

Cornwall Chamber of Commerce

Cornwall Quarterly Economic Survey

Q2 2009

The Survey

- Q2 2009 survey period
- Eighth survey for CCCI
 - Email response rate (members) – 14.2%
 - Email response rate (non-members) – 14.47%
- Databases provided by CCCI and the Cornwall Business Directory.
- Results from submitted electronically to BCC within 24 hours of completion
- 114 responses
- 11 requests for further information about CCCI, of which 9 non-members (13% of non-member respondees)
- Failed/Bounced/Unsubscribed email reports submitted to allow CCCI to cleanse its database
- Results presented in BCC question order.

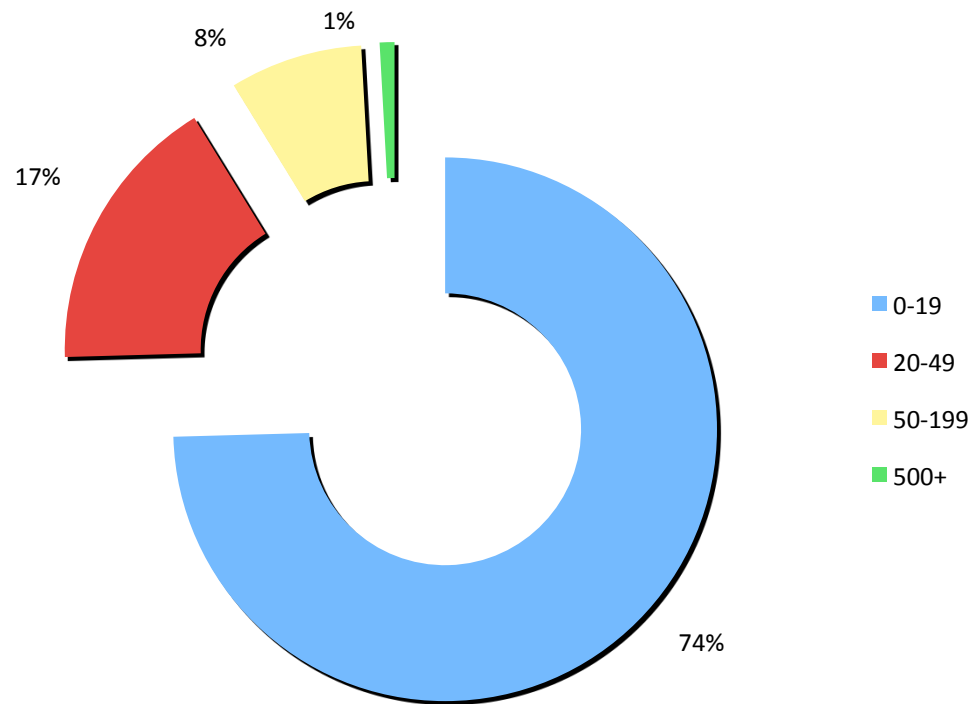
Possible headlines for a press release

The following key points could be used in a press release:

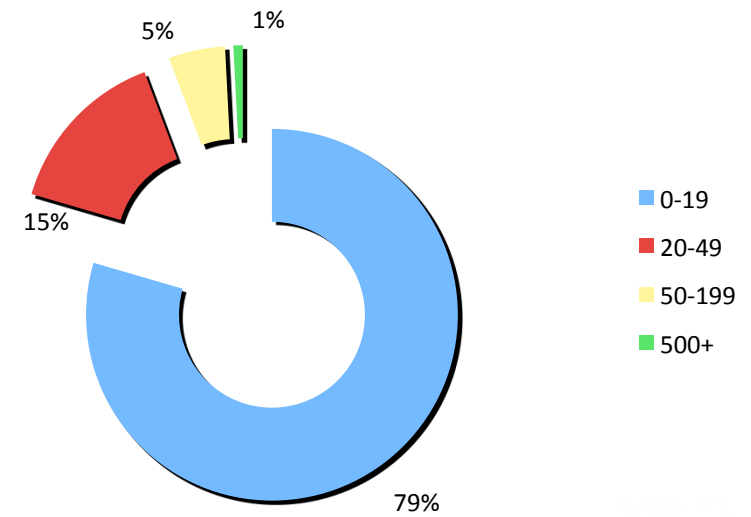
- **Business Optimism appears to be beginning to return:**
 - 54% of businesses has UK sales growing or remaining the same last quarter compared to the previous quarter's 47%.
 - 44% of businesses has UK orders growing or remaining the same last quarter compared to the previous quarter's 37%. This means that new sales are closer to being covered by new orders and there is less erosion of UK order books to feed sales.
 - 16% have increased or maintained their overseas sales (only 20% of businesses export) in the last quarter compared to 10% in quarter 1. This is slightly at the expense of order book which has only risen/remained for 10% (Q1 7%).
- **Capacity**
 - 67% of businesses of the businesses that answered said they are operating below full capacity. This has increased from 61% in Q1.
- **Cashflow and Pricing**
 - 68% of businesses had equal or better cashflow in Q2 than in Q1. (Q1 55% over Q4 08).
 - 86% of companies expect prices to remain the same or rise in Q3.(Q1 to Q2 75%)
 - 62% of companies expect profitability to remain the same or rise in Q3.(Q1 to Q2 49%)
 - 66% of companies expect turnover to remain the same or rise in Q3.(Q1 to Q2 52%).
- **Business Concerns**
 - Competition and taxation are the biggest current concerns for businesses as for last quarter, but concerns about business rates are growing.

