

Christchurch businesses survey

[August 2012]



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1. Methodology

These tables are based on a telephone survey of 400 Christchurch business owners/ managers.

Fieldwork was conducted between 31st July and 6th August 2012 from UMR's call centre facility located in Auckland. The margin of error for sample size of 400 for a 50% figure at the '95% confidence level' is $\pm 4.9\%$.

Note that references to Industry groups are based on small sub-samples so should be treated as indicative only.

SAMPLE MAKE-UP	
<i>What industry does your business belong to?</i>	
	August n=
Manufacturing	63
Construction	45
Wholesale Trade/ Retail Trade	44
Health Care and Social Assistance	44
Professional, Scientific and Technical Services	39
Transport, Postal and Warehousing	21
Accommodation and Food Services	18
Administrative and Support Services	18
Education and Training	18
Financial Services	15
Arts and Recreation Services	13
Agriculture, Forestry and Fishing	11
Electricity, Gas, Water and Waste Services	7
Information Media and Telecommunications	6
Rental, Hiring and Real Estate Services	6
Public Administration and Safety	5
Insurance Services	3
Other services	5
Other	19

Base: All respondents

2. Topline tables

■ General mood

Christchurch business owners/ managers were predominately positive with almost four in five believing things in Christchurch were heading in the right direction (78%), 14% were unsure and just 8% thought things were off on the wrong track.

Business owners/ managers who wanted to locate their business in the new CBD were significantly more likely to state things were heading in the right direction (88%). Supporters of the plan and those that thought it was a good time to invest in Christchurch were also more likely to report things were heading in the right direction (86%). Those that believed it was a bad time to invest in Christchurch were more likely to believe things were off on the wrong track with a quarter of respondents taking this view.

This compares with UMR's national data with half (51%) of New Zealanders thinking things were heading in the right direction nationally, 38% thinking things were off on the wrong track and 11% were unsure.

THE MOOD	
<i>Generally speaking, are things in Christchurch heading in the right direction or are they off on the wrong track?</i>	
	August %
Right direction	78
Wrong track	8
Unsure	14

Base: All respondents

■ General awareness of rebuild

There was almost universal awareness amongst business owners/ managers of the recent announcement by the Government and Christchurch City Council about the rebuild of the central city area (99%), with just 1% of respondents remaining unaware.

AWARENESS OF CHRISTCHURCH REBUILD

Are you aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area?

	August %
Yes, aware	99
No, not aware	1
Unsure	-

Base: All respondents

The majority of business owners/ managers declared they possessed a reasonable knowledge¹ about the Christchurch rebuild (70%), though only 14% of them declared they knew a lot. Another 29% reported having a low level of knowledge and 1% were unsure.

Owners who would prefer to locate their business in the new CBD were the most likely to state they knew 'a lot' about the rebuild plan (35%), with 86% of them declaring a reasonable knowledge overall. When comparing industries, those in the professional, scientific and technical services business were most likely to report being knowledgeable with 22% stating they knew 'a lot' and 83% stating a reasonable knowledge overall. This was followed by owners in the manufacturing industry who were significantly more likely to state they knew a 'fair amount' (70%), but less likely to state they knew 'a lot' (3%). Those in the construction industry were least likely to be knowledgeable about the rebuild plan with just over half (51%) declaring a reasonable knowledge.

KNOWLEDGE OF CHRISTCHURCH REBUILD

How much would you say you know about it - a lot, a fair amount, not that much or hardly anything at all?

	August %
Base: n=	395
A lot	14
A fair amount	56
TOTAL 'A LOT' + 'A FAIR AMOUNT'	70
Not that much	24
Hardly anything at all	5
TOTAL 'NOT THAT MUCH' + 'HARDLY ANYTHING AT ALL'	29
Unsure	1

Base: Those aware of the rebuild

¹ Reasonable knowledge is defined as those that knew 'a lot' and 'a fair amount', i.e. those that selected a '1' or '2' on a 5 point scale where '1' meant they knew a lot and '5' hardly anything at all.

