



2011 Hertfordshire Business Survey

Prepared by ICM Research for Hertfordshire County Council

Version 2 (28-04-11)



Solutions
Answers
Answers A:
Q: Results
Responses
Questions



Perceived Impact of Local Business Factors - Top 6 NEGATIVE mentions

Base: All who consider each factor important

	Major/Minor negative impact %
Level of congestion of the roads	72
Cost of premises	61
Car parking	47
Ease in obtaining planning permission	44
Availability of suitability of premises	37
Transport costs	37

- A common theme throughout the entirety of this report of that transport is integral to business. Nine in ten leaders say that car parking is important to their business, and three-quarters (75%) view the level of congestion on the roads as an important factor. Equally, prices remain a central consideration, as nine in ten (88%) mention transport costs. When contemplating the impact which being in Hertfordshire has on these concerns, responses are somewhat varied. Eight in ten (82%) say that being in Hertfordshire has a positive impact on their access to motorways/major road networks, and almost as many say the same about access to air services (80%). However, seven in ten (72%) say that being located in Hertfordshire has a negative impact on the level of congestion on the roads, and near half (47%) think that being in the county restricts the availability of car parking.

Harmfulness of skills gaps to business performance



Q14. Would you say that each of the following skills gaps are harming your business performance a lot, a little or not at all? Base: All who believe skills gaps in their existing workforce are important (413)

