

South Hams District Council



Business Survey 2004: Appendices

MARKETING MEANS
THE RESEARCH PEOPLE 

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Appendix 1: Tables

Table 1: What is the main sector of your business?

What is the main sector of your business?

		Frequency	Percent	Valid Percent
Valid	Retail & wholesale	179	19%	21%
	Tourism and Leisure	124	13%	15%
	Services	118	13%	14%
	Land based industry and fishing	108	12%	13%
	Manufacturing	68	7%	8%
	Construction	56	6%	7%
	Education & charities	45	5%	5%
	ICT	34	4%	4%
	Health & social service	32	3%	4%
	Transport, distribution & storage	30	3%	4%
	Marine Trades	30	3%	4%
	Food & drink processing	22	2%	3%
	Total	846	91%	100%
Missing	Did not answer	88	9%	
Total		934	100%	

Table 2: What is the legal status of your business?

		Frequency	Percent	Valid Percent
Valid	Sole trader	313	34%	35%
	Limited company	294	31%	32%
	Legal Partnership	234	25%	26%
	Charitable/not for profit	43	5%	5%
	PLC	18	2%	2%
	Franchise	3	0%	0%
	Total	905	97%	100%
Missing	Did not answer	29	3%	
Total		934	100%	

Table 3: How long has this business (or its predecessors) been established

How long has this business (or its predecessors) been established?

		Frequency	Percent	Valid Percent
Valid	Under a year	15	2%	2%
	1-3 years	44	5%	5%
	4-10 years	178	19%	19%
	11-19 years	218	23%	24%
	20+years	468	50%	51%
	Total	923	99%	100%
Missing	Did not answer	11	1%	
Total		934	100%	

Table 4: Has your business recently introduced a new product or service?

Has your business recently introduced a new product or service?

		Frequency	Percent	Valid Percent
Valid	Yes	255	27%	28%
	No	647	69%	72%
	Total	902	97%	100%
Missing	Did not answer	32	3%	
Total		934	100%	

Table 5: What was the approximate business turnover last year?

What was the approximate business turnover last year?				
		Frequency	Percent	Valid Percent
Valid	£0-£25,000	128	14%	15%
	£26-54,000	107	11%	12%
	£55-75,000	77	8%	9%
	£76-150,000	169	18%	20%
	£151-500,000	194	21%	22%
	£501,000-1m	63	7%	7%
	£1.1m-3m	79	8%	9%
	£3.1m or more	48	5%	6%
	Total	865	93%	100%
Missing	Did not answer	69	7%	
Total		934	100%	

Table 6: As a first choice, where would you go for financial advice?

As a first choice, where would you go for financial advice?

		Frequency	Percent	Valid Percent
Valid	Bank	268	29%	36%
	Accountant	243	26%	33%
	Independent Financial Advisor / Consultant	115	12%	16%
	Other	48	5%	7%
	Internal advice (e.g. Board of Directors)	33	4%	4%
	Advisory body (e.g. Business Link, CAB)	16	2%	2%
	Trade association (e.g FSB)	13	1%	2%
	Total	736	79%	100%
Missing	Did not answer	198	21%	
Total		934	100%	

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Table 7: Main sector of business by Turnover

		Main sector of business by Turnover									
		Turnover:	£0- £25,000	£26- 54,000	£55- 75,000	£76- 150,000	£151- 500,000	£501,000 -1m	£1.1m- 3m	£3.1m or more	Total
Main sector of business	Retail & wholesale	Count	8	20	13	46	49	14	8	12	170
		Row %	5%	12%	8%	27%	29%	8%	5%	7%	100%
		Column %	7%	22%	18%	29%	28%	23%	11%	26%	22%
	Tourism and Leisure	Count	15	17	11	23	27	6	11	3	113
		Row %	13%	15%	10%	20%	24%	5%	10%	3%	100%
		Column %	13%	19%	15%	15%	16%	10%	16%	6%	14%
	Services	Count	19	16	7	27	24	6	11	1	111
		Row %	17%	14%	6%	24%	22%	5%	10%	1%	100%
		Column %	16%	18%	10%	17%	14%	10%	16%	2%	14%
	Land based industry and fishing	Count	29	6	16	27	15	3	0	1	97
		Row %	30%	6%	16%	28%	15%	3%	0%	1%	100%
		Column %	25%	7%	23%	17%	9%	5%	0%	2%	12%
	Manufacturing	Count	9	2	5	9	7	11	14	10	67
		Row %	13%	3%	7%	13%	10%	16%	21%	15%	100%
		Column %	8%	2%	7%	6%	4%	18%	20%	21%	9%
	Construction	Count	5	7	6	7	10	4	10	2	51
		Row %	10%	14%	12%	14%	20%	8%	20%	4%	100%
		Column %	4%	8%	8%	4%	6%	7%	14%	4%	6%
	Education & charities	Count	17	6	3	5	4	3	3	1	42
		Row %	40%	14%	7%	12%	10%	7%	7%	2%	100%
		Column %	14%	7%	4%	3%	2%	5%	4%	2%	5%
	ICT	Count	4	3	1	4	10	3	2	5	32
		Row %	13%	9%	3%	13%	31%	9%	6%	16%	100%

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		£0- £25,000	£26- 54,000	£55- 75,000	£76- 150,000	£151- 500,000	£501,000 -1m	£1.1m- 3m	£3.1m or more	Total
Health & social service	Turnover:									
	Column %	3%	3%	1%	3%	6%	5%	3%	11%	4%
	Count	7	2	1	2	10	3	1	1	27
	Row %	26%	7%	4%	7%	37%	11%	4%	4%	100%
Transport, distribution & storage	Column %	6%	2%	1%	1%	6%	5%	1%	2%	3%
	Count	1	2	4	0	5	2	6	6	26
	Row %	4%	8%	15%	0%	19%	8%	23%	23%	100%
Marine Trades	Column %	1%	2%	6%	0%	3%	3%	9%	13%	3%
	Count	3	4	3	5	7	3	3	2	30
	Row %	10%	13%	10%	17%	23%	10%	10%	7%	100%
Food & drink processing	Column %	3%	4%	4%	3%	4%	5%	4%	4%	4%
	Count	1	5	1	3	4	3	1	3	21
	Row %	5%	24%	5%	14%	19%	14%	5%	14%	100%
Total	Column %	1%	6%	1%	2%	2%	5%	1%	6%	3%
	Count	118	90	71	158	172	61	70	47	787
	Row %	15%	11%	9%	20%	22%	8%	9%	6%	100%
	Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 8: Legal status of business by Turnover

			Turnover							Total	
			£0- £25,000	£26- 54,000	£55- 75,000	£76- 150,000	£151- 500,000	£501,000 -1m	£1.1m- 3m		£3.1m or more
Legal status of business	Sole trader	Count	71	66	34	72	42	6	2	1	294
		Row %	24%	22%	12%	24%	14%	2%	1%	0%	100%
		Column %	57%	63%	45%	44%	22%	10%	3%	2%	35%
	Legal Partnership	Count	24	22	26	47	63	17	10	3	212
		Row %	11%	10%	12%	22%	30%	8%	5%	1%	100%
		Column %	19%	21%	34%	28%	33%	27%	13%	7%	25%
	Limited company	Count	13	10	16	38	80	33	57	34	281
		Row %	5%	4%	6%	14%	28%	12%	20%	12%	100%
		Column %	10%	10%	21%	23%	42%	52%	76%	74%	33%
	PLC	Count	0	0	0	2	0	2	3	8	15
		Row %	0%	0%	0%	13%	0%	13%	20%	53%	100%
		Column %	0%	0%	0%	1%	0%	3%	4%	17%	2%
	Franchise	Count	1	0	0	0	0	0	2	0	3
		Row %	33%	0%	0%	0%	0%	0%	67%	0%	100%
		Column %	1%	0%	0%	0%	0%	0%	3%	0%	0%
Charitable/ not for profit	Count	15	6	0	6	4	5	1	0	37	
	Row %	41%	16%	0%	16%	11%	14%	3%	0%	100%	
	Column %	12%	6%	0%	4%	2%	8%	1%	0%	4%	
Total	Count	124	104	76	165	189	63	75	46	842	
	Row %	15%	12%	9%	20%	22%	7%	9%	5%	100%	
	Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 9: Ownership by Turnover