■ Awareness of details

The most well known detail of the rebuild plan was the inclusion of numerous green spaces and parks in the CBD (24%), closely followed by the division of the city into precincts (22%) and general knowledge of what kind of buildings may be built or where they may be located (20%). Almost one in five (18%) could recall plans for a new stadium, convention centre or other specific building.

A further 15% of business owners/ managers had only a vague awareness of the rebuild plans existence with no detailed knowledge, 14% had seen the plans or blueprints, 13% knew the CBD would be more compact and 12% mentioned the council would have to buy land for the plan. One in ten only knew what they had seen or read in the media. The less cited details included the new height restrictions on buildings (7%), that the river would be featured more prominently, there are a number of key anchor projects planned and the general timeframe for development (all 4%).

DETAILED KNOWLEDGE OF CHRISTCHURCH REBUILD	
<i>What do you know about it?</i>	
	August %
<i>Base: n=</i>	278
There will be a lot of green spaces/parks	24
The city will be divided up into precincts/districts	22
Where or what the new buildings/places are going to be (general)	20
Can name a new facility - stadium, convention centre, etc	18
Has awareness of the plan/redevelopment (not specific)	15
Has seen the plans/sketches/blueprints	14
The CBD will be smaller	13
The council will have to buy land for the plan	12
What they have read/seen in the media	10
The buildings will be height restricted/low-rise	7
The river will be featured more prominently	4
Aware of the anchor projects	4
Knows timeframe for the development	4
Other	4

Base: Those that knew 'a lot' or a 'fair amount' about the Christchurch rebuild
 NB: Due to multiple response, percentages may not add to 100%

■ Support for rebuild plan

Support for the rebuild plan was strong with almost three quarters (74%) of business owners/managers declaring support and 40% strong support, 15% were neutral on the issue and only 7% opposed the plan.

Business owners/ managers that would prefer to locate their business in the new CBD were significantly more likely to support the plan (87%). Following this, those that declared a reasonable knowledge of the rebuild plan or believed it was a good time to invest in Christchurch city were also more likely to support the plan (82% and 80% respectively).

SUPPORT FOR PLAN		
<i>Using a 1-5 scale where 1 means - strongly support and 5 means – strongly oppose how much do you support or oppose the Government and City Council's plan to rebuild the Christchurch central city area?</i>		
	All %	Those who know 'a lot' + 'a fair amount' about the rebuild %
Base: n=	400	278
1 Strongly support	40	47
2	34	35
TOTAL SUPPORT '1' + '2'	74	82
3	15	9
4	6	6
5 Strongly oppose	1	1
TOTAL OPPOSE '4' + '5'	7	7
Unsure	4	2

■ Appetite for investing in Christchurch city

Almost three quarters of respondents (73%) believed it was a good time to invest in the city, 14% thought it was a bad time and 13% were unsure. Those that support the plan were more likely to believe it is a good time to invest in the city (78%) and business owners/ managers who would prefer to locate in the new CBD were slightly more likely to state it was a good time (77%).

Business owners/ managers in the construction industry were significantly less likely to state it was a bad time to invest with only 4% stating this opinion and 80% reporting it was a good time to invest.

GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY

Thinking about Christchurch, is it generally a good or a bad time to invest in the city?

	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
Base: n=	400	278
Good time	73	74
Bad time	14	12
Unsure	13	14

Base: All respondents

■ Intention to stay in Christchurch

There was almost unanimous agreement that owners would keep their businesses in Christchurch over the next few years (97%), with only 2% reporting they would not and 1% remaining undecided.

CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA

Do you think your business will remain in the Christchurch area for the next few years?

	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
Base: n=	400	278
Yes	97	97
No	2	1
Unsure	1	2

Base: All respondents

One in five respondents (21%) stated a preference to locate their business in the new CBD, the majority (66%) wanted to locate elsewhere in the greater Christchurch area and 13% were unsure.

