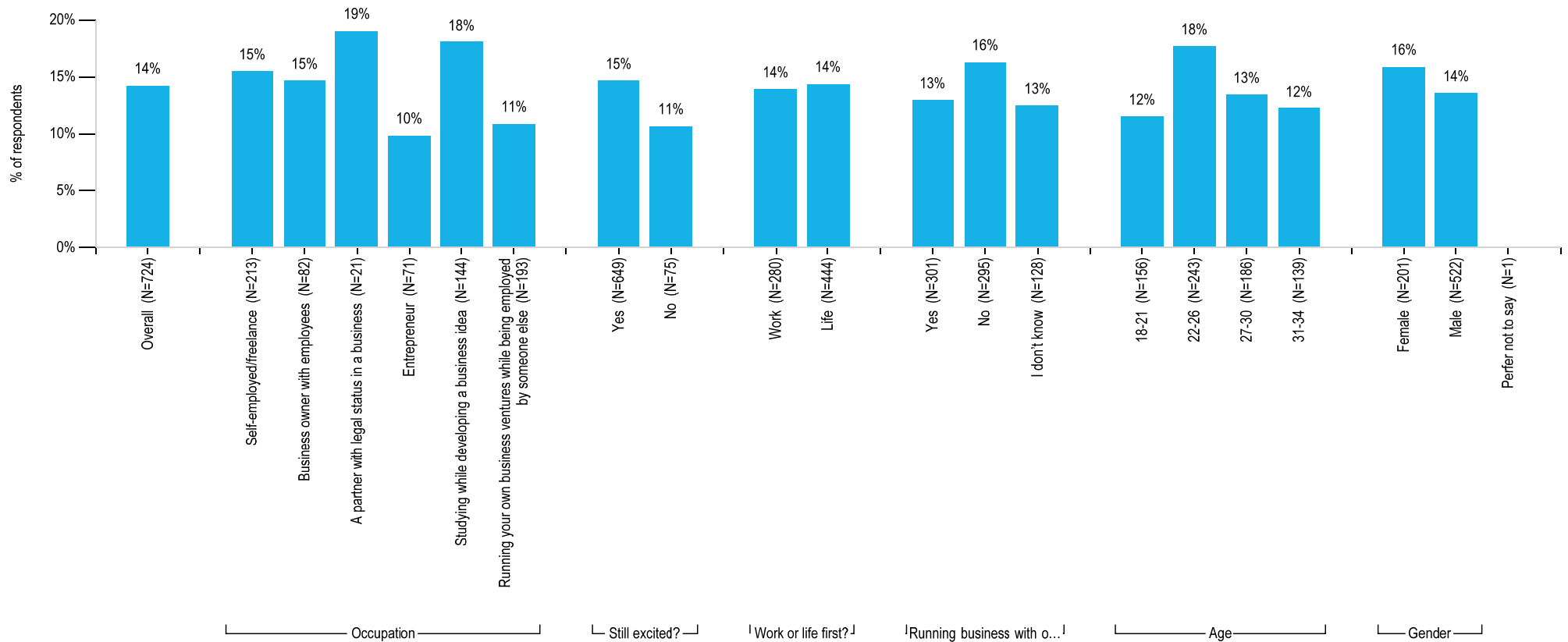
Profile: The difficulty in finding like-minded staff with the right skills

Which of the following do you find demotivating?



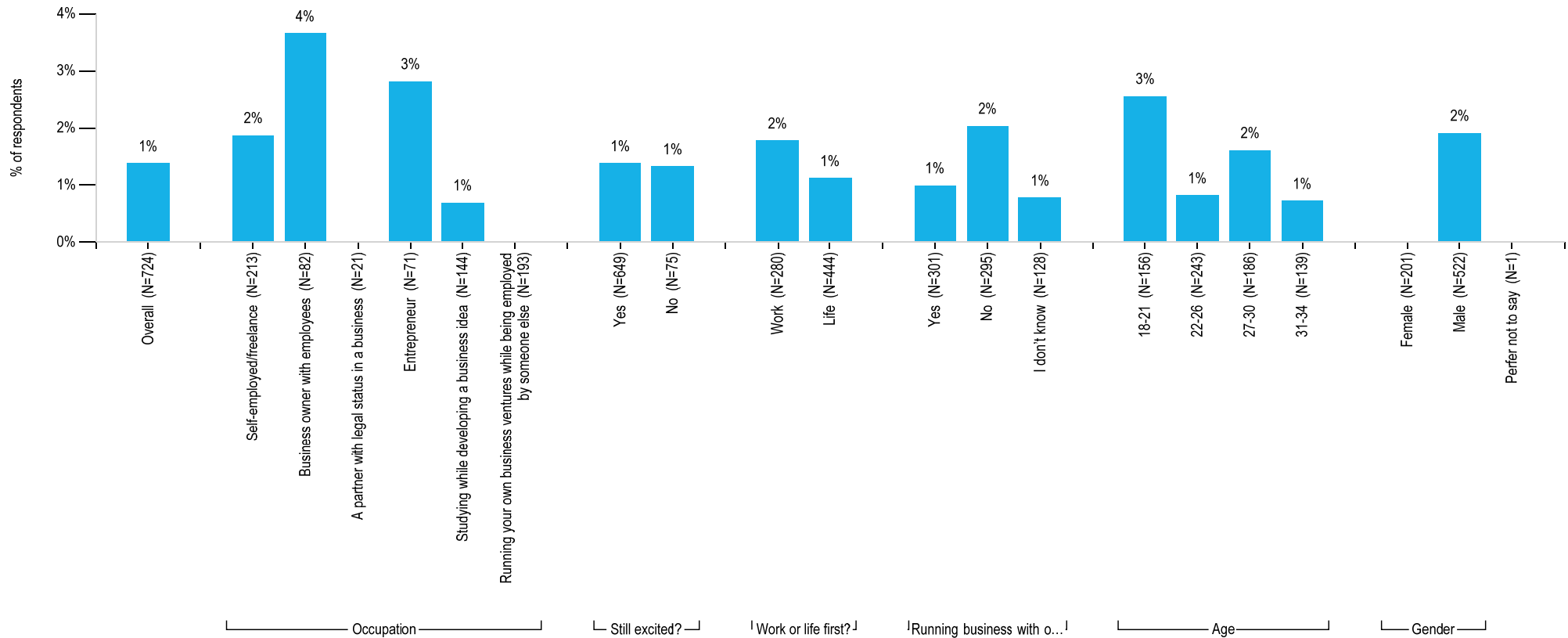
Profile: Increasing competition creating a crowded market - everyone seems to have the start-up bug

Which of the following do you find demotivating?



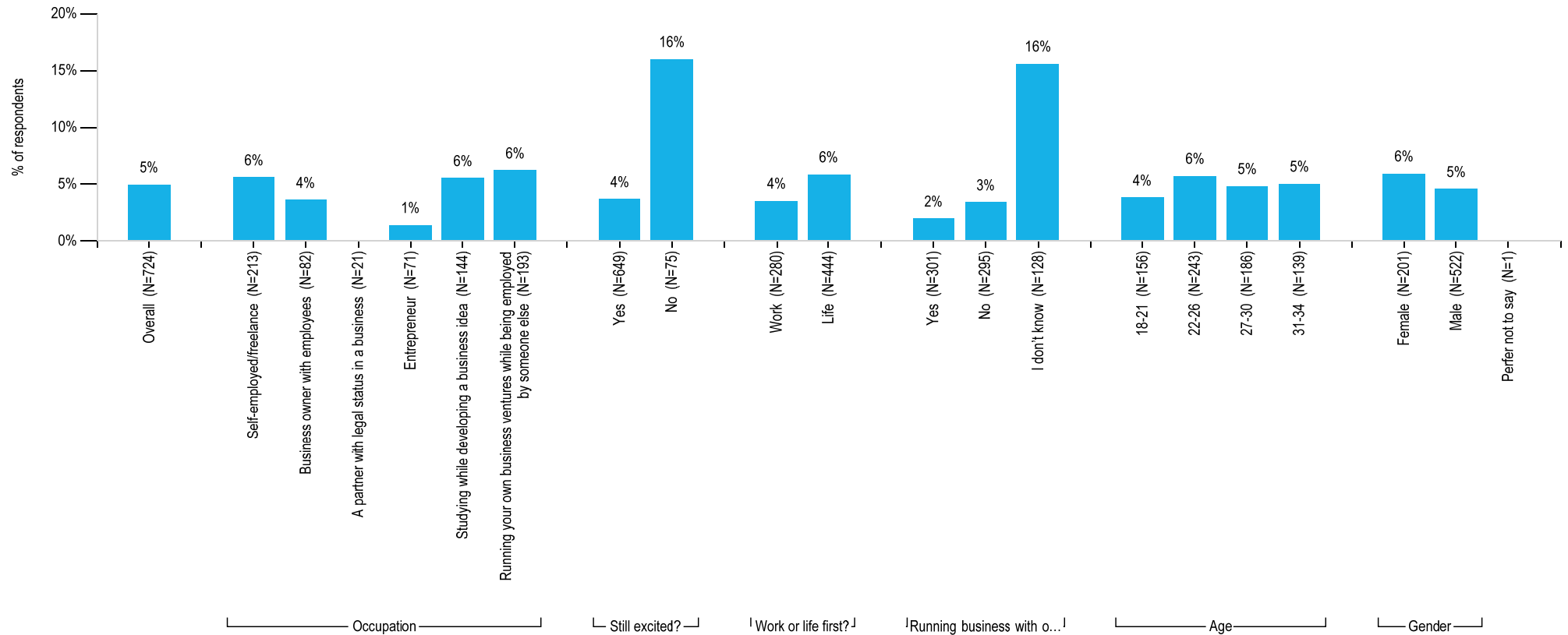
Profile: Other

Which of the following do you find demotivating?



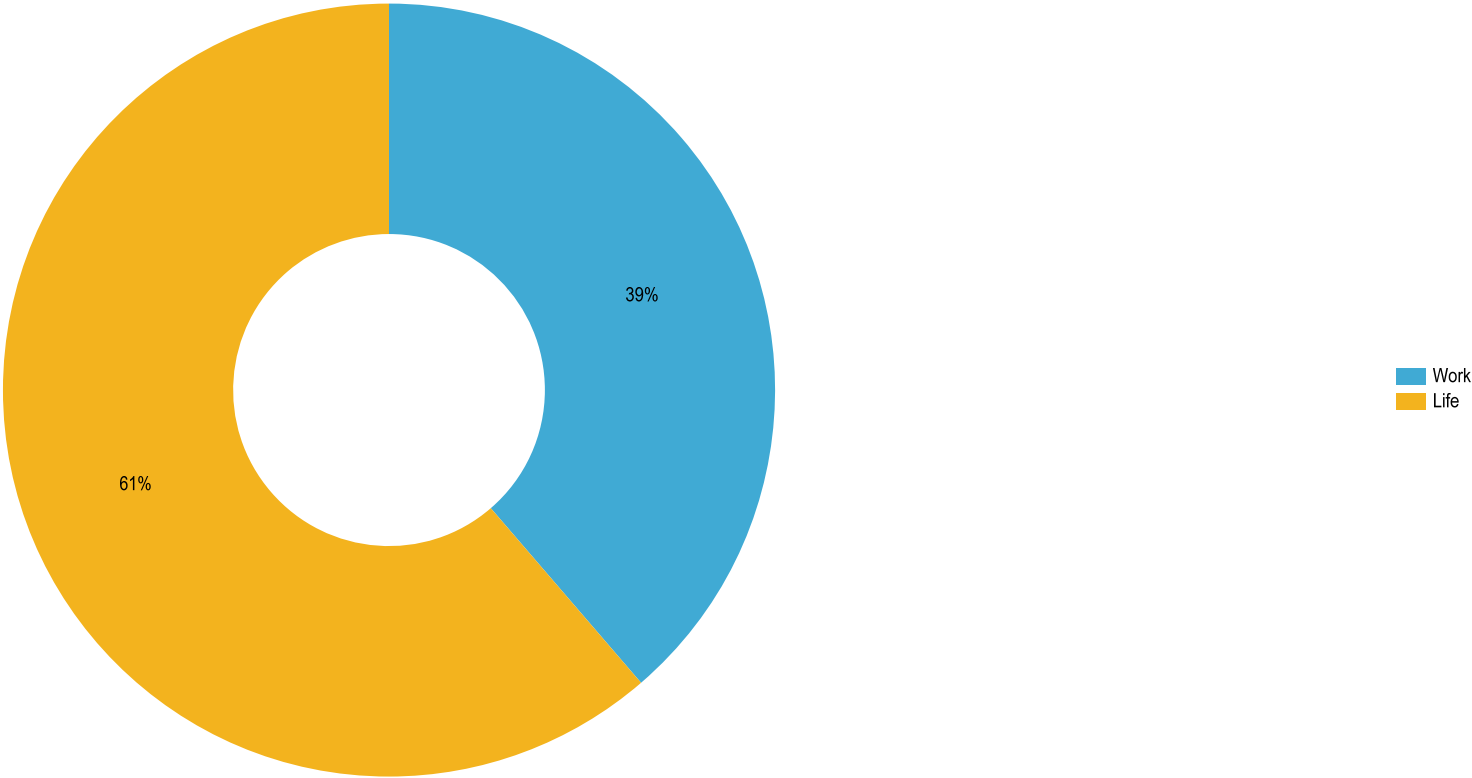
Profile: None of the above

Which of the following do you find demotivating?



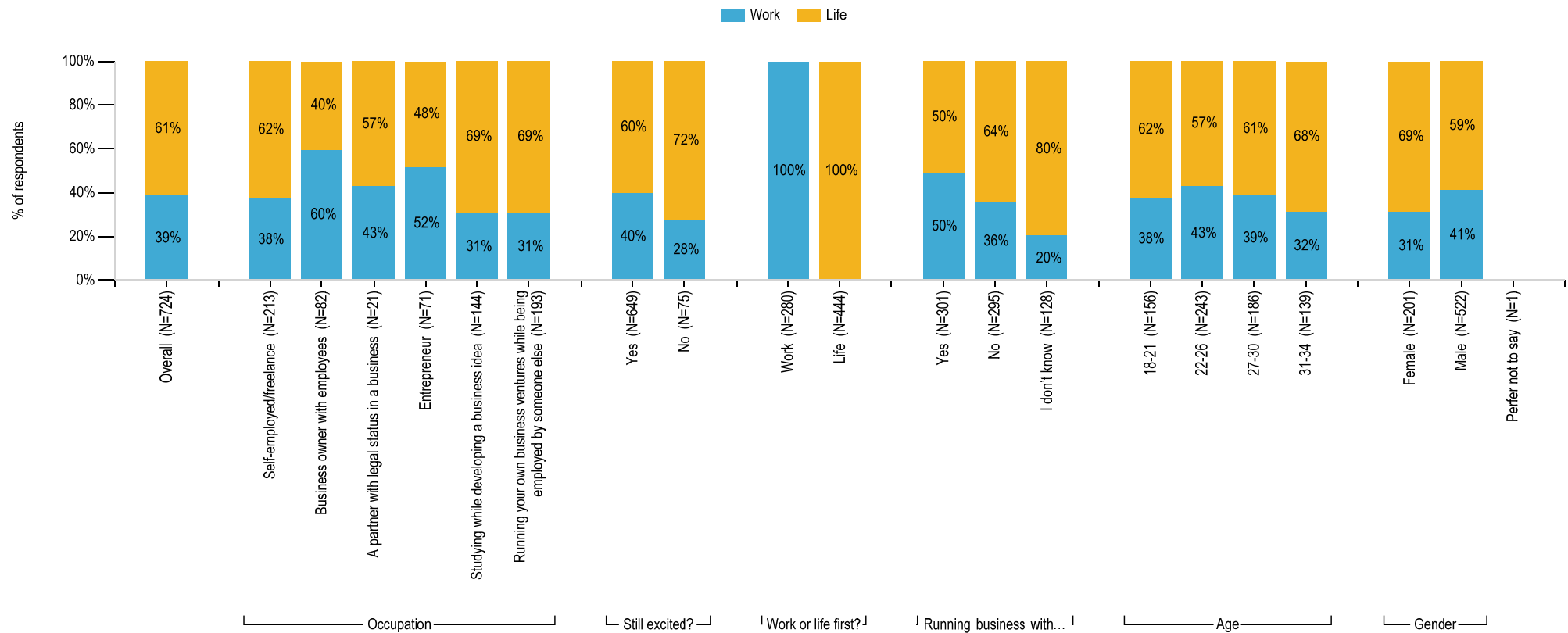
Work or life?

What comes first work or life?



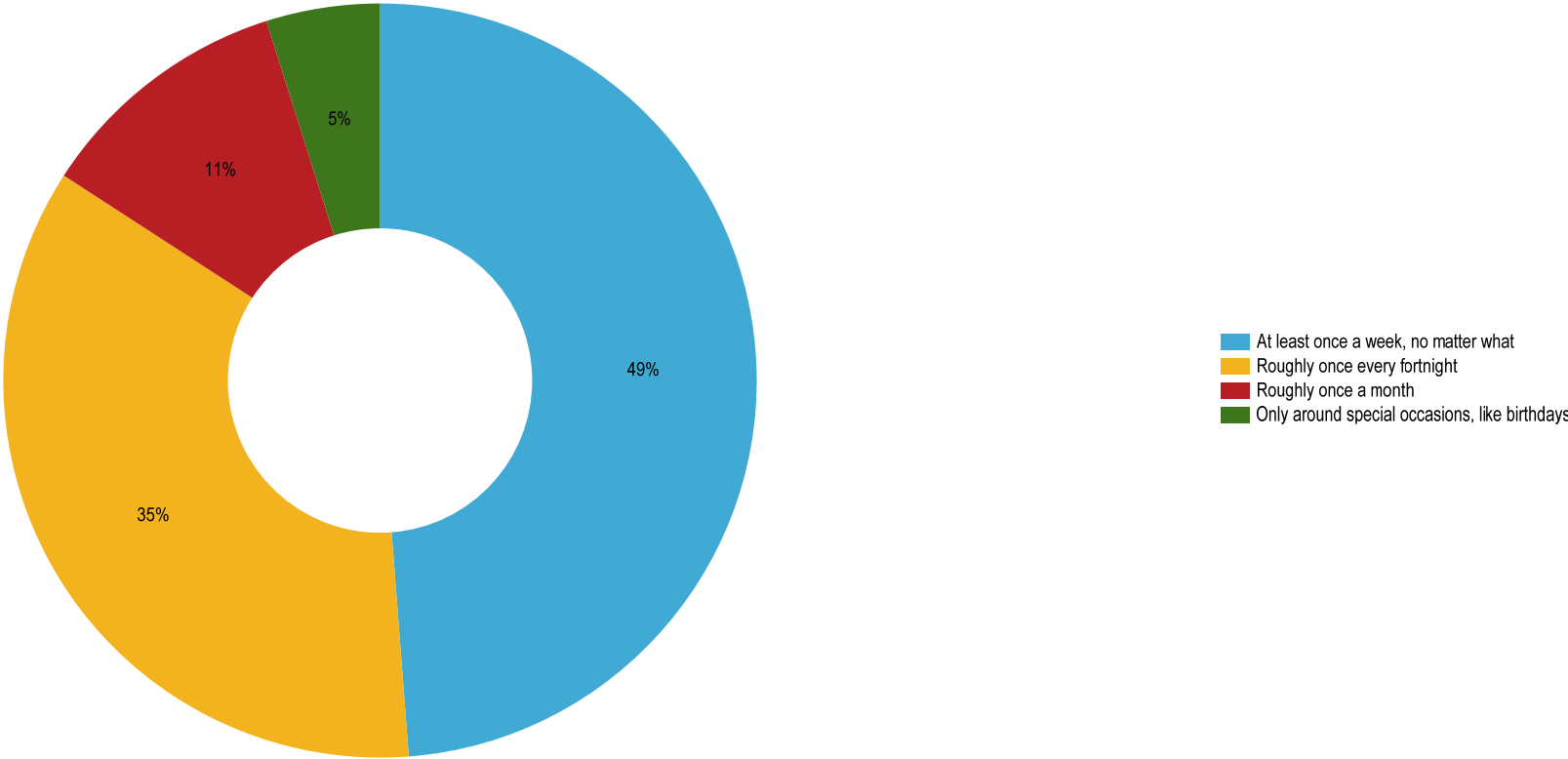
Profile: Work or life?

What comes first work or life?



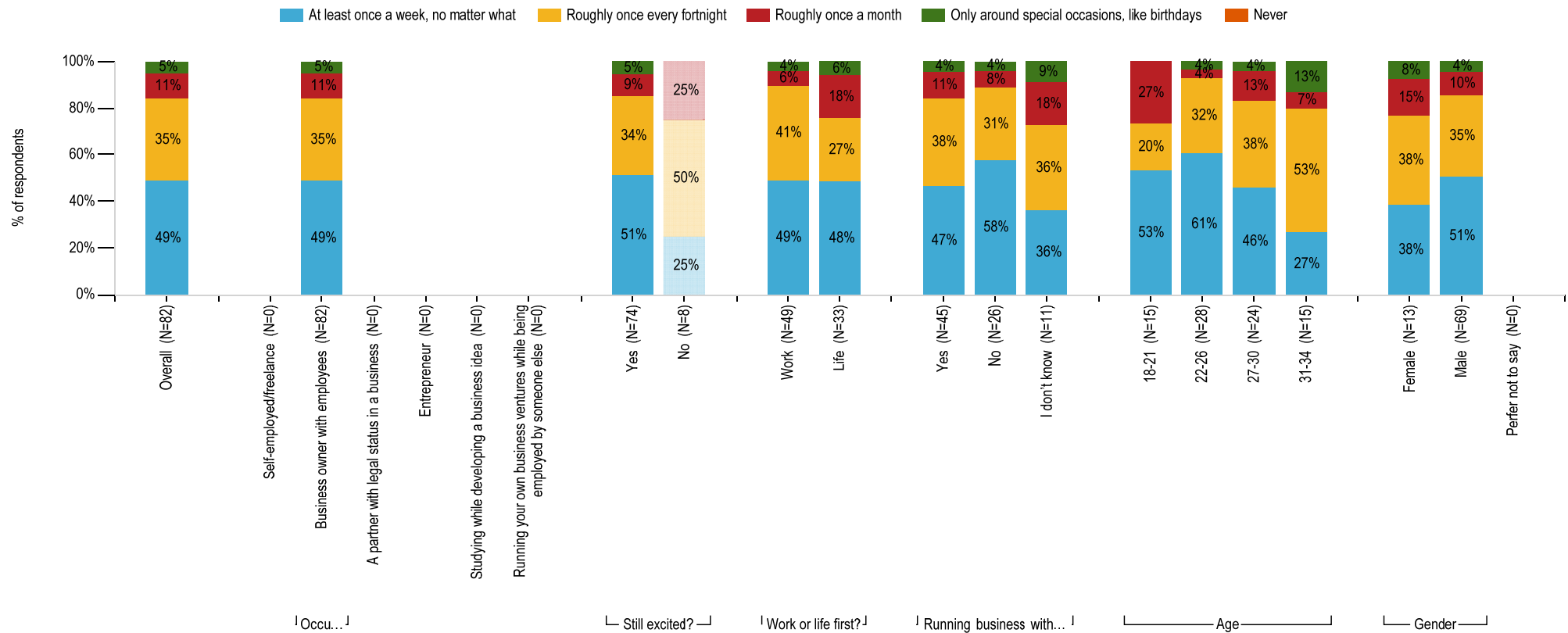
Socializing

How often do you make time to socialise with your team?



