

Analysis from The South Gloucestershire Business Show 2018
 3rd & 4th October 2018, The Bristol & Bath Science Park.

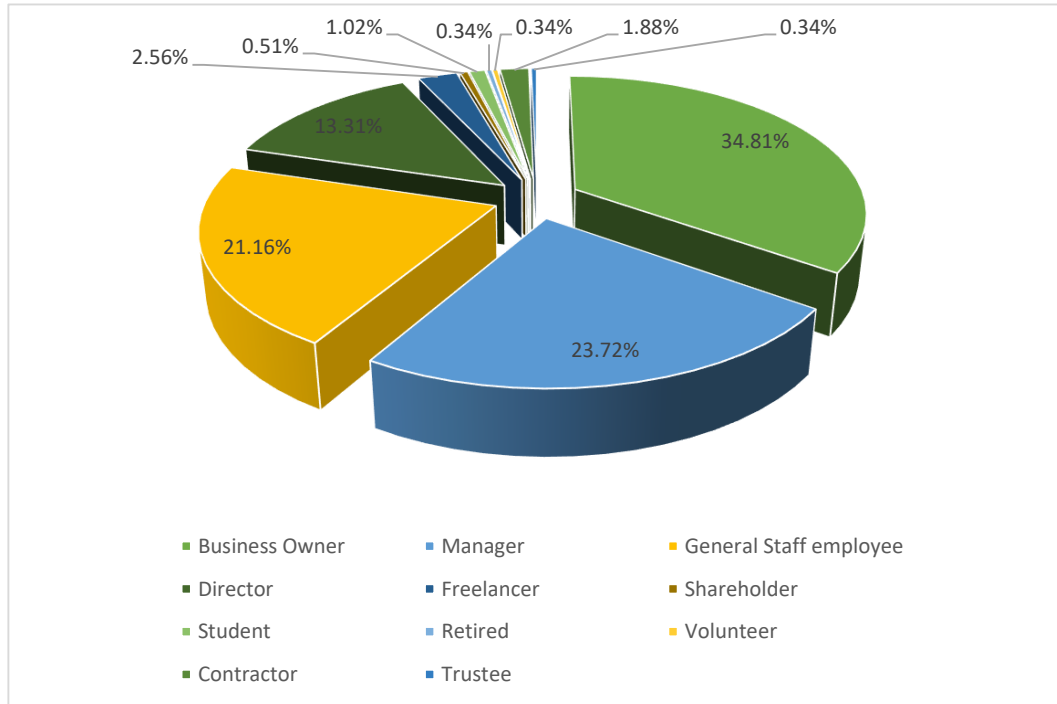
The analysis below is taken from a sample data set where reliable data was collected.

The sample represents c. 51% of registrations and is drawn across visitors, exhibitors, sponsors and partners at The South Gloucestershire Business Show 2018 on 3rd & 4th October 2018 at The Bristol & Bath Science Park. The venue is a public access building with 50+ onsite businesses employing c 350 staff. These factors are allowed for in this analysis, the base sample is taken from those attending the event via the events registration system.

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?

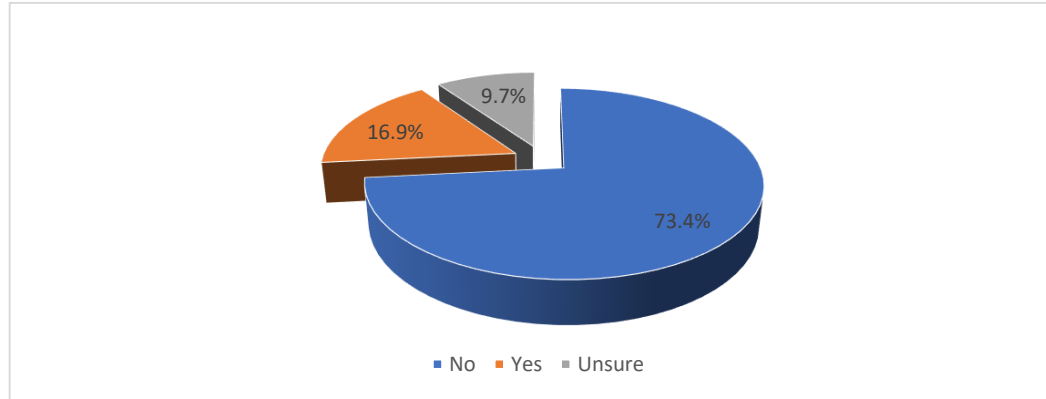
Business Owner	34.81%
Manager	23.72%
General Staff employee	21.16%
Director	13.31%
Freelancer	2.56%
Shareholder	0.51%
Student	1.02%
Retired	0.34%
Volunteer	0.34%
Contractor	1.88%
Trustee	0.34%