			Turnover							Total	
			£0- £25,000	£26- 54,000	£55- 75,000	£76- 150,000	£151- 500,000	£501,000- 1m	£1.1m-3m		£3.1m or more
Ownership	Self	Count	78	74	47	87	73	15	15	5	394
		Row %	20%	19%	12%	22%	19%	4%	4%	1%	100%
		Column %	62%	73%	61%	53%	39%	24%	20%	10%	47%
	Family	Count	25	17	23	47	59	19	17	13	220
		Row %	11%	8%	10%	21%	27%	9%	8%	6%	100%
		Column %	20%	17%	30%	28%	31%	31%	23%	27%	26%
	Unrelated partnership	Count	2	4	2	7	17	5	6	1	44
		Row %	5%	9%	5%	16%	39%	11%	14%	2%	100%
		Column %	2%	4%	3%	4%	9%	8%	8%	2%	5%
	Shareholders	Count	6	1	4	17	34	18	35	27	142
		Row %	4%	1%	3%	12%	24%	13%	25%	19%	100%
		Column %	5%	1%	5%	10%	18%	29%	47%	56%	17%
	Trust/publicly funded	Count	15	6	1	7	5	5	2	2	43
		Row %	35%	14%	2%	16%	12%	12%	5%	5%	100%
		Column %	12%	6%	1%	4%	3%	8%	3%	4%	5%
Total	Count	126	102	77	165	188	62	75	48	843	
	Row %	15%	12%	9%	20%	22%	7%	9%	6%	100%	
	Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Table 10: Ownership by main sector

		Ownership by main sector													
		Main sector													
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Ownership	Self	Count	97	48	62	39	24	28	6	8	17	12	13	9	363
		Row %	27%	13%	17%	11%	7%	8%	2%	2%	5%	3%	4%	2%	100%
		Column %	54%	41%	54%	37%	36%	52%	14%	24%	53%	41%	45%	43%	44%
	Family	Count	49	39	23	62	20	13	2	6	3	7	6	5	235
		Row %	21%	17%	10%	26%	9%	6%	1%	3%	1%	3%	3%	2%	100%
		Column %	28%	33%	20%	59%	30%	24%	5%	18%	9%	24%	21%	24%	28%
	Unrelated partnership	Count	8	7	10	0	2	3	2	2	3	0	1	1	39
		Row %	21%	18%	26%	0%	5%	8%	5%	5%	8%	0%	3%	3%	100%
		Column %	4%	6%	9%	0%	3%	6%	5%	6%	9%	0%	3%	5%	5%
	Shareholders	Count	24	19	17	4	21	10	0	17	2	10	9	6	139
		Row %	17%	14%	12%	3%	15%	7%	0%	12%	1%	7%	6%	4%	100%
		Column %	13%	16%	15%	4%	31%	19%	0%	50%	6%	34%	31%	29%	17%
	Trust/publicly funded	Count	0	5	3	0	0	0	33	1	7	0	0	0	49
		Row %	0%	10%	6%	0%	0%	0%	67%	2%	14%	0%	0%	0%	100%
		Column %	0%	4%	3%	0%	0%	0%	77%	3%	22%	0%	0%	0%	6%
	Total	Count	178	118	115	105	67	54	43	34	32	29	29	21	825
		Row %	22%	14%	14%	13%	8%	7%	5%	4%	4%	4%	4%	3%	100%
		Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 11: Legal status by Main sector

		Legal status by Main sector													
		Main sector													
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Legal status	Sole trader	Count	73	33	45	38	17	21	3	5	16	8	12	9	280
		Row %	26%	12%	16%	14%	6%	8%	1%	2%	6%	3%	4%	3%	100%
		Column %	41%	28%	39%	35%	25%	39%	8%	15%	53%	28%	40%	41%	34%
	Legal Partnership	Count	44	41	25	61	8	10	3	3	5	4	6	1	211
		Row %	21%	19%	12%	29%	4%	5%	1%	1%	2%	2%	3%	0%	100%
		Column %	25%	35%	22%	56%	12%	19%	8%	9%	17%	14%	20%	5%	26%
	Limited company	Count	55	35	39	9	42	23	5	26	4	13	9	9	269
		Row %	20%	13%	14%	3%	16%	9%	2%	10%	1%	5%	3%	3%	100%
		Column %	31%	30%	34%	8%	62%	43%	14%	76%	13%	45%	30%	41%	33%
	PLC	Count	4	3	2	0	1	0	0	0	0	3	3	2	18
		Row %	22%	17%	11%	0%	6%	0%	0%	0%	0%	17%	17%	11%	100%
		Column %	2%	3%	2%	0%	1%	0%	0%	0%	0%	10%	10%	9%	2%
	Franchise	Count	1	0	0	0	0	0	0	0	0	1	0	0	2
		Row %	50%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	0%	100%
		Column %	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
	Charitable /not for profit	Count	0	4	5	0	0	0	26	0	5	0	0	1	41
		Row %	0%	10%	12%	0%	0%	0%	63%	0%	12%	0%	0%	2%	100%
		Column %	0%	3%	4%	0%	0%	0%	70%	0%	17%	0%	0%	5%	5%
Total	Count	177	116	116	108	68	54	37	34	30	29	30	22	821	
	Row %	22%	14%	14%	13%	8%	7%	5%	4%	4%	4%	4%	3%	100%	
	Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 12: Please indicate the key reason for choosing to locate your current business in the South Hams

Please indicate the key reason for choosing to locate your current business in the South Hams

		Frequency	Percent	Valid Percent
Valid	Access to customers	85	9%	10%
	Access to suppliers	2	0%	0%
	Access to employees	6	1%	1%
	Access to transport	6	1%	1%
	Already here	606	65%	73%
	Quality of life	127	14%	15%
	Total	832	89%	100%
Missing	Did not answer	102	11%	
Total		934	100%	

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Table 13:

Key reason for choosing the South Hams by Turnover

		Turnover								Total	
		£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more		
Key reason for choosing the South Hams	Already here	#	83	74	49	107	117	39	52	34	555
		%	73%	76%	71%	72%	69%	65%	74%	76%	72%
	Quality of life	#	25	18	10	26	28	7	7	2	123
		%	22%	19%	14%	18%	16%	12%	10%	4%	16%
	Access to customers	#	5	5	10	13	24	14	6	4	81
		%	4%	5%	14%	9%	14%	23%	9%	9%	10%
	Access to employees	#	0	0	0	1	1	0	2	2	6
		%	0%	0%	0%	1%	1%	0%	3%	4%	1%
	Access to transport	#	0	0	0	0	0	0	3	3	6
		%	0%	0%	0%	0%	0%	0%	4%	7%	1%
	Access to suppliers	#	1	0	0	1	0	0	0	0	2
		%	1%	0%	0%	1%	0%	0%	0%	0%	0%
	Total	#	114	97	69	148	170	60	70	45	773
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 14: Key reason for choosing the South Hams by Main sector

Key reason for choosing the South Hams by Main sector

		Main sector													
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Key reason for choosing the South Hams	Already here	#	105	84	72	82	47	32	30	18	21	21	21	17	550
		%	65%	75%	66%	85%	78%	65%	71%	55%	75%	75%	75%	89%	72%
	Quality of life	#	30	15	22	13	13	10	4	7	5	0	1	1	121
		%	19%	13%	20%	13%	22%	20%	10%	21%	18%	0%	4%	5%	16%
	Access to customers	#	25	13	14	2	0	5	7	3	2	4	6	0	81
		%	16%	12%	13%	2%	0%	10%	17%	9%	7%	14%	21%	0%	11%
	Access to transport	#	0	0	1	0	0	1	0	1	0	3	0	0	6
		%	0%	0%	1%	0%	0%	2%	0%	3%	0%	11%	0%	0%	1%
	Access to employees	#	0	0	0	0	0	1	1	4	0	0	0	0	6
		%	0%	0%	0%	0%	0%	2%	2%	12%	0%	0%	0%	0%	1%
Access to suppliers	#	1	0	0	0	0	0	0	0	0	0	0	1	2	
	%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	
Total	#	161	112	109	97	60	49	42	33	28	28	28	19	766	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 15: What type of business unit is your main workspace?