Those that declared they knew 'a lot' about the rebuild plan were the group most likely to state a preference to settle in the new CBD (53%) and respondents with a reasonable knowledge or that supported the plan were also slightly more likely to consider establishing their business there (26% and 24% respectively).

In relation to business characteristics, owners of a large business (27%), trading trusts (35%) or partnerships (39%) and businesses in the professional, scientific and technical services industry

(44%) were all more likely to consider positioning themselves in the CBD. Those in the manufacturing industry were more likely to prefer to locate elsewhere in the greater Christchurch area (83%).

PREFERRED LOCATION		
<i>Would you prefer to site your business in the new CBD or elsewhere in the greater Christchurch area?</i>		
	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
Base: n=	400	278
New CBD	21	26
Elsewhere in greater Christchurch area	66	61
Unsure	13	13

Base: All respondents

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THE MOOD

Generally speaking, are things in Christchurch heading in the right direction or are they off on the wrong track?

	Base	Right Direction	Wrong Track	Unsure
All	400	78%	8%	14%
NUMBER OF EMPLOYEES				
Small (1-5 employees)	102	71%	13%	16%
Medium (6-19 employees)	156	81%	7%	12%
Large (20+ employees)	142	79%	7%	14%
OWNER/ PART OWNER				
Yes	237	79%	8%	13%
No/ Unsure	163	77%	10%	13%
INDUSTRY (TOP FIVE)				
Manufacturing	63	75%	8%	17%
Construction	45	82%	5%	13%
Wholesale Trade/ Retail Trade	44	82%	7%	11%
Professional, Scientific and Technical Services	39	87%	5%	8%
Health Care and Social Assistance	44	73%	11%	16%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	55	87%	6%	7%
A fair amount	223	79%	9%	12%
Not that much	94	79%	6%	15%
Hardly anything at all	18	50%	11%	39%
Know 'a lot' + 'a fair amount'	278	81%	8%	11%
Know 'a lot' + 'a fair amount' + 'Not that much'	372	80%	8%	12%
SUPPORT FOR PLAN				
Total support (1+2)	299	86%	4%	10%
Total oppose (4+5)	27	55%	30%	15%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY				
Good time	292	86%	4%	10%
Bad time	56	55%	25%	20%
CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA				
Yes	387	79%	8%	13%
No/ Unsure	13	46%	23%	31%
PREFERRED LOCATION				
New CBD	84	88%	6%	6%
Elsewhere in greater Christchurch area	265	74%	10%	16%
OWNERSHIP STRUCTURE				
Sole proprietor	33	73%	15%	12%
Partnership	33	91%	9%	0%
Company	274	78%	7%	15%
Trading trust	23	82%	9%	9%
Co-operative	13	61%	8%	31%
ROLE/ TITLE				
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	205	77%	8%	15%
Manager	148	79%	10%	11%
CEO/ CFO	27	78%	4%	18%
Other	20	80%	5%	15%

AWARENESS OF CHRISTCHURCH REBUILD

Are you aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area?

	Base	Yes, aware	No, not aware	Unsure
All	400	99%	1%	0%
NUMBER OF EMPLOYEES				
Small (1-5 employees)	102	98%	2%	0%
Medium (6-19 employees)	156	99%	1%	0%
Large (20+ employees)	142	99%	0%	1%
OWNER/ PART OWNER				
Yes	237	99%	1%	0%
No/ Unsure	163	98%	1%	1%
INDUSTRY (TOP FIVE)				
Manufacturing	63	100%	0%	0%
Construction	45	100%	0%	0%
Wholesale Trade/ Retail Trade	44	98%	0%	2%
Professional, Scientific and Technical Services	39	92%	8%	0%
Health Care and Social Assistance	44	100%	0%	0%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	55	100%	0%	0%
A fair amount	223	100%	0%	0%
Not that much	94	100%	0%	0%
Hardly anything at all	18	100%	0%	0%
Know 'a lot' + 'a fair amount'	278	100%	0%	0%
Know 'a lot' + 'a fair amount' + 'Not that much'	372	100%	0%	0%
SUPPORT FOR PLAN				
Total support (1+2)	299	100%	0%	0%
Total oppose (4+5)	27	100%	0%	0%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY				
Good time	292	99%	1%	0%
Bad time	56	96%	4%	0%
CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA				
Yes	387	99%	1%	0%
No/ Unsure	13	92%	8%	0%
PREFERRED LOCATION				
New CBD	84	99%	1%	0%
Elsewhere in greater Christchurch area	265	99%	1%	0%
OWNERSHIP STRUCTURE				
Sole proprietor	33	94%	3%	3%
Partnership	33	100%	0%	0%
Company	274	99%	1%	0%
Trading trust	23	100%	0%	0%
Co-operative	13	100%	0%	0%
ROLE/ TITLE				
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	205	99%	1%	0%
Manager	148	98%	1%	1%
CEO/ CFO	27	100%	0%	0%
Other	20	100%	0%	0%

