

## Results of

# Economic Growth Survey for South Dublin 2017

During Autumn 2017, a focussed survey of over 200 local business owners and managers was carried out across South Dublin County, with each completing a detailed series of questions to understand how the growth of our businesses can be supported. This research is carried out under the Sustainable Business Programme, a partnership initiative from South Dublin County Council, LEO South Dublin and South Dublin Chamber.

Questions centred on:

- How growth can be supported
- Employment Levels – expected and actual
- Their priorities for investment in growing their business
- The potential impact of Britains exit from the EU

This brochure gives a summary of the responses that were given to a sample of the questions posed to respondents. In cases where questions were open ended these are not included here but will be analysed as part of future research. Highlights included:

70% of businesses have taken on staff in the last 2 years

Over 50% will be taking on more staff in coming 12 months

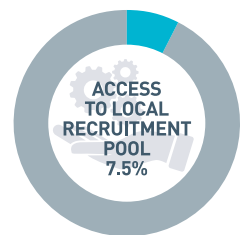
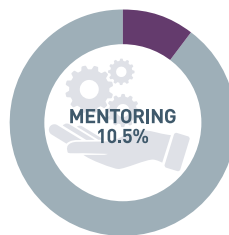
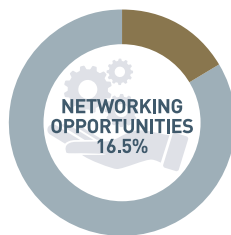
60% of businesses are currently exporting, with UK and N. Ireland as the main markets

The impact of "Brexit" has started with 36% saying that they have already been affected

## Growing your Business

### What type of local supports would help your business to grow?

Popular responses included assistance in **marketing their business (26%)**, as well as **increased networking opportunities (17%)** and **Mentoring (16%)**. Other areas identified by businesses that would assist with growth are: Support in accessing finance, recruitment assistance, improvement of public areas and shopfronts, and training support.



### Where are your investment priorities in the coming 12 months?

Businesses identified **advertising (22%)**, **technology investment (21%)** and **marketing their business (15%)** as areas of priority for investment in the coming 12 months. Other areas identified by businesses as priorities for investment in order to grow their business included: Marketing, Product Development, Recruitment and Sales.

Advertising	21.8%
Technology	21.2%
Market Research	15.2%
Machinery/Equipment	9.7%
Education	7.3%

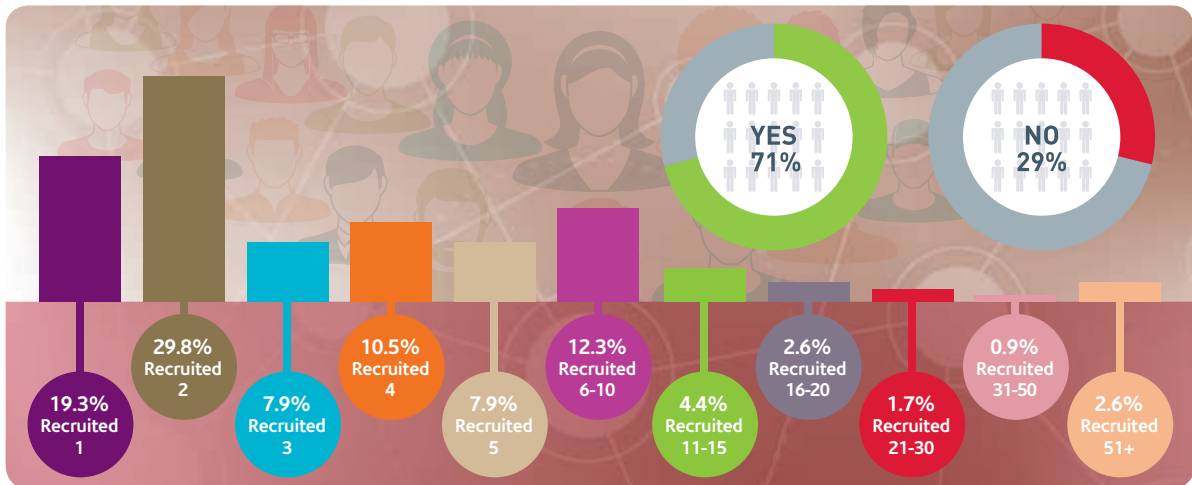


Financial Services	4.2%
Neighbourhood Maintenance (Cleaning/Safety)	1.8%
Foreign Specialists	0.6%
Legal Assistance	0.0%

# Recruitment

## Have you taken on new staff in the past 2 years

Over **70%** of businesses indicated that they had taken on new staff in the previous 2 years, with almost **42%** having recruited up to 10 people.