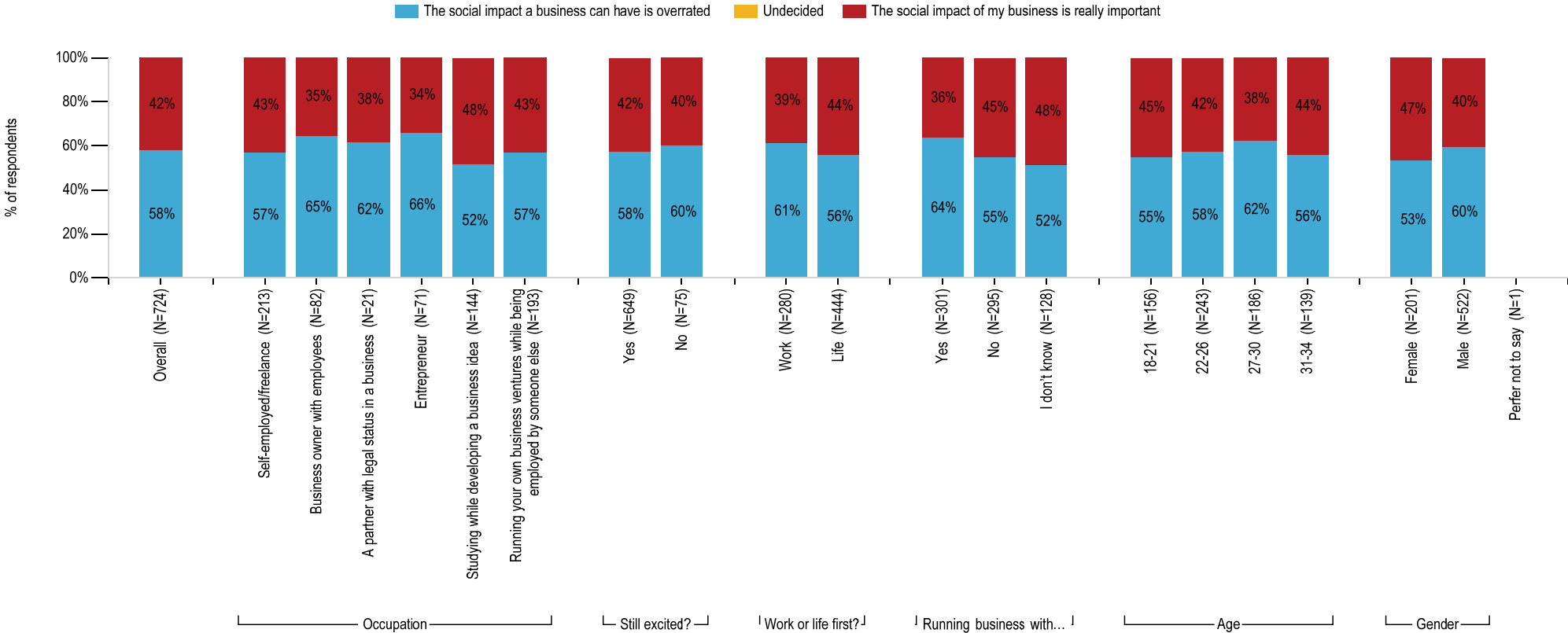
Profile: Socializing

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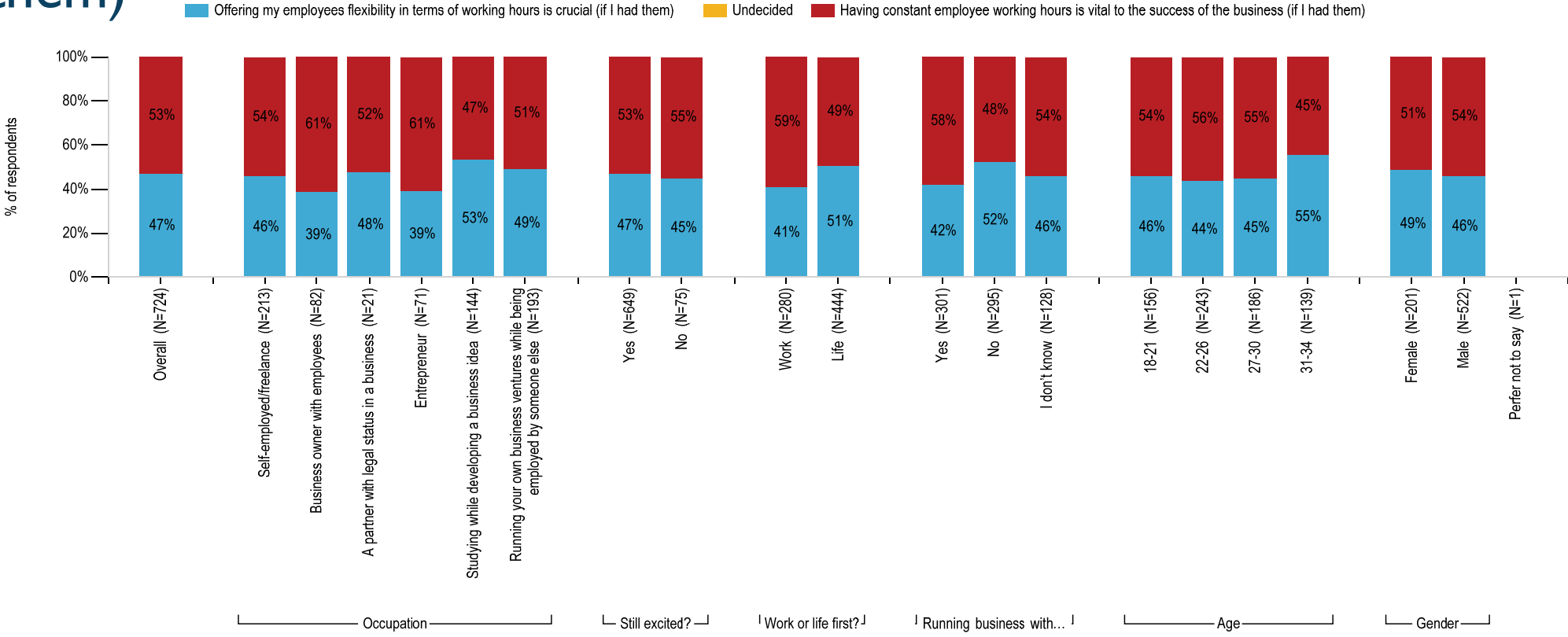


Profile: The social impact of my business is really important | The social impact a business can have is overrated

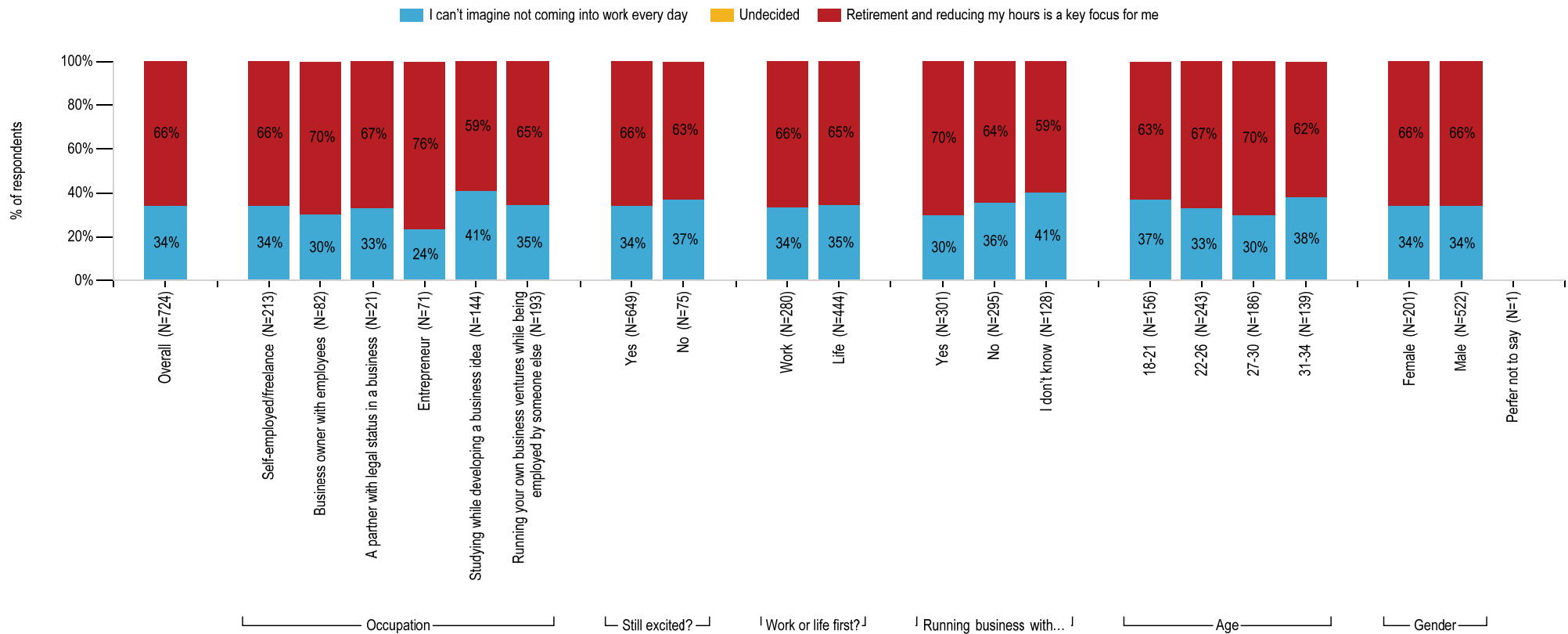
For each of the pairs of statements below, please indicate where you would place yourself on the spectrum between the statement on the left and the statement on the right.



Profile: Offering my employees flexibility in terms of working hours is crucial (if I had them)|Having constant employee working hours is vital to the success of the business (if I had them)

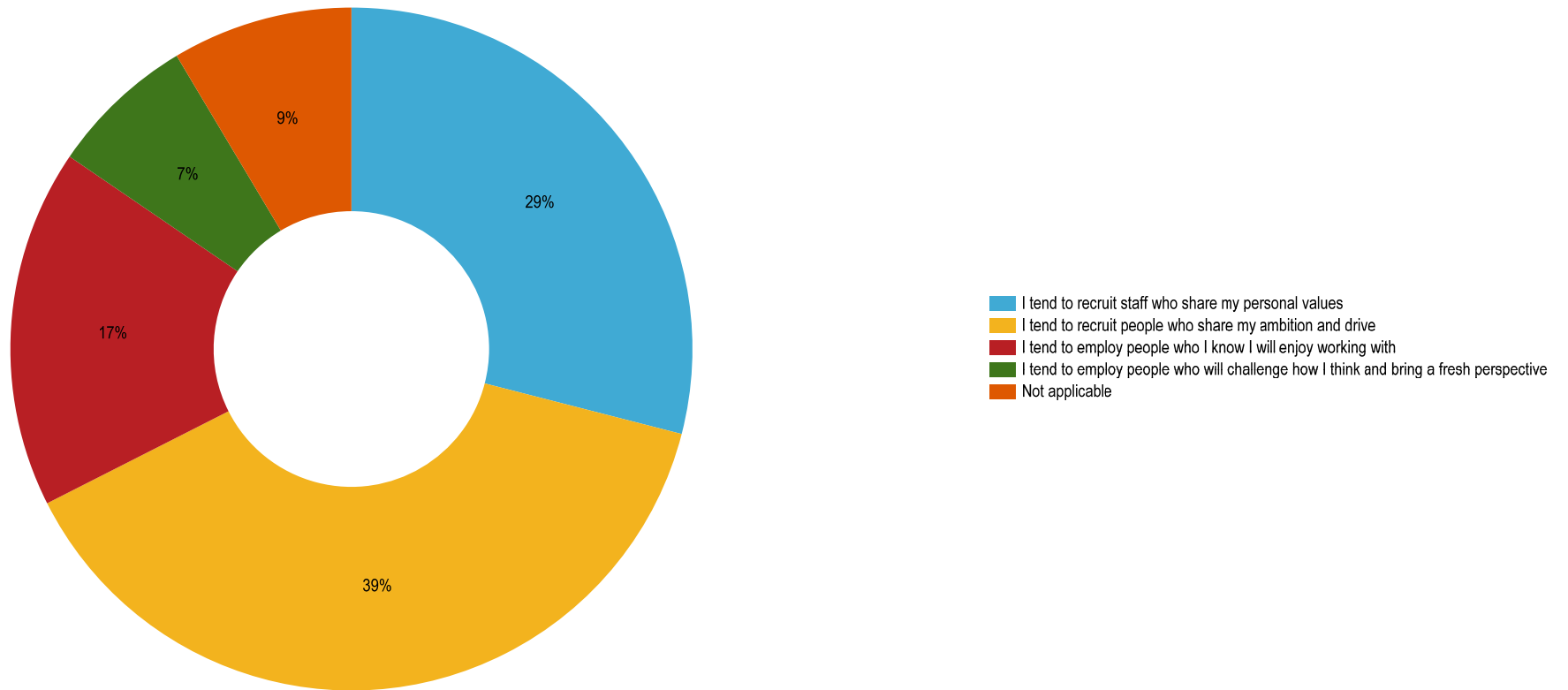


Profile: I can't imagine not coming into work every day|Retirement and reducing my hours is a key focus for me



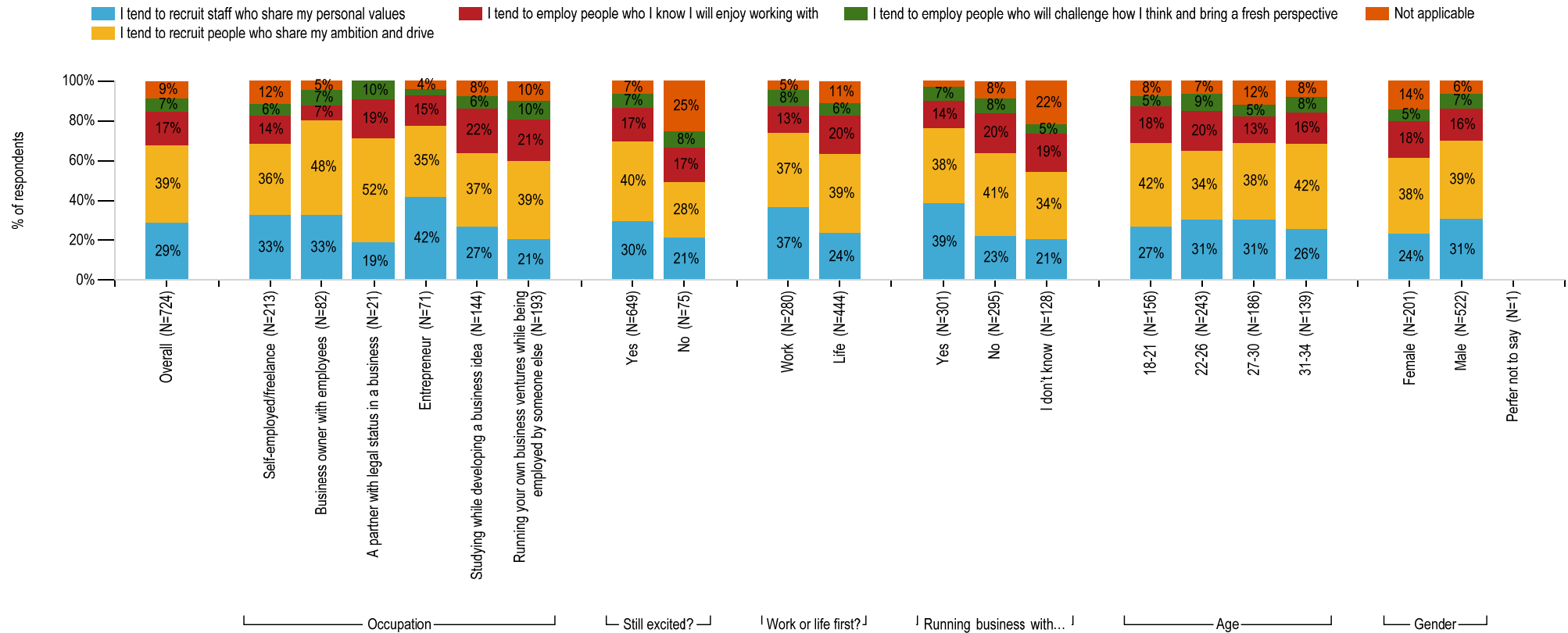
Qualities

What qualities do you look for when employing people?



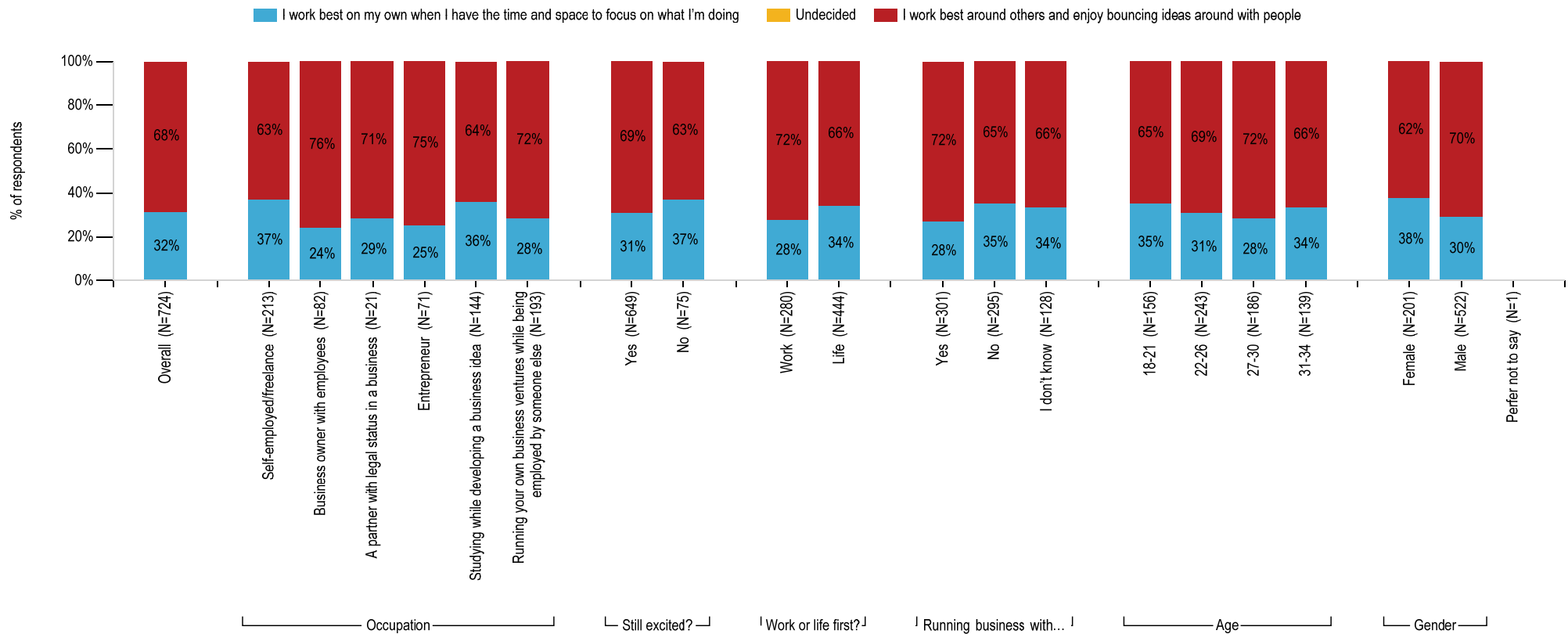
Profile: Qualities

What qualities do you look for when employing people?

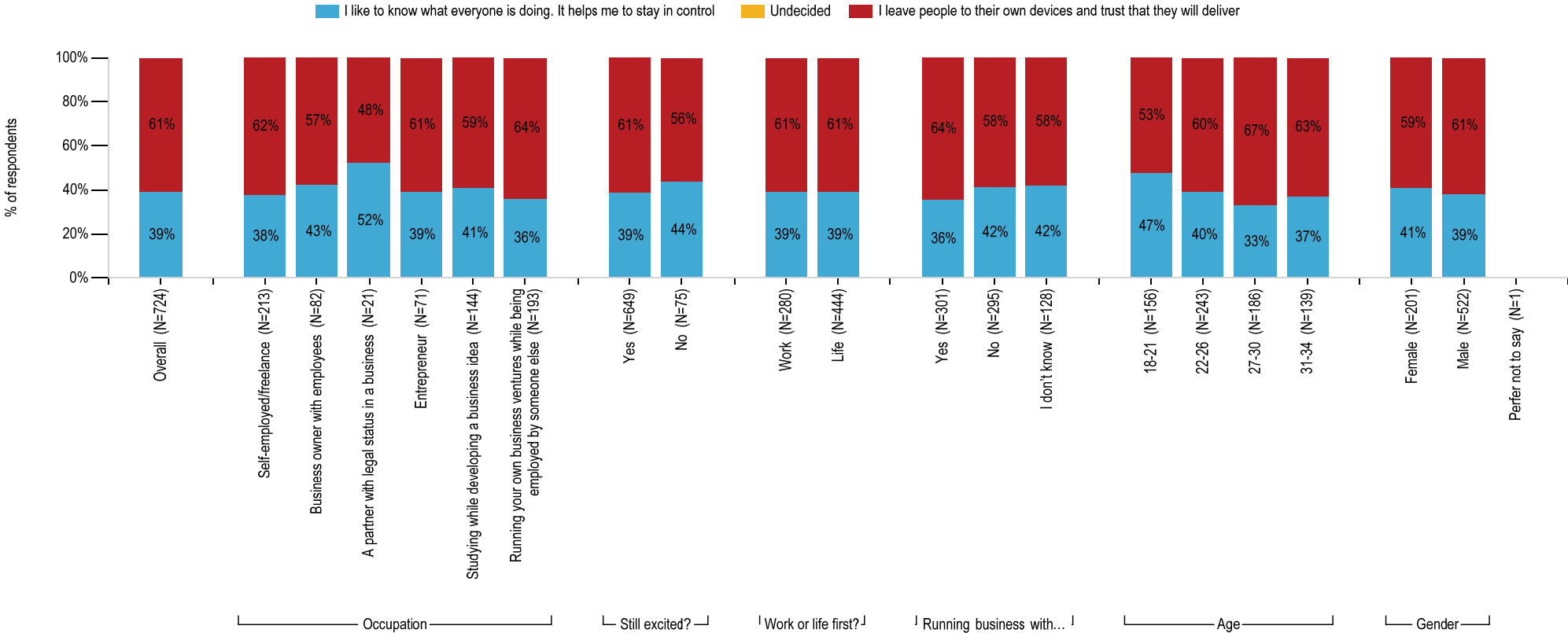


Profile: I work best on my own when I have the time and space to focus on what I'm doing | I work best around others and enjoy bouncing ideas around with people

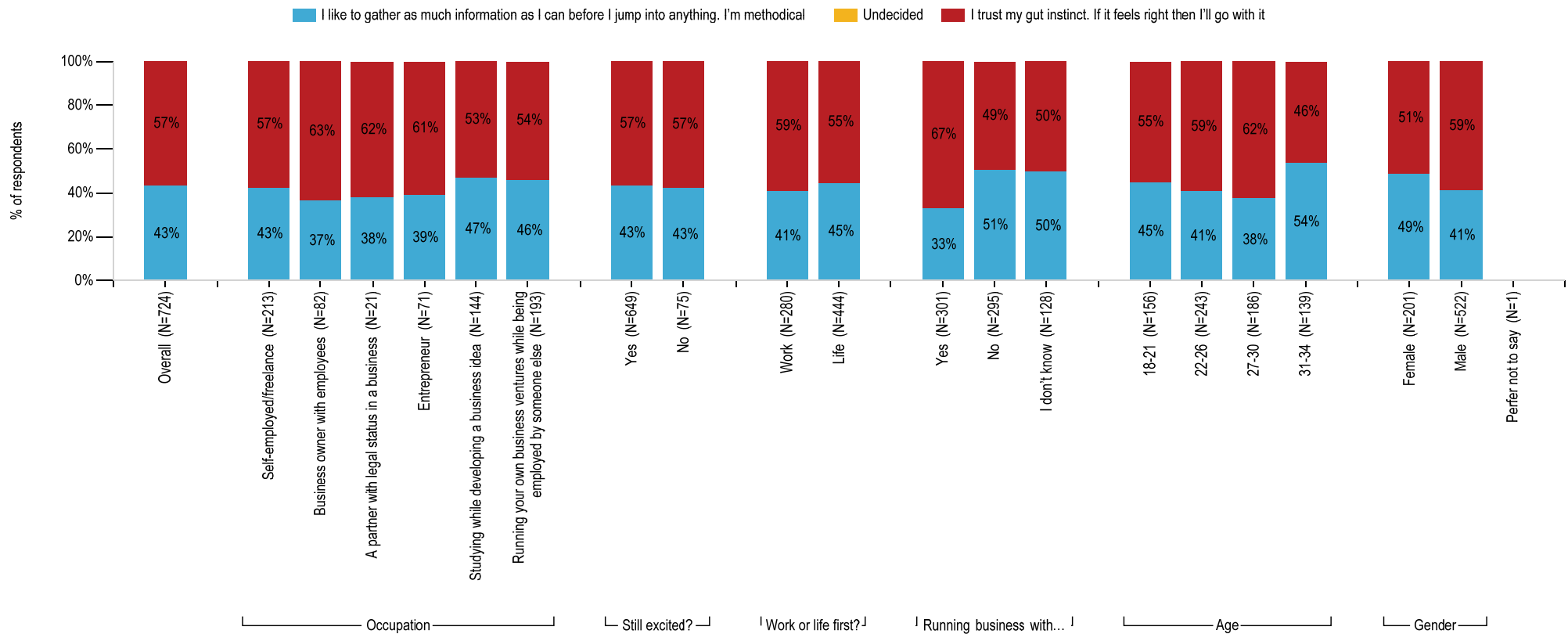
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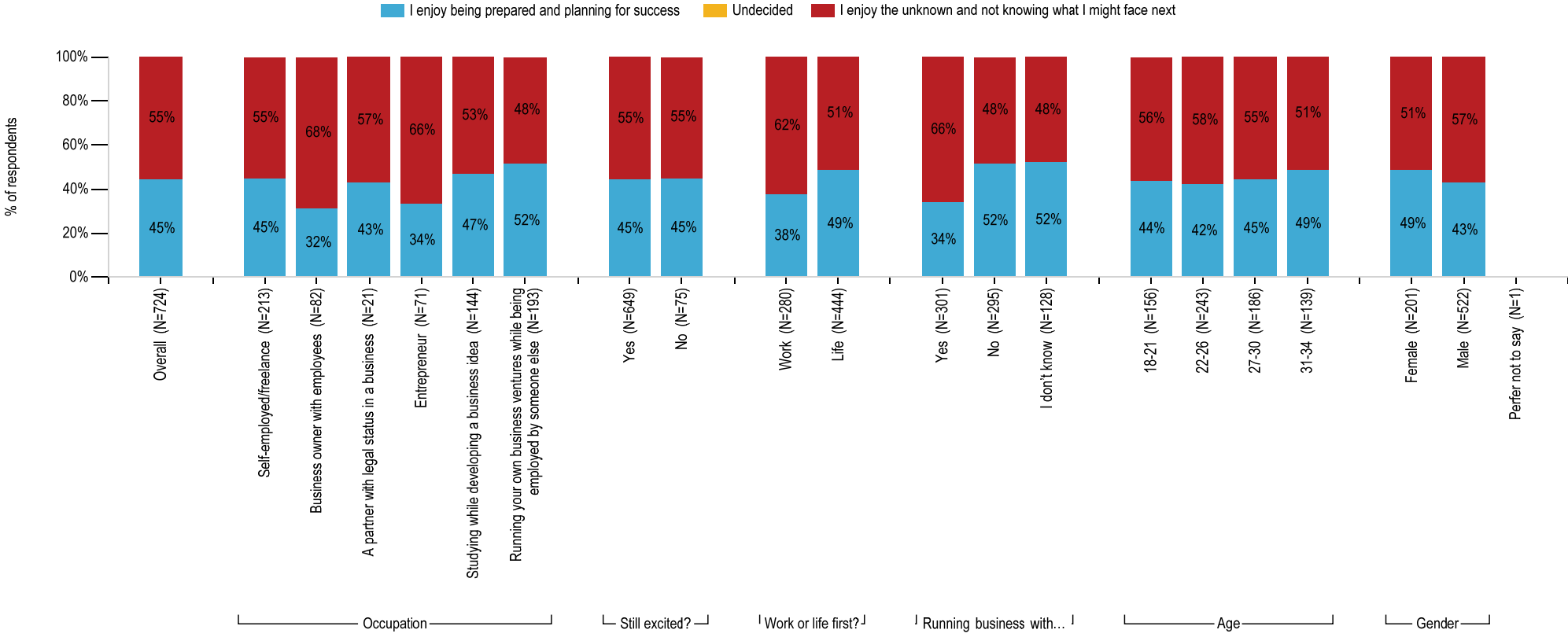
Profile: I like to know what everyone is doing. It helps me to stay in control|| leave people to their own devices and trust that they will deliver