What type of business unit is your main workspace?				
		Frequency	Percent	Valid Percent
Valid	Retail shop/restaurant	191	20%	22%
	Land based/farm	126	13%	15%
	Office/workshop at home	118	13%	14%
	Small industrial unit (500-1500sq ft)	63	7%	7%
	Small office (<500sq ft)	61	7%	7%
	Large industrial unit (over 4000sq ft)	57	6%	7%
	Tourist accommodation	56	6%	7%
	Specialist unit	50	5%	6%
	Large office (>500sq ft)	44	5%	5%
	Medium industrial unit (1500-4000sq ft)	41	4%	5%
	Workshop (<500sq ft)	31	3%	4%
	Tourist attraction	15	2%	2%
	Total	853	91%	100%
Missing	Did not answer	81	9%	
Total		934	100%	

Table 16: Ownership of workspace

Is the current main workspace:

		Frequency	Percent	Valid Percent
Valid	Owned by you	538	58%	60%
	Leased/privately rented	311	33%	35%
	Leased/rented from SHDC	28	3%	3%
	Leased/rented from another council	17	2%	2%
	Total	894	96%	100%
Missing	Did not answer	40	4%	
Total		934	100%	

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Table 17: Ownership of workspace by Main sector

Ownership of workspace by Main sector

		Main sector													
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Ownership of main workspace	Owned by you	#	85	86	76	85	40	25	17	17	19	19	14	7	490
		%	47%	71%	67%	83%	60%	54%	43%	50%	63%	63%	47%	32%	60%
	Leased/private rented	#	88	32	34	15	20	17	15	13	10	11	16	15	286
		%	49%	26%	30%	15%	30%	37%	38%	38%	33%	37%	53%	68%	35%
	Leased/rented from SHDC	#	3	3	4	1	5	3	2	3	0	0	0	0	24
		%	2%	2%	4%	1%	7%	7%	5%	9%	0%	0%	0%	0%	3%
	Leased/rented from another council	#	3	0	0	1	2	1	6	1	1	0	0	0	15
		%	2%	0%	0%	1%	3%	2%	15%	3%	3%	0%	0%	0%	2%
Total	#	179	121	114	102	67	46	40	34	30	30	30	22	815	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 18: Age of workspace by Main sector

Age of workspace by Main sector

		Main sector												Total	
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing		
Age of workspace	Less than 5 years (1999-current)	#	9	4	4	3	3	2	6	1	0	3	6	3	44
		%	5%	3%	4%	3%	4%	4%	15%	3%	0%	10%	20%	14%	5%
	5-25 years old (1979-1998)	#	42	22	32	22	38	21	11	17	9	15	7	10	246
		%	24%	18%	28%	22%	56%	44%	28%	50%	28%	50%	23%	45%	30%
	26-50 years old (1954-1977)	#	16	11	23	17	10	10	6	1	4	7	4	1	110
		%	9%	9%	20%	17%	15%	21%	15%	3%	13%	23%	13%	5%	13%
	51-100 years old (1904-1953)	#	24	14	11	9	5	7	6	5	5	3	10	2	101
		%	14%	12%	10%	9%	7%	15%	15%	15%	16%	10%	33%	9%	12%
	101 years old or more (pre 1903)	#	71	65	37	33	11	6	10	10	14	1	3	6	267
		%	40%	54%	32%	32%	16%	13%	25%	29%	44%	3%	10%	27%	33%
	Do not know	#	14	5	7	18	1	2	1	0	0	1	0	0	49
		%	8%	4%	6%	18%	1%	4%	3%	0%	0%	3%	0%	0%	6%
Total		#	176	121	114	102	68	48	40	34	32	30	30	22	817
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 19: How would you describe the physical condition of your main workspace?

How would you describe the physical condition of your main workspace?

		Frequency	Percent	Valid Percent
Valid	Very good	292	31%	32%
	Generally good	307	33%	34%
	Satisfactory	219	23%	24%
	Poor	52	6%	6%
	In need of structural work	29	3%	3%
	Total	899	96%	100%
Missing	Did not answer	35	4%	
Total		934	100%	

Table 20: Enough suitable workspace by Main sector

Enough suitable workspace by Main sector

		Main sector												Total	
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing		
Enough suitable workspace	Yes	#	96	76	66	55	29	27	14	15	15	18	13	13	437
		%	62%	76%	63%	71%	48%	63%	42%	52%	60%	64%	45%	68%	62%
No		#	59	24	39	23	32	16	19	14	10	10	16	6	268
		%	38%	24%	37%	29%	52%	37%	58%	48%	40%	36%	55%	32%	38%
Total		#	155	100	105	78	61	43	33	29	25	28	29	19	705
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 21: Does your business have access to the Internet?

Does your business have access to the Internet?				
		Frequency	Percent	Valid Percent
Valid	Yes	730	78%	79%
	No	194	21%	21%
	Total	924	99%	100%
Missing	Did not answer	10	1%	
Total		934	100%	

Table 22: Business has access to the Internet by Main sector

Business has access to the Internet by Main sector															
		Main sector													Total
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Business has access to the internet	Yes	#	117	106	99	73	61	42	33	34	28	25	29	18	665
		%	66%	86%	84%	70%	90%	75%	73%	100%	88%	83%	97%	82%	79%
	No	#	60	17	19	32	7	14	12	0	4	5	1	4	175
		%	34%	14%	16%	30%	10%	25%	27%	0%	13%	17%	3%	18%	21%
Total		#	177	123	118	105	68	56	45	34	32	30	30	22	840
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 23: Business has access to the Internet by Turnover

			Business has access to the Internet by Turnover								
			Turnover								
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more	Total
Business has access to the internet	Yes	#	87	72	48	133	166	57	75	46	684
		%	69%	68%	62%	79%	86%	90%	96%	96%	80%
	No	#	40	34	29	35	27	6	3	2	176
		%	31%	32%	38%	21%	14%	10%	4%	4%	20%
Total	#	127	106	77	168	193	63	78	48	860	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 24: Through what connection do you access the Internet?

Through what connection do you access the Internet?					
		Frequency	Percent	Valid Percent	
Valid	Standard telephone line	470	50%	67%	
	ADSL	146	16%	21%	
	Other	89	10%	13%	
	Total	705	75%	100%	
Missing	Did not answer	229	25%		
Total		934	100%		

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Table 25: Connection to access the Internet by Main sector

Connection to access the Internet by Main sector

		Main sector													
			Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total
Connection to access the Internet	Standard telephone line	#	79	70	57	62	28	29	22	6	19	13	22	13	420
		%	71%	70%	58%	89%	48%	73%	69%	19%	68%	54%	76%	76%	66%
	ADSL	#	26	14	25	3	19	6	6	17	4	7	5	3	135
		%	23%	14%	25%	4%	33%	15%	19%	53%	14%	29%	17%	18%	21%
	Other	#	7	16	17	5	11	5	4	9	5	4	2	1	86
		%	6%	16%	17%	7%	19%	13%	13%	28%	18%	17%	7%	6%	13%
Total		#	112	100	99	70	58	40	32	32	28	24	29	17	641
	%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 26: Connection to access the Internet by Turnover

			Turnover							Total	
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m		£3.1m or more
Connection to access the Internet	Standard telephone line	#	72	54	39	89	118	32	28	9	441
		%	85%	77%	81%	68%	71%	58%	39%	23%	66%
	ADSL	#	7	14	5	24	30	19	24	20	143
		%	8%	20%	10%	18%	18%	35%	34%	51%	22%
	Other	#	6	2	4	17	18	4	19	10	80
		%	7%	3%	8%	13%	11%	7%	27%	26%	12%
Total	#	85	70	48	130	166	55	71	39	664	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 27: Consider IT infrastructure adequate by Turnover

			Turnover							Total	
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m		£3.1m or more
Consider IT infrastructure adequate	Yes	#	23	32	25	52	72	28	38	22	292
		%	31%	44%	53%	44%	47%	56%	60%	58%	47%
	No	#	52	40	22	66	80	22	25	16	323
		%	69%	56%	47%	56%	53%	44%	40%	42%	53%
Total	#	75	72	47	118	152	50	63	38	615	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 28: Does your business have an environmental policy?

Does your business have an environmental policy?				
		Frequency	Percent	Valid Percent
Valid	Yes	475	51%	53%
	No	421	45%	47%
	Total	896	96%	100%
Missing	Did not answer	38	4%	
Total		934	100%	

Table 29: Have environmental policy by Main sector

Have environmental policy by Main sector															
		Main sector													Total
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing		
Have environmental policy	Yes	#	83	69	46	74	33	27	21	18	16	15	13	11	426
		%	47%	58%	40%	75%	52%	50%	49%	55%	53%	50%	45%	55%	52%
	No	#	94	50	70	25	30	27	22	15	14	15	16	9	387
		%	53%	42%	60%	25%	48%	50%	51%	45%	47%	50%	55%	45%	48%
Total	#	177	119	116	99	63	54	43	33	30	30	29	20	813	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Table 30: Have environmental policy by turnover

		Turnover									Total
		£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more		
Have environmental policy	Yes	#	61	42	33	91	93	33	49	41	443
		%	50%	41%	43%	57%	49%	57%	63%	85%	53%
	No	#	61	61	44	70	98	25	29	7	395
		%	50%	59%	57%	43%	51%	43%	37%	15%	47%
Total		#	122	103	77	161	191	58	78	48	838
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 31: Business has an environmental quality standard by Main sector of business

Business has an environmental quality standard by Main sector of business

		Main sector of business												Total	
		Retail & wholesale	Transport, distribution & storage	Marine Trades	Land based industry and fishing	Construction	Tourism and Leisure	Food & drink processing	Manufacturing	ICT	Health & social service	Education & charities	Services		
Business has an environmental quality standard	Yes	Count	20	7	1	18	4	9	1	8	2	2	2	11	85
		%	12%	26%	4%	22%	8%	8%	6%	14%	6%	8%	5%	10%	12%
	No	Count	144	20	26	65	45	98	17	51	30	24	36	95	651
		%	88%	74%	96%	78%	92%	92%	94%	86%	94%	92%	95%	90%	88%
Total		Count	164	27	27	83	49	107	18	59	32	26	38	106	736
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 32: Has your business taken any of the following steps?