Company size groupings

Q2 2009 - Number of Employees

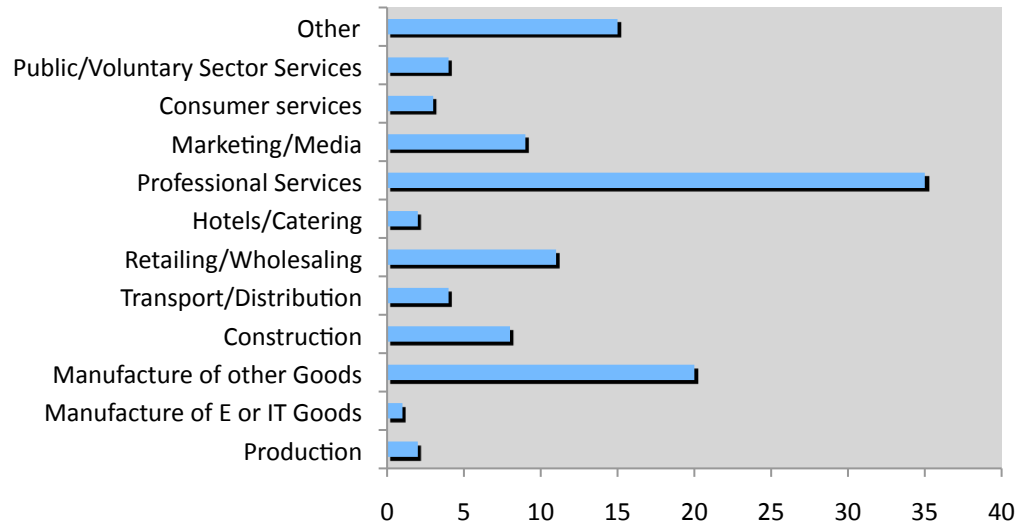


Q1 2009 - Number of Employees



Profile of respondees

Q2 2009 - Business Activity

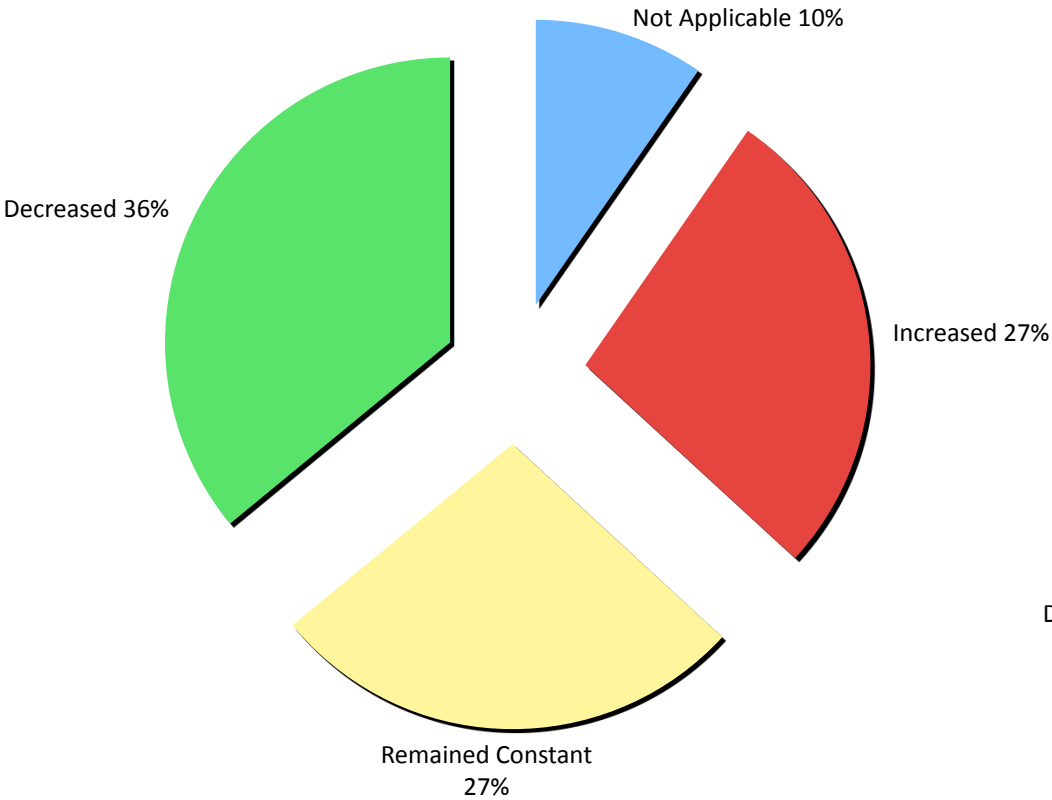


Q1 2009 - Business Activity

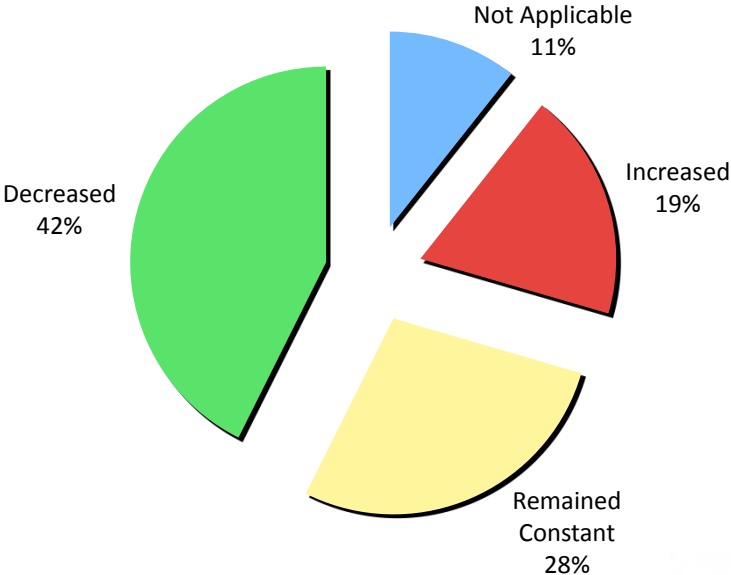


UK Sales - changes in the last quarter

Q2 2009 - Overall UK Sales

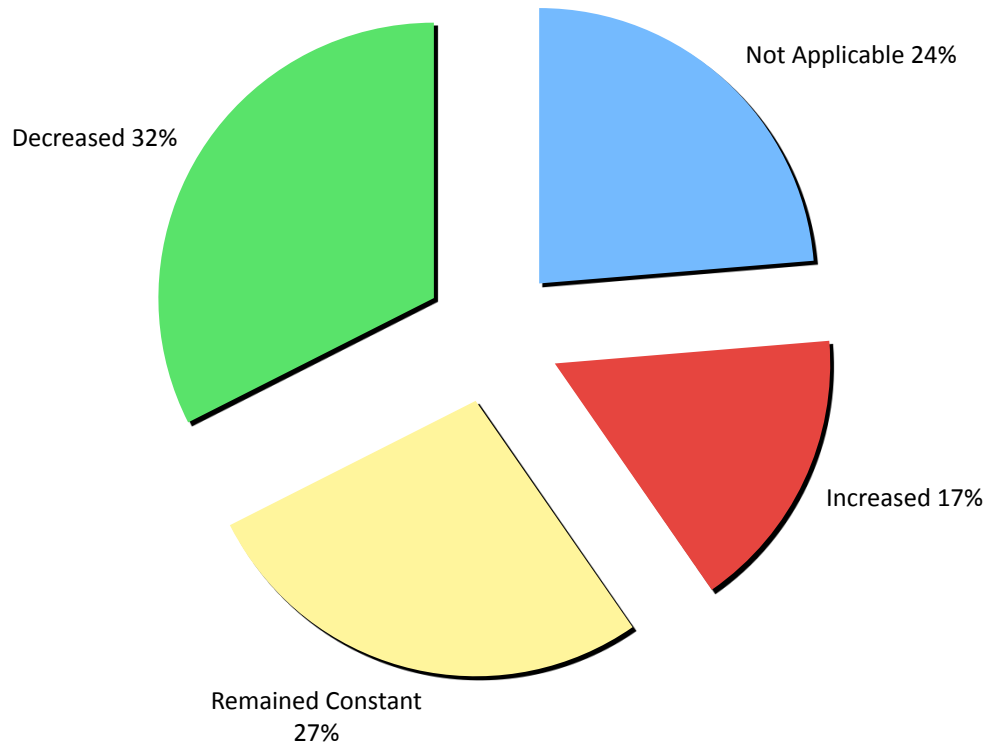