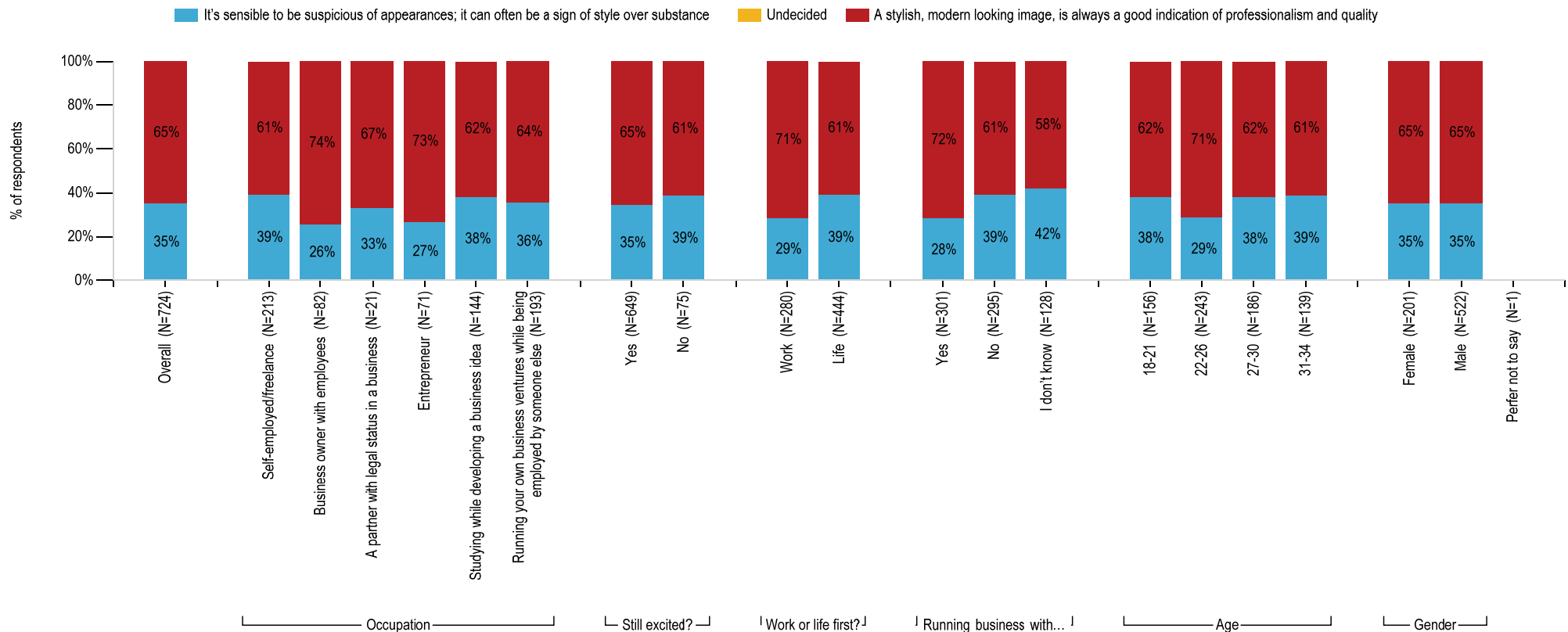
Profile: I like to gather as much information as I can before I jump into anything. I'm methodical|| I trust my gut instinct. If it feels right then I'll go with it



Profile: I enjoy being prepared and planning for success | I enjoy the unknown and not knowing what I might face next

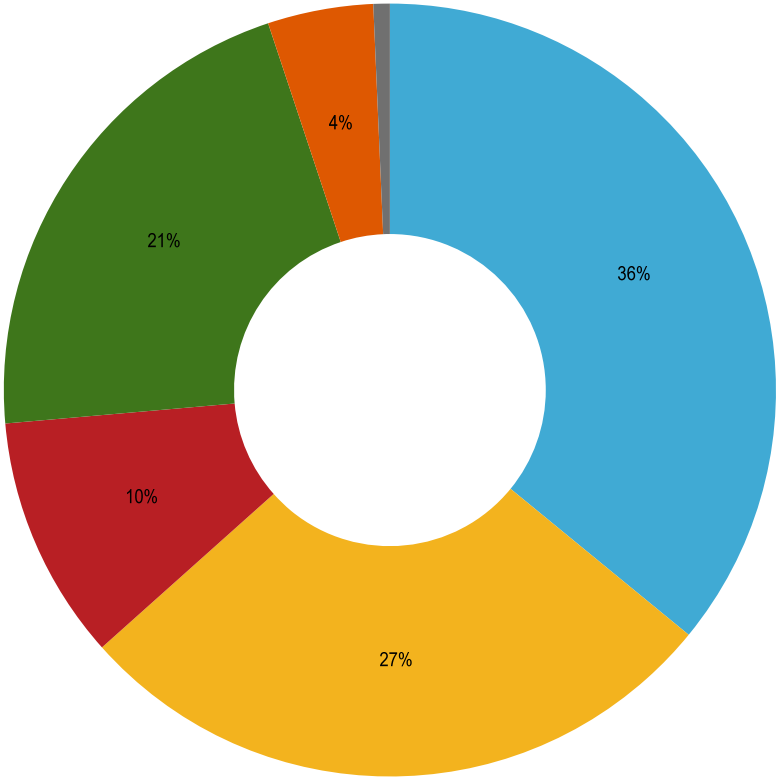


Profile: It's sensible to be suspicious of appearances; it can often be a sign of style over substance | A stylish, modern looking image, is always a good indication of professionalism and quality



Smooth running

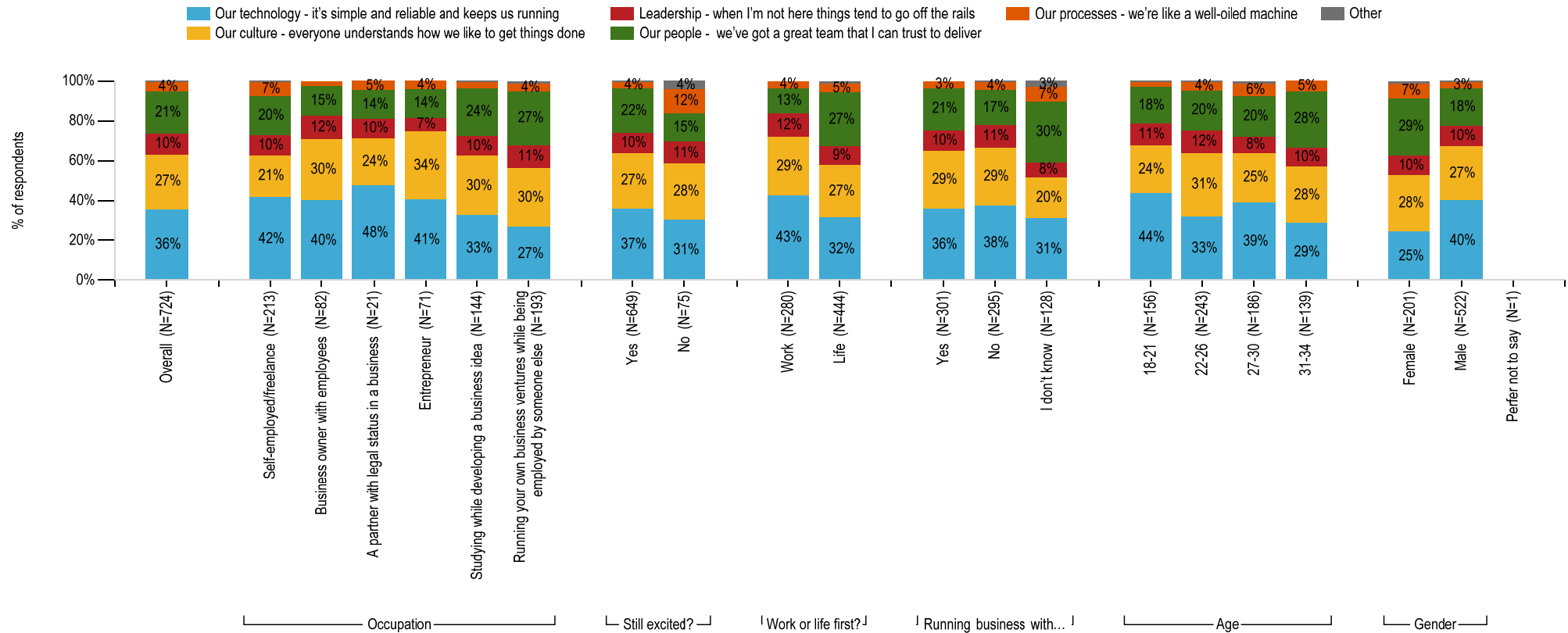
Which of the following is the most important when it comes to the smooth running of your business?



- Our technology - it's simple and reliable and keeps us running
- Our culture - everyone understands how we like to get things done
- Leadership - when I'm not here things tend to go off the rails
- Our people - we've got a great team that I can trust to deliver
- Our processes - we're like a well-oiled machine
- Other

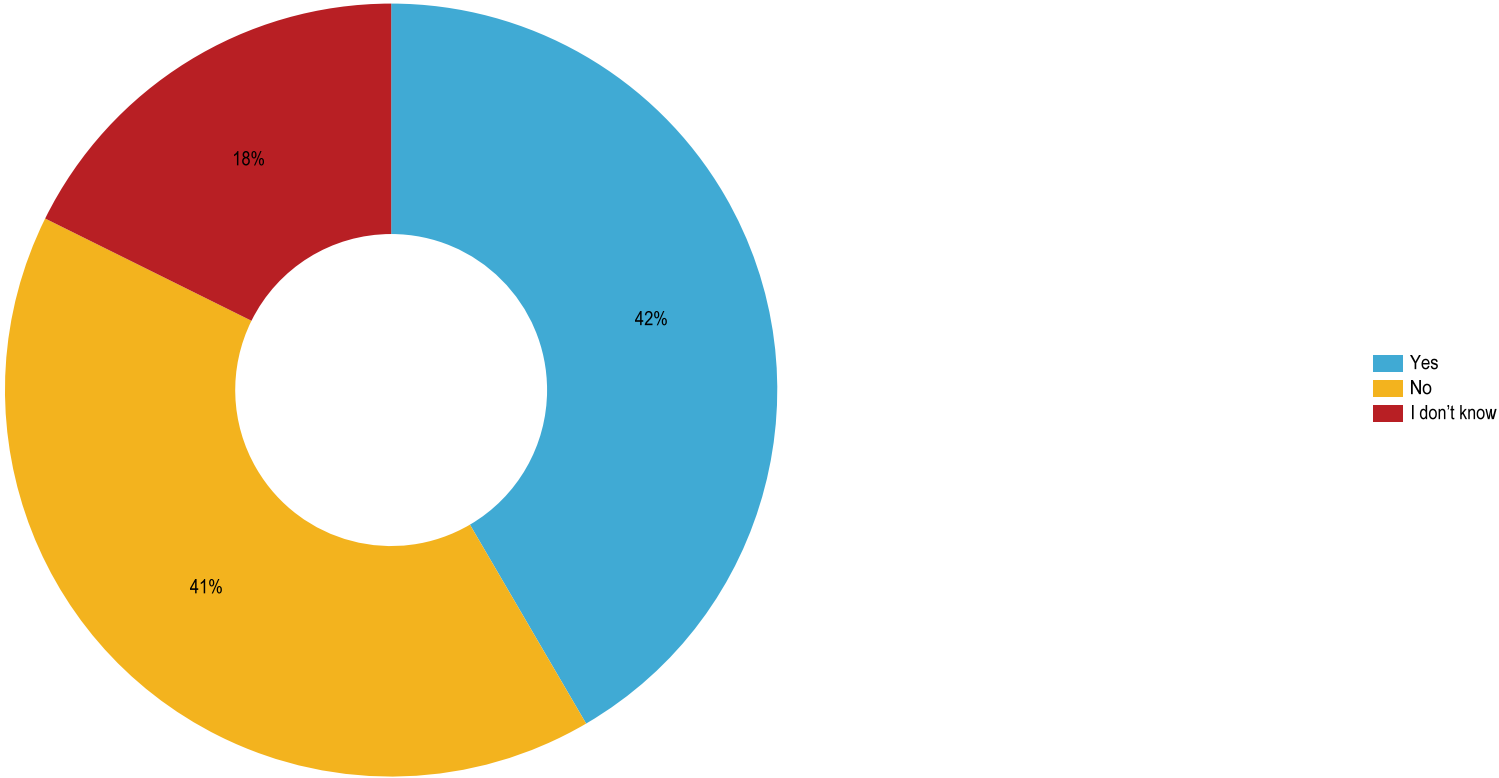
Profile: Smooth running

Which of the following is the most important when it comes to the smooth running of your business?



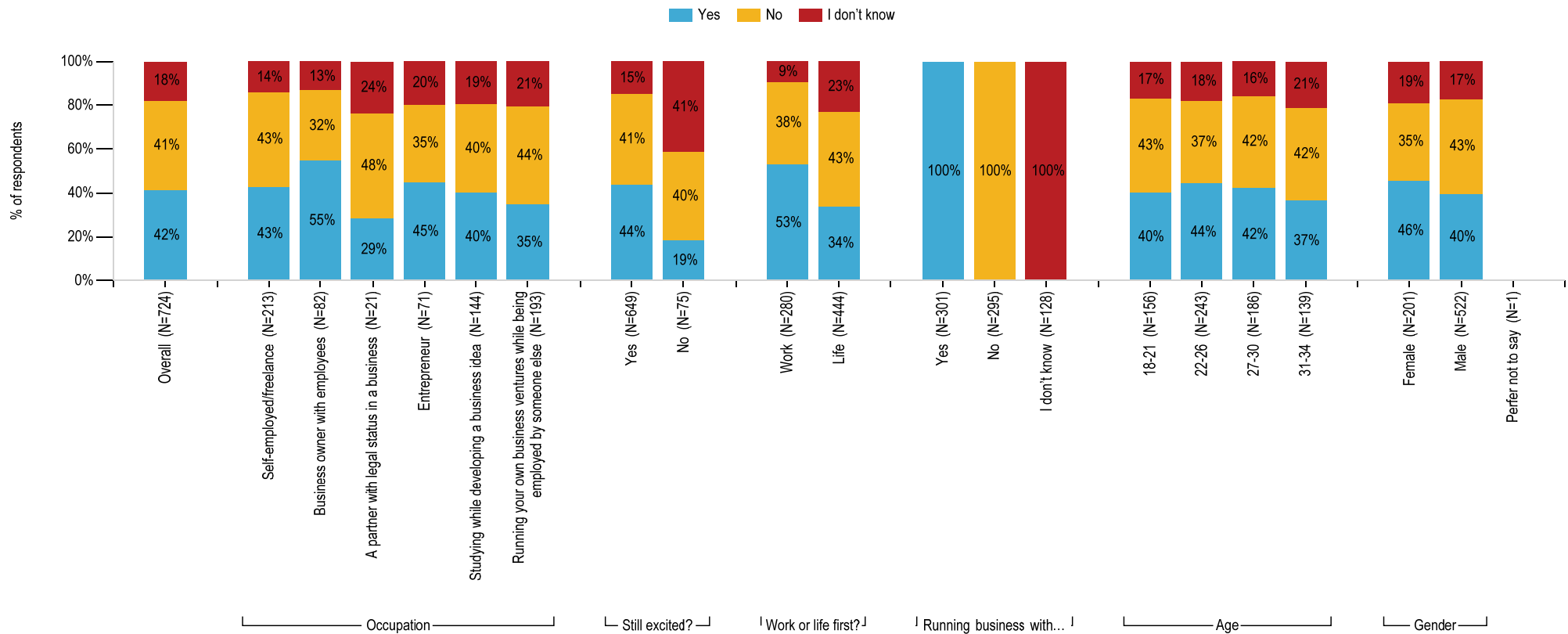
Technology

Do you think you would have been able to run your business with the technology available 20 years ago?



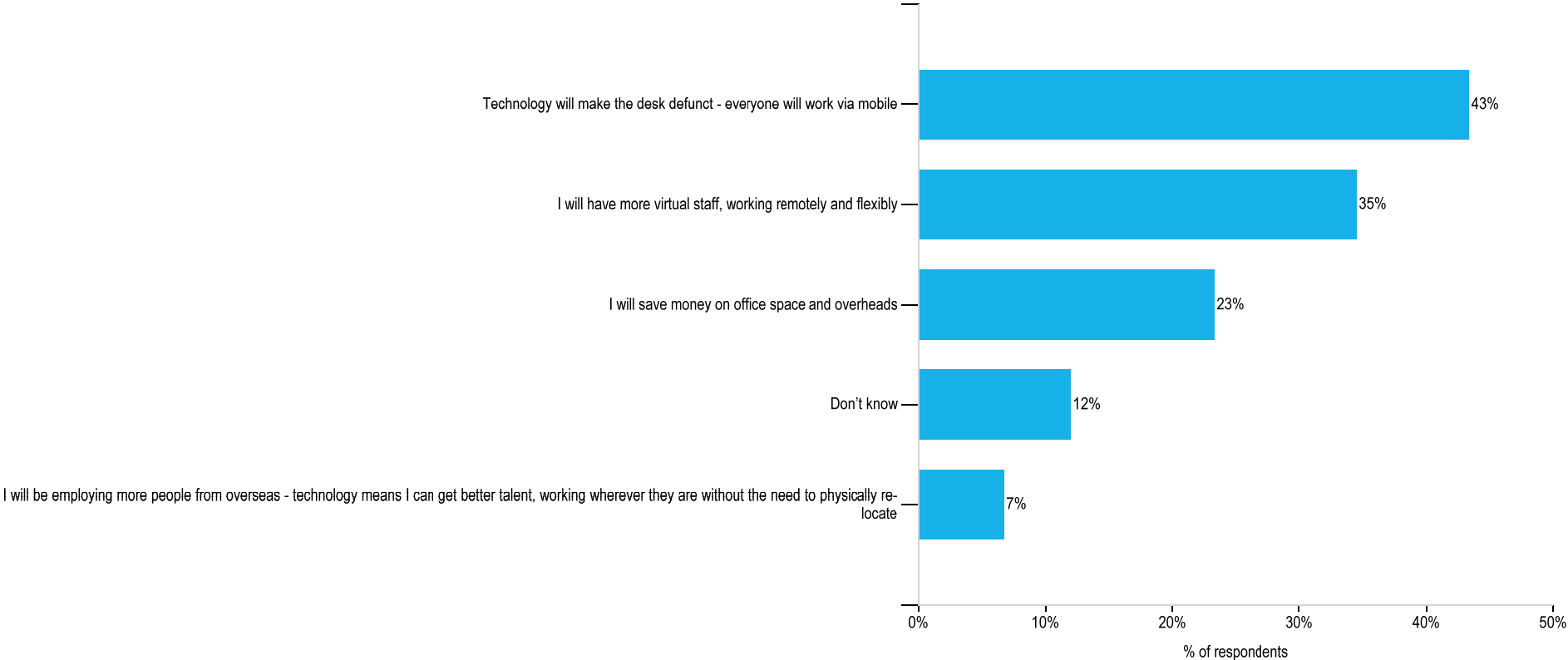
Profile: Technology

Do you think you would have been able to run your business with the technology available 20 years ago?



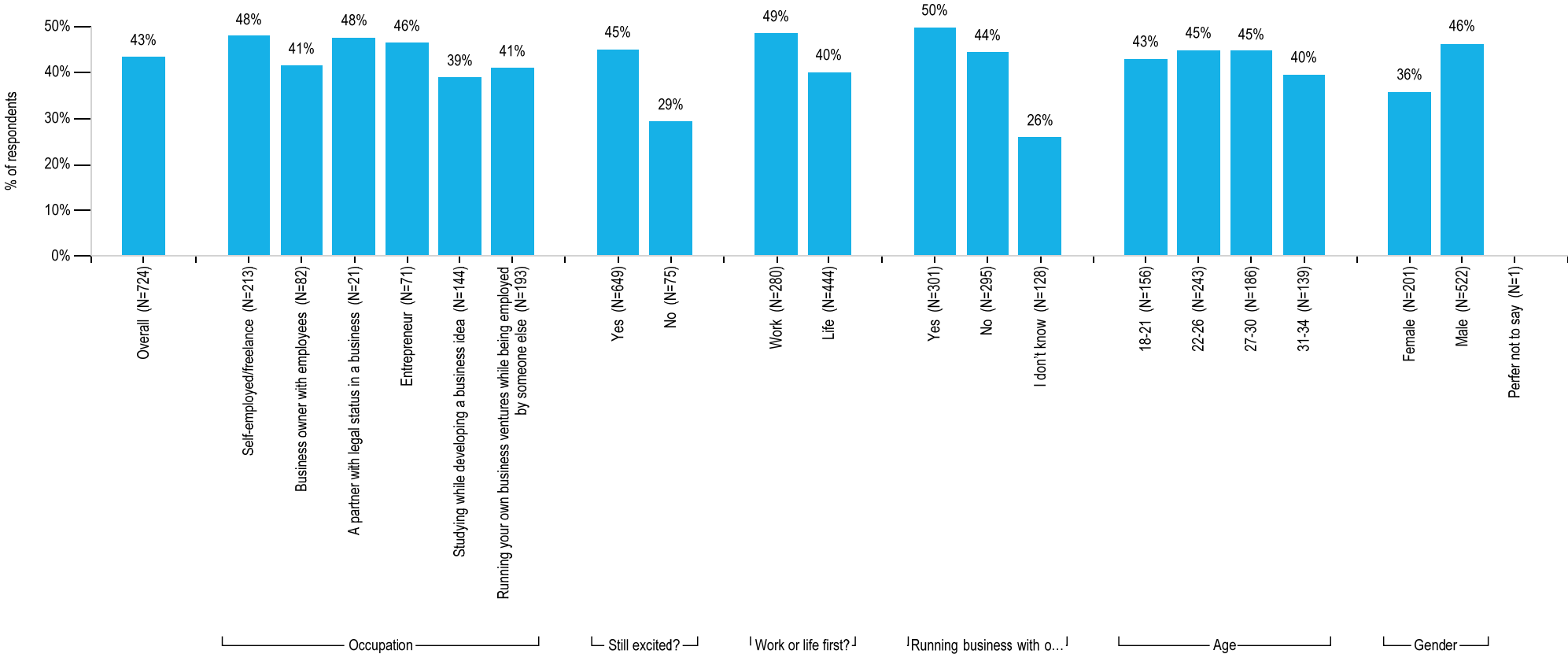
Technology change

How do you think where you work will change in the next 10 years?



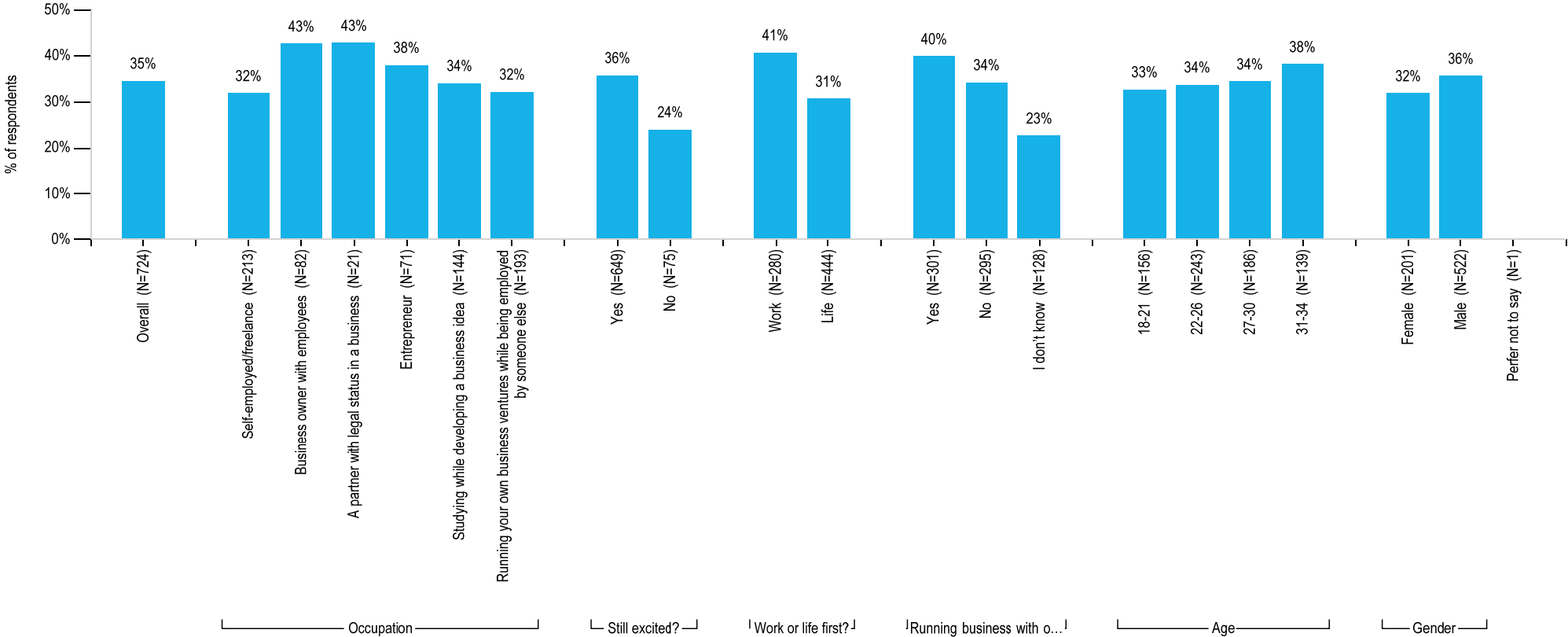
Profile: Technology will make the desk defunct - everyone will work via mobile

How do you think where you work will change in the next 10 years?



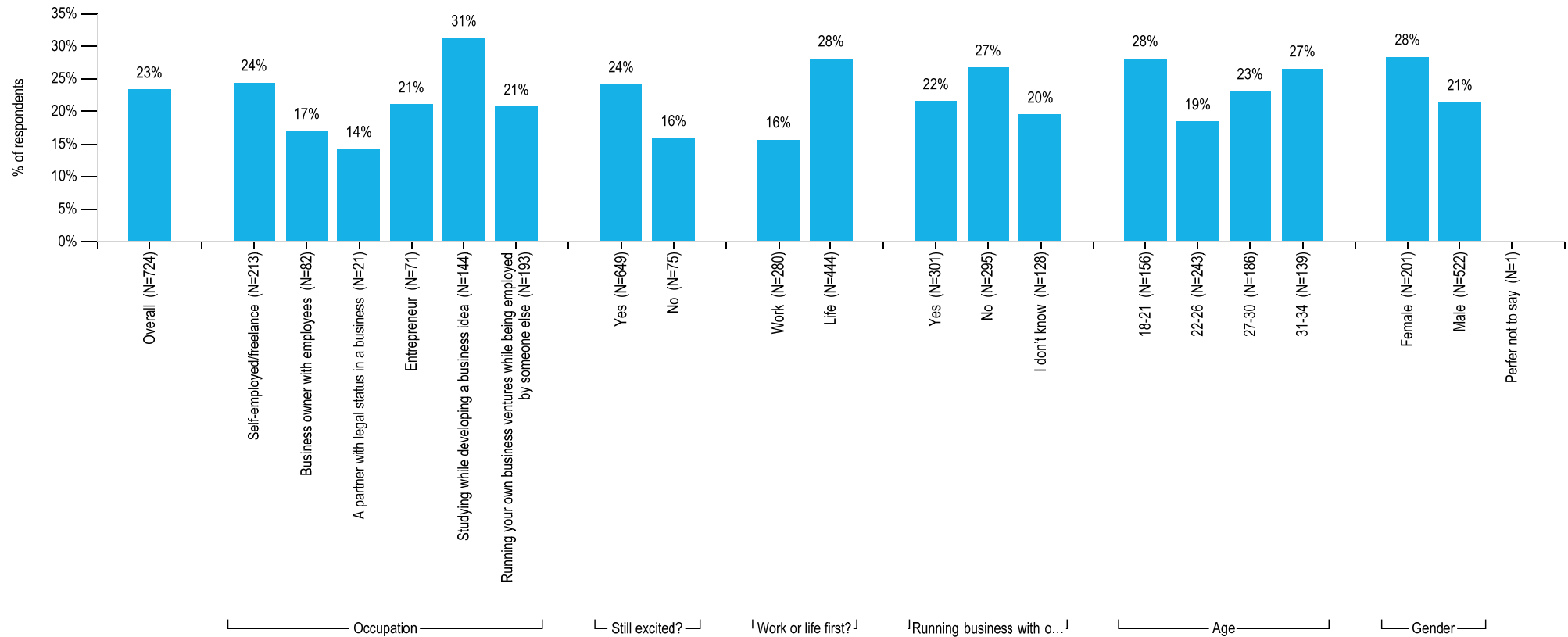
Profile: I will have more virtual staff, working remotely and flexibly

How do you think where you work will change in the next 10 years?