Has your business taken any of the following steps?		
	#	%
Recycling - other materials	538	64%
Recycling - office materials	484	58%
Buying local products	477	57%
Energy saving	322	38%
Water saving	310	37%
Waste minimisation (e.g. reduced packaging)	290	35%
Home working	221	26%
Cleaner processes	162	19%
Encourage car share/use of public transport	106	13%

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Table 33: Number of paid employees this year (grouped) by Main sector

Number of paid employees this year (grouped) by Main sector

		Main sector													
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Number of paid employees this year (grouped)	None	9	4	10	4	4	2	5	2	0	0	2	0	42	
	#														
		5%	3%	8%	4%	6%	4%	11%	6%	0%	0%	7%	0%	5.0%	
	1 to 5	103	54	69	89	24	28	24	13	17	12	18	8	459	
	#														
		58%	44%	58%	82%	35%	50%	53%	38%	53%	40%	60%	36%	54.3%	
	6 to 10	40	23	20	13	11	13	4	6	3	2	3	5	143	
	#														
		22%	19%	17%	12%	16%	23%	9%	18%	9%	7%	10%	23%	16.9%	
	11 to 20	12	17	12	1	10	6	3	7	5	5	3	4	85	
	#														
		7%	14%	10%	1%	15%	11%	7%	21%	16%	17%	10%	18%	10.0%	
	21 to 50	6	17	5	1	9	6	6	2	5	7	2	1	67	
	#														
		3%	14%	4%	1%	13%	11%	13%	6%	16%	23%	7%	5%	7.9%	
	51 to 100	4	7	1	0	5	0	2	0	1	3	1	1	25	
	#														
		2%	6%	1%	0%	7%	0%	4%	0%	3%	10%	3%	5%	3.0%	
	101 and over	5	2	1	0	5	1	1	4	1	1	1	3	25	
	#														
		3%	2%	1%	0%	7%	2%	2%	12%	3%	3%	3%	14%	3.0%	
	%														
Total	#	179	124	118	108	68	56	45	34	32	30	30	22	846	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%	

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Table 34: Number of paid employees this year (grouped) by Turnover

			Turnover							Total	
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more	
Number of paid employees this year (grouped)	None	#	22	10	5	2	0	0	1	1	41
		%	17%	9%	6%	1%	0%	0%	1%	2%	5%
	1 to 5	#	100	86	63	129	86	9	3	1	477
		%	78%	80%	82%	76%	44%	14%	4%	2%	55%
	6 to 10	#	5	9	8	32	65	18	7	0	144
		%	4%	8%	10%	19%	34%	29%	9%	0%	17%
	11 to 20	#	1	2	0	4	31	22	21	5	86
		%	1%	2%	0%	2%	16%	35%	27%	10%	10%
	21 to 50	#	0	0	0	1	11	13	31	10	66
		%	0%	0%	0%	1%	6%	21%	39%	21%	8%
	51 to 100	#	0	0	1	0	1	1	11	12	26
		%	0%	0%	1%	0%	1%	2%	14%	25%	3%
	101 and over	#	0	0	0	1	0	0	5	19	25
		%	0%	0%	0%	1%	0%	0%	6%	40%	3%
	Total	#	128	107	77	169	194	63	79	48	865
		%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 35: Paid Employees Change Grouped by Main sector

Paid Employees Change Grouped by Main sector

		Main sector													
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Paid Employees Change Grouped	Reduction of over 16	#	0	0	2	0	3	0	0	0	0	0	0	5	
		%	0%	0%	2%	0%	4%	0%	0%	0%	0%	0%	0%	1%	
	Reduction 5 to 15	#	1	1	0	0	1	1	0	0	0	1	1	6	
		%	1%	1%	0%	0%	1%	2%	0%	0%	0%	3%	5%	1%	
	Reduction 1 to 4	#	20	11	10	7	8	9	5	4	3	2	3	0	82
		%	11%	9%	8%	6%	12%	16%	11%	12%	9%	7%	10%	0%	10%
	No change	#	106	76	83	82	32	35	27	20	24	12	20	8	525
		%	59%	61%	70%	76%	47%	63%	60%	59%	75%	40%	67%	36%	62%
	Increase 1 to 4	#	42	26	19	19	18	7	8	7	2	13	5	9	175
		%	23%	21%	16%	18%	26%	13%	18%	21%	6%	43%	17%	41%	21%
	Increase 5 to 15	#	8	10	3	0	5	3	4	0	1	2	1	3	40
		%	4%	8%	3%	0%	7%	5%	9%	0%	3%	7%	3%	14%	5%
	Increase 16 and over	#	2	0	1	0	1	1	1	3	2	1	0	1	13
		%	1%	0%	1%	0%	1%	2%	2%	9%	6%	3%	0%	5%	2%
Total	#	179	124	118	108	68	56	45	34	32	30	30	22	846	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Table 36: Paid Employees Change Grouped by Turnover

		Turnover							Total		
		£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m		£3.1m or more	
Paid Employees Change Grouped	Reduction of over 16	#	0	0	1	0	0	0	0	4	5
		%	0%	0%	1%	0%	0%	0%	0%	8%	1%
	Reduction 5 to 15	#	0	0	0	0	0	0	3	3	6
		%	0%	0%	0%	0%	0%	0%	4%	6%	1%
	Reduction 1 to 4	#	6	6	5	21	24	11	11	4	88
		%	5%	6%	6%	12%	12%	17%	14%	8%	10%
	No change	#	113	81	59	105	109	28	23	13	531
		%	88%	76%	77%	62%	56%	44%	29%	27%	61%
	Increase 1 to 4	#	7	20	10	39	52	20	23	9	180
		%	5%	19%	13%	23%	27%	32%	29%	19%	21%
	Increase 5 to 15	#	2	0	2	4	9	3	14	8	42
		%	2%	0%	3%	2%	5%	5%	18%	17%	5%
	Increase 16 and over	#	0	0	0	0	0	1	5	7	13
		%	0%	0%	0%	0%	0%	2%	6%	15%	2%
Total	#	128	107	77	169	194	63	79	48	865	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Table 37: How do you expect this to change over the next year?

		Frequency	Percent	Valid Percent
Valid	Increase	195	21%	21%
	Stay the same	680	73%	75%
	Decrease	33	4%	4%
	Total	908	97%	100%
Missing	Did not answer	26	3%	
Total		934	100%	

Table 38: Expected changes in employee numbers by Main sector

		Main sector													Total
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing		
Expected changes in employee numbers	Increase	#	36	15	26	11	23	11	12	13	3	9	8	10	177
		%	21%	12%	22%	11%	35%	20%	27%	38%	9%	30%	27%	45%	21%
	Stay the same	#	135	103	90	84	36	42	30	21	29	21	22	10	623
		%	77%	84%	77%	82%	55%	78%	68%	62%	91%	70%	73%	45%	75%
	Decreased	#	4	4	1	7	6	1	2	0	0	0	0	2	27
		%	2%	3%	1%	7%	9%	2%	5%	0%	0%	0%	0%	9%	3%
Total	#	175	122	117	102	65	54	44	34	32	30	30	22	827	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 39: Expected changes in employee numbers by Turnover

			Turnover							Total	
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more	
Expected changes in employee numbers	Increase	#	14	16	10	24	53	19	29	21	186
		%	11%	16%	14%	14%	27%	31%	37%	44%	22%
	Stay the same	#	103	84	60	137	138	43	43	23	631
		%	84%	82%	81%	82%	71%	69%	55%	48%	74%
	Decreased	#	5	3	4	7	3	0	6	4	32
		%	4%	3%	5%	4%	2%	0%	8%	8%	4%
Total	#	122	103	74	168	194	62	78	48	849	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 40: What do you think is the main cause of upward pressure on wages in the South Hams?

