

Analysis from The Gloucestershire Business Show 2019

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

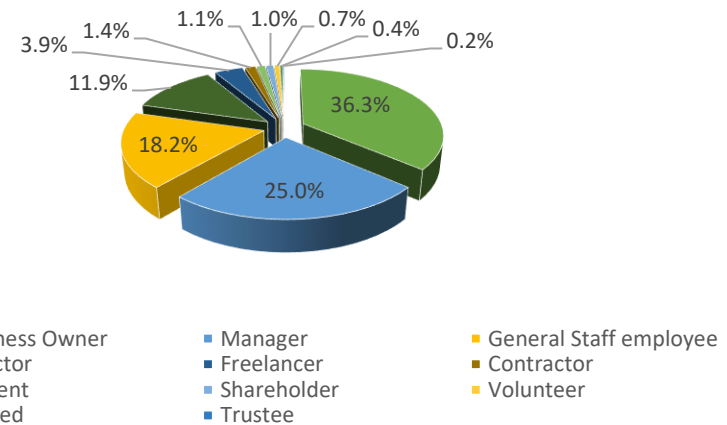
Total confirmed registrations at #GBS19 were 1647.

The sample represents 74% of registrations and is drawn across visitors, exhibitors, sponsors and partners at The Gloucestershire Business Show 2019 on 21st & 22nd May 2019 at Cheltenham Ton Hall

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

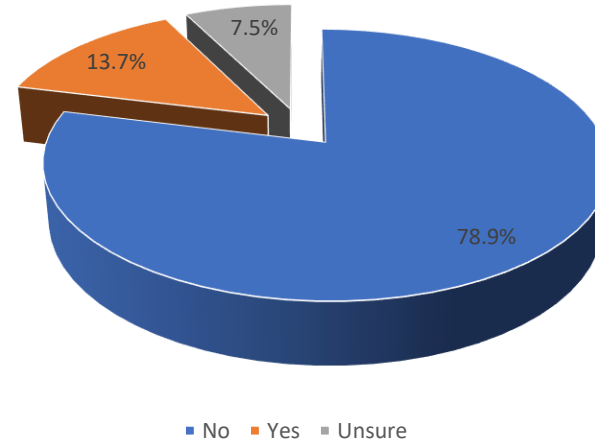
How would you describe your professional role?

Business Owner	36.3%
Manager	25.0%
General Staff employee	18.2%
Director	11.9%
Freelancer	3.9%
Contractor	1.4%
Student	1.1%
Shareholder	1.0%
Volunteer	0.7%
Retired	0.4%
Trustee	0.2%



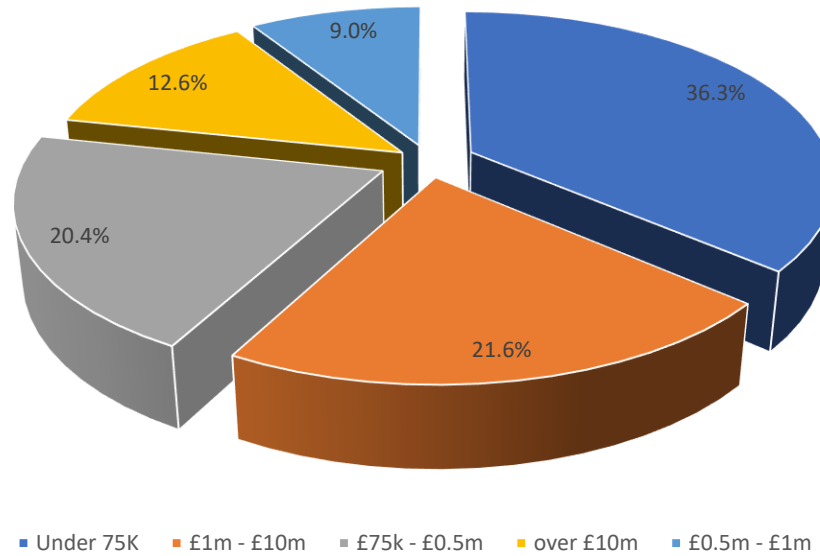
Would you have an interest in exporting?

No	78.9%
Yes	13.7%
Unsure	7.5%



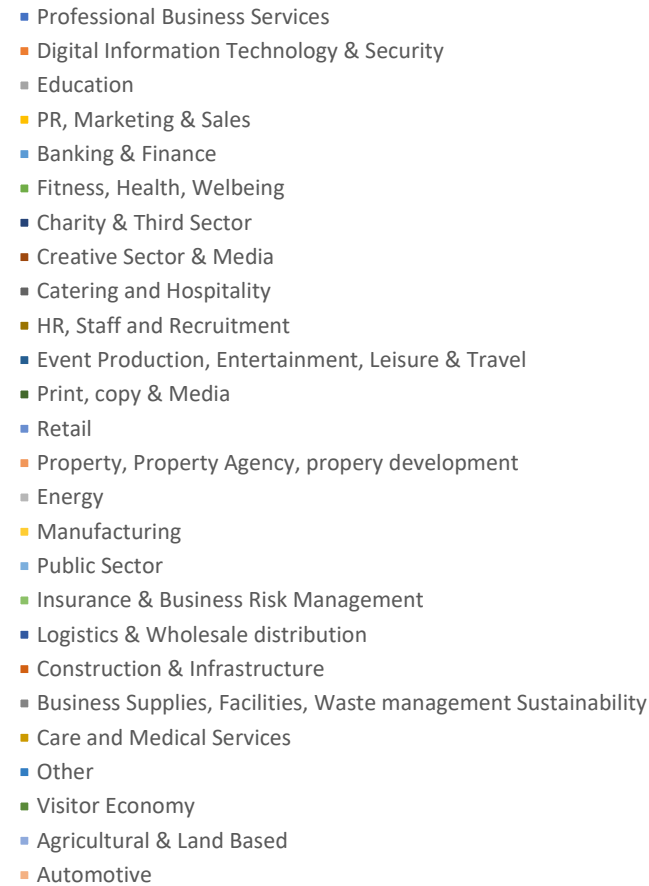
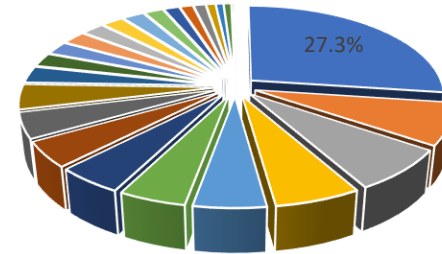
What is the turnover of your business?