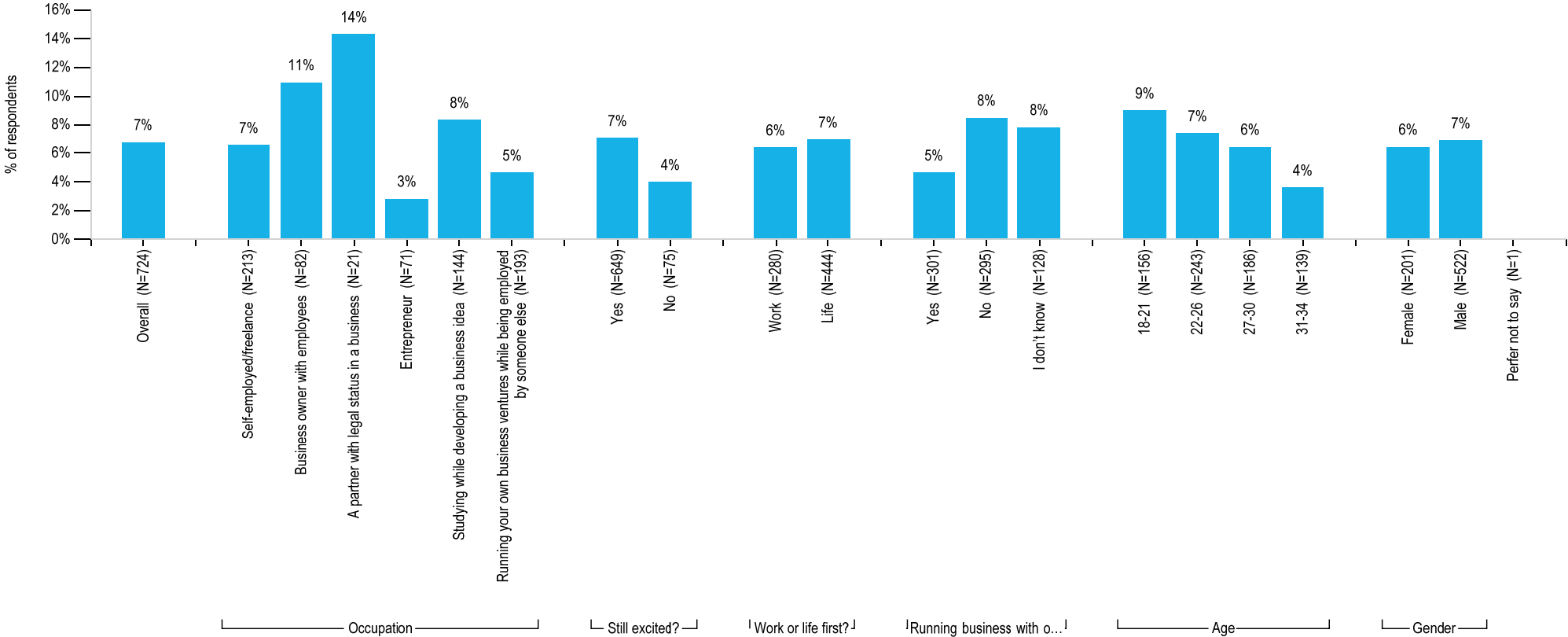
Profile: I will save money on office space and overheads

How do you think where you work will change in the next 10 years?



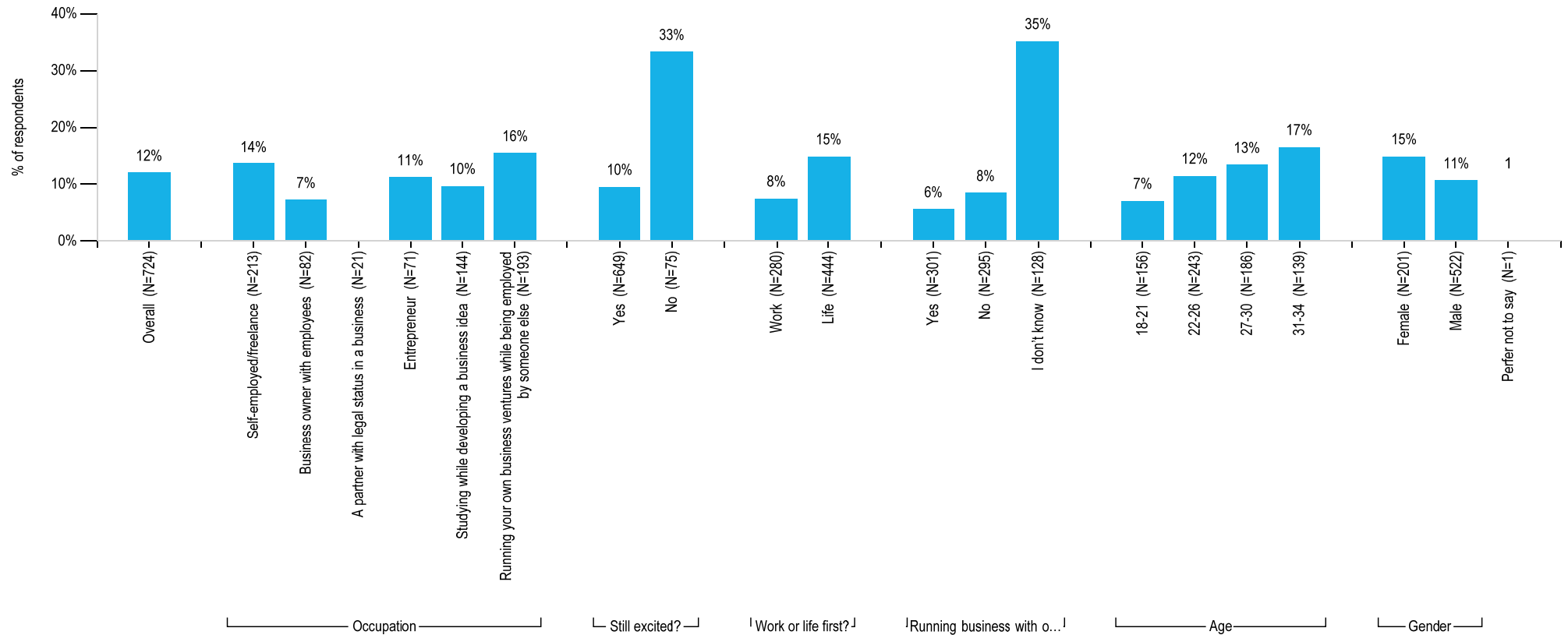
Profile: I will be employing more people from overseas - technology means I can get better talent, working wherever they are without the need to physically re-locate

How do you think where you work will change in the next 10 years?



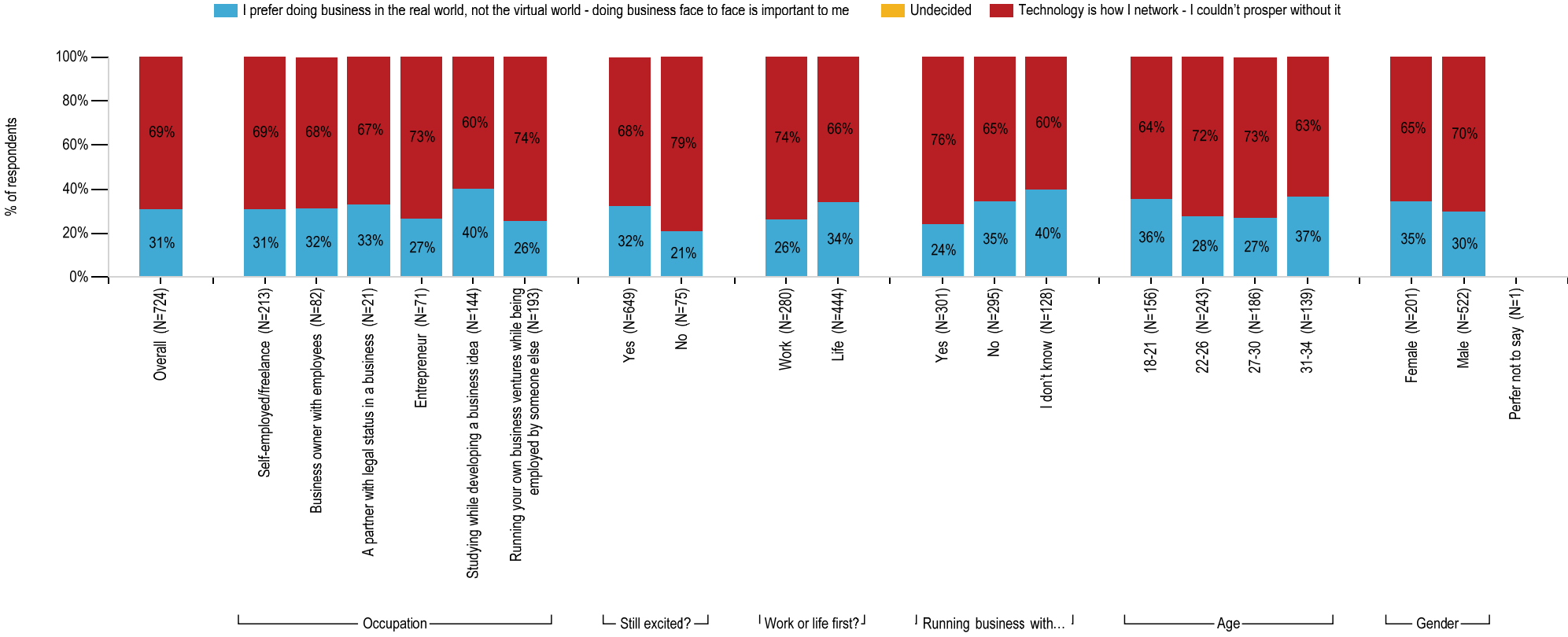
Profile: Don't know

How do you think where you work will change in the next 10 years?

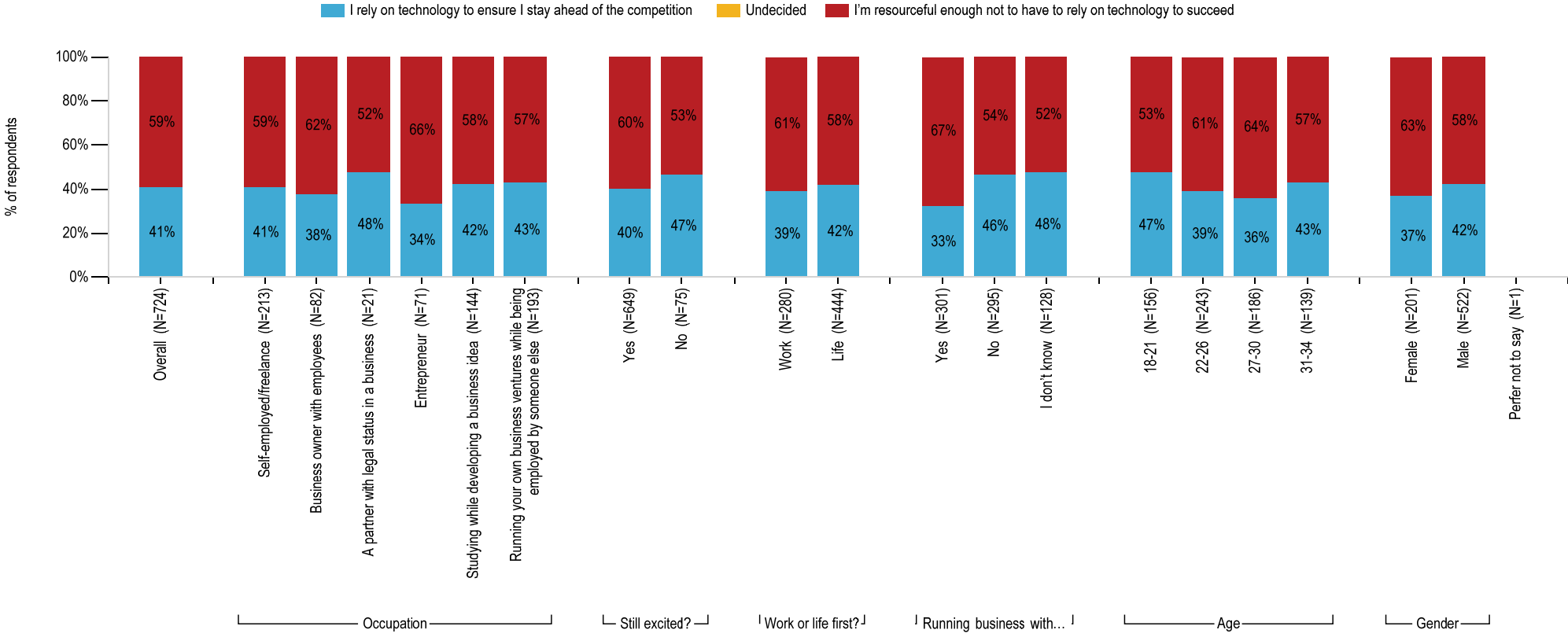


Profile: I prefer doing business in the real world, not the virtual world - doing business face to face is important to me | Technology is how I network - I couldn't prosper without it

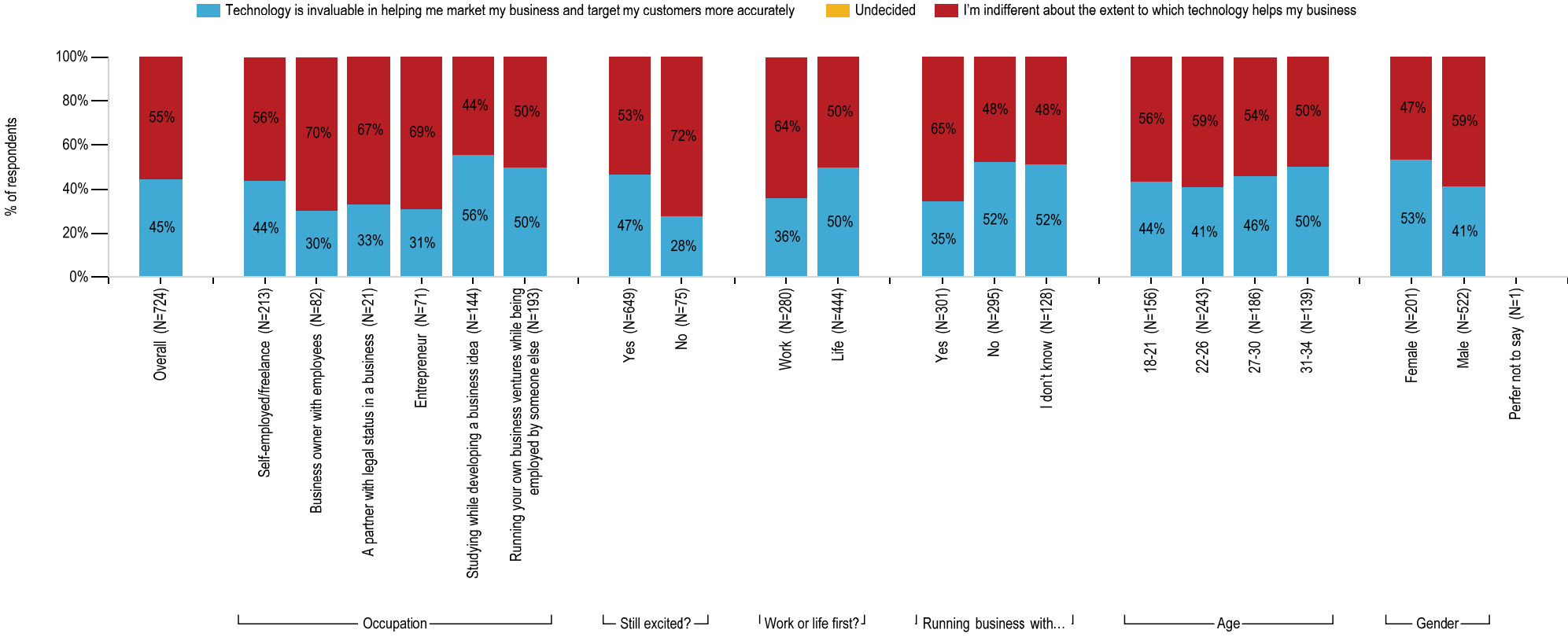
For each of the pairs of statements below, please indicate where you would place yourself on the spectrum between the statement on the left and the statement on the right.



Profile: I rely on technology to ensure I stay ahead of the competition | I'm resourceful enough not to have to rely on technology to succeed

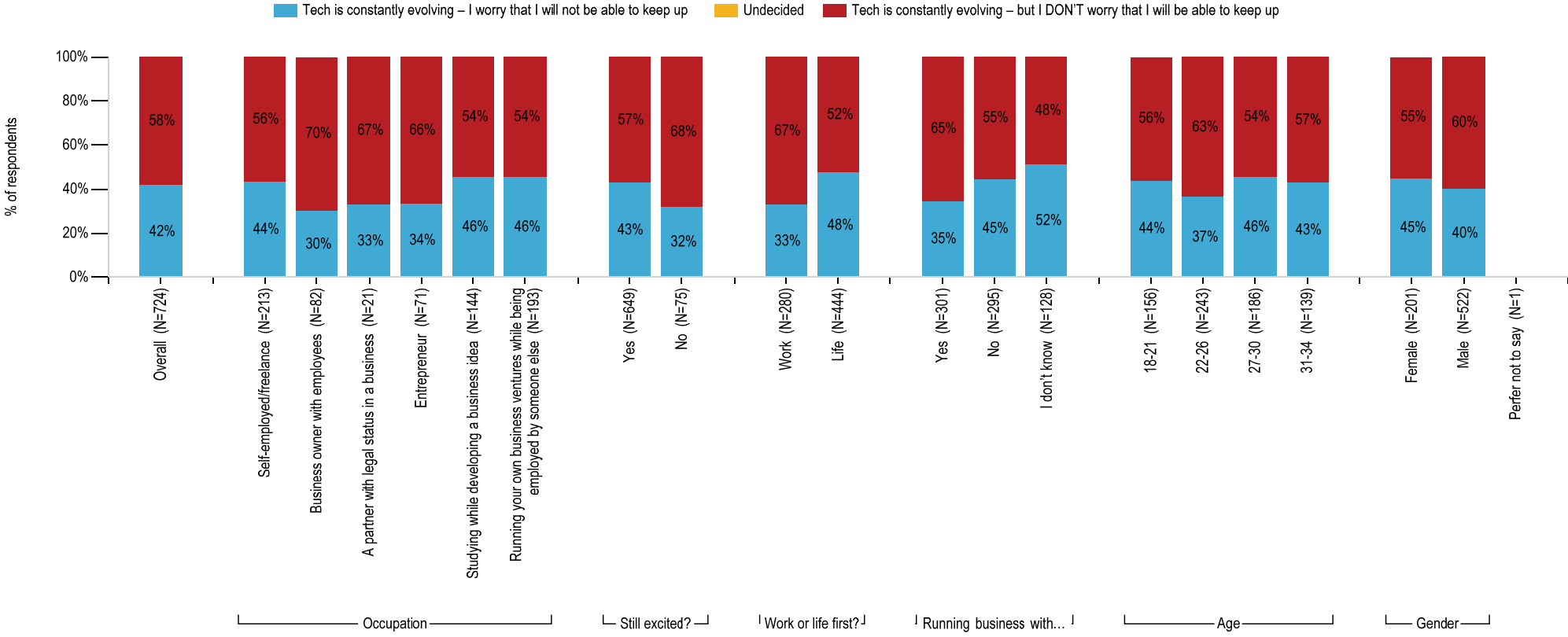


Profile: Technology is invaluable in helping me market my business and target my customers more accurately|I'm indifferent about the extent to which technology helps my business



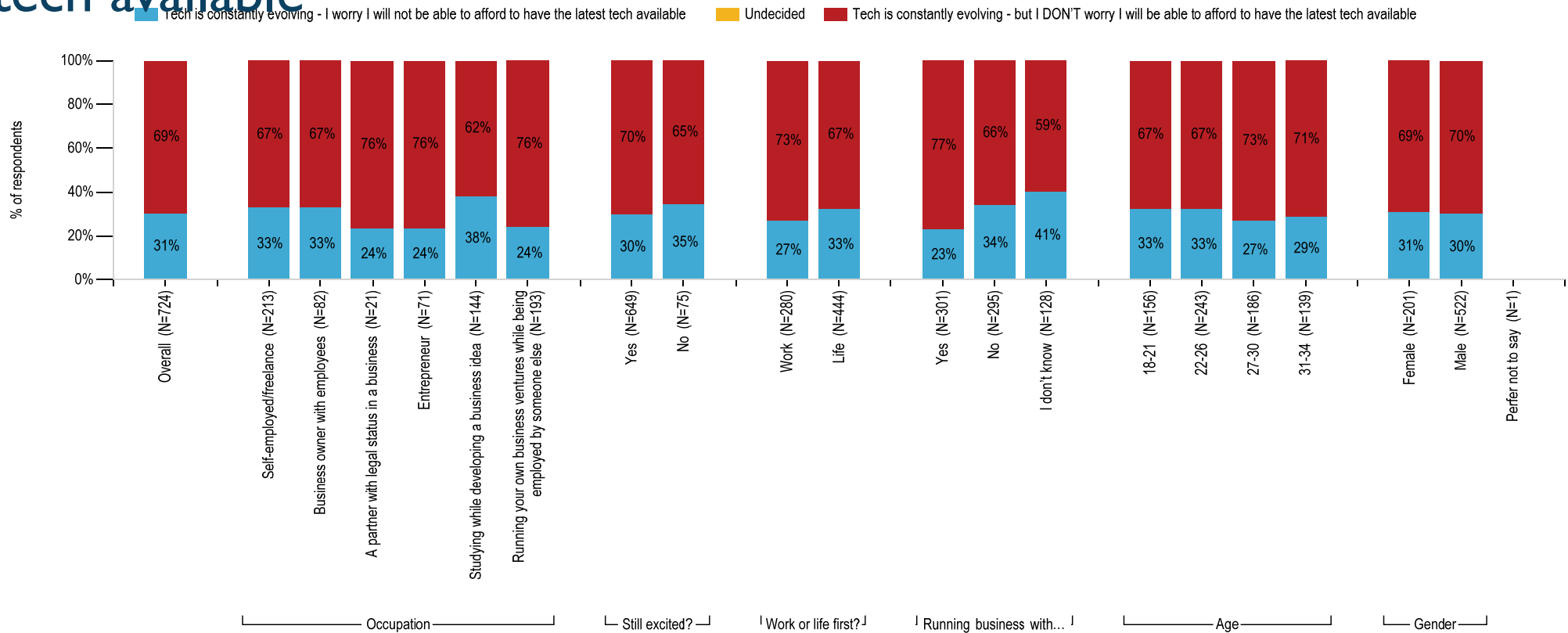
Profile: Tech that is free can be just as good as tech you need to pay for

Tech that is free is never as good as tech that you need to pay for

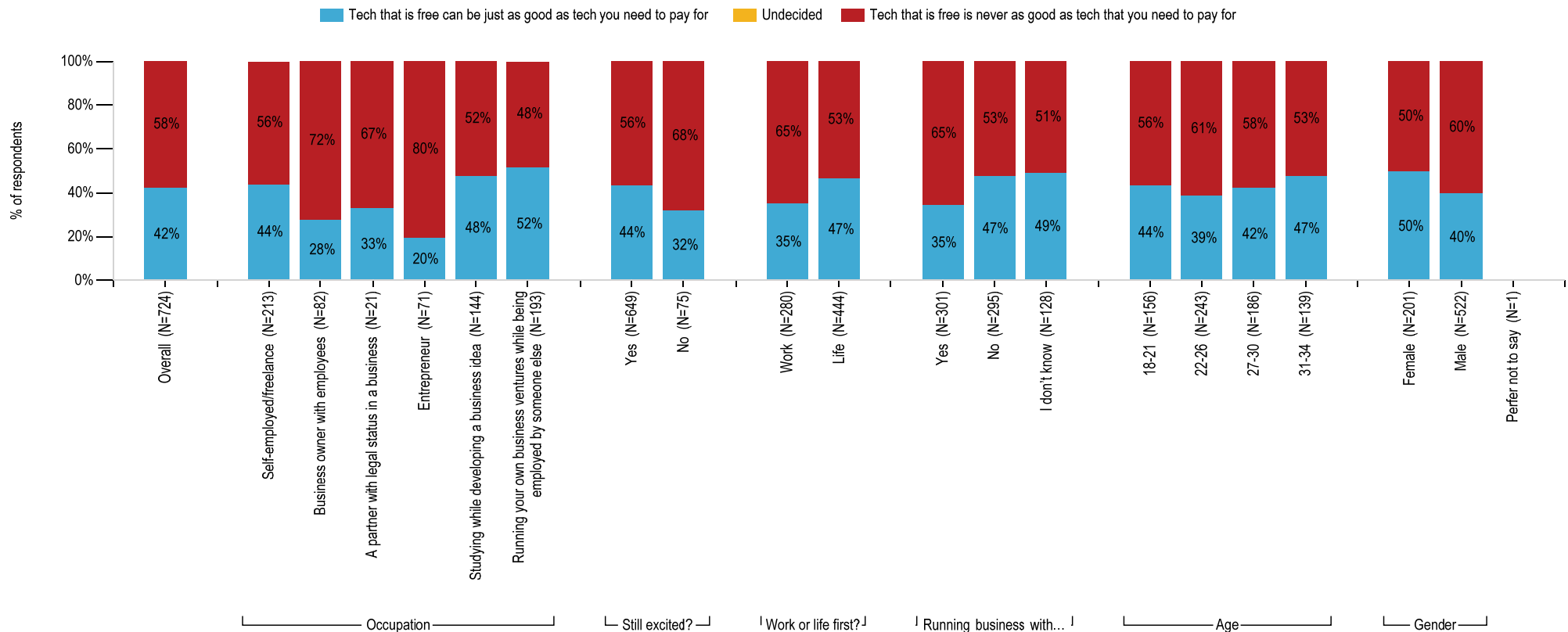


Profile: Tech is constantly evolving - I worry I will not be able to afford to have the latest tech available | Tech is constantly evolving - but I DON'T worry I will be able to afford to have the latest tech available

For each of the pairs of statements below, please indicate where you would place yourself on the spectrum between the statement on the left and the statement on the right.