Q1 2009 - Overall UK Sales

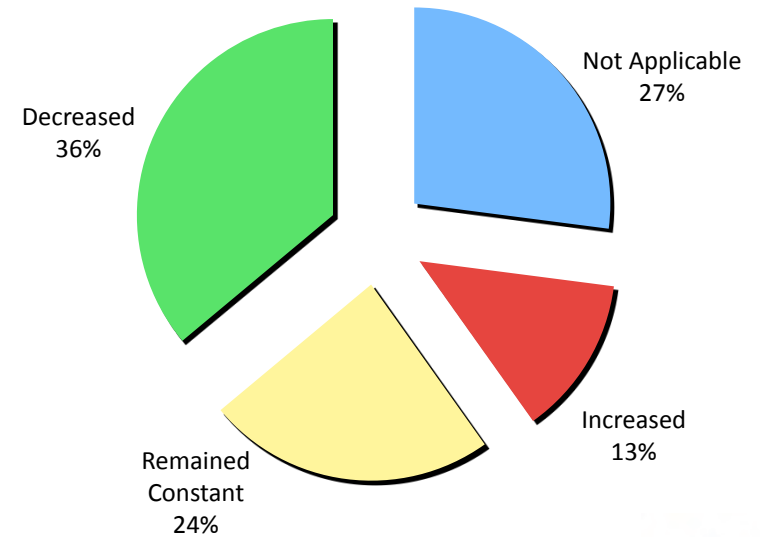


UK Orders - changes in the last quarter

Q2 2009 - Overall UK Orders

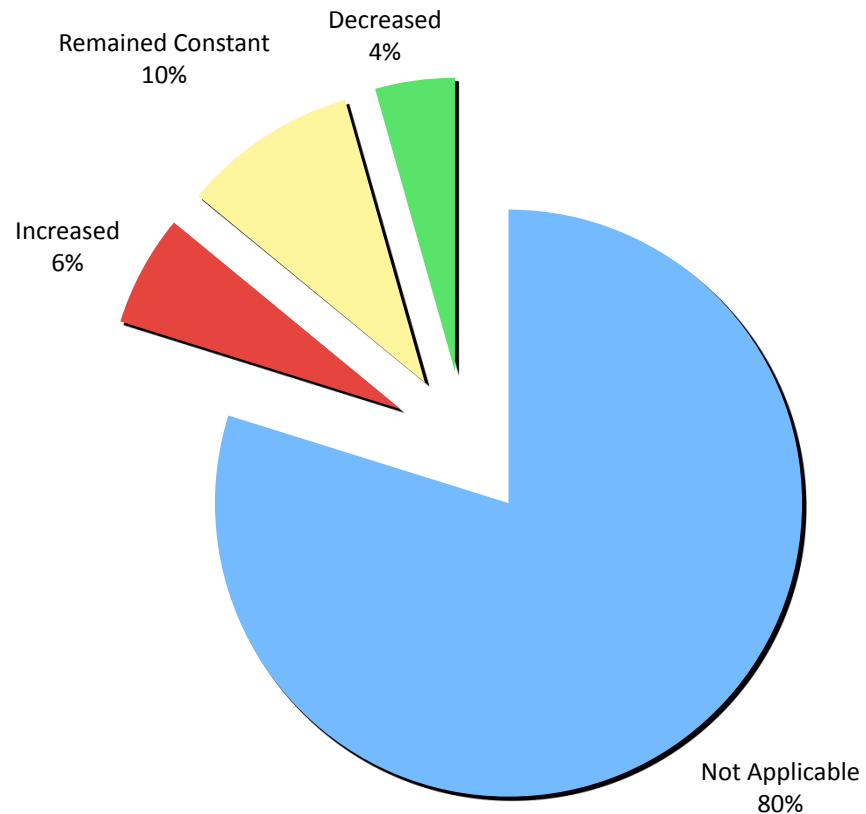


Q1 2009 - Overall UK Orders

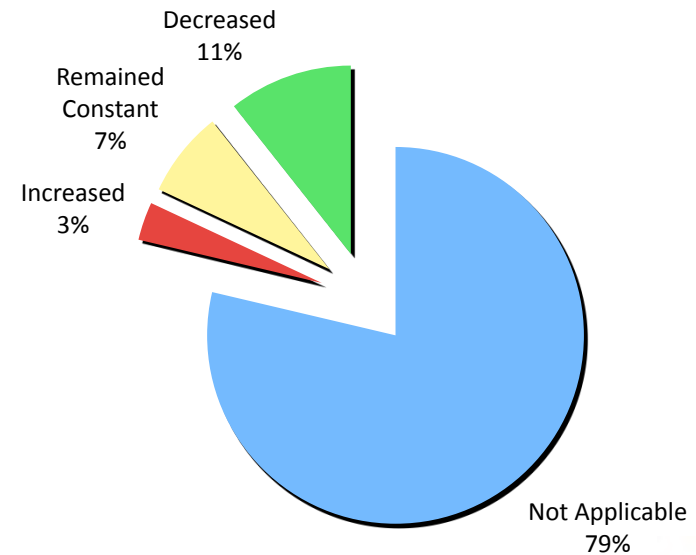


Export Sales - changes in the last quarter

Q2 2009 - Overall Export Sales

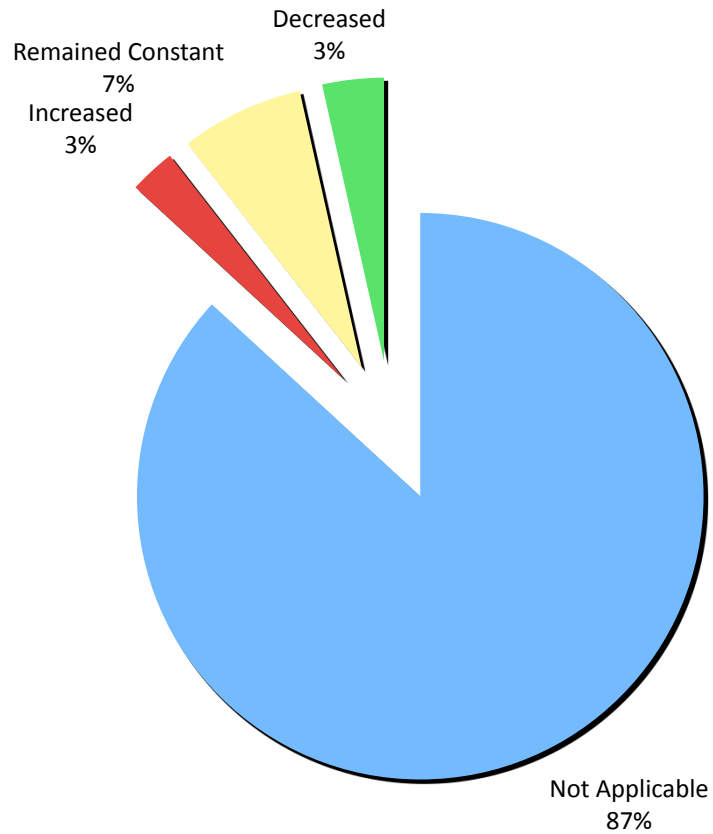


Q1 2009 - Overall Export Sales

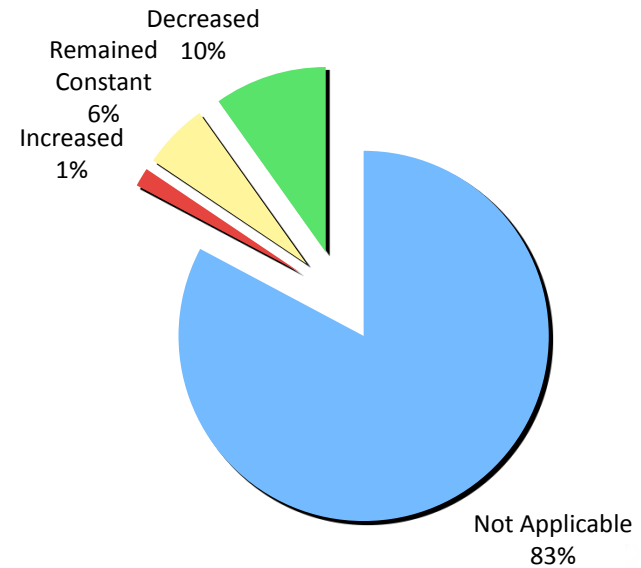