KNOWLEDGE OF CHRISTCHURCH REBUILD

How much would you say you know about it - a lot, a fair amount, not that much or hardly anything at all?

	Base	A lot	A fair amount	Not that much	Hardly anything at all	Unsure
All	395	14%	56%	24%	5%	1%
NUMBER OF EMPLOYEES						
Small (1-5 employees)	100	15%	58%	23%	4%	0%
Medium (6-19 employees)	154	11%	53%	29%	5%	2%
Large (20+ employees)	141	17%	59%	19%	4%	1%
OWNER/ PART OWNER						
Yes	235	14%	55%	24%	6%	1%
No/ Unsure	160	13%	58%	24%	3%	2%
INDUSTRY (TOP FIVE)						
Manufacturing	63	3%	70%	19%	6%	2%
Construction	45	9%	42%	40%	7%	2%
Wholesale Trade/ Retail Trade	43	12%	56%	30%	2%	0%
Professional, Scientific and Technical Services	36	22%	61%	14%	3%	0%
Health Care and Social Assistance	44	7%	57%	25%	9%	2%
SUPPORT FOR PLAN						
Total support (1+2)	298	17%	60%	20%	2%	1%
Total oppose (4+5)	27	15%	59%	22%	4%	0%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY						
Good time	289	15%	56%	24%	4%	1%
Bad time	54	11%	50%	30%	7%	2%
CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA						
Yes	383	14%	57%	24%	4%	1%
No/ Unsure	12	8%	50%	25%	17%	0%
PREFERRED LOCATION						
New CBD	83	35%	51%	12%	1%	1%
Elsewhere in greater Christchurch area	261	7%	58%	28%	5%	2%
OWNERSHIP STRUCTURE						
Sole proprietor	31	10%	55%	29%	3%	3%
Partnership	33	24%	55%	15%	3%	3%
Company	272	12%	57%	25%	5%	1%
Trading trust	23	22%	48%	22%	8%	0%
Co-operative	13	31%	61%	8%	0%	0%
ROLE/ TITLE						
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	203	16%	55%	24%	4%	1%
Manager	145	11%	57%	25%	6%	1%
CEO/ CFO	27	11%	63%	22%	4%	0%
Other	20	15%	65%	15%	0%	5%

SUPPORT FOR PLAN

Using a 1-5 scale where 1 means - strongly support and 5 means - strongly oppose how much do you support or oppose the Government and City Council's plan to rebuild the Christchurch central city area?