What do you think is the main cause of upward pressure on wages in the South Hams?

	#	%
Housing costs	542	81%
Labour/skills shortage	294	44%
Travel costs	230	34%
Household expenses	216	32%
Minimum wage	169	25%
Child care costs	123	18%

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Table 41: Did you experience any difficulties in finding staff with suitable skills in the South Hams last year?

Did you experience any difficulties in finding staff with suitable skills in the South Hams last year?

		Frequency	Percent	Valid Percent
Valid	Yes	315	34%	37%
	No	274	29%	32%
	Did not recruit	269	29%	31%
	Total	858	92%	100%
Missing	Did not answer	76	8%	
Total		934	100%	

Table 42: Difficulties in recruiting by Main sector

Difficulties in recruiting by Main sector

		Main sector													Total
		Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total	
Difficulties in recruiting	Yes	#	58	56	35	20	34	25	12	12	7	15	12	7	293
		%	35%	48%	32%	21%	53%	47%	31%	40%	26%	50%	41%	35%	37%
	No	#	62	42	34	25	16	10	18	11	12	9	7	7	253
		%	37%	36%	31%	26%	25%	19%	46%	37%	44%	30%	24%	35%	32%
Did not recruit	#	47	18	42	52	14	18	9	7	8	6	10	6	237	
	%	28%	16%	38%	54%	22%	34%	23%	23%	30%	20%	34%	30%	30%	
Total	#	167	116	111	97	64	53	39	30	27	30	29	20	783	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 43: Difficulties in recruiting by Turnover

			Difficulties in recruiting by Turnover								
			Turnover						Total		
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more	
Difficulties in recruiting	Yes	#	14	20	17	47	77	35	56	32	298
		%	13%	22%	24%	29%	40%	56%	72%	71%	37%
	No	#	31	30	26	57	66	22	14	11	257
		%	30%	33%	37%	35%	35%	35%	18%	24%	32%
	Did not recruit	#	60	42	28	57	48	6	8	2	251
		%	57%	46%	39%	35%	25%	10%	10%	4%	31%
Total	#	105	92	71	161	191	63	78	45	806	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 44: Do you have a training plan and budget?

Do you have a training plan and budget?				
		Frequency	Percent	Valid Percent
Valid	Neither	434	46%	54%
	Plan only	122	13%	15%
	Both	201	22%	25%
	Budget only	44	5%	5%
	Total	801	86%	100%
Missing	Did not answer	133	14%	
Total		934	100%	

Table 45: Training plan and budget by Main sector

Training plan and budget by Main sector

		Main sector													
			Retail & wholesale	Tourism and Leisure	Services	Land based industry and fishing	Manufacturing	Construction	Education & charities	ICT	Health & social service	Transport, distribution & storage	Marine Trades	Food & drink processing	Total
Training plan and budget	Neither	#	96	56	56	58	33	28	16	11	7	11	16	10	398
		%	63%	49%	53%	73%	53%	57%	40%	38%	28%	42%	59%	48%	54%
	Both	#	27	28	33	5	17	11	19	13	11	8	7	5	184
		%	18%	24%	31%	6%	27%	22%	48%	45%	44%	31%	26%	24%	25%
	Plan only	#	20	20	14	10	10	8	1	5	7	5	2	6	108
		%	13%	17%	13%	13%	16%	16%	3%	17%	28%	19%	7%	29%	15%
	Budget only	#	10	11	3	6	2	2	4	0	0	2	2	0	42
		%	7%	10%	3%	8%	3%	4%	10%	0%	0%	8%	7%	0%	6%
Total	#	153	115	106	79	62	49	40	29	25	26	27	21	732	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 46: Training plan and budget by Turnover

Training plan and budget by Turnover

			Turnover							Total	
			£0-£25,000	£26-54,000	£55-75,000	£76-150,000	£151-500,000	£501,000-1m	£1.1m-3m	£3.1m or more	
Training plan and budget	Neither	#	73	59	49	89	98	29	20	2	419
		%	72%	75%	78%	60%	53%	48%	27%	4%	55%
	Both	#	12	10	6	25	44	17	39	36	189
		%	12%	13%	10%	17%	24%	28%	53%	77%	25%
	Plan only	#	9	9	5	24	35	11	13	8	114
		%	9%	11%	8%	16%	19%	18%	18%	17%	15%
Budget only	#	8	1	3	10	8	4	2	1	37	
	%	8%	1%	5%	7%	4%	7%	3%	2%	5%	
Total	#	102	79	63	148	185	61	74	47	759	
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Table 47: Wages by Main sector of business

What is the main sector of your business?						
	Retail & wholesale		Transport, distribution & storage		Marine Trades	
	Count	Column %	Count	Column %	Count	Column %
Up to £7200 pa	469	23%	48	8%	8	1%
£7201-£11000 pa	780	38%	248	40%	134	23%
£11001 to £15500 pa	427	21%	121	20%	141	24%
£15500 to £20000 pa	218	11%	126	21%	122	21%
£20001 to £25000 pa	95	5%	8	1%	88	15%
£25001 to £30000 pa	48	2%	46	7%	45	8%
Over £30001 pa	35	2%	17	3%	47	8%
	2071	100%	614	100%	586	100%

	Land based industry and fishing		Construction		Tourism and Leisure	
	Count	Column %	Count	Column %	Count	Column %
Up to £7200 pa	89	23%	11	2%	467	25%
£7201-£11000 pa	155	41%	96	16%	915	48%
£11001 to £15500 pa	103	27%	175	29%	222	12%
£15500 to £20000 pa	17	4%	218	36%	204	11%
£20001 to £25000 pa	11	3%	66	11%	43	2%
£25001 to £30000 pa	0	0%	19	3%	24	1%
Over £30001 pa	8	2%	19	3%	30	2%
	383	100%	603	100%	1905	100%

	Food & drink processing		Manufacturing		ICT	
	Count	Column %	Count	Column %	Count	Column %
Up to £7200 pa	17	2%	124	6%	36	5%
£7201-£11000 pa	262	35%	359	17%	142	18%
£11001 to £15500 pa	139	19%	685	32%	127	16%
£15500 to £20000 pa	177	24%	529	25%	142	18%
£20001 to £25000 pa	26	3%	212	10%	103	13%
£25001 to £30000 pa	113	15%	80	4%	106	14%
Over £30001 pa	16	2%	147	7%	124	16%
	749	100%	2137	100%	781	100%

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	Health & social service		Education & charities		Services	
	Count	Column %	Count	Column %	Count	Column %
Up to £7200 pa	82	15%	333	32%	137	12%
£7201-£11000 pa	329	59%	444	43%	306	28%
£11001 to £15500 pa	74	13%	98	10%	406	37%
£15500 to £20000 pa	49	9%	67	7%	128	12%
£20001 to £25000 pa	5	1%	29	3%	40	4%
£25001 to £30000 pa	9	2%	40	4%	26	2%
Over £30001 pa	13	2%	22	2%	66	6%
	560	100%	1035	100%	1109	100%

NB Figures in this table are an approximation as they are derived from other variables

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Table 48: Employee type by Main sector of business

	Retail & wholesale		Transport, distribution & storage		Marine Trades		Land based industry and finishing		Construction		Tourism and Leisure	
Full Time	1269	15%	521	6%	320	4%	206	2%	560	7%	943	11%
Part Time	679	26%	90	3%	84	3%	94	4%	39	1%	554	21%
Seasonal	110	13%	2	0%	11	1%	79	9%	0	0%	391	47%
Volunteers	13	2%	1	0%	171	24%	4	1%	4	1%	17	2%
Total	2071	17%	614	5%	586	5%	383	3%	603	5%	1905	15%
	#	%	#	%	#	%	#	%	#	%	#	%
No. of businesses (indicating sector)	179	21%	30	4%	30	4%	108	13%	56	7%	124	15%

	Food & drink processing		Manufacturing		ICT		Health & social service		Education & charities		Services	
Full Time	564	7%	1990	24%	710	9%	237	3%	291	3%	719	9%
Part Time	69	3%	104	4%	71	3%	240	9%	288	11%	327	12%
Seasonal	116	14%	43	5%	0	0%	56	7%	25	3%	6	1%
Volunteers	0	0%	0	0%	0	0%	27	4%	431	59%	57	8%
Total	749	6%	2137	17%	781	6%	560	4%	1035	8%	1109	9%
	#	%	#	%	#	%	#	%	#	%	#	%
No. of businesses (indicating sector)	22	3%	68	8%	34	4%	32	4%	45	5%	118	14%

	No.s		Total
Full Time	8,330	100%	66.3%
Part Time	2,639	100%	21.0%
Seasonal	839	100%	6.7%
Volunteers	725	100%	6.1%
Total	12,533	100%	100%
	#	%	
No. of businesses (indicating sector)	846	100%	

Appendix 2: Questionnaire

South Hams Business Survey 2004



This survey is aimed at businesses, employers, sole traders, charities and not for profit organisations that contribute to the local economy. However the term 'business' is used throughout the form for simplicity.