Export Orders - changes in the last quarter

Q2 2009 - Overall Export Orders

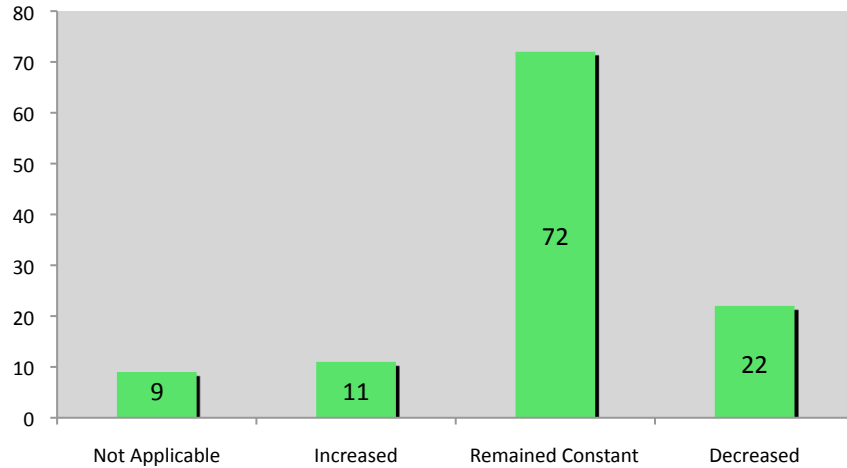


Q1 2009 - Overall Export Orders

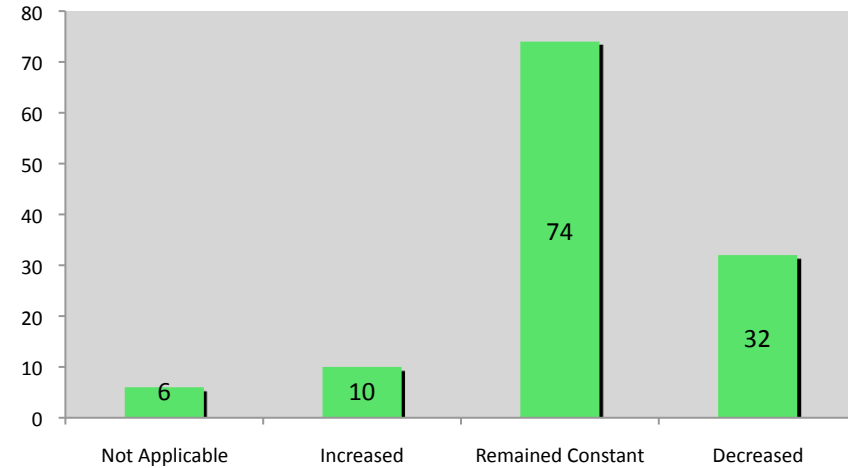


Workforce changes and expectations

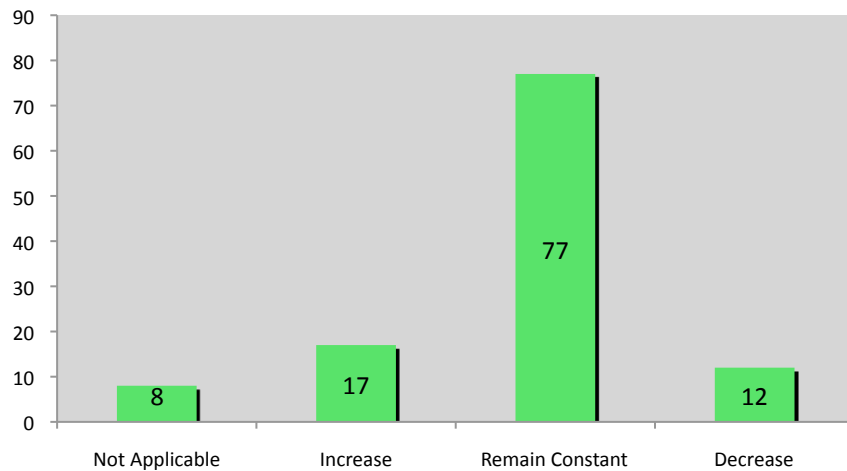
Q2 2009 - Workforce Changes in past quarter



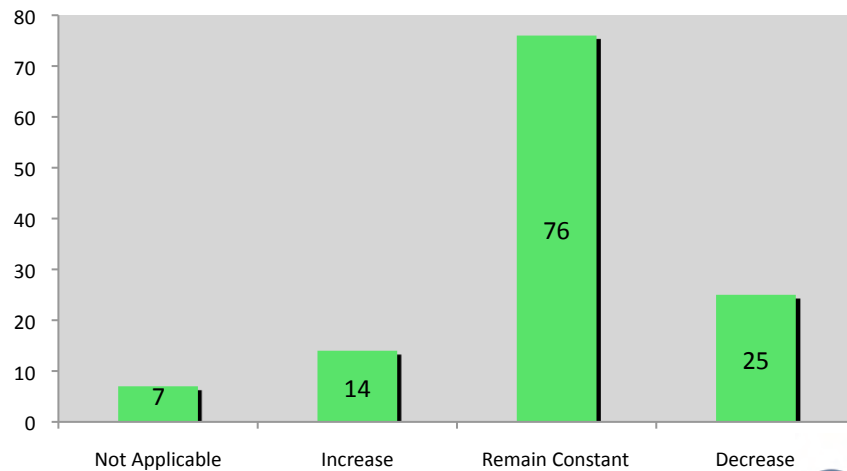
Q1 2009 - Workforce Changes in past quarter