	Base	1 Strongly support	2	3	4	5 Strongly oppose	Unsure
All	400	40%	34%	15%	6%	1%	4%
NUMBER OF EMPLOYEES							
Small (1-5 employees)	102	45%	23%	21%	8%	0%	3%
Medium (6-19 employees)	156	37%	39%	15%	4%	1%	4%
Large (20+ employees)	142	41%	37%	11%	6%	2%	3%
OWNER/ PART OWNER							
Yes	237	46%	30%	14%	5%	1%	4%
No/ Unsure	163	31%	41%	17%	7%	1%	3%
INDUSTRY (TOP FIVE)							
Manufacturing	63	40%	40%	14%	5%	0%	1%
Construction	45	38%	24%	31%	5%	0%	2%
Wholesale Trade/ Retail Trade	44	30%	36%	16%	11%	0%	7%
Professional, Scientific and Technical Services	39	54%	23%	10%	5%	3%	5%
Health Care and Social Assistance	44	30%	34%	23%	4%	2%	7%
KNOWLEDGE OF CHRISTCHURCH REBUILD							
A lot	55	80%	9%	4%	5%	2%	0%
A fair amount	223	39%	42%	10%	6%	1%	2%
Not that much	94	26%	36%	28%	6%	0%	4%
Hardly anything at all	18	22%	17%	33%	0%	6%	22%
Know 'a lot' + 'a fair amount'	278	47%	35%	9%	6%	1%	2%
Know 'a lot' + 'a fair amount' + 'Not that much'	372	42%	35%	14%	6%	1%	2%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY							
Good time	292	44%	36%	12%	4%	1%	3%
Bad time	56	20%	27%	27%	12%	3%	11%
CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA							
Yes	387	41%	35%	15%	5%	1%	3%
No/ Unsure	13	23%	31%	16%	15%	0%	15%
PREFERRED LOCATION							
New CBD	84	64%	23%	8%	1%	1%	3%
Elsewhere in greater Christchurch area	265	30%	40%	19%	6%	1%	4%
OWNERSHIP STRUCTURE							
Sole proprietor	33	34%	30%	24%	6%	0%	6%
Partnership	33	49%	30%	9%	0%	3%	9%
Company	274	42%	34%	15%	6%	1%	2%
Trading trust	23	35%	39%	13%	5%	4%	4%
Co-operative	13	31%	46%	15%	8%	0%	0%
ROLE/ TITLE							
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	205	45%	30%	14%	5%	2%	4%
Manager	148	33%	39%	18%	7%	0%	3%
CEO/ CFO	27	41%	44%	11%	0%	0%	4%
Other	20	40%	35%	10%	10%	5%	0%

GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY

Thinking about Christchurch, is it generally a good or a bad time to invest in the city?

	Base	Good time	Bad time	Unsure
All	400	73%	14%	13%
NUMBER OF EMPLOYEES				
Small (1-5 employees)	102	67%	17%	16%
Medium (6-19 employees)	156	74%	14%	12%
Large (20+ employees)	142	76%	12%	12%
OWNER/ PART OWNER				
Yes	237	72%	16%	12%
No/ Unsure	163	73%	12%	15%
INDUSTRY (TOP FIVE)				
Manufacturing	63	74%	13%	13%
Construction	45	80%	4%	16%
Wholesale Trade/ Retail Trade	44	73%	16%	11%
Professional, Scientific and Technical Services	39	79%	8%	13%
Health Care and Social Assistance	44	71%	18%	11%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	55	76%	11%	13%
A fair amount	223	73%	12%	15%
Not that much	94	72%	17%	11%
Hardly anything at all	18	72%	22%	6%
Know 'a lot' + 'a fair amount'	278	74%	12%	14%
Know 'a lot' + 'a fair amount' + 'Not that much'	372	73%	13%	14%
SUPPORT FOR PLAN				
Total support (1+2)	299	78%	9%	13%
Total oppose (4+5)	27	56%	33%	11%
CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA				
Yes	387	74%	13%	13%
No/ Unsure	13	39%	38%	23%
PREFERRED LOCATION				
New CBD	84	77%	10%	13%
Elsewhere in greater Christchurch area	265	71%	16%	13%
OWNERSHIP STRUCTURE				
Sole proprietor	33	73%	18%	9%
Partnership	33	82%	9%	9%
Company	274	73%	14%	13%
Trading trust	23	70%	4%	26%
Co-operative	13	77%	15%	8%
ROLE/ TITLE				
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	205	73%	15%	12%
Manager	148	72%	13%	15%
CEO/ CFO	27	74%	11%	15%
Other	20	85%	10%	5%

CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA

Do you think your business will remain in the Christchurch area for the next few years?