Remember what you say remains completely confidential and individuals or businesses will not be identifiable in any results.

Completing this survey should take no more than 20 minutes of your time. This will help improve our understanding of the local economy and the needs of local businesses.

We look forward to receiving your survey and thank you for your participation.

Please return your completed questionnaire by **31st March 2004** in the envelope provided.

If you have misplaced your envelope please return to:

Marketing Means
FREEPOST
(SWB30924)
Newton Abbot
TQ13 7ZZ

If you have any queries regarding *South Hams Business Survey* please contact us on freephone: 0800 8494019 quoting the reference below:

'Helpful Hints' to complete the survey:

We have placed some guidance symbols throughout, to help you complete this survey more quickly and accurately:



Information Point

Where you see this sign, there is some information you need to know about the next section or question.



Go to Point

Depending on your answer, please follow the instruction about which question to go to next.



Question Instruction

Please follow the instruction on how to answer the question. **Unless otherwise indicated by this sign, please tick one response only.**

ABOUT THE BUSINESS



This section asks you for some general information about the nature of your business. If you have more than one business, please contact us for an additional survey.

1. Please write in the first 4-5 digits of your postcode



This will help us to plan at a more local level

--	--	--	--	--	--	--	--	--	--

2. What is the main sector of your business?



For descriptions of business categories please view Appendix 1 on the back of this survey.

- | | | | | | |
|--|--------------------------|----|--------------------------------|--------------------------|----|
| a) Retail & wholesale | <input type="checkbox"/> | 01 | g) Food & drink processing .. | <input type="checkbox"/> | 07 |
| b) Transport, distribution & storage ... | <input type="checkbox"/> | 02 | h) Manufacturing | <input type="checkbox"/> | 08 |
| c) Marine trades | <input type="checkbox"/> | 03 | i) ICT | <input type="checkbox"/> | 09 |
| d) Land based industry and fishing ... | <input type="checkbox"/> | 04 | j) Health & social services .. | <input type="checkbox"/> | 10 |
| e) Construction | <input type="checkbox"/> | 05 | k) Education & charities | <input type="checkbox"/> | 11 |
| f) Tourism & leisure | <input type="checkbox"/> | 06 | l) Services | <input type="checkbox"/> | 12 |



3. What is the legal status of your business?

- a) Sole Trader ¹ c) Limited Company ³ e) Franchise ⁵
b) Legal Partnership ² d) PLC ⁴ f) Charitable / not for profit .. ⁶

4. Is the business owned by:

- a) Self ¹ c) Unrelated partnership ... ³ e) Trust / Publicly funded ⁵
b) Family ² d) Shareholders ⁴

5. Is the business part of a larger group of companies?

- Yes ¹ No ²

6. How long has this business (or its predecessors) been established?

- a) Under a year ¹ c) 4-10 years ³ e) 20+ years ⁵
b) 1-3 years ² d) 11-19 years ⁴

7a. Do you have a written business plan?

- Yes ¹ Go to Q7b
No ² Go to Q8



7b. If yes, when was it last updated?

- a) This year ¹
b) Last year ²
c) Cannot remember ³
d) Never ⁴

8. Does your business have a marketing plan?

- Yes ¹ No ²

9a. Did you have professional assistance with either plan?

- Yes ¹ Go to Q9b
No ² Go to Q10a



9b. If yes, who helped you?

- a) Bank ¹
b) Enterprise Agency ²
c) Business Consultant ³
d) Business Link ⁴
e) Other ⁵

10a. Has your business recently introduced a new product or service?

- Yes ¹ Go to Q10b
No ² Go to Q11



10b. If yes, did / will this new product or service result in a patent?

- Yes ¹
No ²

11. Do you belong to any forums or business groups (Chambers, FSB, networking groups, professional bodies)?

- Yes ¹ No ²

12. Which type of forums / business groups do you belong to:

 Please all that apply

- a) Chambers of Commerce ¹ d) Trade / Professional association ⁴
b) Trade / Sector forums ² e) Business Link ⁵
c) Networking group ³ f) Federation of Small Businesses ⁶

ABOUT BUSINESS WORKSPACE AND LOCATION

13. Please indicate the KEY reason for choosing to locate your current business in the South Hams.

- | | | |
|--|--|--|
| a) Access to customers <input type="checkbox"/> ¹ | c) Access to employees ... <input type="checkbox"/> ³ | e) Already here <input type="checkbox"/> ⁵ |
| b) Access to suppliers <input type="checkbox"/> ² | d) Access to transport <input type="checkbox"/> ⁴ | f) Quality of life <input type="checkbox"/> ⁶ |

14. What type of business unit is your MAIN workspace?

- | | |
|---|--|
| a) Office / workshop at home <input type="checkbox"/> ⁰¹ | g) Small industrial unit (500-1500sq ft) <input type="checkbox"/> ⁰⁷ |
| b) Small office (<500sq ft) <input type="checkbox"/> ⁰² | h) Medium industrial unit (1500-4000sq ft) <input type="checkbox"/> ⁰⁸ |
| c) Large office (>500sq ft) <input type="checkbox"/> ⁰³ | i) Large industrial unit (over 4000sq ft) <input type="checkbox"/> ⁰⁹ |
| d) Workshop (<500sq ft) <input type="checkbox"/> ⁰⁴ | j) Tourist accommodation <input type="checkbox"/> ¹⁰ |
| e) Retail shop / restaurant <input type="checkbox"/> ⁰⁵ | k) Tourist attraction <input type="checkbox"/> ¹¹ |
| f) Specialist unit <input type="checkbox"/> ⁰⁶ | l) Landbased / farm <input type="checkbox"/> ¹² |

15. Is the current MAIN workspace:

- | | |
|--|---|
| a) Owned by you <input type="checkbox"/> ¹ | c) Leased / rented from SHDC <input type="checkbox"/> ³ |
| b) Leased / privately rented <input type="checkbox"/> ² | d) Leased / rented from another council <input type="checkbox"/> ⁴ |

16. Approximately, how old is your MAIN workspace?

- | | |
|---|--|
| a) Less than 5 years (1999-current) <input type="checkbox"/> ¹ | d) 51-100 years old (1904-1953) <input type="checkbox"/> ⁴ |
| b) 5-25 years old (1979-1998) <input type="checkbox"/> ² | e) 101 years old or more (pre1903) <input type="checkbox"/> ⁵ |
| c) 26-50 years old (1954-1977) <input type="checkbox"/> ³ | f) Do not know <input type="checkbox"/> ⁶ |

17. How would you describe the physical condition of you MAIN workspace?

This information indicates the quality of workspace in the district

- | | |
|---|---|
| a) Very good <input type="checkbox"/> ¹ | d) Poor <input type="checkbox"/> ⁴ |
| b) Generally good <input type="checkbox"/> ² | e) In need of structural work <input type="checkbox"/> ⁵ |
| c) Satisfactory <input type="checkbox"/> ³ | |

18a. Are you considering moving to another workspace in the future?

Yes ¹ Go to Q18b No ² Go to Q19a



18b. What is the main reason for considering a move?

- | | | |
|---|--|---|
| a) More space required / expansion <input type="checkbox"/> ⁰¹ | e) Better location for employees <input type="checkbox"/> ⁰⁵ | h) Too much space <input type="checkbox"/> ⁰⁸ |
| b) Cost issues <input type="checkbox"/> ⁰² | f) Better quality accommodation <input type="checkbox"/> ⁰⁶ | i) Better access to transport routes <input type="checkbox"/> ⁰⁹ |
| c) Better location for customers <input type="checkbox"/> ⁰³ | g) Access to shared services (e.g. reception, secretarial, meeting rooms) <input type="checkbox"/> ⁰⁷ | j) Better ICT infrastructure <input type="checkbox"/> ¹⁰ |
| d) Better location for clients <input type="checkbox"/> ⁰⁴ | | k) Personal <input type="checkbox"/> ¹¹ |

18c. If yes to Q18a, please indicate the areas that you are considering moving to:

 Please tick all that apply

- | | | | | | |
|--------------------------------------|--------------------------|--------------|---------------------------------|--------------------------|--------------|
| a) Within the South Hams | <input type="checkbox"/> | ¹ | d) Elsewhere in the UK | <input type="checkbox"/> | ⁴ |
| b) Within Devon | <input type="checkbox"/> | ² | e) Elsewhere in the EU | <input type="checkbox"/> | ⁵ |
| c) Elsewhere in the South West | <input type="checkbox"/> | ³ | f) Elsewhere in the world | <input type="checkbox"/> | ⁶ |

18d. If you are moving out of the South Hams, would you prefer to stay?