Q2 2009 - Workforce Changes in next quarter

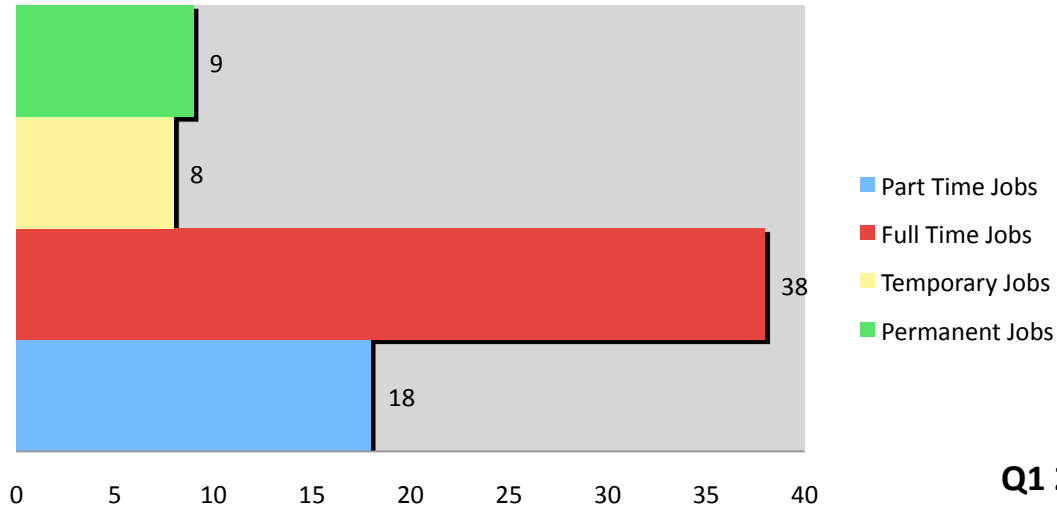


Q1 2009 - Workforce Changes in next quarter

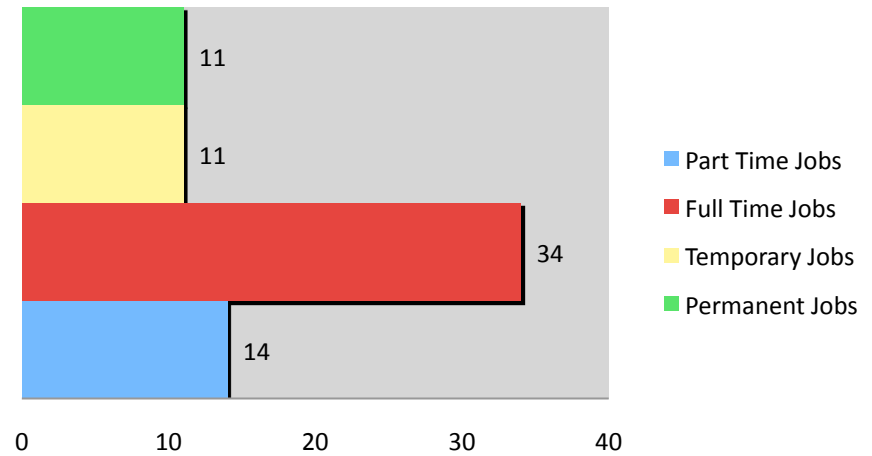


Staff recruitment

Q2 2009 - Types of Staff attempted to recruit

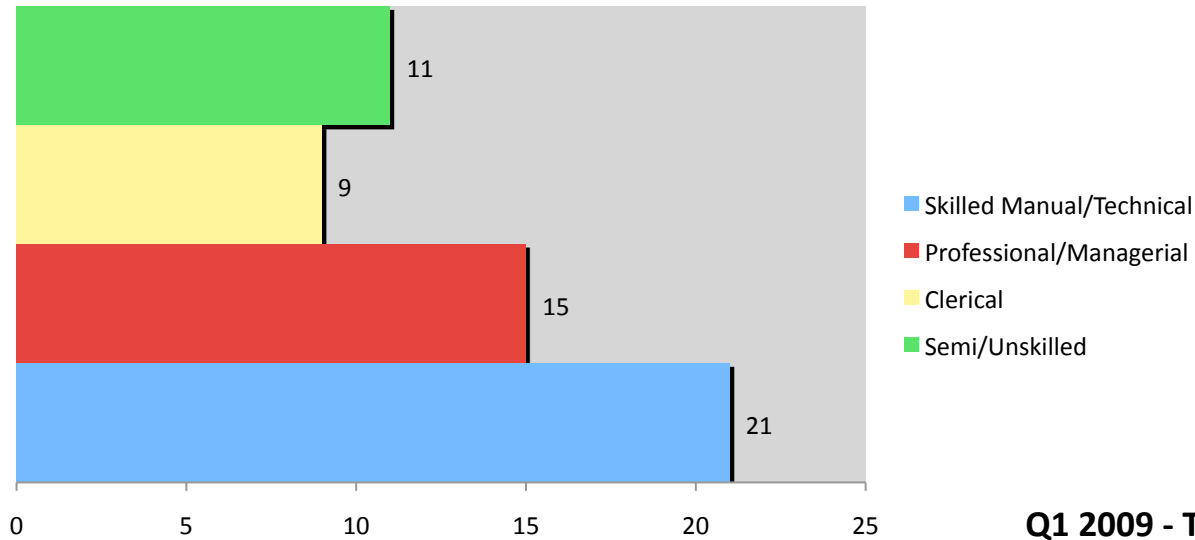


Q1 2009 - Types of Staff attempted to recruit

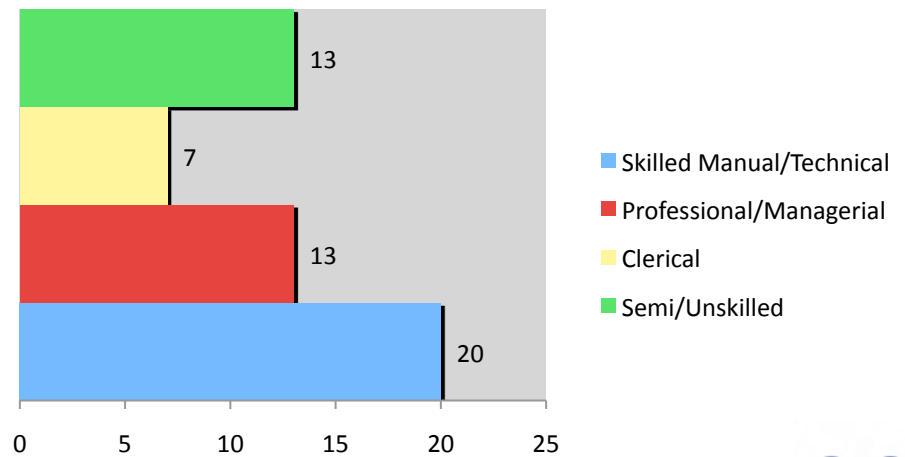


Difficulties in staff recruitment

Q2 2009 - Types of Staff difficult to recruit

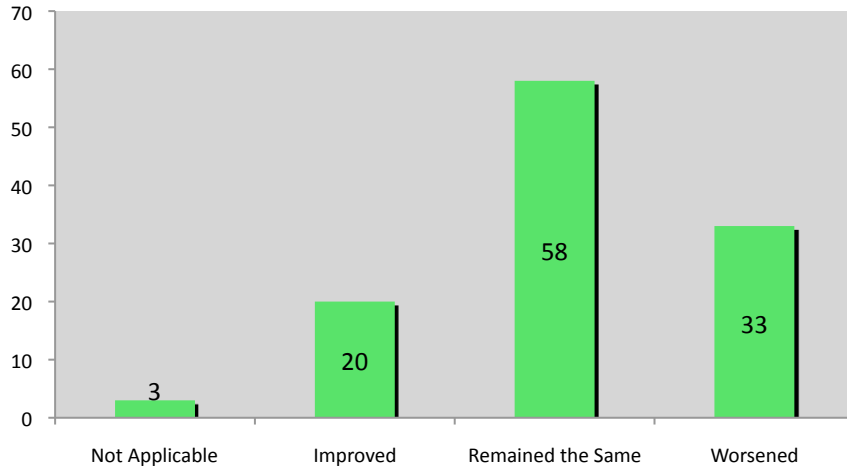


Q1 2009 - Types of Staff difficult to recruit

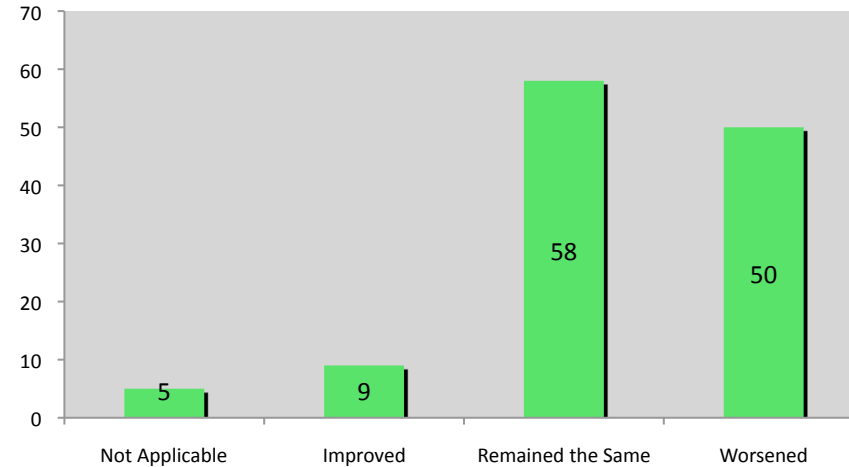


Cashflow & price changes and expectations

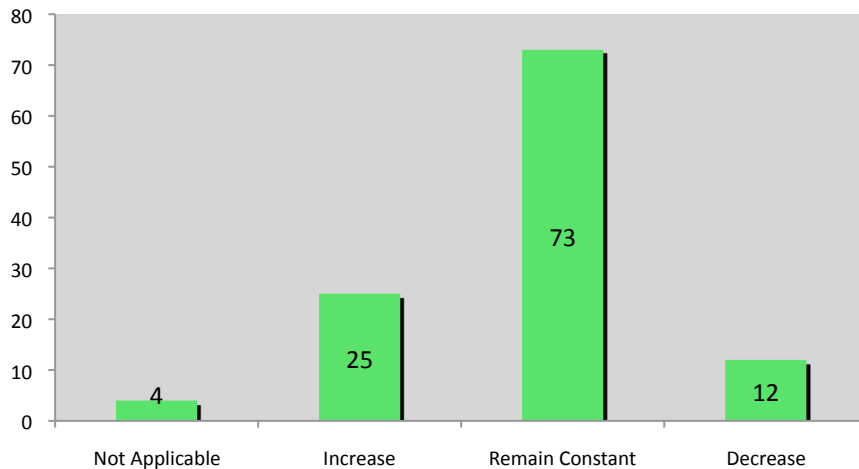
Q2 2009 - Changes in Cashflow over previous quarter