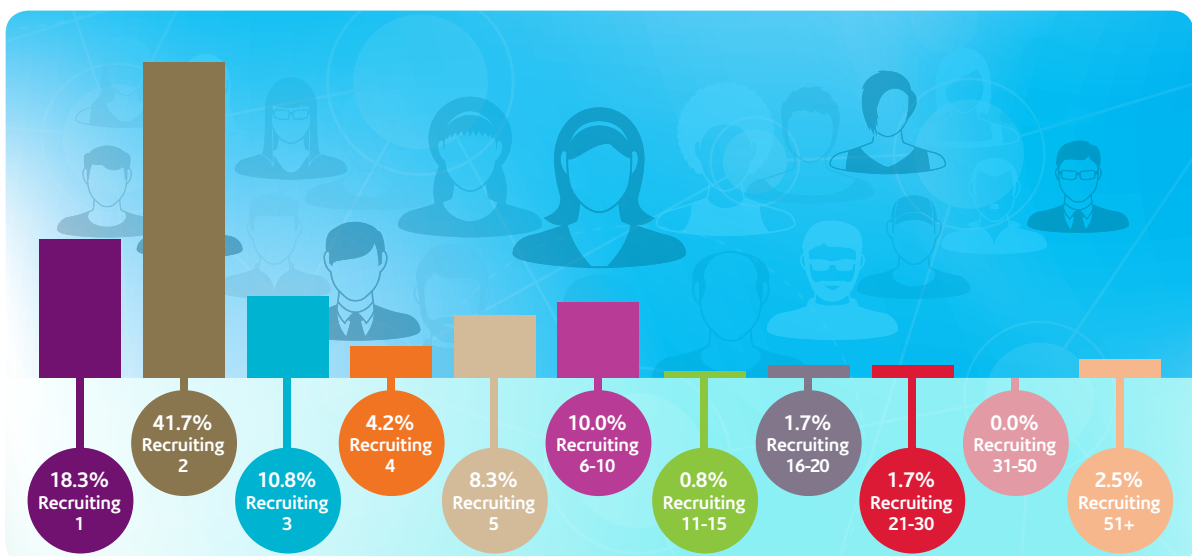


**52%** were sure that they would be recruiting new staff in the coming 12 months. Only **32%** of business owners indicated a categorical no to taking on new staff in the coming months.



## If Yes, how many staff do you intend on recruiting?

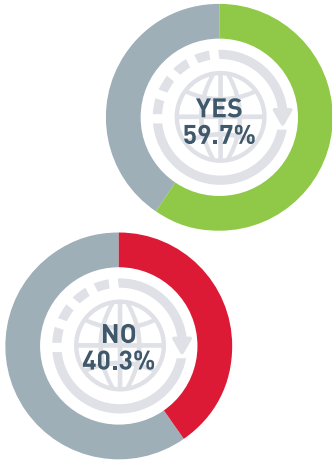
**42%** of business owners indicated that they would be taking on 2 staff during the coming year. Almost **38%** of businesses indicated that they would be taking on between **3 and 30 staff**. This is a **very positive indicator of growth in the county**.



# Exporting

## Does your company export?

Almost **60%** of businesses are currently exporting.



## If No, does your company have plans to export?

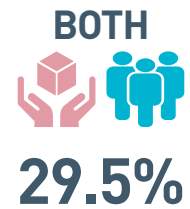
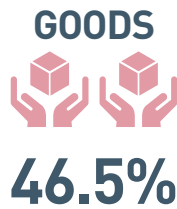
Of those not currently exporting **78%** have no plans to export, with 64% saying that it is not relevant to their business activity.



However over **17%** say that they have never considered exporting – demonstrating that there may be potential to develop this in future.

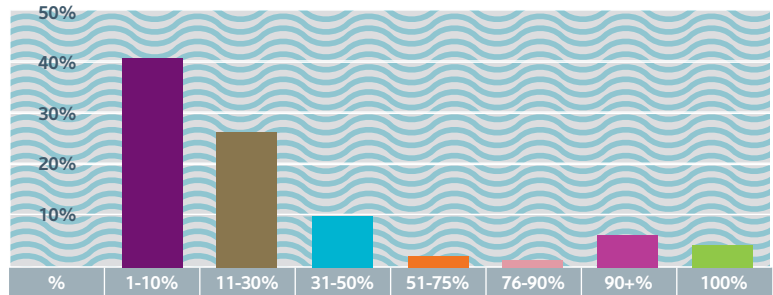
## What are businesses exporting?

