

## The South East – Mid Market Factsheet



**Key fact:** The mid-market in the South East consists of 2,628 companies and employs 1,520,686 people.

The average mid-market company in the South East has 578 employees and has been operating for 37 years. Mid-market companies in the South East are less confident about prospects for the local economy and have greater faith in the media's view on what is happening in the economy when compared to the UK average. They also find it more difficult to access affordable funding, but have a significantly more optimistic view of their prospects going forward than their counterparts elsewhere.

### Information on Growth:

% revenue growth	South East	Midmarket UK	vs UK
Pre crisis growth (2007-2008)	6.04%	6.04%	0.0%
Post crisis growth (2010-2011)	5.60%	5.81%	-3.7%
Anticipated 2012 growth	8.88%	5.46%	+38.5%

### What do they invest?

% of revenues	South East	Midmarket UK	vs UK
Marketing and advertising	4.95%	5.87%	-18.6%
R&D spend	4.43%	5.25%	-18.5%

### Other key facts

	South East	Midmarket UK	vs UK
Employee growth in last 5 years	4.47%	5.26%	-17.7%
% of international revenues	51.2%	48.3%	+5.7%
% of suppliers from local area	33.92%	40.5%	-19.4%

### What they think

	South East	vs UK ave
We are an innovative company	43.0%	-13.1%
We can access an affordable workforce	63.4%	-2.1%
We can access affordable funding	48.4%	-13.7%
We are confident in the prospects for the local economy	29.7%	-21.3%
Being out of the Euro helps my business's growth prospects	38.8%	-10.0%
The media have got it right on what's happening in the economy	49.6%	+5.7%
Our company is critical to the local economy	41.4%	-10.7%
Higher inflation rates are making it difficult to manage costs	55.8%	+14.6%
We a pillar of the local community	53.1%	-1.0%

### Top 5 Challenges

	South East	UK Ave
Having sufficient working capital	30.3%	29.1%
Ensuring that we are in compliance with health and safety requirements	32.0%	26.0%
Having access to short term lines of credit	32.1%	23.2%
Having a constructive dialogue with regulators	37.9%	25.3%
Retaining talented employees	38.0%	33.0%

Figures compiled from Millward Brown survey data, Eurostat, BvD Amadeus database and ONS Labour Market Survey, 2012