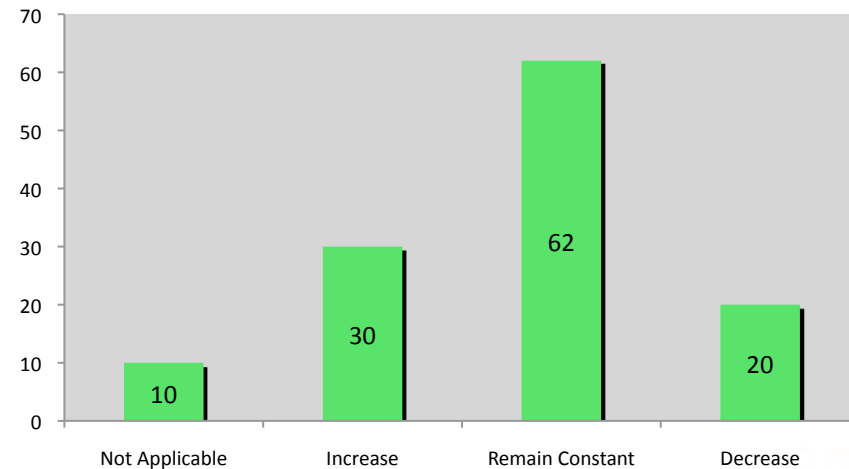
Q1 2009 - Changes in Cashflow over previous quarter



Q2 2009 - Expectations for Prices over next quarter

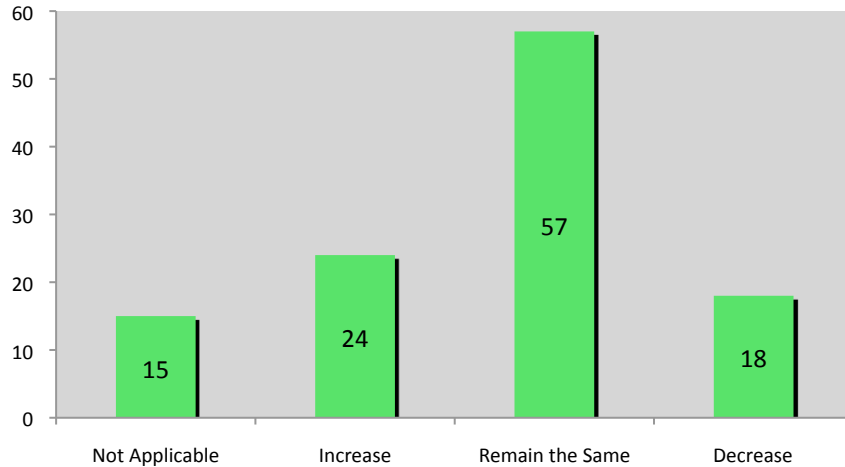


Q1 2009 - Expectations for Prices over next quarter

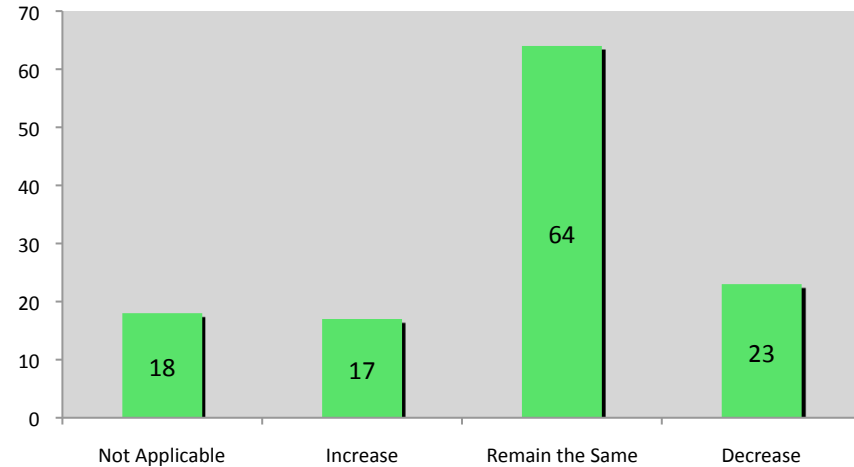


Investment in training & PME

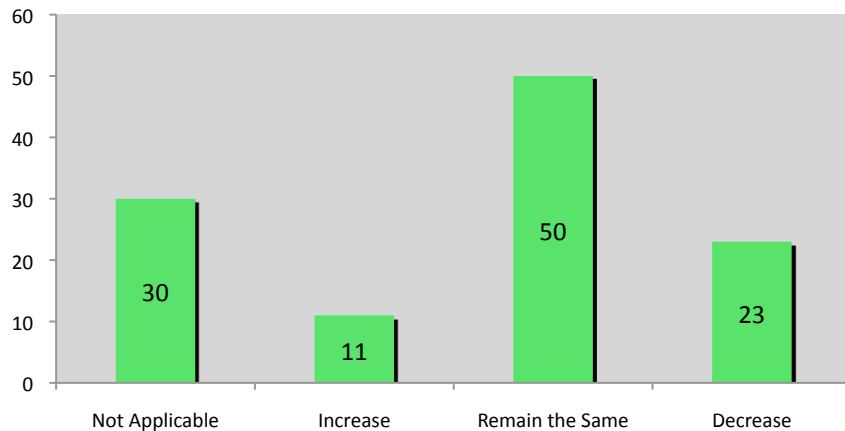
Q2 2009 - Plans for Training in next quarter



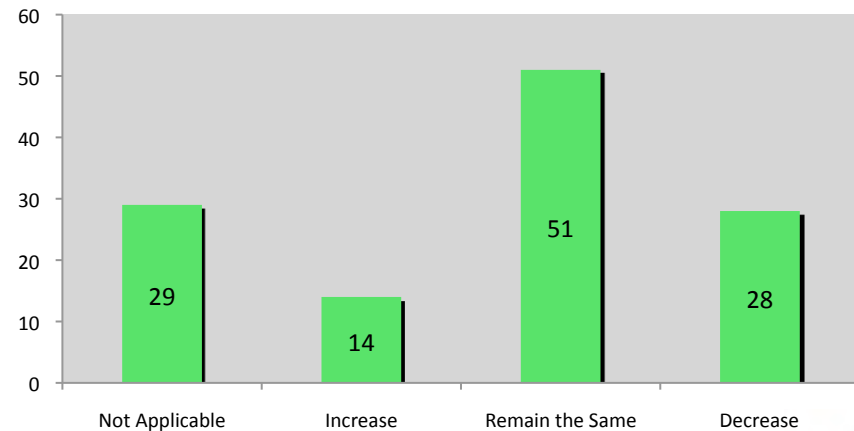
Q1 2009 - Plans for Training in next quarter