- Yes ¹ No ²

19a. Do you feel there is enough suitable workspace in the South Hams?

- Yes ¹ Go to Q19d
- No ² Go to Q19b 

19b. If no, should the Council do more to improve provision?

- Yes ¹ Go to Q19d
- No ² Go to Q19c

19c. If not the Council, who?

- | | | | | | |
|-------------------------------------|--------------------------|--------------|-------------------------------|--------------------------|--------------|
| a) Regional Development Agency | <input type="checkbox"/> | ¹ | c) Devon County Council | <input type="checkbox"/> | ³ |
| b) Private sector businesses | <input type="checkbox"/> | ² | d) Other | <input type="checkbox"/> | ⁴ |

19d. What MAIN factor would improve workspace provision?

- | | | | | | | | | |
|-------------------------------------|--------------------------|--------------|--|--------------------------|--------------|-------------------------------------|--------------------------|--------------|
| a) Access to transport routes | <input type="checkbox"/> | ¹ | c) Closeness to business communities | <input type="checkbox"/> | ³ | e) Access to business support | <input type="checkbox"/> | ⁵ |
| b) More specialist premises | <input type="checkbox"/> | ² | d) Better maintenance | <input type="checkbox"/> | ⁴ | f) Cost | <input type="checkbox"/> | ⁶ |
| | | | | | | g) Shared facilities | <input type="checkbox"/> | ⁷ |

ABOUT INFORMATION TECHNOLOGY

20a. Does your business have access to the Internet?

- Yes ¹ Go to Q20c
- No ² Go to Q20b 

20b. If not why not?

- a) Don't need access | ¹ |

b) Don't know how to use the Internet | ² |

20c. If yes to Q20a, through what connection does your business access the Internet?

- a) Standard telephone line ¹ b) ADSL | ² | c) Other | | ³ |

21a. Does your business have a website?

- Yes ¹ Go to Q22
- No ² Go to Q21b 

21b. If no, what is the main issue?

- a) Not appropriate for my business ¹
- b) Too expensive | ² |

c) Lack of IT experience | ⁴ |

d) Do not like the Internet | ⁵ |

22. Does your business make purchases or sales over the Internet?

- a) Purchases ¹ b) Sales | ² | c) Neither | | ³ |

23. What would you see as the MAIN benefit of Broadband access?

 Please tick all that apply

- | | | | |
|--|---------------------------------------|---------------------------------|---------------------------------------|
| High volume data transfer | <input type="checkbox"/> ¹ | Video conferencing | <input type="checkbox"/> ⁵ |
| High performance Internet Access | <input type="checkbox"/> ² | Access cost savings | <input type="checkbox"/> ⁶ |
| Increase productivity | <input type="checkbox"/> ³ | Improved customer service | <input type="checkbox"/> ⁷ |
| Save time | <input type="checkbox"/> ⁴ | Increase sales | <input type="checkbox"/> ⁸ |
| | | Other (please state) _____ | <input type="checkbox"/> ⁹ |

24. Have you registered your interest in Broadband with an Internet Service Provider (ISP)?

- Yes ¹ No ²

25. Do you consider that the infrastructure for Information Technology is adequate in the South Hams (exchange volume, bandwidth)?

- Yes ¹ No ²

ABOUT THE ENVIRONMENT

26a. Does your business have an environmental policy?

- Yes ¹ Go to Q27a No ² Go to Q26b



26b. If no, why is this?

- | | | | |
|--|---------------------------------------|------------------------------------|---------------------------------------|
| a) I need help to do it | <input type="checkbox"/> ¹ | c) Have not considered it | <input type="checkbox"/> ³ |
| b) Not an important issue for me | <input type="checkbox"/> ² | d) Not aware of any benefits | <input type="checkbox"/> ⁴ |

27a. Does your business have an environmental quality standard? (ISO 14001, ACORN)

- Yes ¹ No ²

27b. Has your business taken any of the following steps?

 Please tick all that apply

- | | | | |
|---|---------------------------------------|---|---------------------------------------|
| a) Recycling - office materials | <input type="checkbox"/> ¹ | f) Cleaner processes | <input type="checkbox"/> ⁶ |
| b) Recycling - other materials | <input type="checkbox"/> ² | g) Energy saving | <input type="checkbox"/> ⁷ |
| c) Water saving | <input type="checkbox"/> ³ | h) Waste minimisation
(e.g. reduced packaging) | <input type="checkbox"/> ⁸ |
| d) Buying local products | <input type="checkbox"/> ⁴ | | |
| e) Encourage car share / use of
public transport | <input type="checkbox"/> ⁵ | i) Home working | <input type="checkbox"/> ⁹ |

ABOUT EMPLOYEES

28. Please indicate the number of workers (including you and any family members) that are currently employed by your business, and how this compares with last year?

 Please indicate number in each column

	This year	Last year
a) Full time (30+ hours)	<input type="text"/>	<input type="text"/>
b) Part time	<input type="text"/>	<input type="text"/>
c) Seasonal	<input type="text"/>	<input type="text"/>
d) Volunteers	<input type="text"/>	<input type="text"/>

29. How do you expect this to change over the next year?

- Increase ¹ Stay the same ² Decrease ³

ABOUT SALARIES & WAGES



This information allows us to compare local income figures with nationally produced data

30. Of the people in Q28, how many employees are paid the following rates?

! The first figure is an hourly rate and the second is the equivalent full time annual salary

Up to £4.60	/	Up to £7,200	<input type="text"/>
£4.61 - £7.00	/	£7,201 - £11,000	<input type="text"/>
£7.01 - £10.00	/	£11,001 - £15,500	<input type="text"/>
£10.01 - £13.00	/	£15,501 - £20,000	<input type="text"/>
£13.01 - £16.00	/	£20,001 - £25,000	<input type="text"/>
£16.01 - £19.00	/	£25,001 - £30,000	<input type="text"/>
£19.01 or more	/	£30,001 or more	<input type="text"/>

31a. Do you feel that there are upward pressures on wages in the South Hams area?

Yes ¹ No ²

31b. If yes, what do you think is the MAIN cause in the South Hams area?

! Please tick all that apply

- | | |
|---|---|
| a) Child care costs <input type="checkbox"/> ¹ | d) Housing costs <input type="checkbox"/> ⁴ |
| b) Labour / skills shortage <input type="checkbox"/> ² | e) Minimum wage <input type="checkbox"/> ⁵ |
| c) Travel costs <input type="checkbox"/> ³ | f) Household expenses <input type="checkbox"/> ⁶ |

ABOUT SKILLS & TRAINING

32a. Did you experience any difficulties in finding staff with suitable skills in the South Hams last year?

Yes ¹ No ² Did not recruit ³

32b. If yes, when recruiting in the South Hams, which skills do you find lacking?

! Please tick all that apply

- | | | |
|---|--|---|
| a) Trade skill <input type="checkbox"/> ⁰¹ | e) Professional skills <input type="checkbox"/> ⁰⁵ | i) Use of computers <input type="checkbox"/> ⁰⁹ |
| b) Literacy <input type="checkbox"/> ⁰² | f) Sales / Marketing <input type="checkbox"/> ⁰⁶ | j) Technical <input type="checkbox"/> ¹⁰ |
| c) Numeracy <input type="checkbox"/> ⁰³ | g) Languages (other than English) <input type="checkbox"/> ⁰⁷ | k) Management <input type="checkbox"/> ¹¹ |
| d) Customer services <input type="checkbox"/> ⁰⁴ | h) IT professional skills <input type="checkbox"/> ⁰⁸ | l) Equipment operation <input type="checkbox"/> ¹² |

32c. Is this a constraint on your business growth?

Yes ¹ No ²

32d. How do you think the situation will change in the coming year?

Improve ¹ Stay the same ² Get worse ³

33a. Do you have a training plan and budget?

- | | |
|--|--|
| a) Neither <input type="checkbox"/> ¹ | c) Both <input type="checkbox"/> ³ |
| b) Plan only <input type="checkbox"/> ² | d) Budget only <input type="checkbox"/> ⁴ |

33b. What level of training do you fund (including fees, time off, on-the-job training)?

