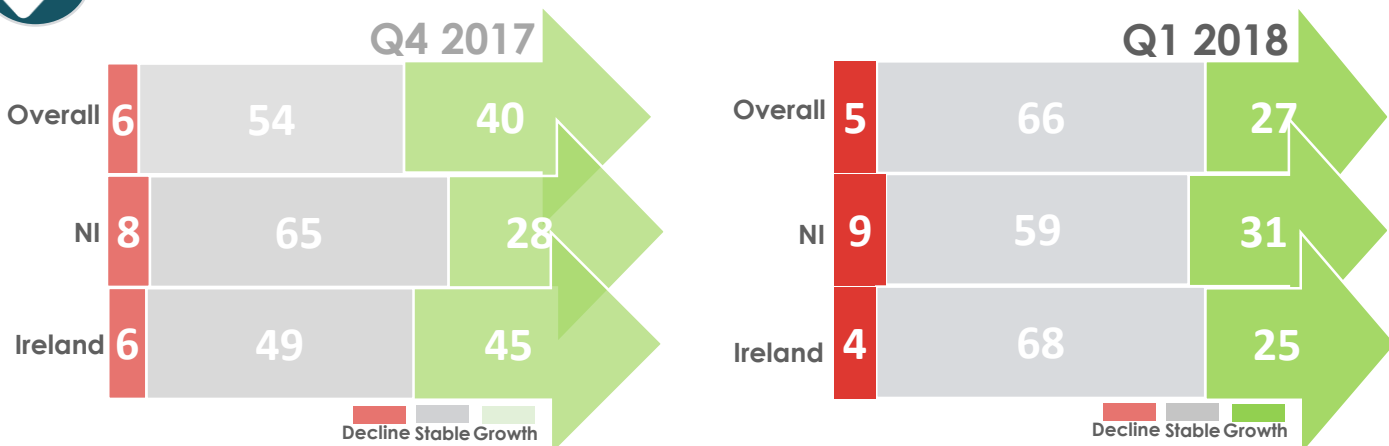


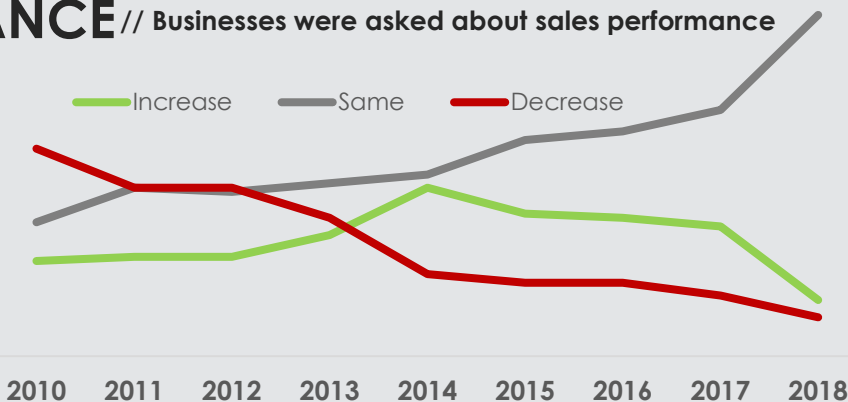
BUSINESS POSITION // Businesses were asked about their business position (%)



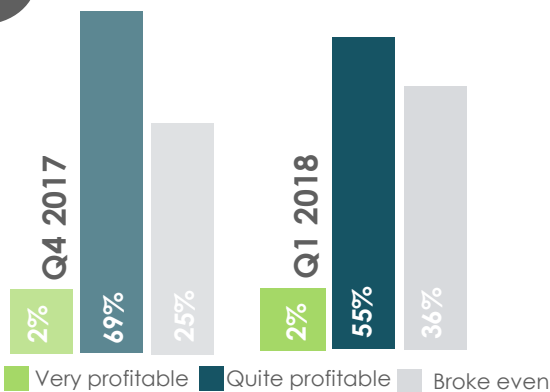
The survey reveals a **stability** figure of **66%** - the **highest recorded** since 2011