Q2 2009 - Plant & Equipment Investment plans for next quarter

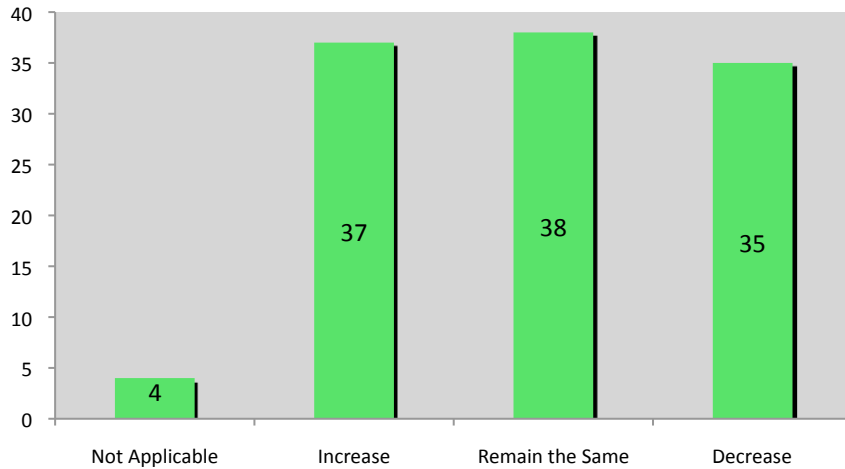


Q1 2009 - Plant & Equipment Investment plans for next quarter

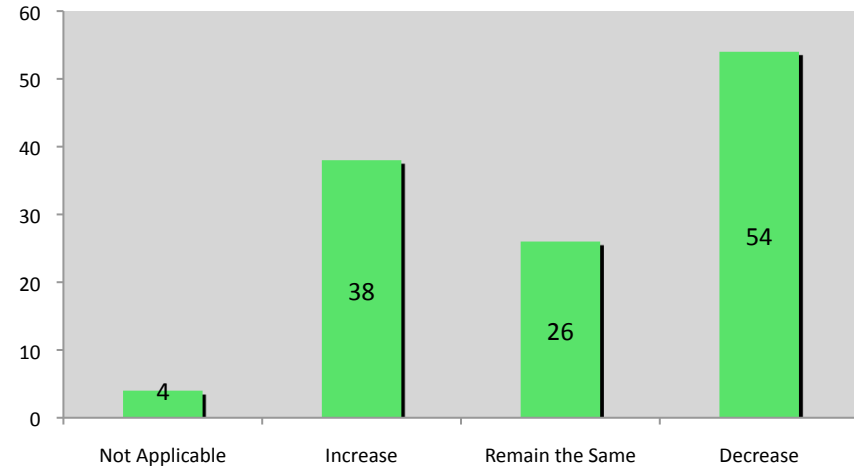


Business optimism - 12 month expectations

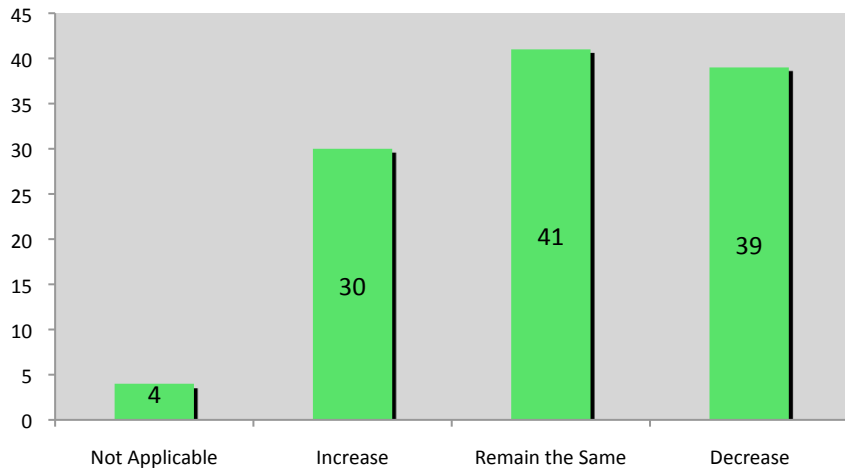
Q2 2009 - Turnover expectations in next quarter



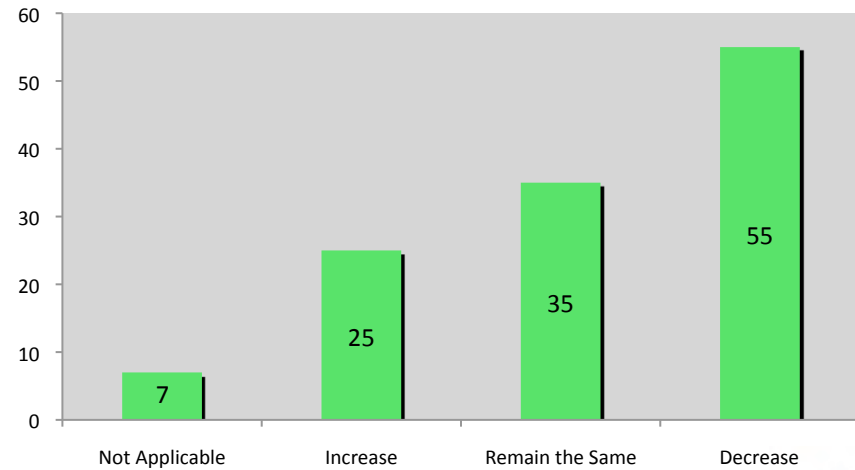
Q1 2009 - Turnover expectations in next quarter