 Please tick all that apply


- | | | | | | |
|-----------------------------|---------------------------------------|--|---------------------------------------|---|---------------------------------------|
| a) Local colleges | <input type="checkbox"/> ¹ | c) Professional / trade associations | <input type="checkbox"/> ³ | e) Private trainers / consultants | <input type="checkbox"/> ⁵ |
| b) Local universities | <input type="checkbox"/> ² | d) Internet / distance learning | <input type="checkbox"/> ⁴ | f) Other employees / supervisors | <input type="checkbox"/> ⁶ |
| | | | | g) Internal trainer | <input type="checkbox"/> ⁷ |

33c. Which training providers do you use?

 Please tick all that apply

- | | | | | | |
|------------------------------------|---------------------------------------|---|---------------------------------------|------------------------------------|---------------------------------------|
| a) Informal | <input type="checkbox"/> ¹ | c) Vocational or trade (e.g. NVQ) | <input type="checkbox"/> ³ | e) Degree sponsorship | <input type="checkbox"/> ⁵ |
| b) Short / practical courses | <input type="checkbox"/> ² | d) Professional Qualifications | <input type="checkbox"/> ⁴ | f) Higher degree sponsorship | <input type="checkbox"/> ⁶ |

ABOUT FINANCIAL INFORMATION

 Please remember that all information provided will be treated as strictly confidential and will not be shared to your business in any way.

34. What was the approximate business turnover last year?

- | | | | | | |
|-----------------------|---------------------------------------|-------------------------|---------------------------------------|------------------------|---------------------------------------|
| a) £0 - 25,000 | <input type="checkbox"/> ¹ | d) £76 - 150,000 | <input type="checkbox"/> ⁴ | g) £1.1m - 3m | <input type="checkbox"/> ⁷ |
| b) £26 - 54,000 | <input type="checkbox"/> ² | e) £151 - 500,000 | <input type="checkbox"/> ⁵ | h) £3.1m or more | <input type="checkbox"/> ⁸ |
| c) £55 - 75,000 | <input type="checkbox"/> ³ | f) £501,000 - 1m | <input type="checkbox"/> ⁶ | | |

35. How do you expect this turnover to change in your next financial year?


- Increase ¹ Stay the same ² Decrease ³

36. What percentage of last year's sales was generated by overseas sales?

 Please write in _____ %

37. What percentage of last year's sales was generated by tourism?

 Tourism directly _____ %
(e.g. sales to tourists)

 Tourism indirectly _____ %
(e.g. sales / service to tourist industry)

38. As a first choice, where would you go for financial advice?

 Please write in _____

39. Which sources of investment have you used within the last 2 years?

 Please tick all that apply

- | | | | | | |
|---|--|--|--|---|--|
| a) Bank overdraft | <input type="checkbox"/> ⁰¹ | e) European loan | <input type="checkbox"/> ⁰⁵ | i) Credit cards - business.. | <input type="checkbox"/> ⁰⁹ |
| b) Bank loan | <input type="checkbox"/> ⁰² | f) Small firms loan guarantee scheme | <input type="checkbox"/> ⁰⁶ | j) Loan / gifts from family / friends | <input type="checkbox"/> ¹⁰ |
| c) Equity investment or own savings | <input type="checkbox"/> ⁰³ | g) Start-up funds from trust organisations | <input type="checkbox"/> ⁰⁷ | k) Second mortgage | <input type="checkbox"/> ¹¹ |
| d) European Grant | <input type="checkbox"/> ⁰⁴ | h) Credit cards - personal.. | <input type="checkbox"/> ⁰⁸ | l) Secondary income | <input type="checkbox"/> ¹² |

Thank you for completing the South Hams Business survey.

Appendix 1: Description for Business categories (Q2)

	CATEGORY	Including:
a)	Retail & Wholesale	Shops, Farm Shops and Wholesalers
b)	Transport, Distribution & Storage	Transport, Distribution & Storage (e.g. PSVs Hauliers, Railways)
c)	Marine Trades	Marine Trades - Excluding fishing (e.g. Chandlers, Boat Building / Repairs, Sailing Schools, Yacht Brokers, Boat Storage, Ferries - except Pleasure Boats)
d)	Land Based Industry & Fishing	Land Based Industry (e.g. agriculture, Horticulture, Arboriculture, Forestry, Traditional Skills, Tree Surgeons) & Fishing (e.g. Shell and Sea Fishing, Fish Farms)
e)	Construction	Construction, Contractors / Equipment Hire, Quarries, Architects & surveyors
f)	Tourism & Leisure	Hotels / Tourism Accommodation, Restaurants & Pubs, Visitor Attractions, Leisure Activities, Pleasure Boats
g)	Food & Drink Processing	Food & Drink Processing
h)	Manufacturing	Electronics, Metal Engineering, Plastics & Rubber, Clothing Manufacture, Crafts, Woodworking etc.
i)	ICT	Technology, IT Services, Printing & Publishing
j)	Health & Social Services	Health & Social Services (e.g. Care / Nursing Homes, Hospitals, Civil Services)
k)	Education & Charities	Education, Charities, Trusts, 'Not for Profit' Organisations
l)	Services	Finance & Business Services (e.g. Banks Advisers), Domestic Services & Repairs (e.g. Electricians, Plumbers, Water Supply)

Thank you for completing this survey

If you have misplaced your reply paid envelope please return your completed survey to:

Marketing Means

FREEPOST (SWB30924)

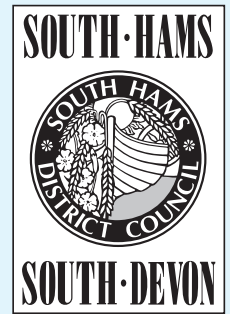
Newton Abbot

TQ13 7ZZ

If you need any assistance in completing this survey or require any further information, please contact:

Marketing Means on 0800 8494019

South Hams Business Survey 2004



Before you complete this survey, please could you complete the details below.

Please return your completed questionnaire by **31st March 2004** in the envelope provided.

The information from this front page will be stored on the South Hams District Council's business database. This database is to be used for future contact with you, to help us keep you informed of the business services we offer and any developments in local business strategies.

It will not be passed on to any other parties, or used for any other purpose other than those stated.

The information gathered in the rest of the survey will remain strictly confidential and be kept separately for analysis by an independent company. This will to help us gain a better understanding of the local business situation and guide business development policies in the South Hams. Copies of the report summary will be available from SHDC in June 2004.

If you do not wish this information to be retained please tick the box
If you wish to speak to somebody about the database please phone Andy Marlton at SHDC on (01803) 861469.

If you have any queries concerning questions asked in this survey please contact Marketing Means on (0800) 8494019.

If the address or contact details used are incorrect please complete the box below:

Name of person completing this survey:	Title:	Initial:	Surname:
Job Title / Position:			

Company Name:	
Address 1:	
Address 2:	
Address 3:	
Town:	
Postcode:	

Telephone Number:	
Fax Number:	
e-mail address:	
Web page:	

If you have misplaced your envelope please return to:

**South Hams
Business Survey
Marketing Means**
FREEPOST
(SWB30924)
Newton Abbot
TQ13 7ZZ

If you have any queries regarding *South Hams Business Survey* please contact us on freephone: 0800 8494019 quoting the reference below:

The closing date for this survey is 31st March 2004

ADD 1
ADD 2
ADD 3
ADD 4
ADD 5
ADD 6
Postcode

4th March 2001

Your Ref: <Ref No>

Dear <Salutation>,

Help us to help South Hams Businesses

I am writing to seek a few minutes of your time to complete the enclosed Business Survey 2004 questionnaire. This survey is aimed at all South Hams businesses, employers and voluntary organisations, irrespective of size. We appreciate that you are busy - however, your reply is important to us.

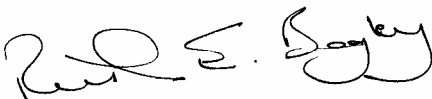
The data we receive from you will show us how changes in the local economy compare to regional and national trends. We use the information to guide the Council's strategies and to help meet the challenges that local businesses identify. The survey is also important in supporting the South Hams case when working in local and regional partnerships and when responding to central government. The information we gain helps us in accessing and distributing national and European funding for the district. The greater the number of responses we receive, the more accurate the results will be and the more influence it will have.

The results of the 2004 Survey will be available from July 2004. If you would like to receive a summary, please contact the Economy & Europe office on 01803 861469 or by email to andy.marlton@southhams.gov.uk

We should remind you that your response to this questionnaire is covered by Data Protection legislation that prevents disclosure to any third party. Your response will be separate from your contact details, treated in strict confidence and used only by South Hams District Council.

Thank you once again for your time in completing this questionnaire.

Yours sincerely



Ruth Bagley BA DAA MBA
Chief Executive
South Hams District Council