



# The Sage YouGov Brexit Research Survey Among UK & EU Businesses

As a measure of due diligence, Sage conducted a global survey with YouGov to gather insights into customer awareness of and preparedness for Brexit. Highlights from the research presented here can serve as a benchmark for customers to see how they stack up against regional peers.

## Brexit readiness

The majority of businesses surveyed in the UK and the EU haven't started adapting their business processes to prepare for Brexit.

United Kingdom (UK)	European Union (EU)
Only <b>33%</b> of UK companies who believe they need to, have started adapting their business processes to prepare	Only <b>14%</b> of EU companies who believe they need to, have started adapting their business processes to prepare
<b>40%</b> aren't sure when they'll begin preparing	<b>27%</b> aren't sure when they'll begin preparing
<b>34%</b> of UK businesses aren't sure how long they will need to prepare for Brexit	<b>15%</b> of EU businesses aren't sure how long they will need to prepare for Brexit

## Impact of Brexit on business and wider impact on confidence

Companies surveyed in the UK and the EU say that Brexit will impact their business and is already impacting business confidence.

United Kingdom (UK)	European Union (EU)
<b>66%</b> of UK companies say Brexit will impact them	<b>53%</b> of EU companies said Brexit will impact them
<b>45%</b> of UK businesses say Brexit is impacting their confidence which is impacting their business	<b>28%</b> of EU businesses say Brexit is impacting their confidence which is impacting their business
<b>34%</b> employ EU workers	<b>6%</b> employ UK workers
<b>22%</b> sell products to the EU	<b>15%</b> sell products to the UK
<b>18%</b> sell services to the EU	<b>12%</b> sell services to the UK

## Brexit impact differences among start-ups vs. enterprise businesses

Concerns about the potential strong impact of Brexit are more prevalent among the enterprise businesses surveyed, with start-ups reporting less exposure.

United Kingdom (UK)	European Union (EU)
<b>27%</b> of UK start-ups concerned Brexit will have a strong impact on their business	<b>17%</b> of EU start-ups concerned Brexit will have a strong impact on their business
<b>57%</b> of UK enterprise companies concerned Brexit will have a strong impact on their business	<b>49%</b> of EU enterprise companies concerned Brexit will have a strong impact on their business

## The biggest barriers to exporting

UK and EU businesses surveyed report sharing the same leading barriers to exporting.

United Kingdom (UK)	European Union (EU)
<b>#1 – Administrative burden (37%)</b>	<b>#1 – Administrative burden (45%)</b>
<b>#2 – Shipping costs (32%)</b>	<b>#2 – Shipping costs (42%)</b>
<b>#3 – Political instability (30%)</b>	<b>#3 – Political instability (36%)</b>
<b>39%</b> of those already trading would like help from Sage with new export opportunities	<b>52%</b> of those already trading would like help from Sage with new export opportunities

## Interest in Brexit training and topics of greatest interest

There is an interest among the businesses surveyed for Sage to facilitate training on Brexit. Focusing on Brexit's impact on tax and duty reporting ranks highest in terms of importance.

United Kingdom (UK)	European Union (EU)
<b>#1</b> topic among UK businesses: Impact of Brexit on tax and duty reporting ( <b>54%</b> )	<b>#1</b> topic among EU businesses: Impact of Brexit on tax and duty reporting ( <b>55%</b> )
<b>#2</b> topic among UK businesses: Impact of Brexit on safety standards ( <b>53%</b> )	<b>#2</b> topic among EU businesses: Potential Brexit impact on free movement of people/goods ( <b>55%</b> )
<b>#3</b> topic among UK businesses: Impact of personal data stored in the UK ( <b>52%</b> )	<b>#3</b> topic among EU businesses: Impact of Brexit on safety standards ( <b>52%</b> )
<b>28%</b> among UK businesses are interested in Brexit training from Sage	<b>30%</b> among EU businesses are interested in Brexit training from Sage

We hope you have found these insights informative and even helpful in comparing the awareness and preparedness of your own business versus others in your region.

If you would like access to more information on Brexit, please visit [Sage.com/Brexit](https://www.sage.com/Brexit)



Sponsored by Sage and conducted in partnership with YouGov, this Brexit survey was conducted in August 2018. 1,122 companies were surveyed across the UK, France, Germany, Spain and Ireland. Of these companies, 605 were start-ups (1-19 employees), 356 were scale-ups (20-199 employees) and 161 were enterprise businesses (200+ employees). The respondents were surveyed from a representative sample of businesses from our customer base and the general population. Statistics labeled European Union (EU) include combined results for France, Germany, Spain and Ireland. ©2018, The Sage Group plc or its licensors. Sage, Sage logos, and Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.