	Base	Yes	No	Unsure
All	400	97%	2%	1%
NUMBER OF EMPLOYEES				
Small (1-5 employees)	102	96%	3%	1%
Medium (6-19 employees)	156	95%	3%	2%
Large (20+ employees)	142	99%	0%	1%
OWNER/ PART OWNER				
Yes	237	96%	2%	2%
No/ Unsure	163	98%	1%	1%
INDUSTRY (TOP FIVE)				
Manufacturing	63	94%	1%	5%
Construction	45	98%	2%	0%
Wholesale Trade/ Retail Trade	44	98%	2%	0%
Professional, Scientific and Technical Services	39	100%	0%	0%
Health Care and Social Assistance	44	100%	0%	0%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	55	98%	0%	2%
A fair amount	223	97%	1%	2%
Not that much	94	97%	3%	0%
Hardly anything at all	18	89%	5%	6%
Know 'a lot' + 'a fair amount'	278	97%	1%	2%
Know 'a lot' + 'a fair amount' + 'Not that much'	372	97%	2%	1%
SUPPORT FOR PLAN				
Total support (1+2)	299	97%	1%	2%
Total oppose (4+5)	27	93%	7%	0%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY				
Good time	292	98%	1%	1%
Bad time	56	91%	7%	2%
PREFERRED LOCATION				
New CBD	84	98%	1%	1%
Elsewhere in greater Christchurch area	265	97%	2%	1%
OWNERSHIP STRUCTURE				
Sole proprietor	33	97%	3%	0%
Partnership	33	97%	3%	0%
Company	274	96%	2%	2%
Trading trust	23	100%	0%	0%
Co-operative	13	100%	0%	0%
ROLE/ TITLE				
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	205	97%	2%	1%
Manager	148	97%	1%	2%
CEO/ CFO	27	100%	0%	0%
Other	20	95%	0%	5%

PREFERRED LOCATION

Would you prefer to site your business in the new CBD or elsewhere in the greater Christchurch area?

	Base	New CBD	Elsewhere in greater Christchurch area	Unsure
All	400	21%	66%	13%
NUMBER OF EMPLOYEES				
Small (1-5 employees)	102	20%	63%	17%
Medium (6-19 employees)	156	16%	71%	13%
Large (20+ employees)	142	27%	63%	10%
OWNER/ PART OWNER				
Yes	237	19%	66%	15%
No/ Unsure	163	23%	67%	10%
INDUSTRY (TOP FIVE)				
Manufacturing	63	9%	83%	8%
Construction	45	9%	76%	15%
Wholesale Trade/ Retail Trade	44	11%	71%	18%
Professional, Scientific and Technical Services	39	44%	41%	15%
Health Care and Social Assistance	44	18%	71%	11%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	55	53%	34%	13%
A fair amount	223	19%	68%	13%
Not that much	94	11%	76%	13%
Hardly anything at all	18	5%	78%	17%
Know 'a lot' + 'a fair amount'	278	26%	61%	13%
Know 'a lot' + 'a fair amount' + 'Not that much'	372	22%	65%	13%
SUPPORT FOR PLAN				
Total support (1+2)	299	24%	62%	14%
Total oppose (4+5)	27	7%	74%	19%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY				
Good time	292	22%	65%	13%
Bad time	56	14%	77%	9%
CONTINUE TO REMAIN IN THE CHRISTCHURCH AREA				
Yes	387	21%	67%	12%
No/ Unsure	13	15%	54%	31%
OWNERSHIP STRUCTURE				
Sole proprietor	33	21%	67%	12%
Partnership	33	39%	49%	12%
Company	274	17%	68%	15%
Trading trust	23	35%	61%	4%
Co-operative	13	15%	85%	0%
ROLE/ TITLE				
Director/ Owner/ Director & Manager/ Owner & Manager/ Partner	205	21%	65%	14%
Manager	148	18%	71%	11%
CEO/ CFO	27	30%	63%	7%
Other	20	30%	50%	20%