Q2 2009 - Profitability expectations in next quarter

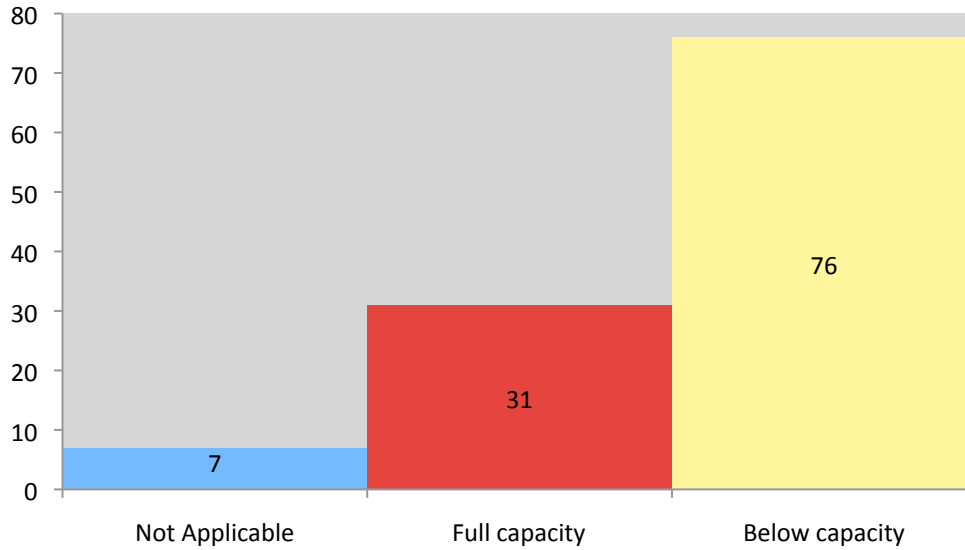


Q1 2009 - Profitability expectations in next quarter

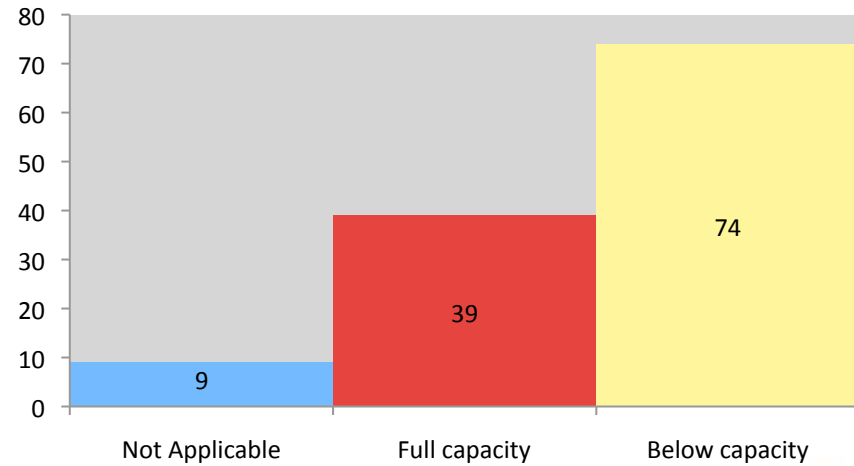


Operating at capacity

Q2 2009 - Operating at capacity

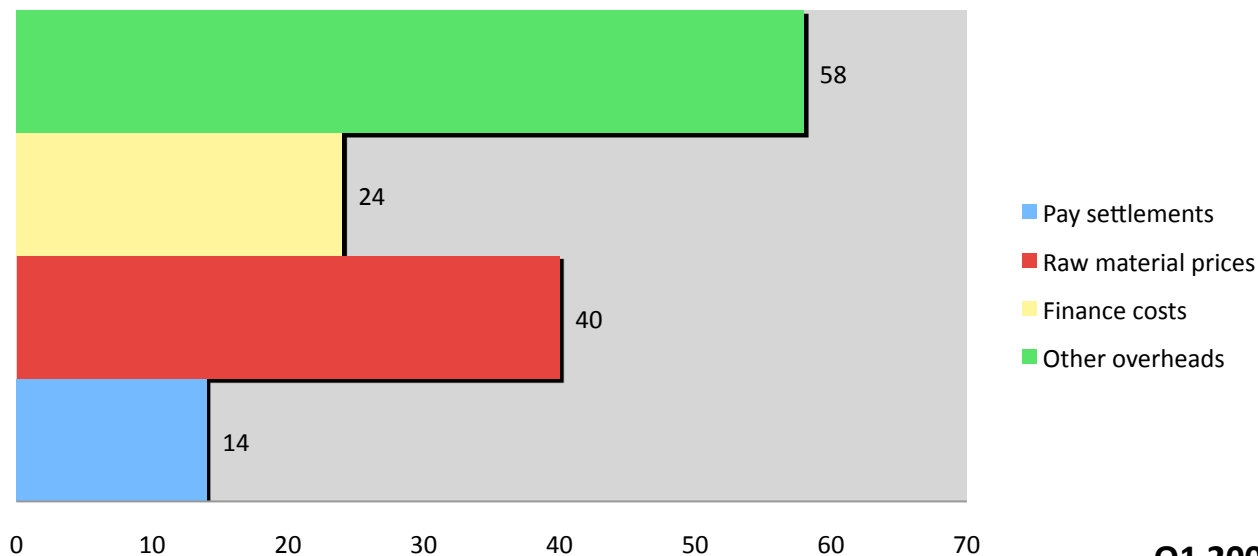


Q1 2009 - Operating at capacity

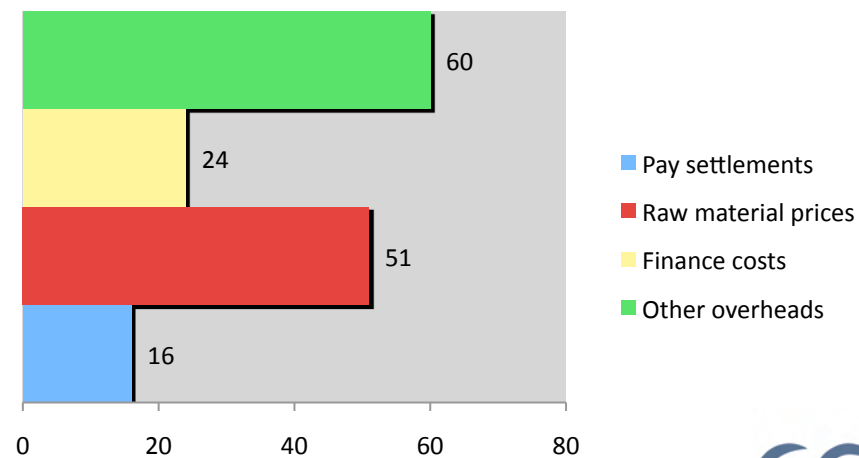


Pressures on businesses

Q2 2009 - Pressures on businesses

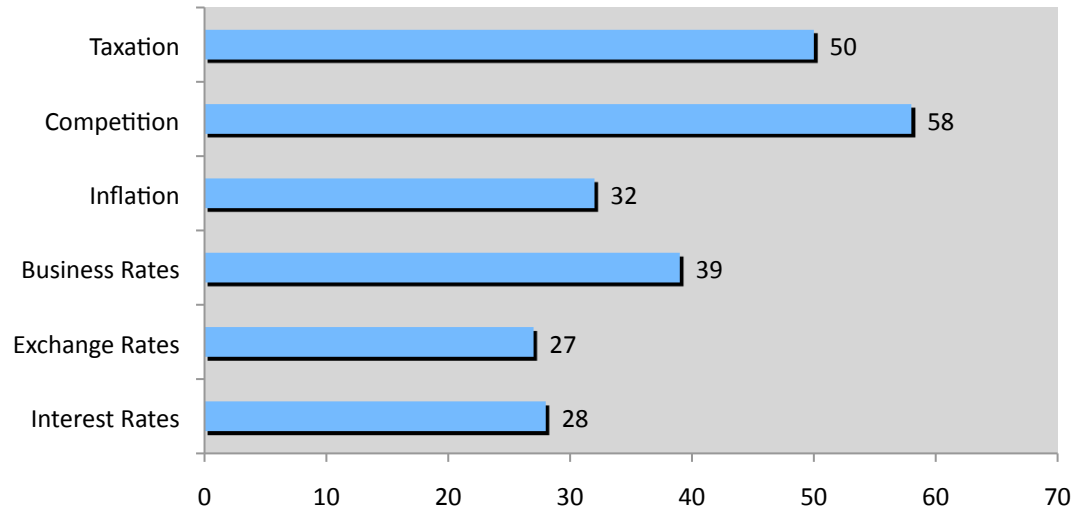


Q1 2009 - Pressures on businesses

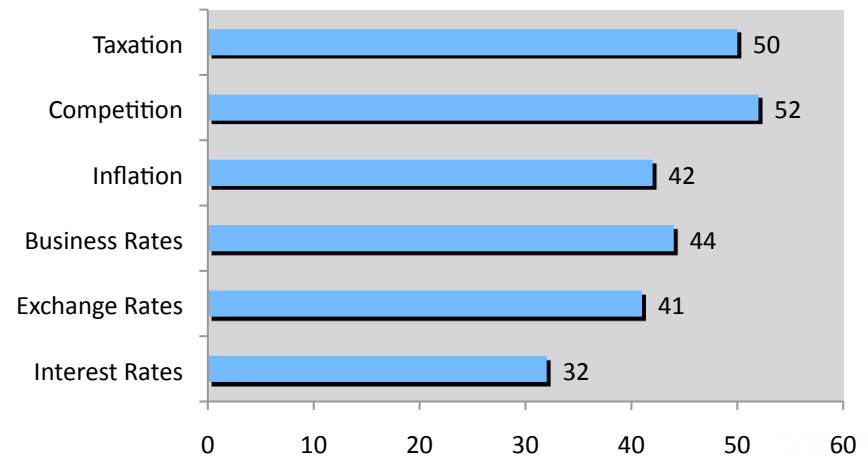


Business concerns

Q2 2009 - Concerns



Q1 2009 - Concerns



The Cornwall Quarterly Economic Survey Q2
2009 has been managed for Cornwall Chamber of Commerce by The Third Stage
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