From the businesses currently exporting, over **46%** are currently exporting goods, almost **25%** are exporting services and over **29%** identify that they are exporting both goods and services.

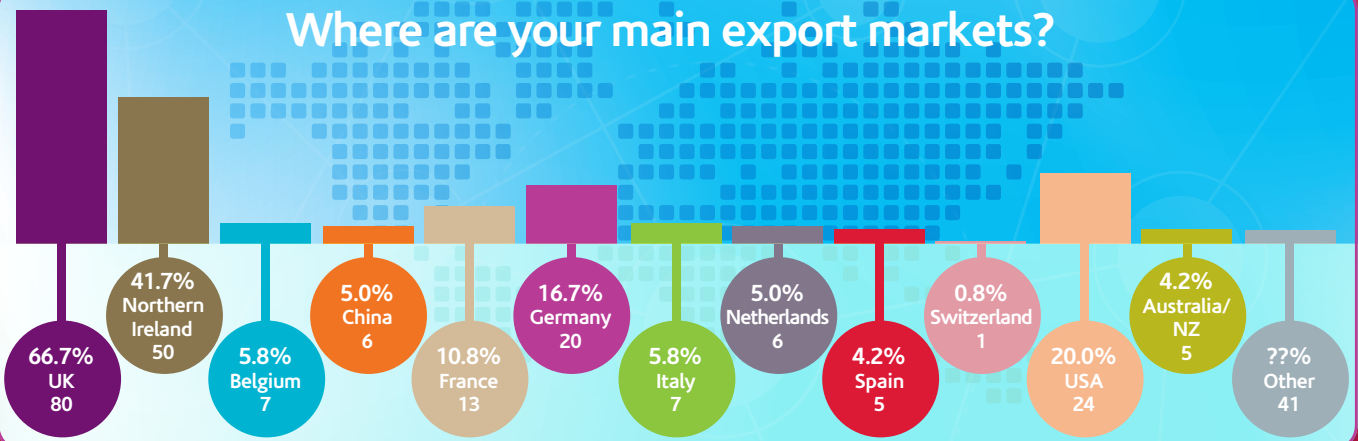


## What percentage of sales are going abroad?

Most businesses identified that a lower amount of their sales were going abroad (over 66% of businesses say that **less than 30%** of their sales are overseas)



## Where are your main export markets?



# Has your business been affected by Britains exit from Europe (Brexit)?

Over **36%** of business owners responded to say that they have already been affected by Brexit. Of these respondents, **over 50%** feel that this impact has been negative.

**Affected by Brexit**

**36%**

**Not affected by Brexit**

**46%**

**Unsure if they have been/ will be affected by Brexit**

**18%**



## Breakdown of Respondents

### Sectors of Business identified

The chart below shows the business sectors that were contacted as part of this survey. These sectors were self-identified by the business owners / managers. The biggest sectors contacted were **Industrial and Manufacturing (25%)**, **Professional Services (19%)** and **Retail (14%)**. The smallest sectors identified were Agriculture and Fishing (0.5%), Financial Services (1%) and Energy Sector (1.5%).

Industrial and Manufacturing	24.5%
Professional Services	19.2%
Retail	13.9%
Distribution	9.1%
ICT	9.1%
Construction	6.3%
Medical and Healthcare	6.3%
Science and Technology	5.7%



Recreation	5.3%
Tourism and Travel	4.3%
Education	3.9%
Transportation	2.9%
Pharmaceutical	2.4%
Energy	1.4%
Financial Services	1.0%
Agriculture and Fishing	0.5%

### Number of Employees

In order to get a representative sample of the businesses across the county, businesses of varied size were sampled.

Sole Trader	1.9%
1 Employee	3.8%
2-5 Employees	23.0%
6-10 Employees	20.5%
11-20 Employees	18.7%



21-40 Employees	16.3%
41-60 Employees	5.8%
61-100 Employees	2.4%
101-250 Employees	4.3%
251+ Employees	2.9%

Download the full report and view updates at [www.sdcc.ie](http://www.sdcc.ie) or [www.localenterprise.ie/SouthDublin](http://www.localenterprise.ie/SouthDublin) or [www.sdchamber.ie](http://www.sdchamber.ie)

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