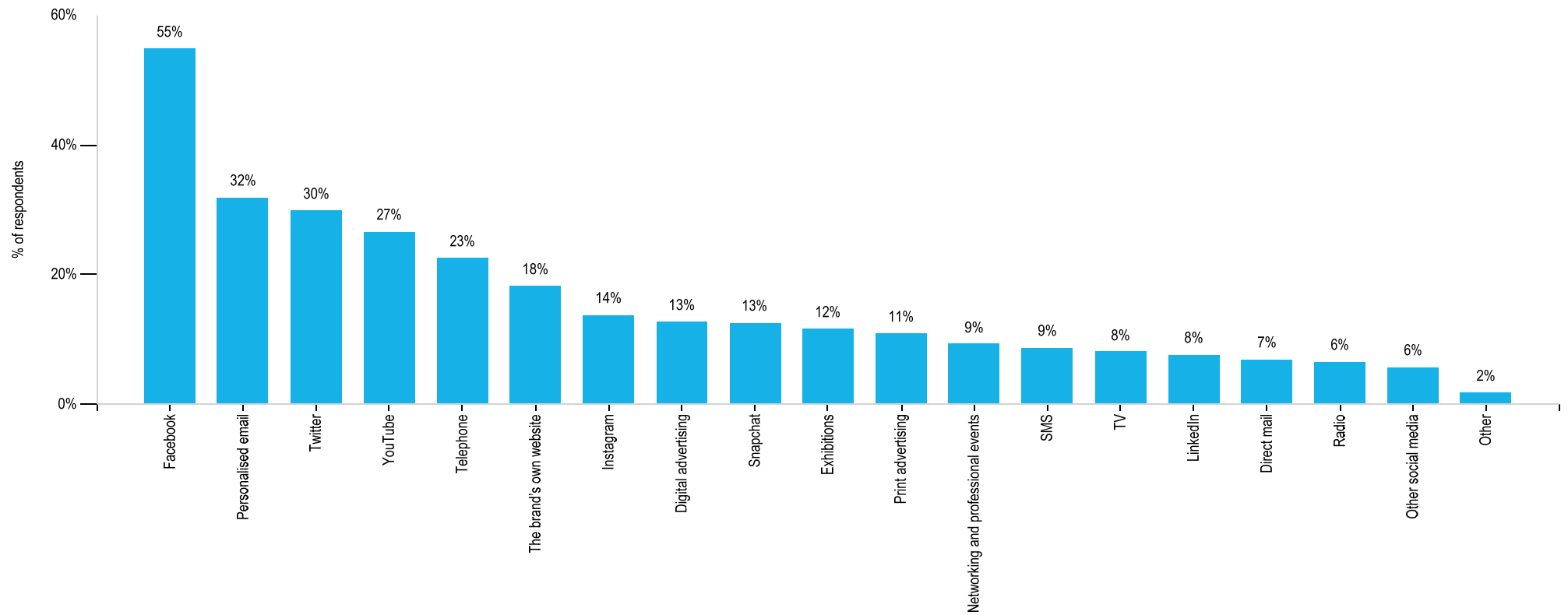


Profile: Tech that is free can be just as good as tech you need to pay for | Tech that is free is never as good as tech that you need to pay for



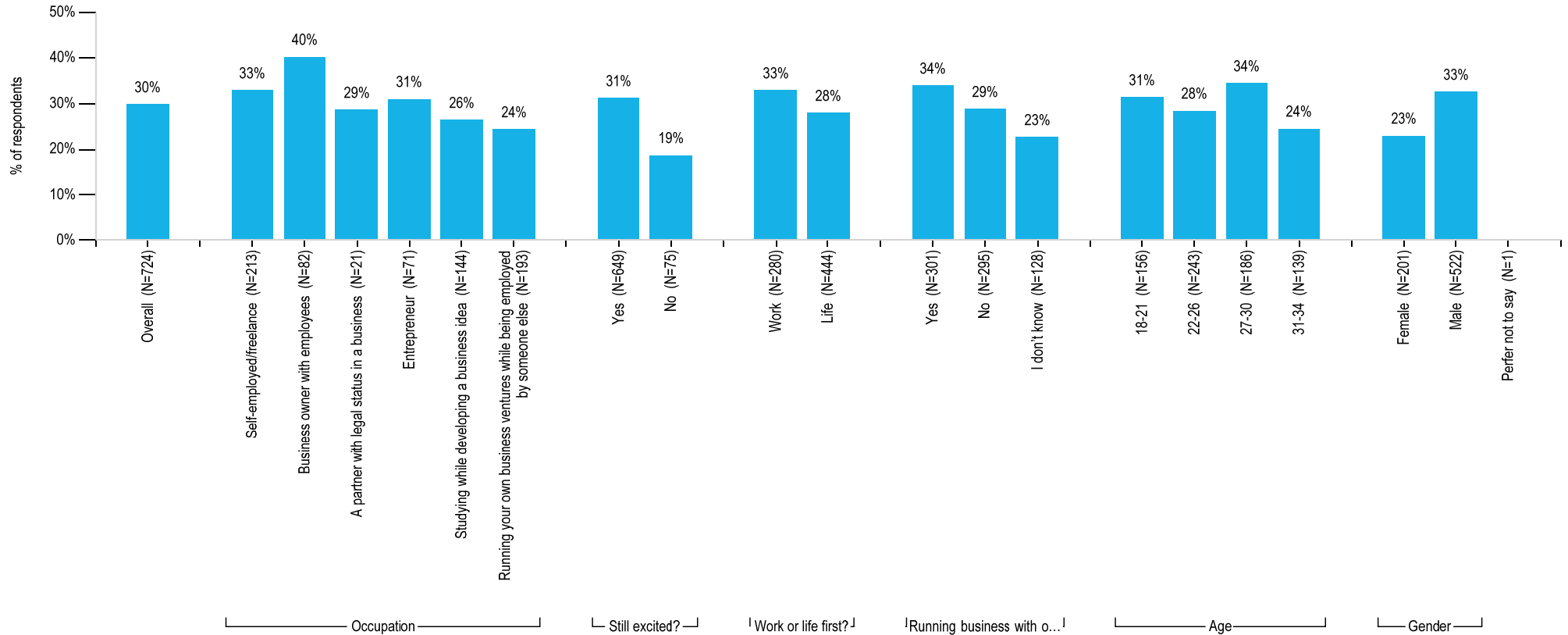
Brands

How do you prefer brands to communicate with you directly?



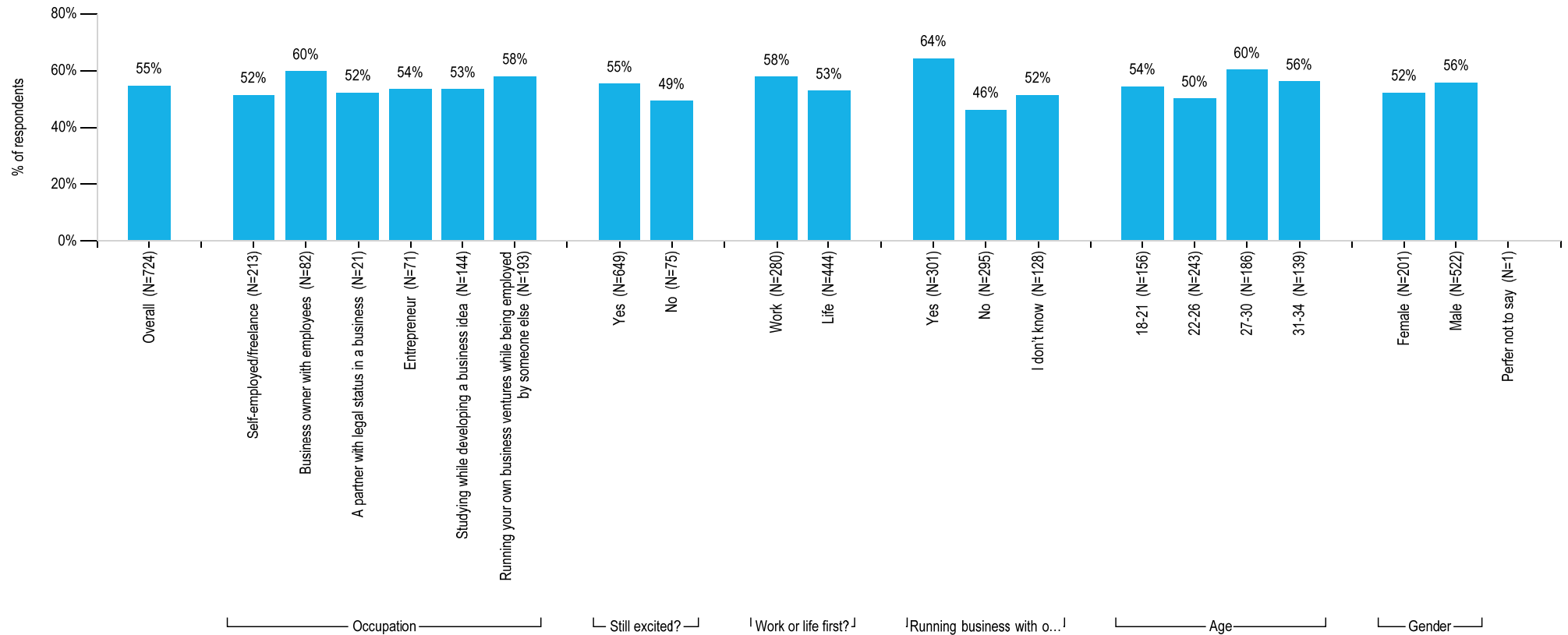
Profile: Twitter

How do you prefer brands to communicate with you directly?



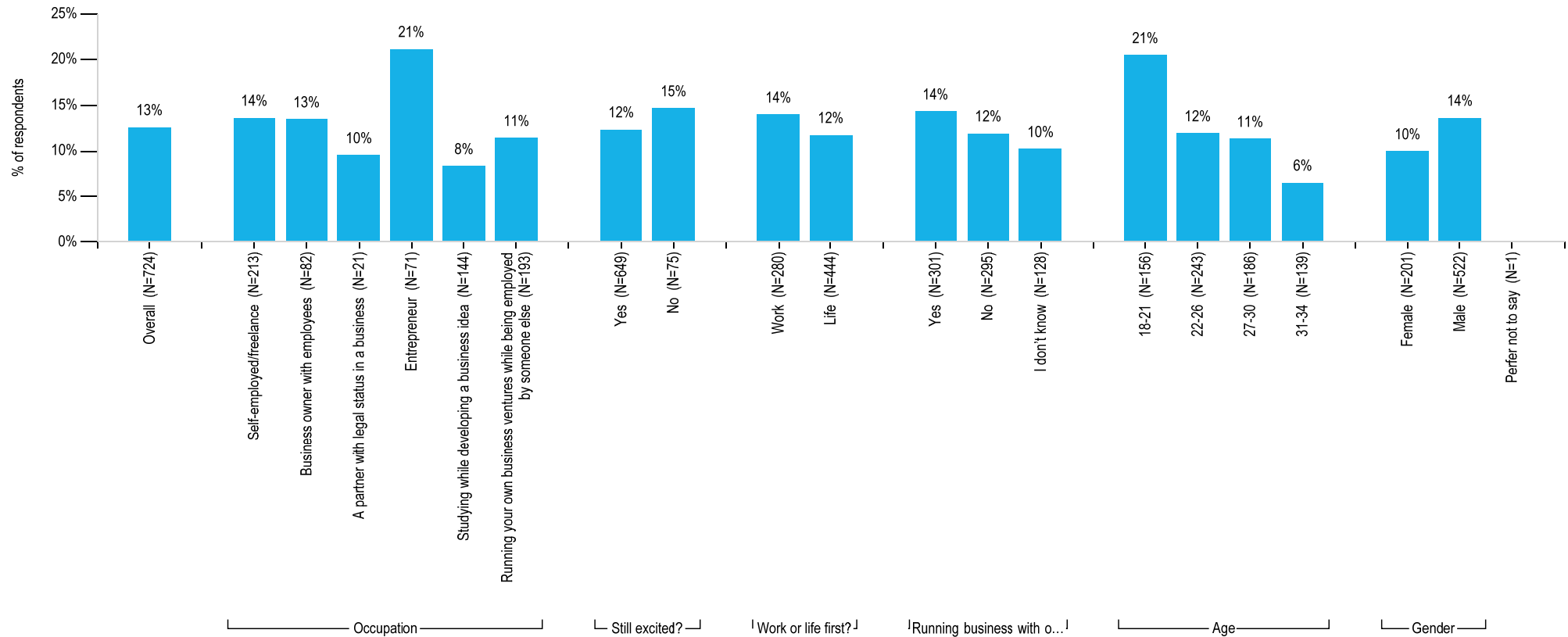
Profile: Facebook

How do you prefer brands to communicate with you directly?



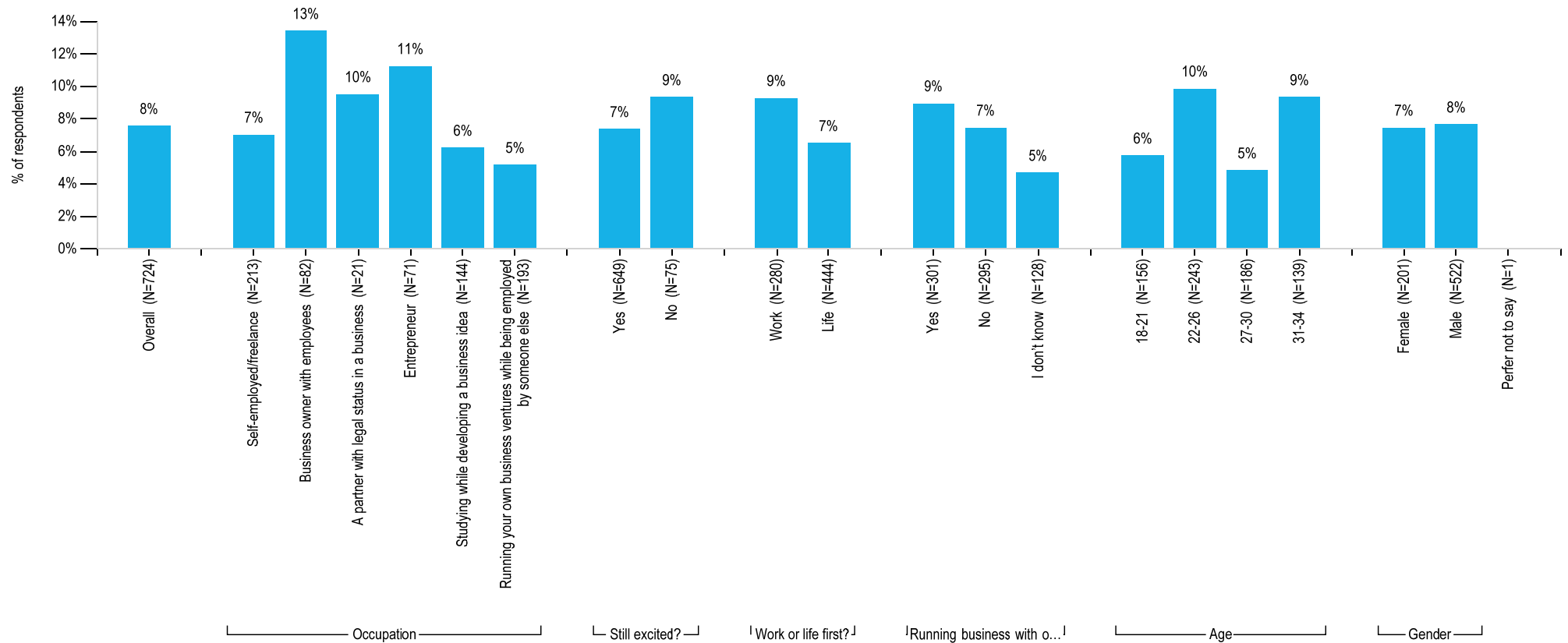
Profile: Snapchat

How do you prefer brands to communicate with you directly?



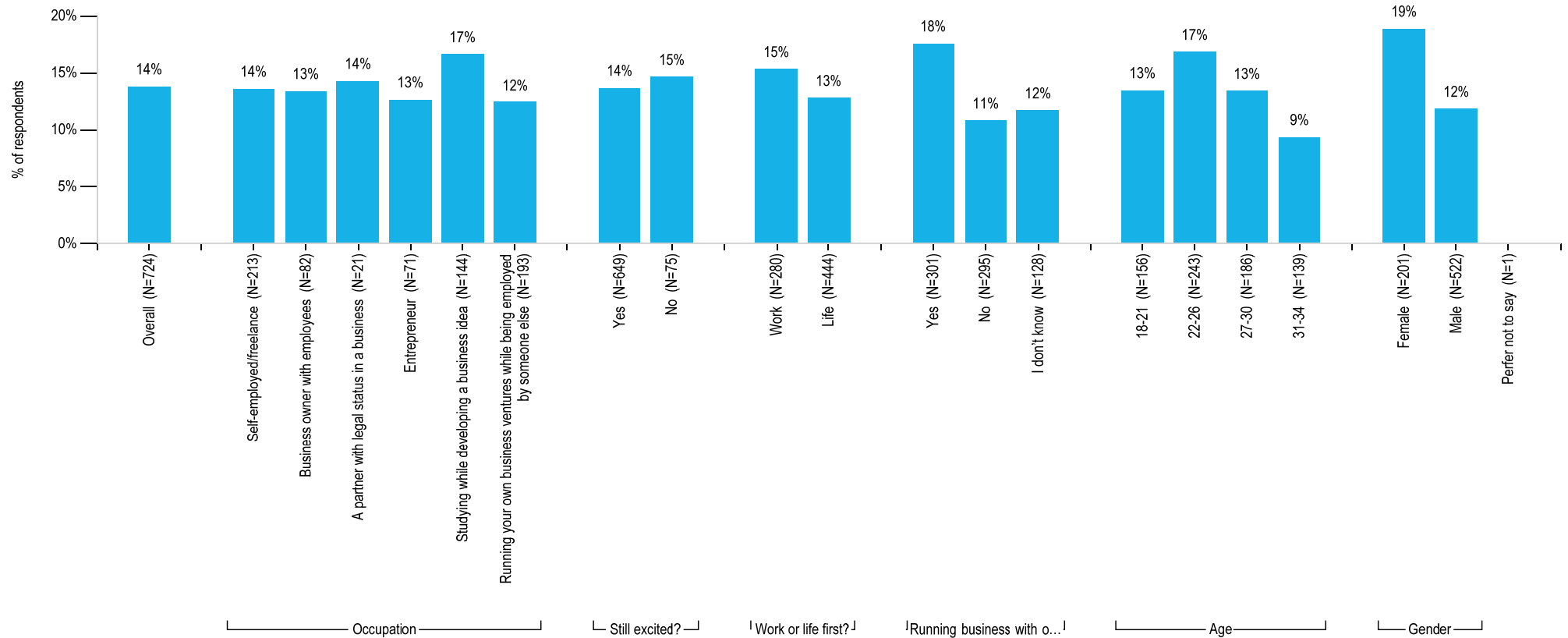
Profile: LinkedIn

How do you prefer brands to communicate with you directly?



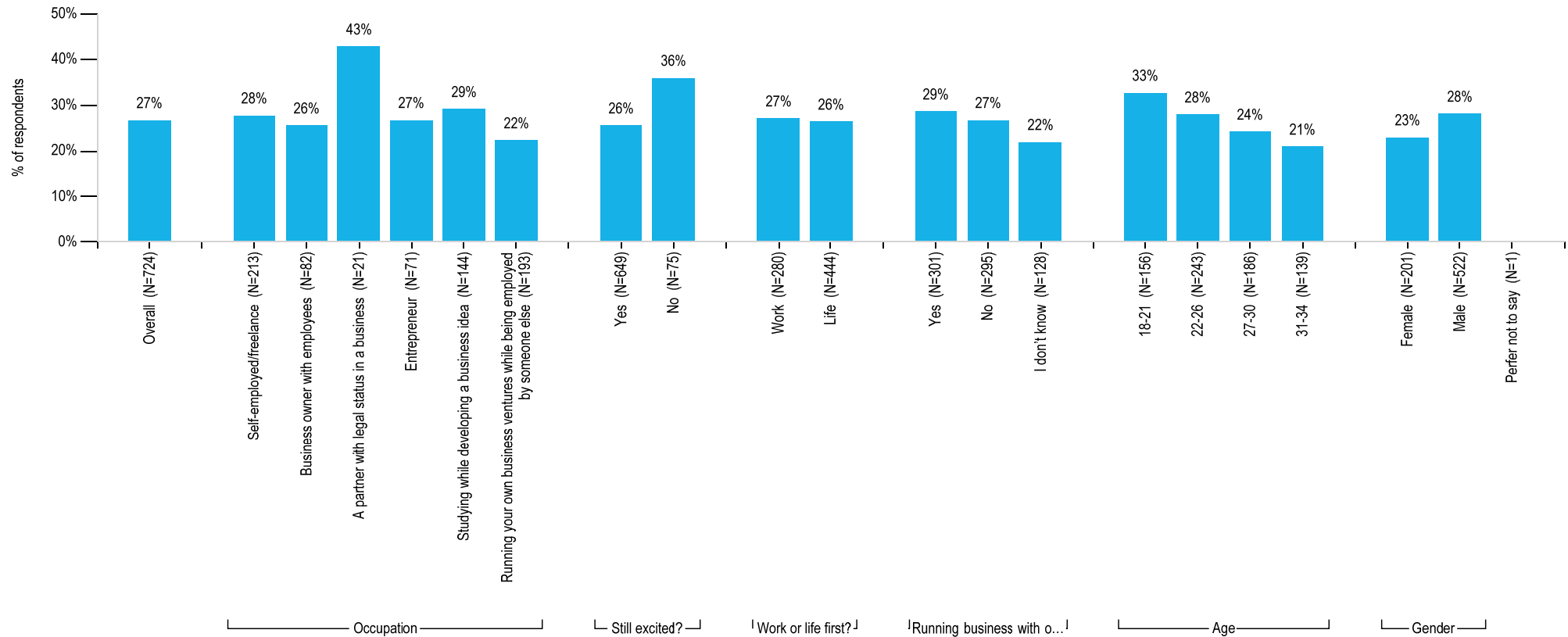
Profile: Instagram

How do you prefer brands to communicate with you directly?



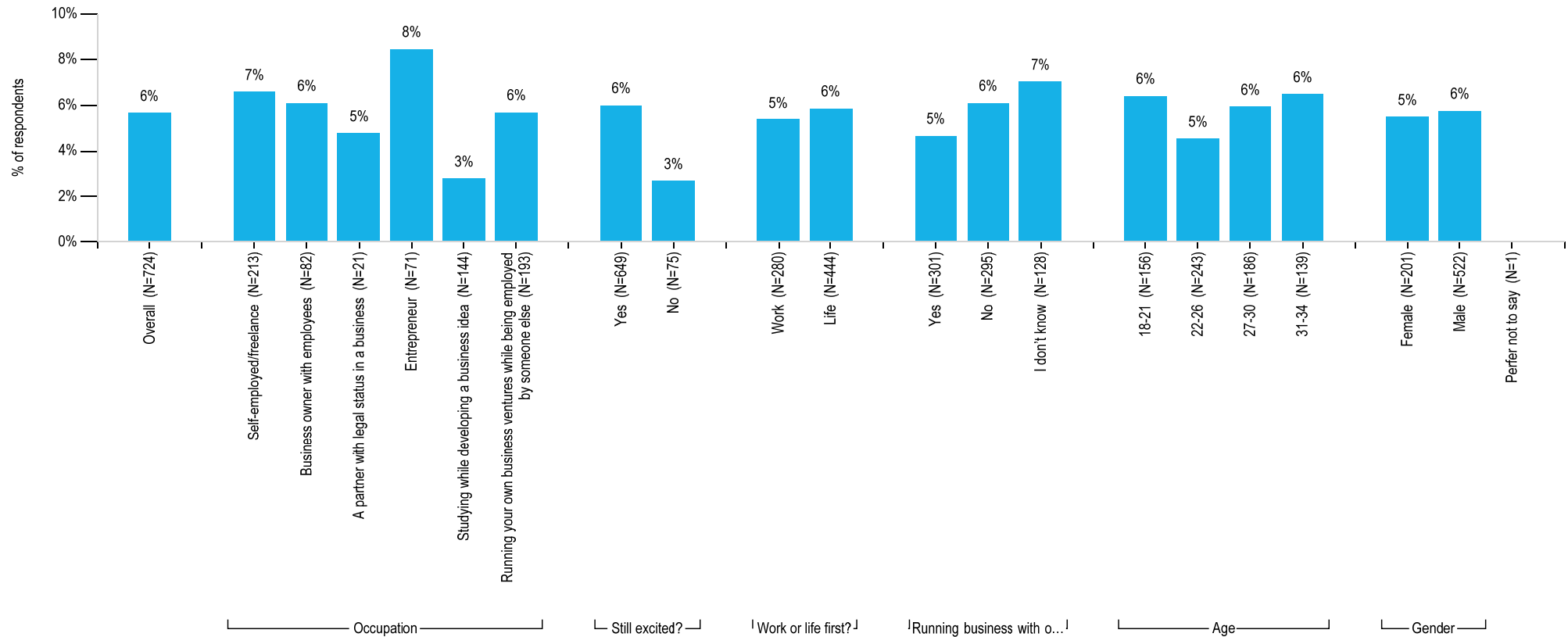
Profile: YouTube

How do you prefer brands to communicate with you directly?



