

## The East – Mid Market Factsheet



**Key fact:** The mid-market in the East of England consists of 1,733 companies and employs 1,018,005 people.

The average mid-market company in the East has 587 employees and has been operating for 30 years. Mid-market companies in the East see keeping up with regulation as their number 1 challenge, and have struggled to increase their employee base over the past five years. However they are much more positive about their own prospects and those of the local economy in the next 12 months than many of their counterparts elsewhere in the country.

### Information on Growth:

% revenue growth	The East	Midmarket UK	vs UK
Pre crisis growth (2007-2008)	5.90%	6.04%	-2.31
Post crisis growth (2010-2011)	6.00%	5.81%	+3.27
Anticipated 2012 growth	6.79%	5.46%	+24.35

### What do they invest?

% of revenues	The East	Midmarket UK	vs UK
Marketing and advertising	6.11%	5.87%	+4.08%
R&D spend	4.72%	5.25%	-10.90%

### Other key facts

	The East	Midmarket UK	vs UK
Employee growth in last 5 years	3.09%	5.26%	-41.25%
% of international revenues	57.40%	48.3%	+18.84%
% of suppliers from local area	33.50%	40.5%	-17.28%

### What they think

	The East	vs UK ave
We are an innovative company	44.0%	-11.0%
We can access an affordable workforce	67.5%	+4.2%
We can access affordable funding	61.1%	+9.1%
We are confident in the prospects for the local economy	42.1%	+11.4%
Being out of the Euro helps my business's growth prospects	27.3%	-36.7%
The media have got it right on what's happening in the economy	39.7%	-15.4%
Our company is critical to the local economy	42.6%	-8.0%
Higher inflation rates are making it difficult to manage costs	38.5%	-20.9%
We a pillar of the local community	56.3%	+5.0%

### Top 5 Challenges

	The East	vs UK Ave
Keeping up with changing regulation	50.5%	+57.17%
Ensuring that we have sufficient funds to take advantage of opportunities that may arise	41.0%	+27.17%
Attracting top managerial talent	38.7%	+23.64%
Qualifying for the funding we require	37.0%	+45.09%
Attracting employees with the right set of skills	35.2%	-4.86%

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