SALES PERFORMANCE // Businesses were asked about sales performance

Those reporting sales increases has **declined** in recent years



PROFITABILITY // Businesses were asked has their business remained profitable



Businesses are **less likely** to be profitable compared to Q4 2017

BUSINESS & CONSUMER CONFIDENCE

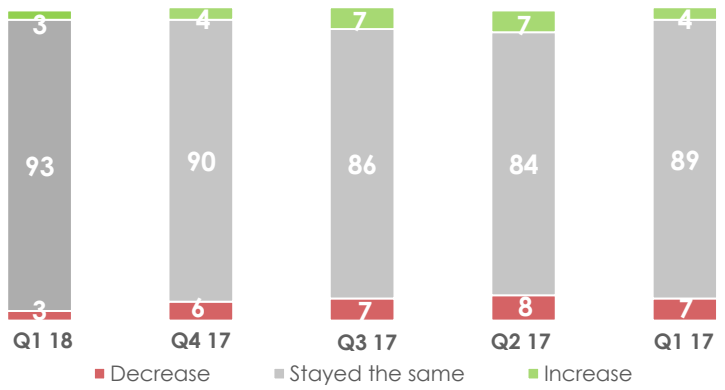
(% of business who say business & consumer confidence is an issue)

Confidence is a **growing issue** for businesses the past 2 quarters

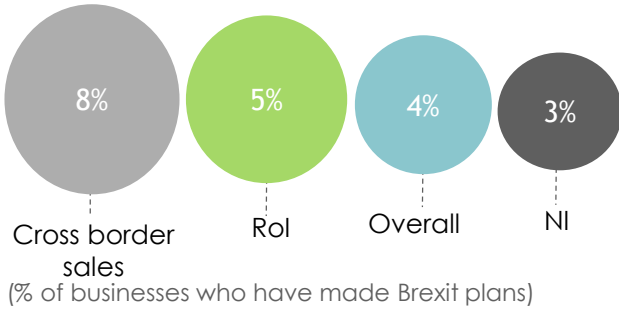


EMPLOYMENT // Businesses were asked about their employment level

% reporting an increase in employee numbers is the lowest since 2009 *with a net growth of 0% for Q1 2018



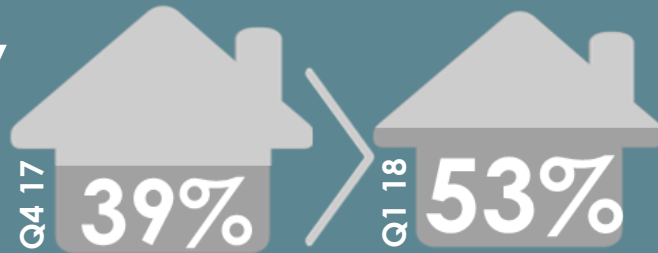
BREXIT



1/5 of those with cross border sales, said Brexit already had a **negative impact** on their business

CAPACITY // Businesses were asked if their business was operating at full capacity

Overall full capacity is up this quarter



GDPR // Businesses were asked about their awareness of and preparation around GDPR

63% of business are **aware** NI: 52% RoI: 67%

55% are **prepared** NI: 49% RoI: 58%

If you are a business looking to navigate your way through Brexit and are unsure what to do next, start with our Brexit Advisory Service.

We offer a suite of supports for SMEs, including funding of up to £2000/€2000 towards professional advice in relation to Brexit matters, through our [Brexit Funding Support](#).

If you need information on what the introduction of possible tariffs might mean for your business our Service can also point you in the right direction. For help and support just contact brexit@intertradeireland.com or call 028 3083 4100 (048 from Ireland).

A telephone survey of 771 business was conducted on an all island basis, with the aim to provide a deeper understanding of the needs, experiences and issues facing businesses. The survey was conducted between the 4th and 19th April 2018.