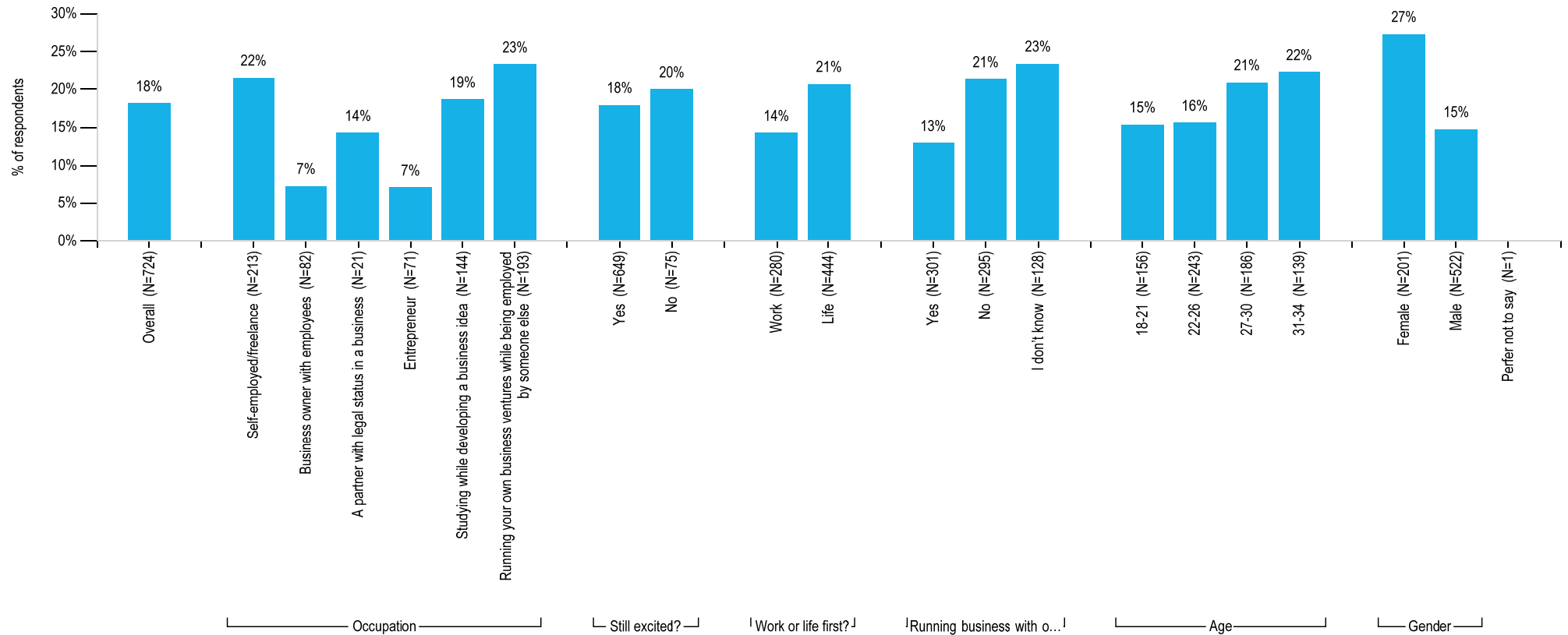
Profile: Other social media

How do you prefer brands to communicate with you directly?



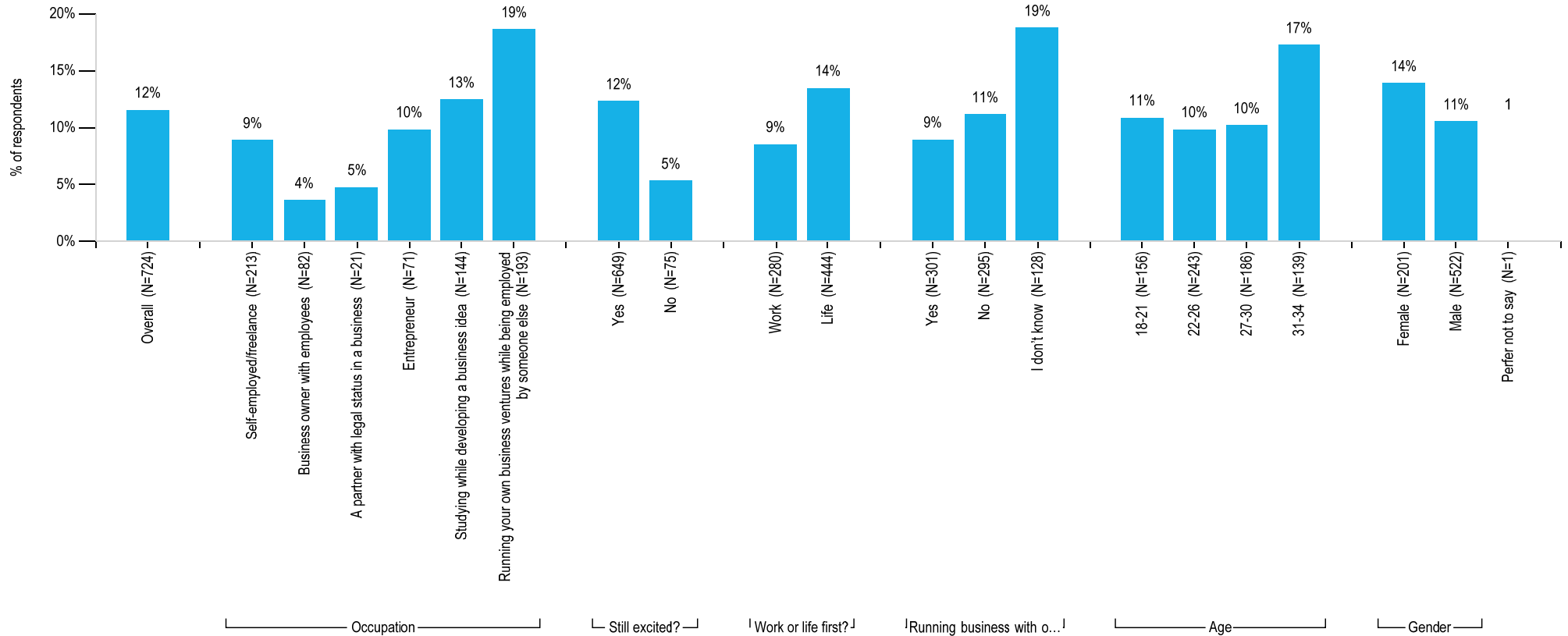
Profile: The brand's own website

How do you prefer brands to communicate with you directly?



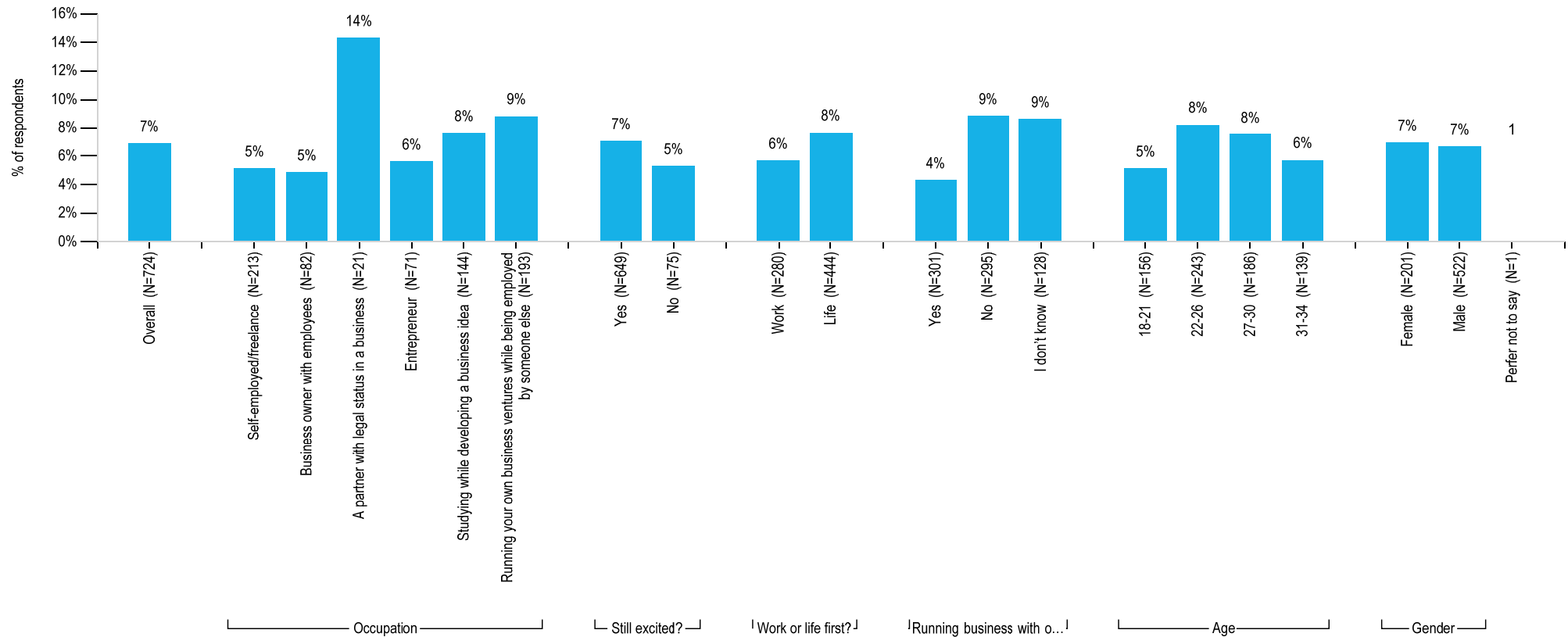
Profile: Exhibitions

How do you prefer brands to communicate with you directly?



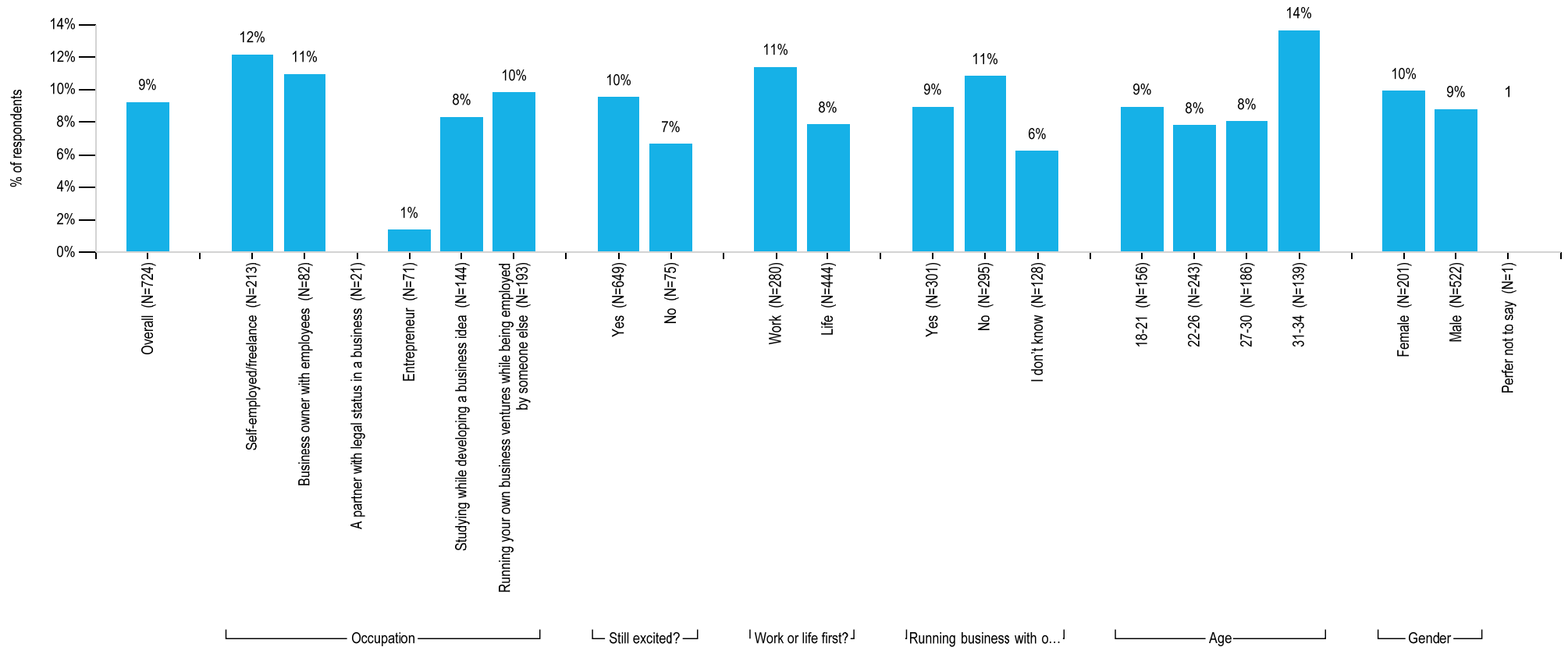
Profile: Direct mail

How do you prefer brands to communicate with you directly?



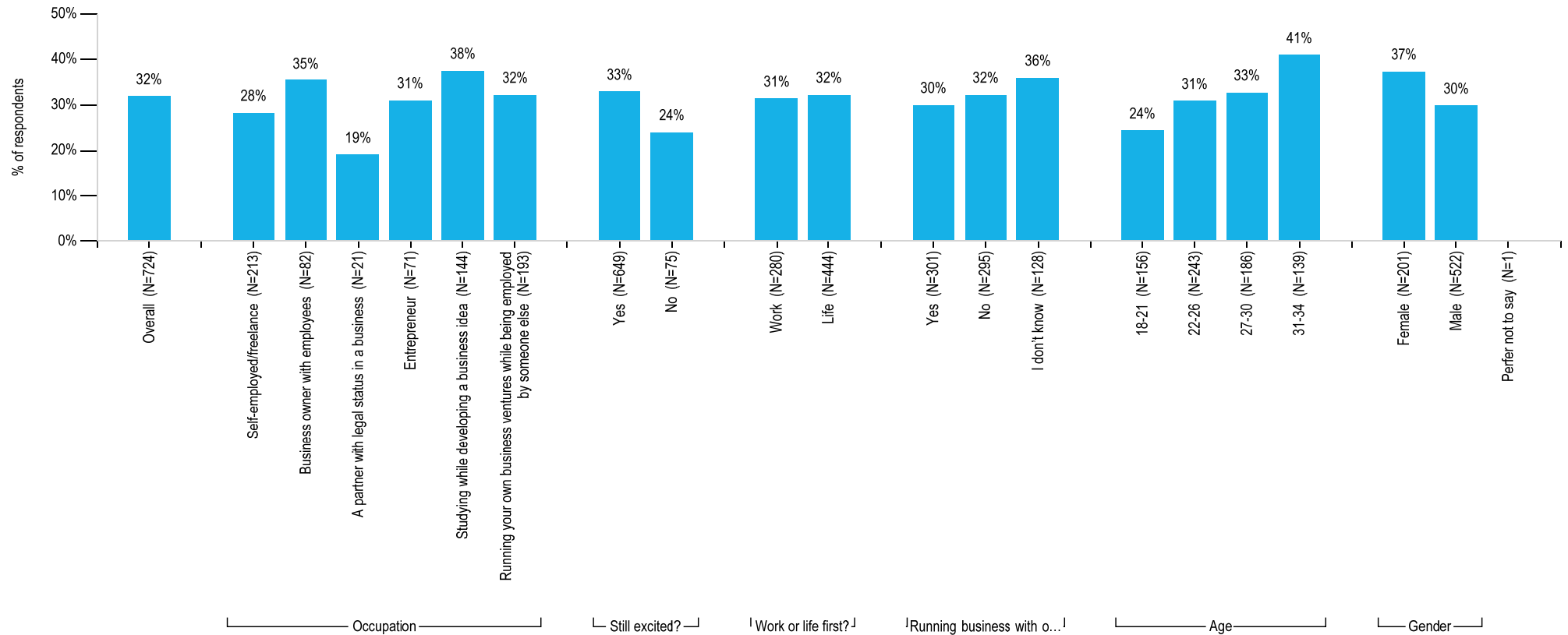
Profile: Networking and professional events

How do you prefer brands to communicate with you directly?



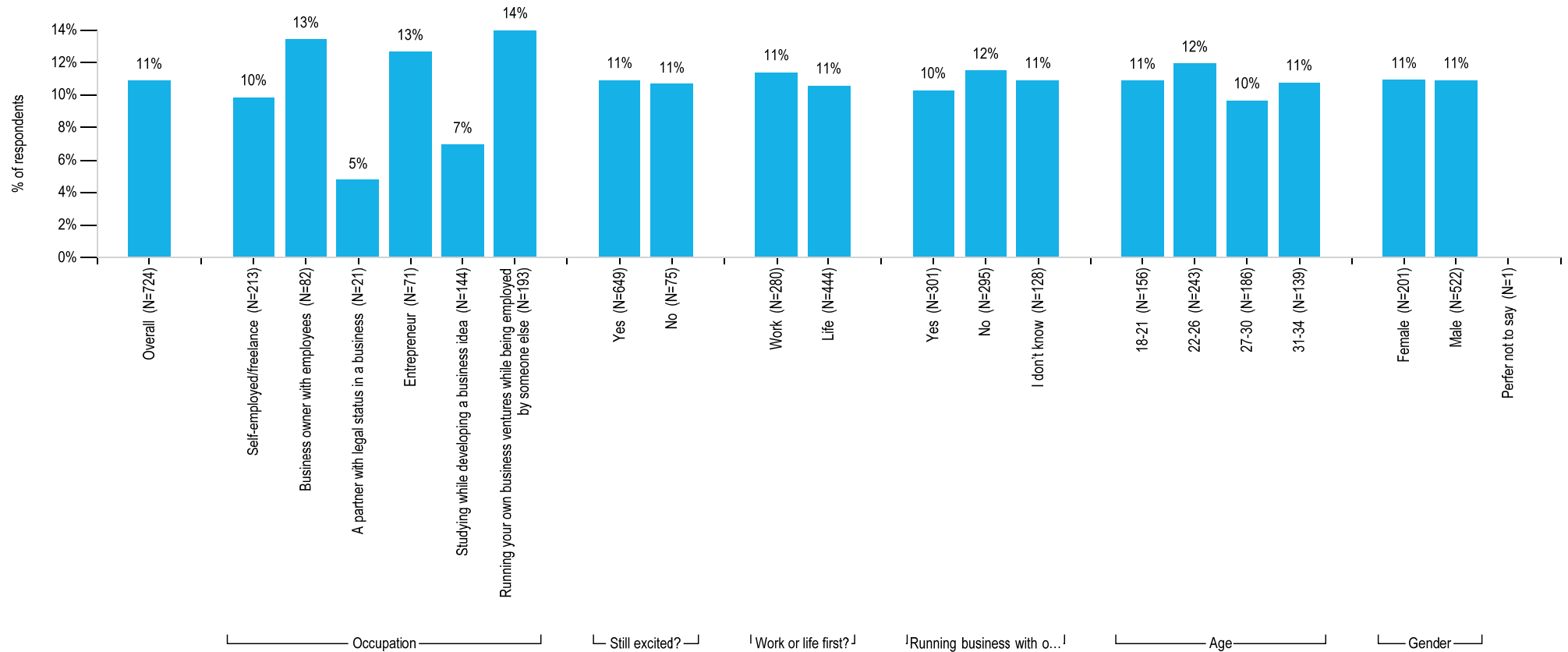
Profile: Personalised email

How do you prefer brands to communicate with you directly?



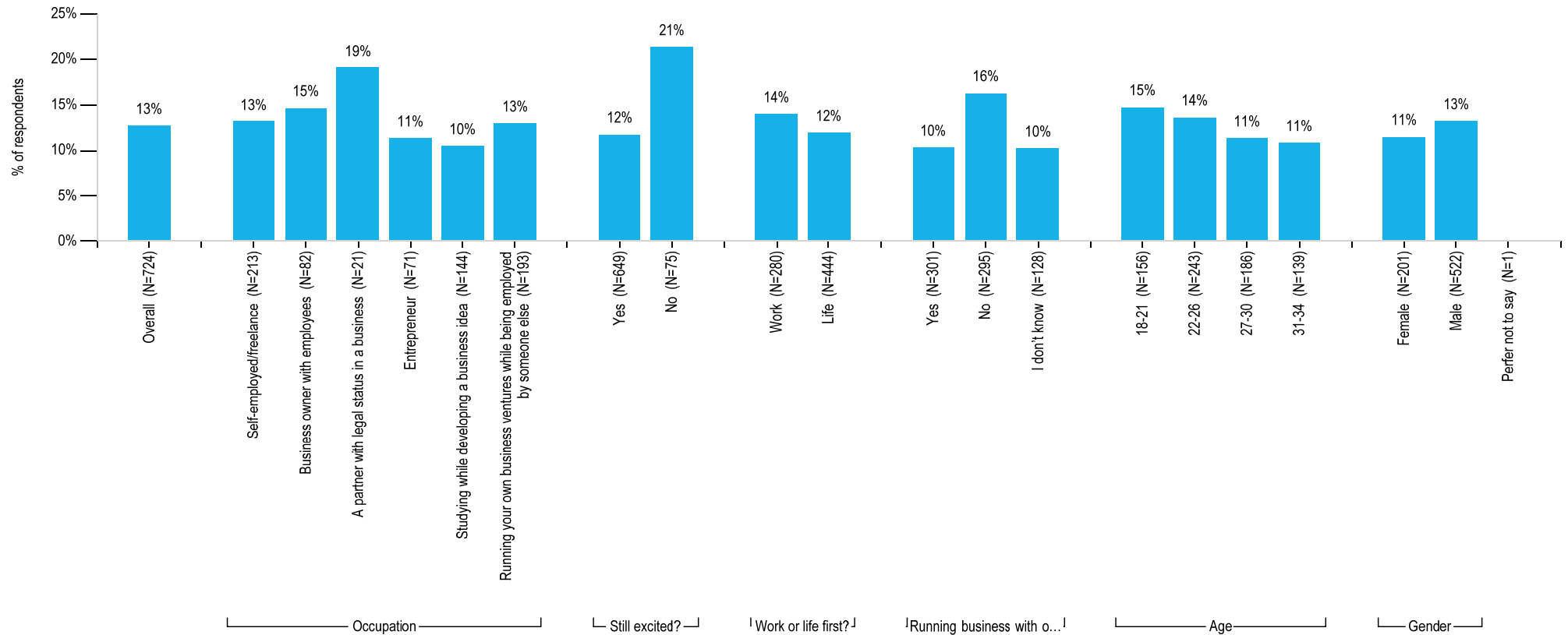
Profile: Print advertising

How do you prefer brands to communicate with you directly?



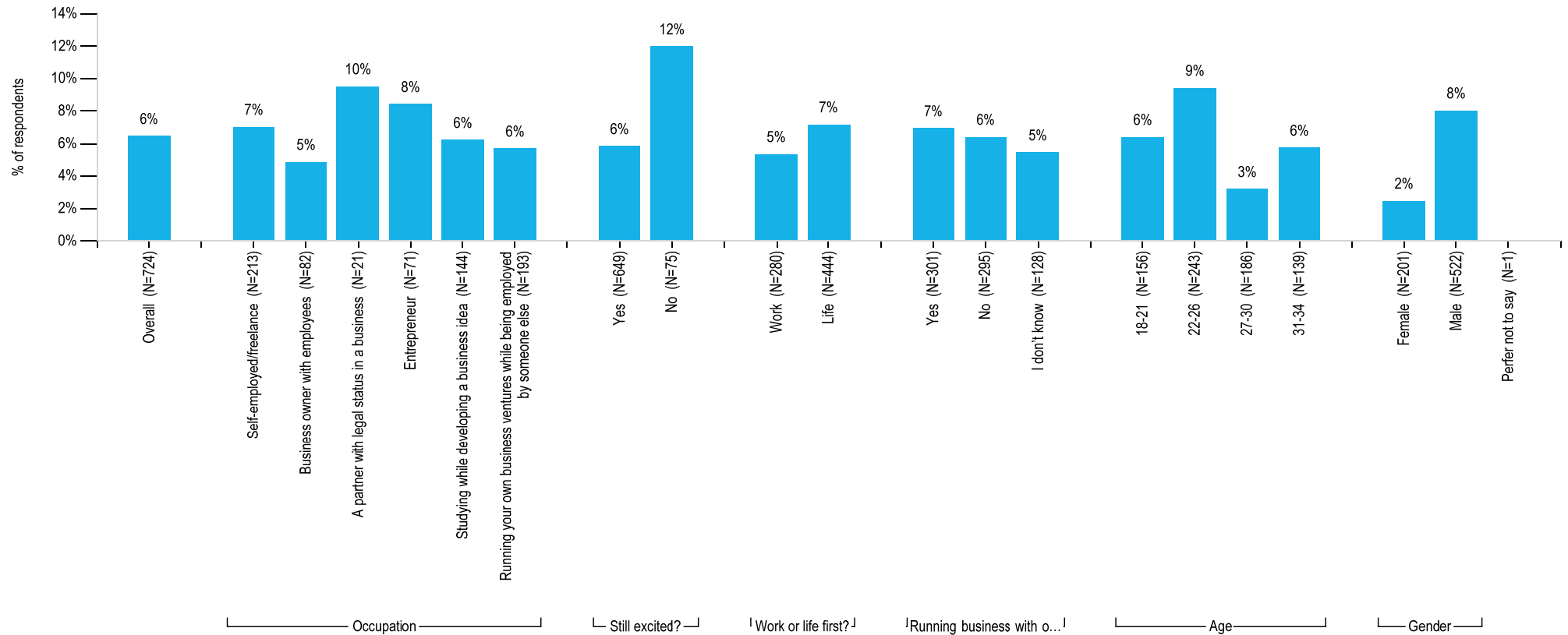
Profile: Digital advertising

How do you prefer brands to communicate with you directly?