3rd & 4th October 2018, Bristol & Bath Science Park

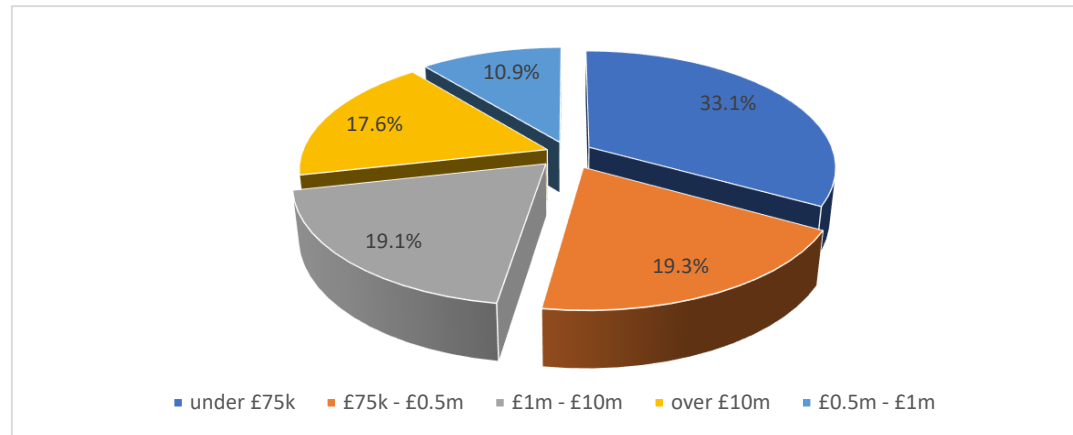
Would you have an interest in exporting?

No	73.4%
Yes	16.9%
Unsure	9.7%



What is the turnover of your business?

under £75k	33.1%
£75k - £0.5m	19.3%
£1m - £10m	19.1%
over £10m	17.6%
£0.5m - £1m	10.9%



3rd & 4th October 2018, Bristol & Bath Science Park

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

Professional Business Services	28.2%
Digital Information Technology & Security	8.9%
PR & marketing	7.5%
Other	6.3%
Banking & Finance	6.0%
Education	5.0%
Manufacturing	4.6%
Creative Sector	4.4%
Public Sector	4.4%
Fitness, Health, Well-being	2.9%
Event Production, Entertainment, Leisure	2.7%
HR, Staff and Recruitment	2.4%
Logistics & Wholesale distribution	2.4%
Charity & Third Sector	2.2%
Energy	2.2%
Property, Property Agency, property development	1.7%
Construction & Infrastructure	1.5%
Insurance & Business Risk Management	1.5%
Retail	1.4%
Automotive	1.2%
Print, Copy & Media	1.2%
Catering and Hospitality	1.0%
Agricultural & Land Based	0.2%
Care and Medical Services	0.2%



**3rd & 4th October 2018,
 Bristol & Bath Science Park**

The top ten postcodes of attendees at the event:

BS - Bristol	49.83%
GL - Gloucestershire	24.91%
SN - Swindon	6.31%
BA - Bath	3.24%
WR - Worcestershire	3.24%
London postcodes	2.56%
NG - Nottingham	1.02%
NP - Newport	1.02%
OX - Oxford	0.85%
EX - Exeter	0.85%
Other post codes & international	6.14%