Under 75K	36.3%
£1m - £10m	21.6%
£75k - £0.5m	20.4%
over £10m	12.6%
£0.5m - £1m	9.0%



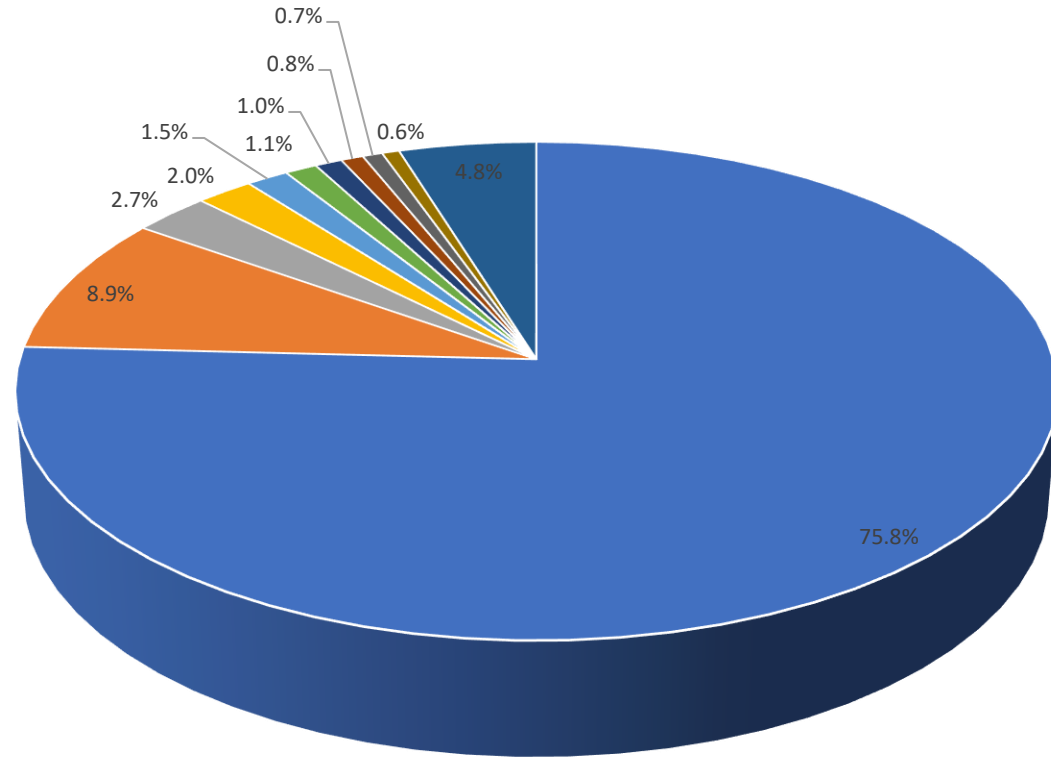
Which sector would you say best describes your primary business activity?

Professional Business Services	27.3%
Digital Information Technology & Security	7.4%
Education	7.4%
PR, Marketing & Sales	6.1%
Banking & Finance	5.1%
Fitness, Health, Welbeing	4.7%
Charity & Third Sector	4.7%
Creative Sector & Media	4.5%
Catering and Hospitality	4.5%
HR, Staff and Recruitment	4.4%
Event Production, Entertainment, Leisure & Travel	2.9%
Print, copy & Media	2.4%
Retail	2.3%
Property, Property Agency, property development	2.3%
Energy	2.2%
Manufacturing	2.1%
Public Sector	2.1%
Insurance & Business Risk Management	1.8%
Logistics & Wholesale distribution	1.5%
Construction & Infrastructure	1.2%
Business Supplies, Facilities, Waste management	1.1%
Care and Medical Services	0.9%
Other	0.7%
Visitor Economy	0.7%
Agricultural & Land Based	0.2%
Automotive	0.2%



The Top 10 Postcodes attending the event:

GL - Gloucestershire	75.8%
BS - Bristol	8.9%
SN - Swindon	2.7%
WR - Worcester	2.0%
BA - Bath	1.5%
HR - Hereford	1.1%
CF - Cardiff	1.0%
B - Birmingham	0.8%
London Postcodes	0.7%
CV - Coventry	0.6%
Other UK and International Postcodes	4.8%



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