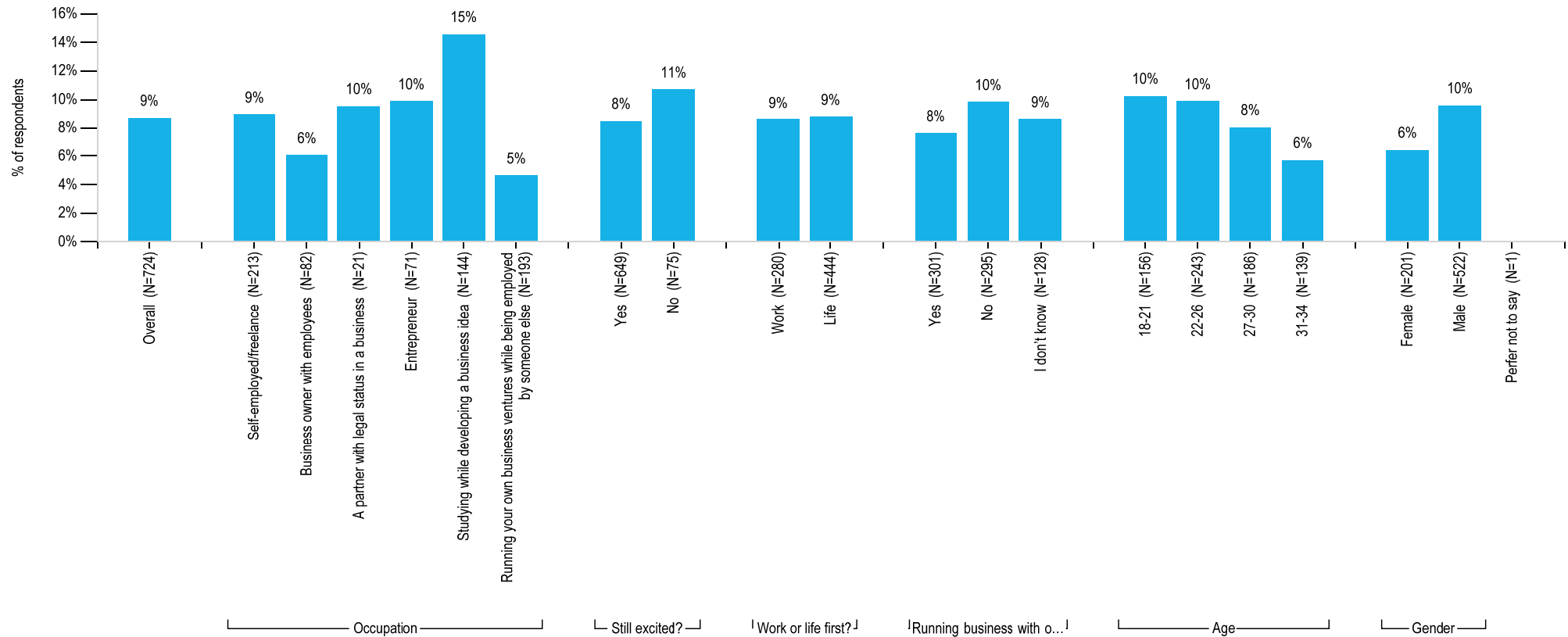
Profile: Radio

How do you prefer brands to communicate with you directly?



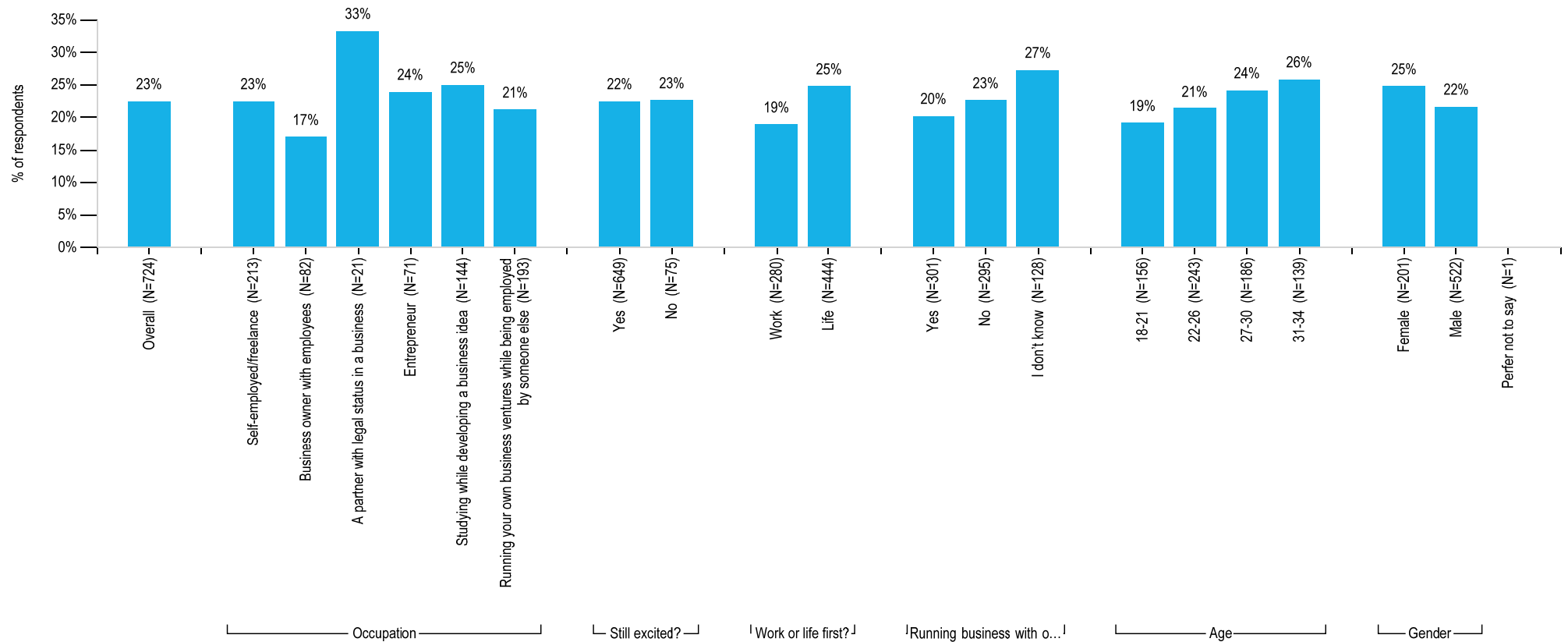
Profile: SMS

How do you prefer brands to communicate with you directly?



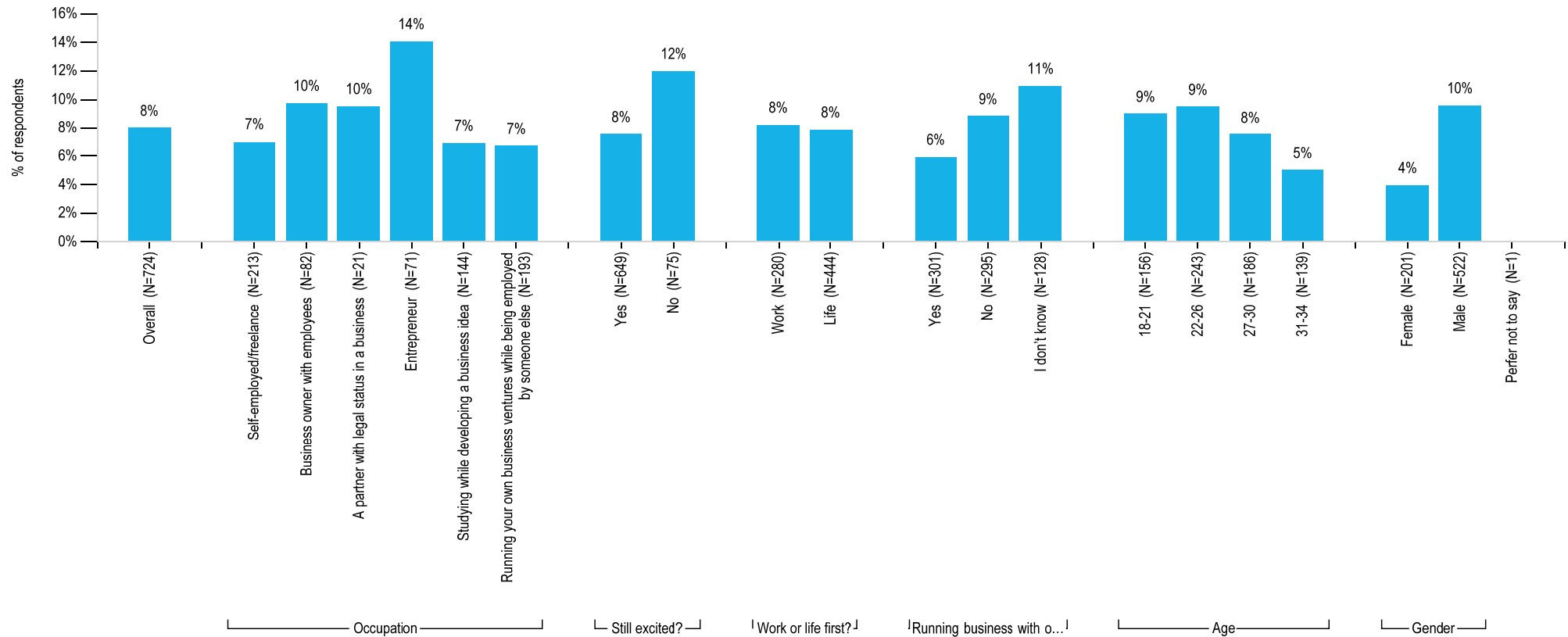
Profile: Telephone

How do you prefer brands to communicate with you directly?



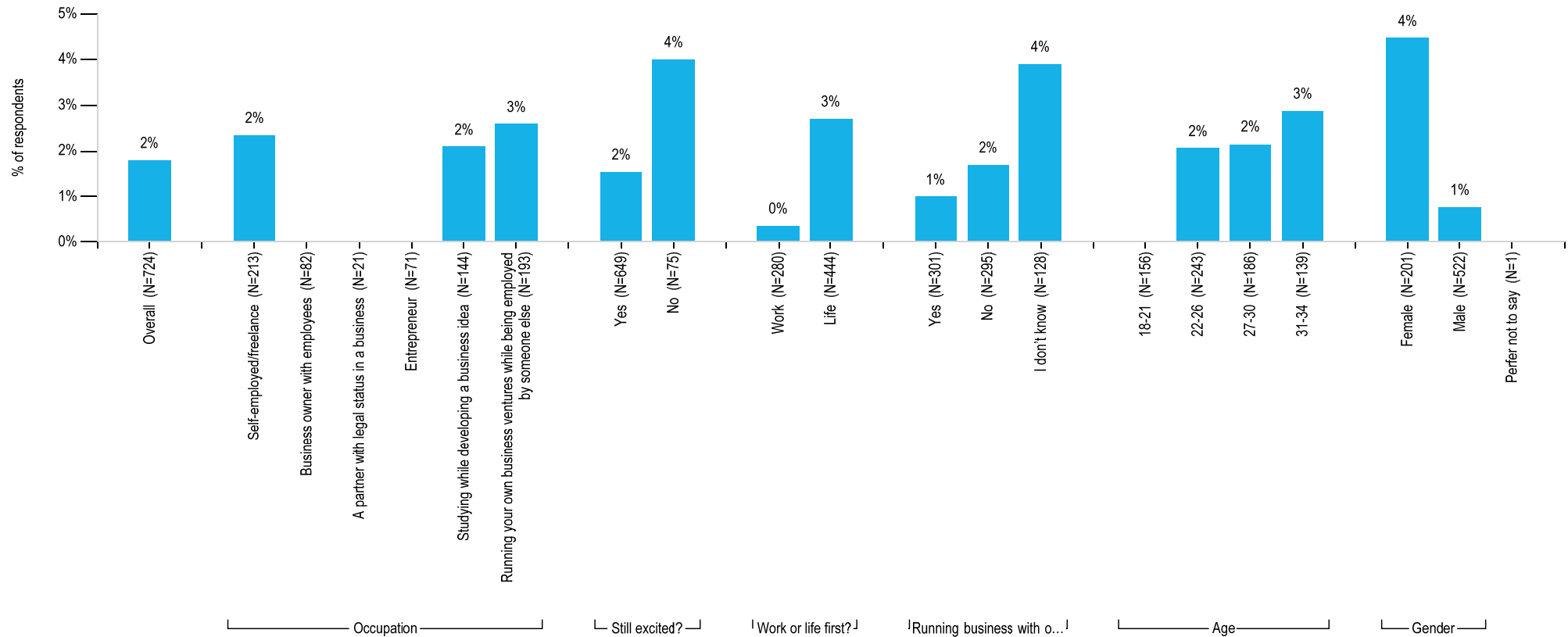
Profile: TV

How do you prefer brands to communicate with you directly?



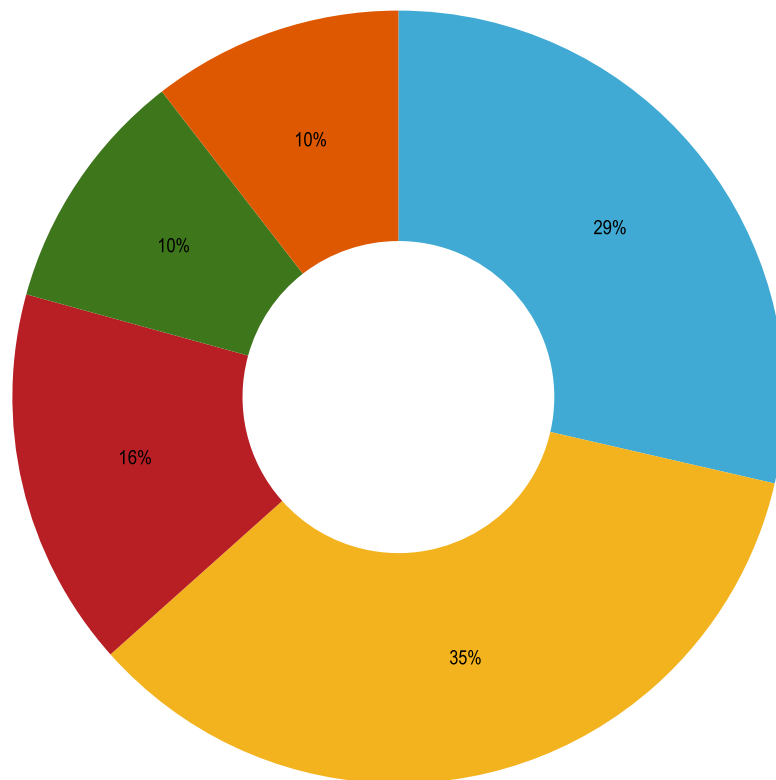
Profile: Other

How do you prefer brands to communicate with you directly?



Paying

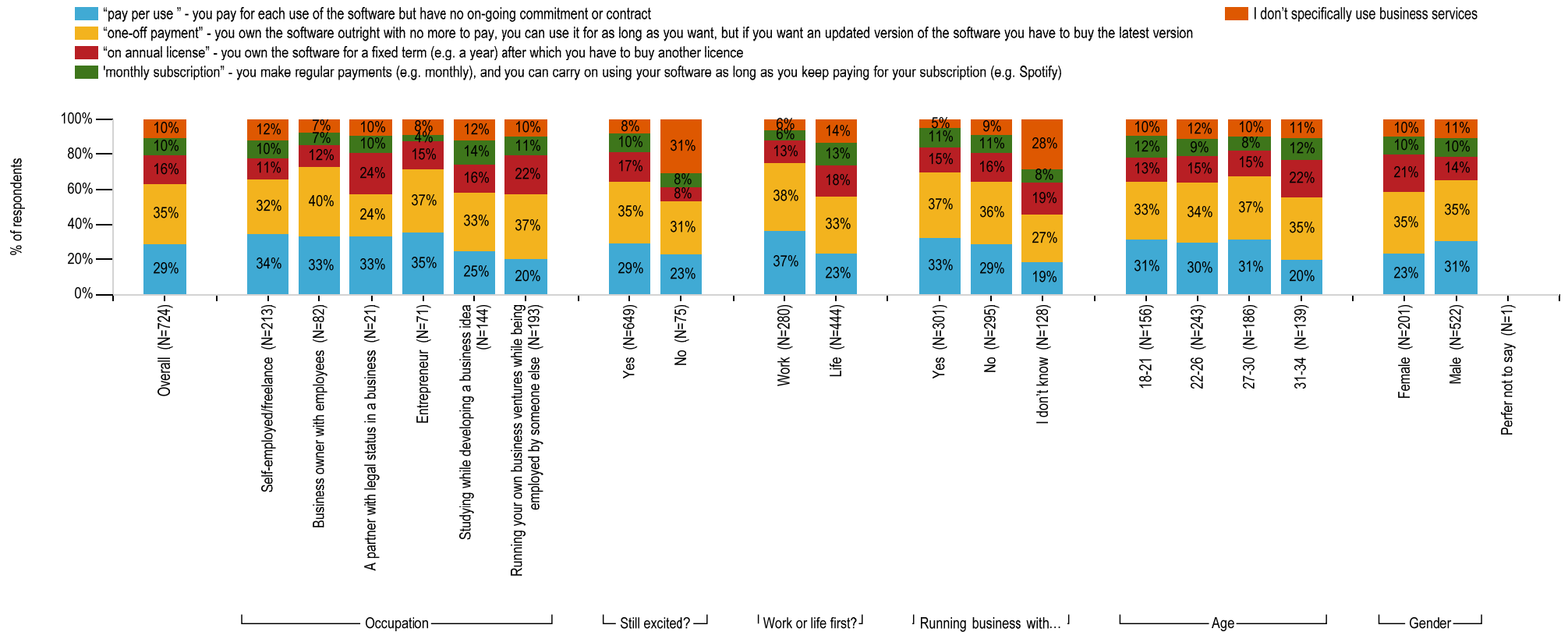
Which of the following best describes your attitude to paying for business services, whether you receive these services via an app, the cloud, a physical product etc.? I like to pay...



- "pay per use" - you pay for each use of the software but have no on-going commitment or contract
- "one-off payment" - you own the software outright with no more to pay, you can use it for as long as y...
- "on annual license" - you own the software for a fixed term (e.g. a year) after which you have to buy a...
- 'monthly subscription' - you make regular payments (e.g. monthly), and you can carry on using your s...
- I don't specifically use business services

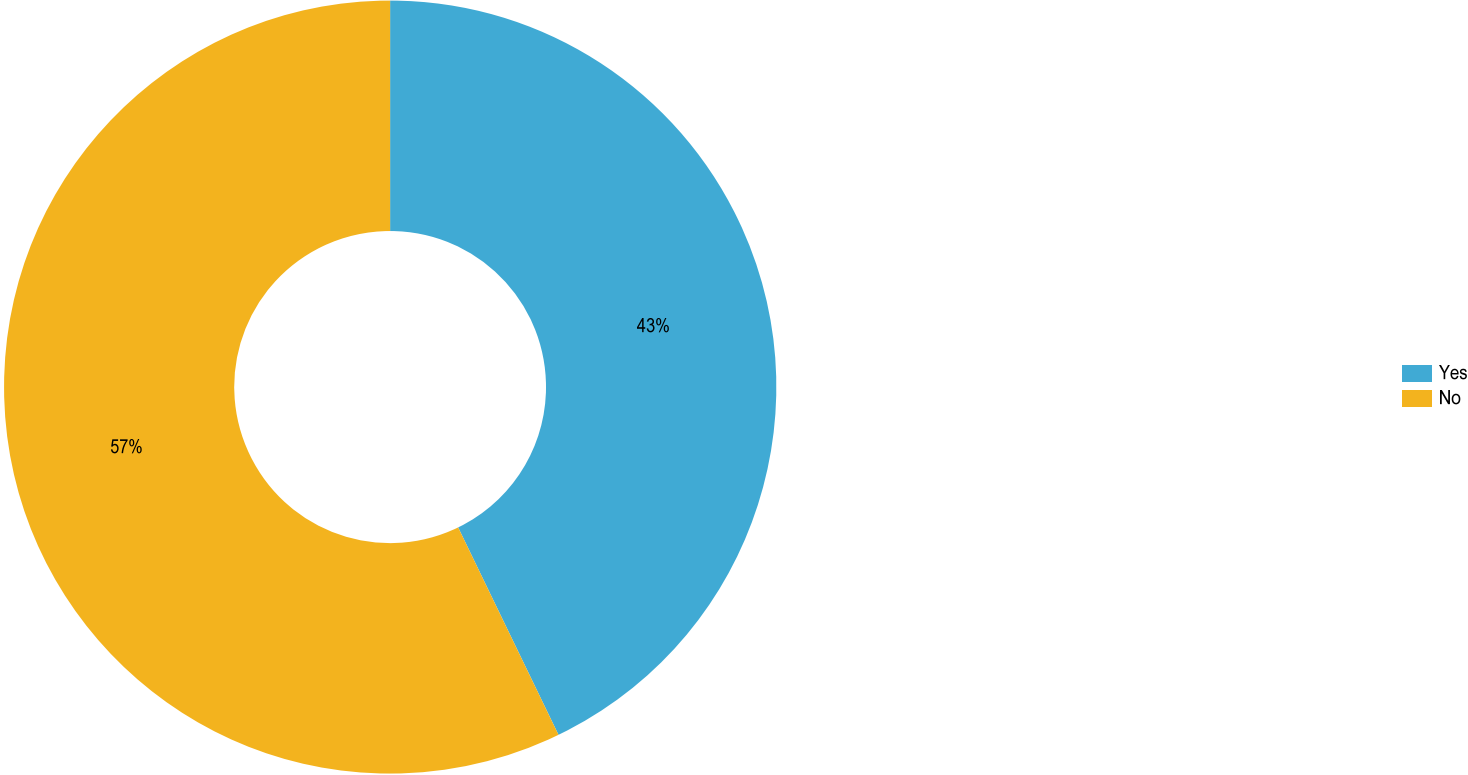
Profile: Paying

Which of the following best describes your attitude to paying for business services, whether you receive these services via an app, the cloud, a physical product etc.? I like to pay...



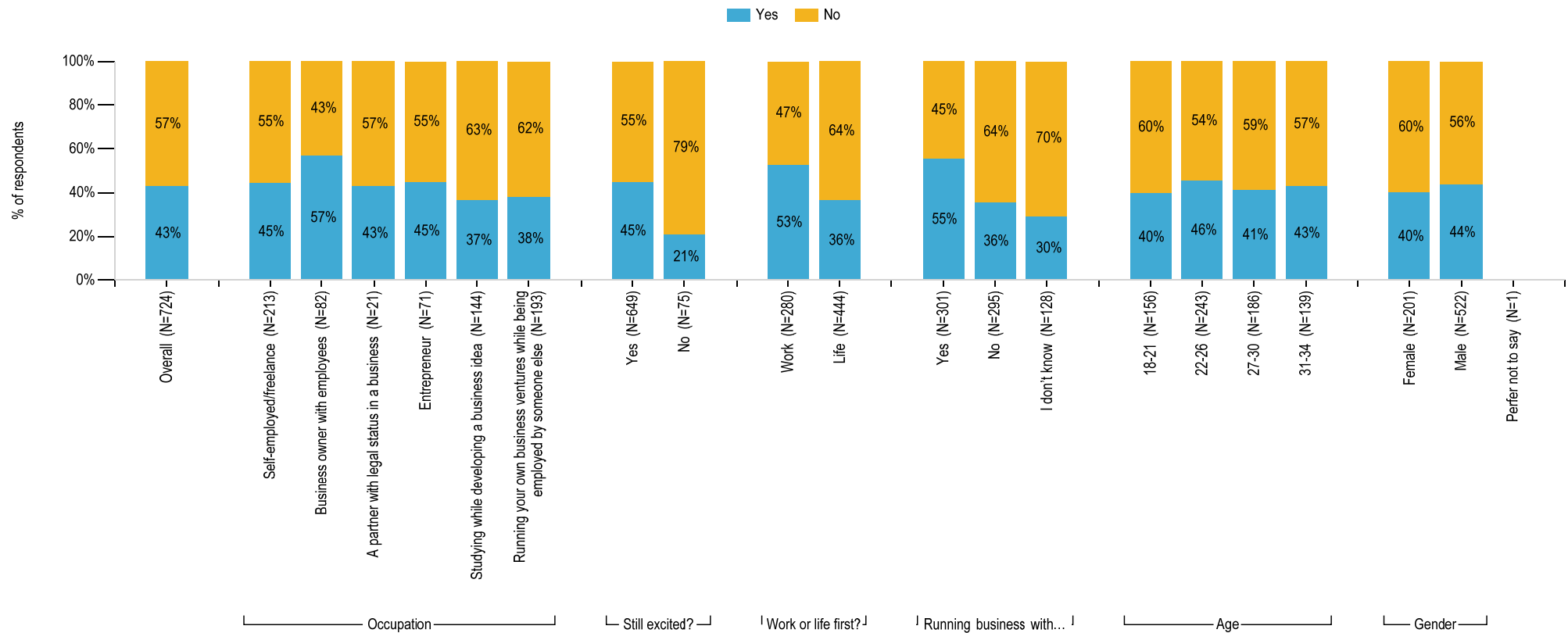
Sage

Have you heard of Sage?



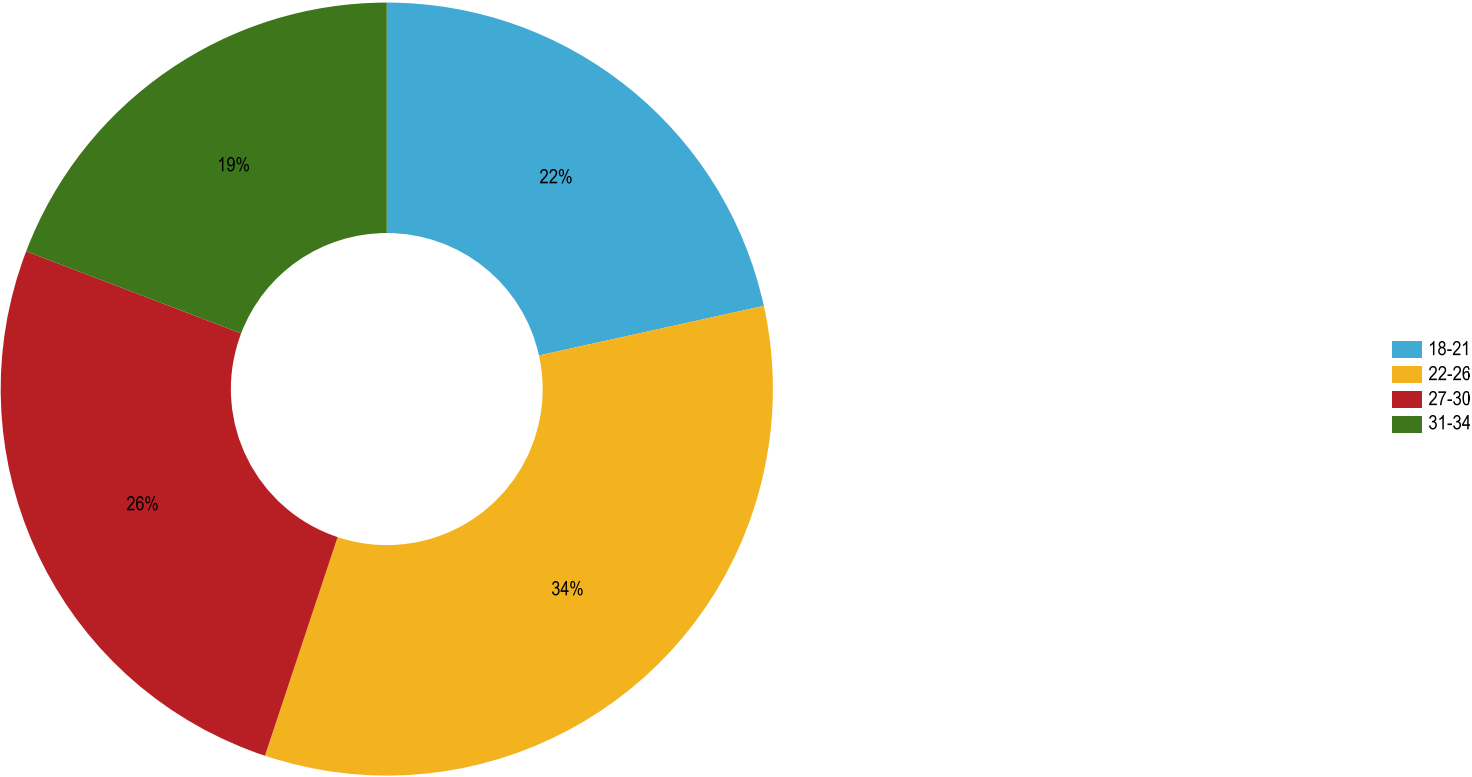
Profile: Sage

Have you heard of Sage?



