

Analysis from The Gloucestershire Business Show 2018

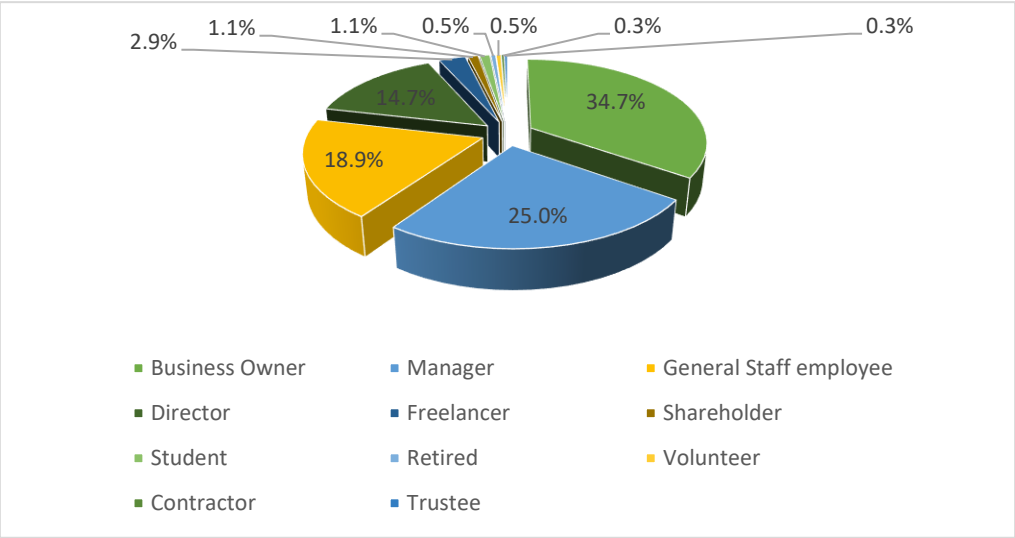
The analysis below is taken from a sample data set where reliable data was collected.

The sample represents c. 47% of registrations and is drawn across visitors, exhibitors, sponsors and partners at The Gloucestershire Business Show 2018 on 16th & 17th May 2018 at The Centaur, Cheltenham Racecourse.

There will be variants and anomalies, but the organisers feel this is a fair representation of the event.

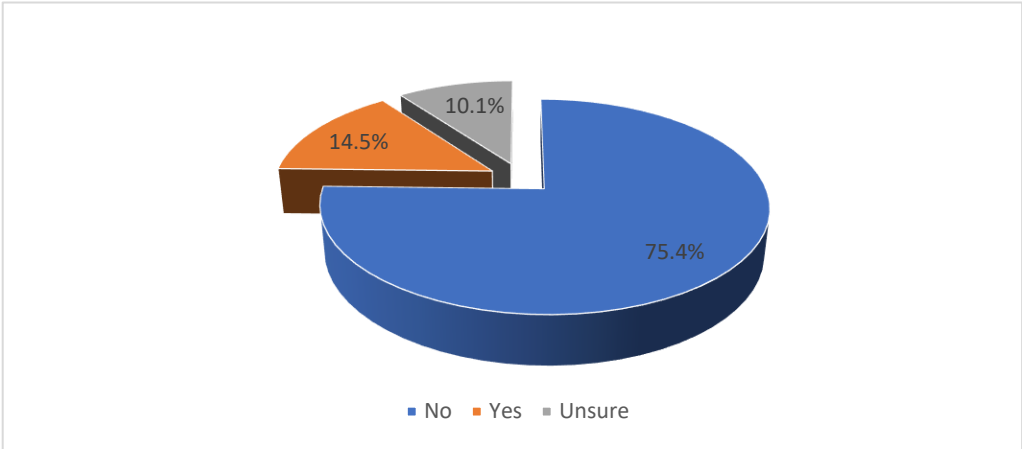
How would you describe your professional role?

Business Owner	34.7%
Manager	25.0%
General Staff employee	18.9%
Director	14.7%
Freelancer	2.9%
Shareholder	1.1%
Student	1.1%
Retired	0.5%
Volunteer	0.5%
Contractor	0.3%
Trustee	0.3%



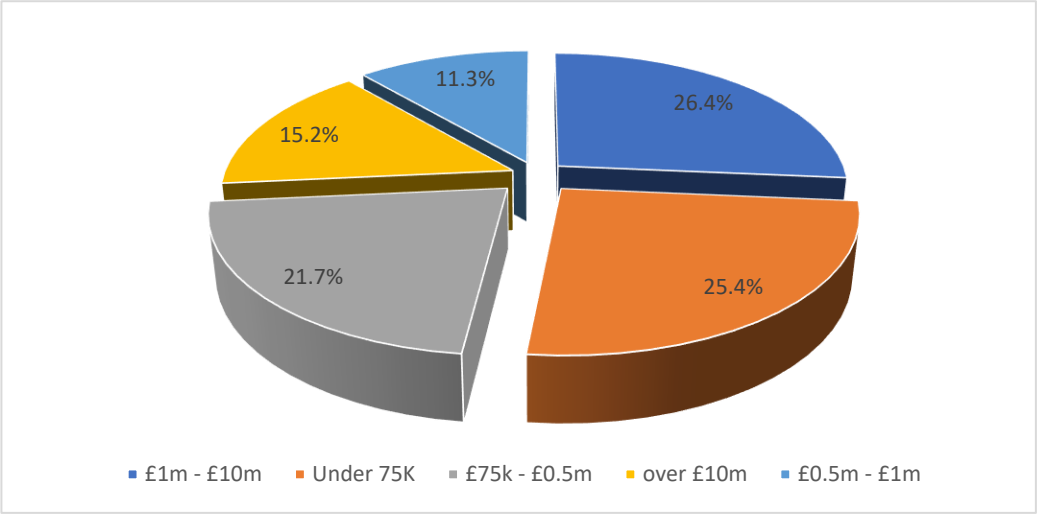
Would you have an interest in exporting?

No	75.4%
Yes	14.5%
Unsure	10.1%



What is the turnover of your business?

£1m - £10m	26.4%
Under 75K	25.4%
£75k - £0.5m	21.7%
over £10m	15.2%
£0.5m - £1m	11.3%



Which sector would you say best describes your primary business activity?

Professional Business Services	33.6%
Digital Information Technology & Security	7.8%
PR & marketing	7.1%
Education	6.7%
Creative Sector	6.4%
Banking & Finance	4.7%
Charity & Third Sector	4.7%
Event Production, Entertainment, Leisure	4.2%
Retail	3.9%
Construction & Infrastructure	3.2%
Insurance & Business Risk Management	2.9%
Manufacturing	2.4%
Public Sector	2.1%
Other	1.5%
Energy	1.4%
Catering and Hospitality	1.0%
HR, Staff and Recruitment	1.0%
Logistics & Wholesale distribution	0.9%
Property, Property Agency, property development	0.8%
Fitness, Health, Welbeing	0.8%
Agricultural & Land Based	0.7%
Visitor Economy	0.7%
Care and Medical Services	0.6%
Automotive	0.6%
Print, copy & Media	0.3%