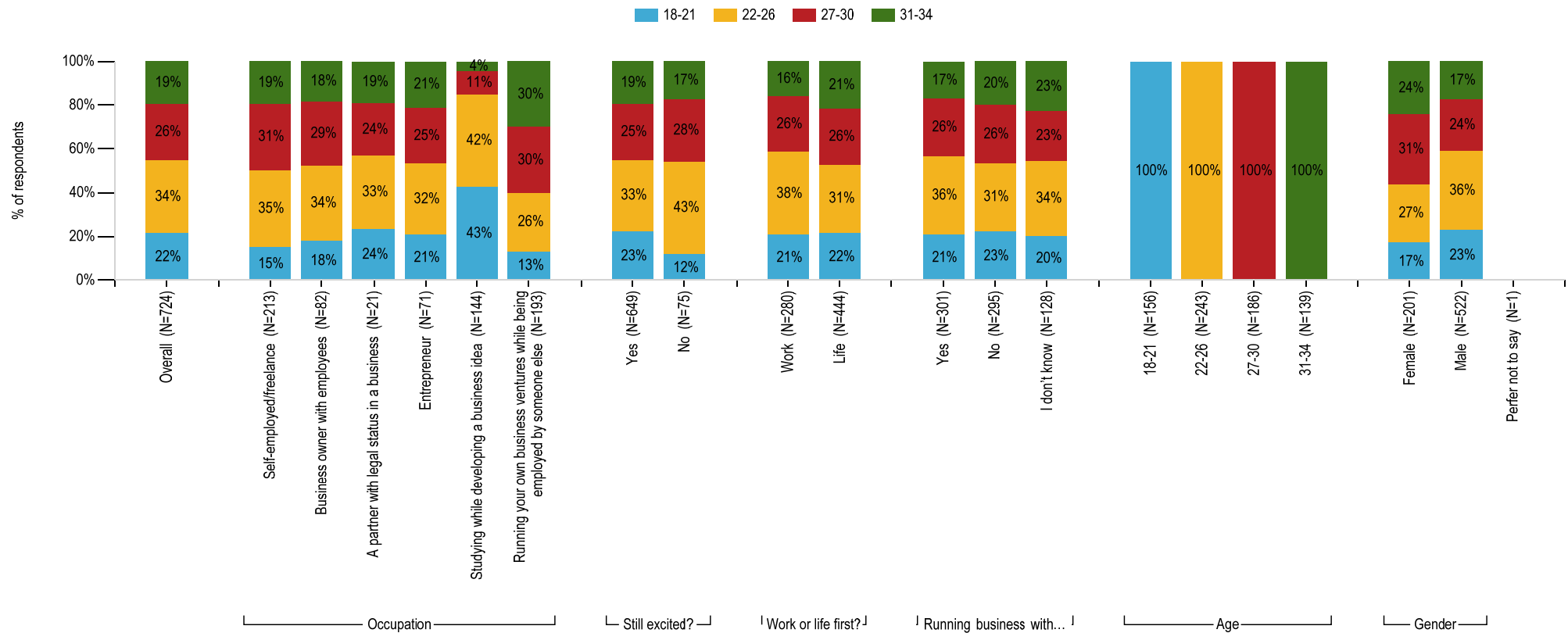
Age

Age_grouped



Profile: Age

Age_grouped





Demographics

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Country

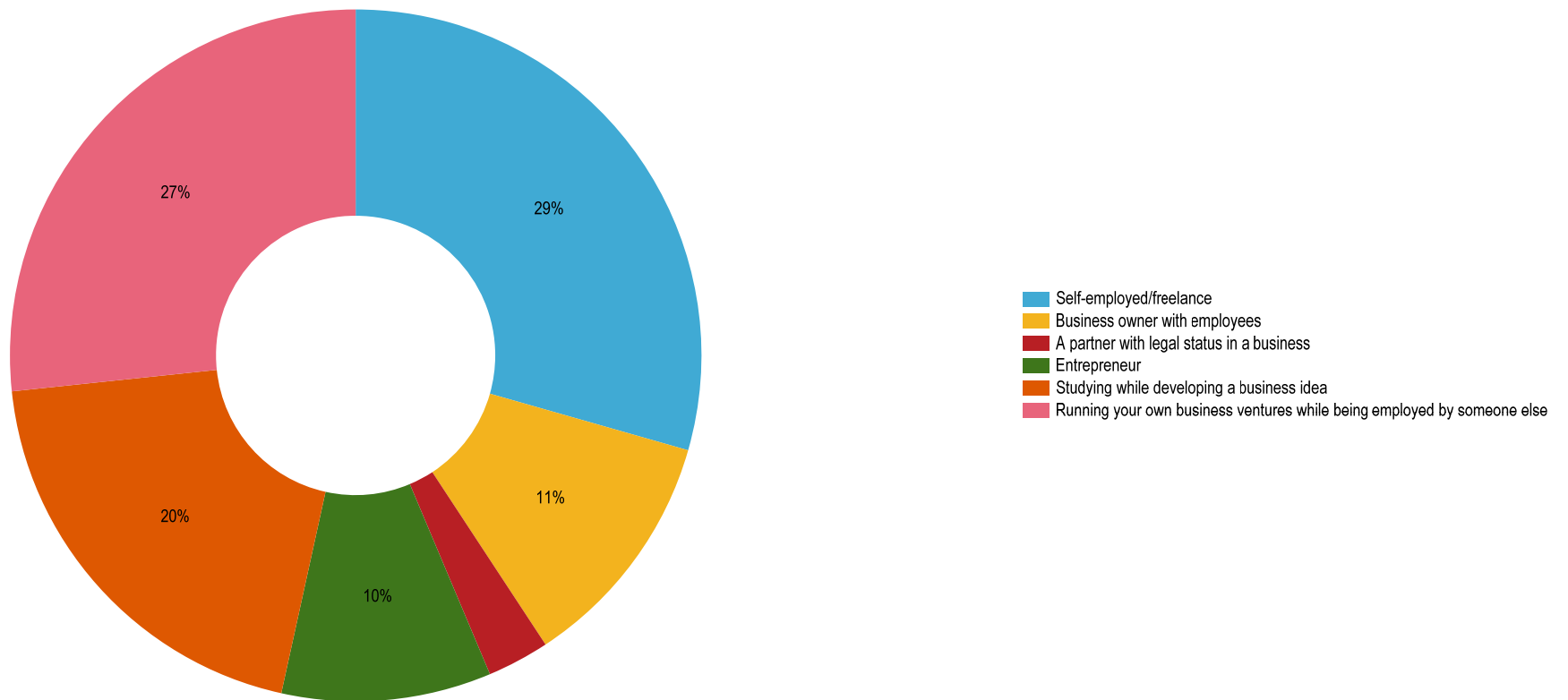
In which country are you living?



Germany

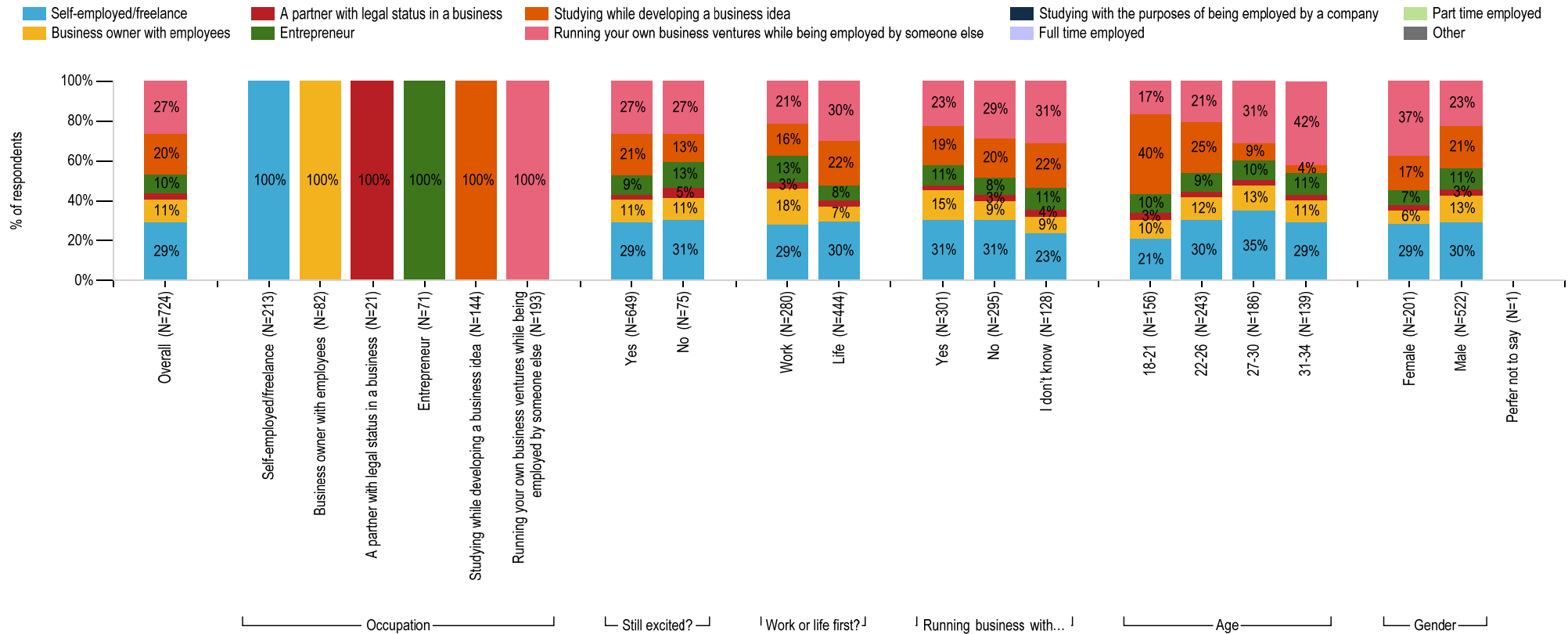
Occupation

Which of the following best describes your current occupation?



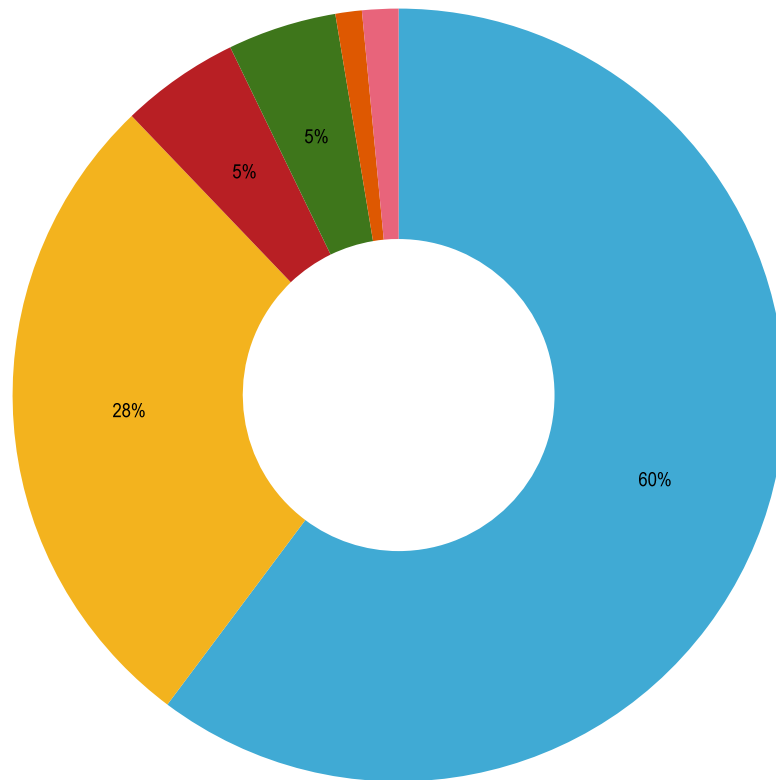
Profile: Occupation

Which of the following best describes your current occupation?



Immigration

Are you currently living in the country that you were born in?

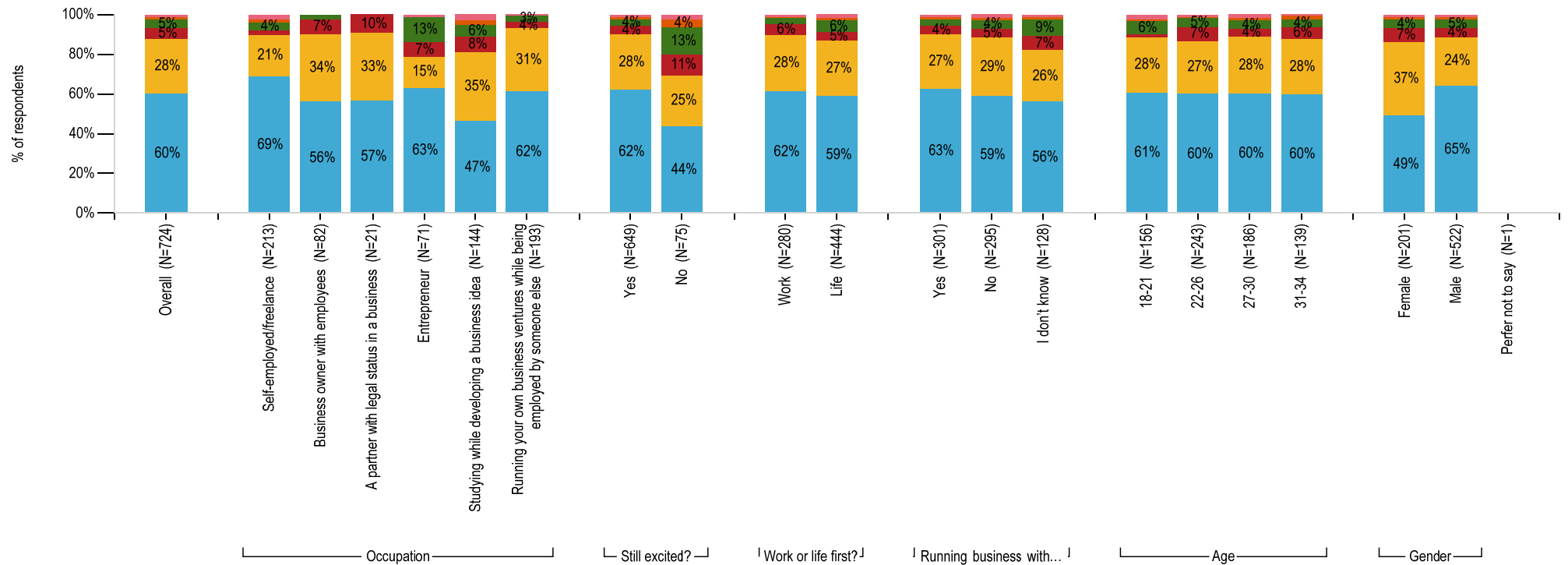


- Yes, I plan to live here permanently
- Yes, however I plan to live in a different country one day
- No, and I plan to live in this country permanently
- No, and I plan to live in other countries too
- No, and I plan to move to back to the country that I was born in one day
- Prefer not to say

Profile: Immigration

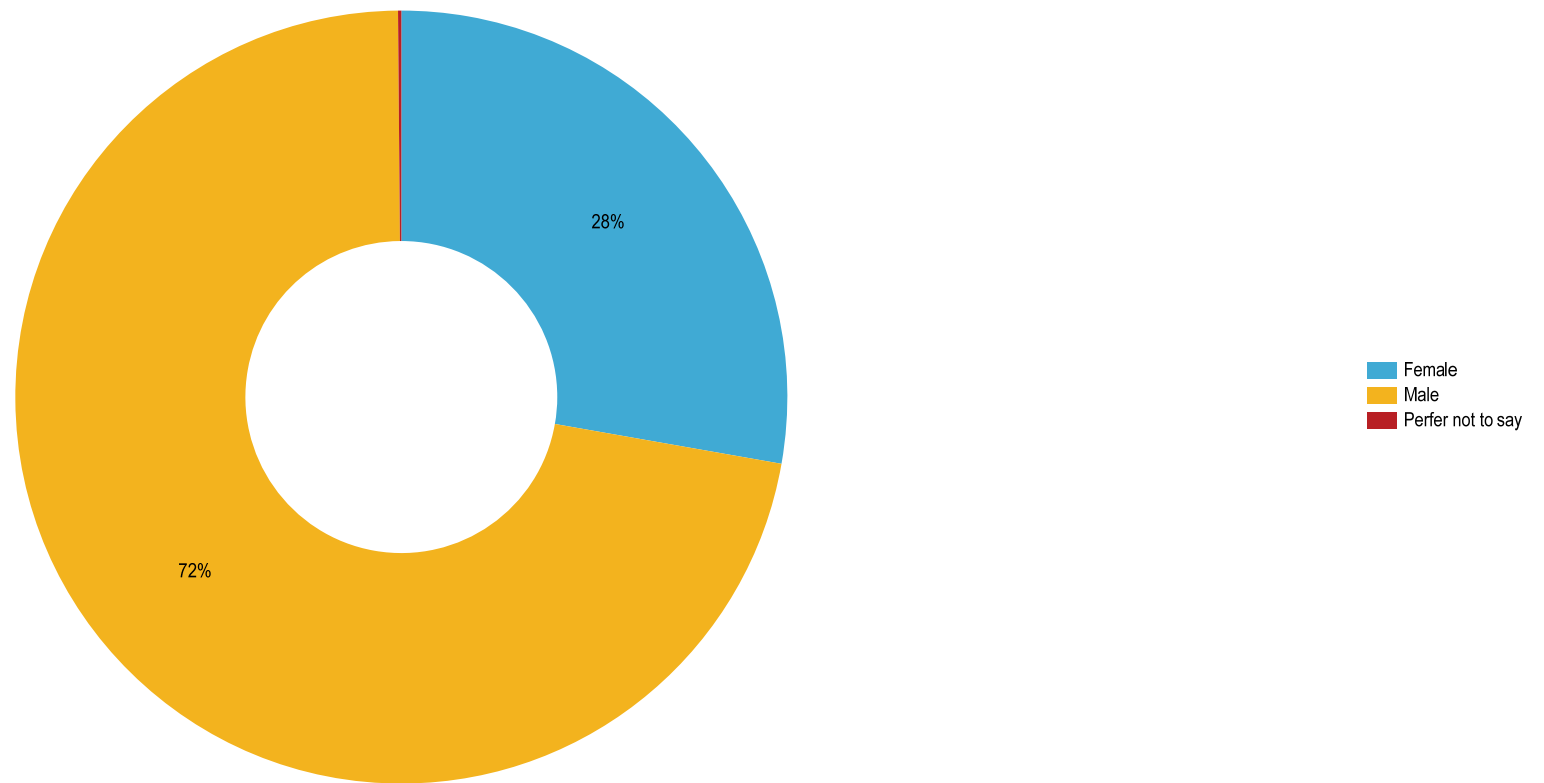
Are you currently living in the country that you were born in?

■ Yes, I plan to live here permanently
 ■ No, and I plan to live in this country permanently
 ■ No, and I plan to live in other countries too
 ■ No, and I plan to move to back to the country that I was born in one day
 ■ Prefer not to say
■ Yes, however I plan to live in a different country one day



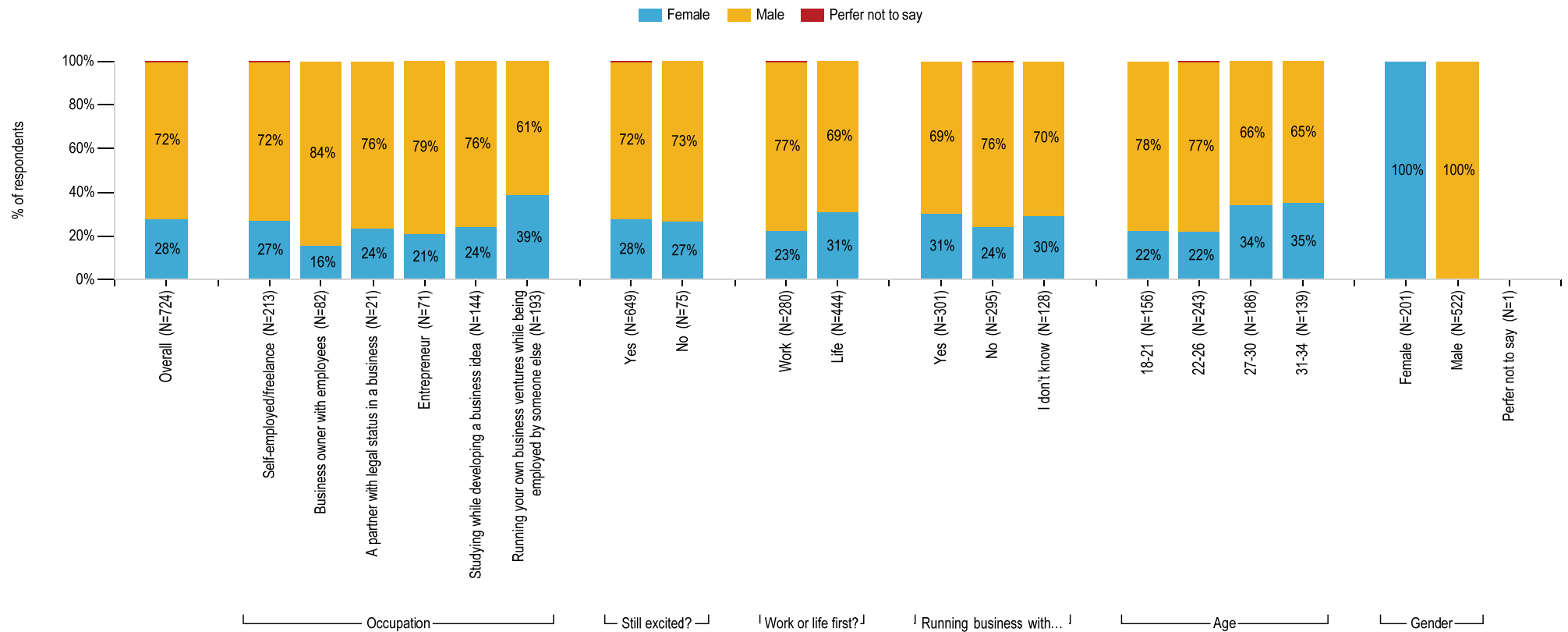
Gender

Your gender



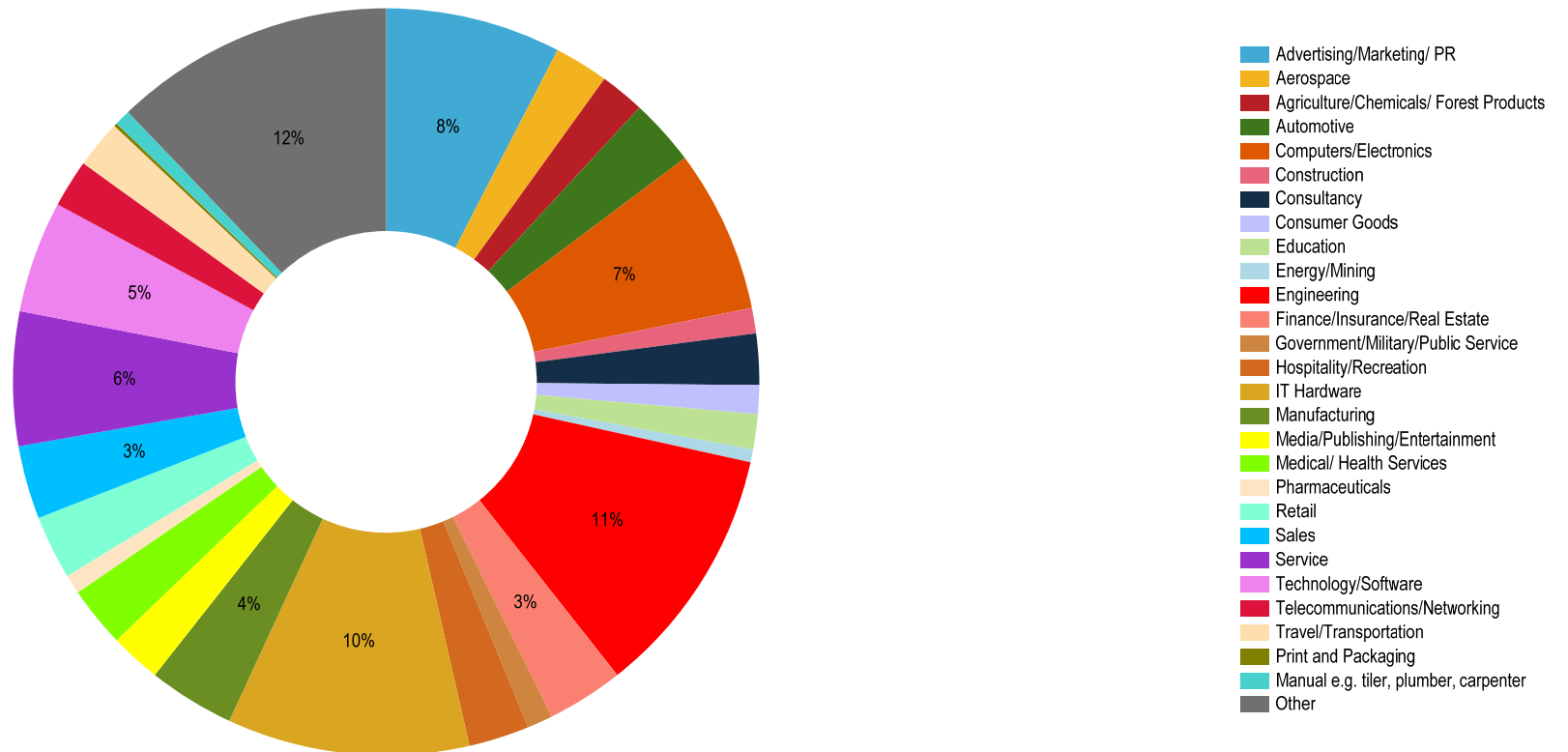
Profile: Gender

Your gender



Business area

In which of the following area does your business lie?





Thank you

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