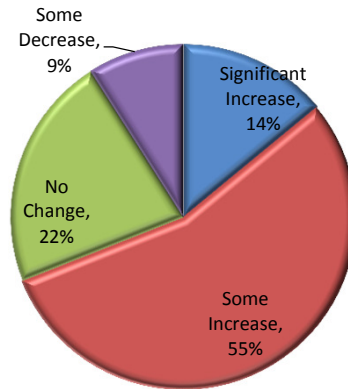


## Barometer of Trade

### 1. General Questions: For First 6 Months of 2016

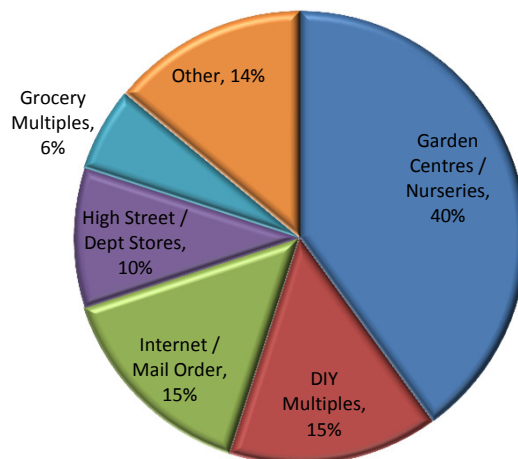
	2015	Jan-Jun 2016
<i>No of submissions</i>	54	44
<b>STAFF</b>		
Average Number Of Staff in each organisation	66	58
Total Number Of Staff across all respondents	3,505	2,572

<b>MOOD BAROMETER</b> <i>Respondents' opinions of likely sales for this year</i>		2015	2016
Significant Increase	<i>By more than 10%</i>	42%	14%
Some Increase	<i>Less than 10%</i>	45%	55%
No Change		11%	22%
Some Decrease	<i>Less than 10%</i>	2%	9%
Significant Decrease	<i>By more than 10%</i>	0%	0%



**Mood Barometer 2016**

<b>DISTRIBUTION CHANNELS (based on average of submissions)</b>		
Garden Centres / Nurseries	34%	40%
DIY Multiples	15%	15%
Internet / Mail Order	16%	15%
High Street / Dept Stores	12%	10%
Grocery Multiples	6%	6%
Other	17%	14%

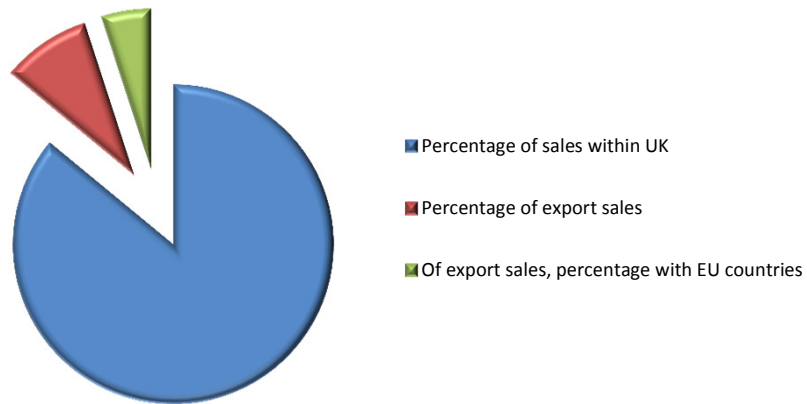


**Breakdown Of Distribution Channels 2016**

TURNOVER	Jan - Jun	
	2015	2016
No of submissions	54	39
Average Turnover per organisation	£8,749,000	£4,360,000
Total Turnover	£437,452,000	£170,027,000

NB. First 6 months only!

IMPORT/EXPORT		
Percentage of sales within UK		86%
Percentage of export sales		14%
Of export sales, percentage with EU countries		36%



European Union & Rest of the World	2015	2016
Net importer of goods/services with the EU		59%
Net exporter of goods/services with the EU		41%
Net importer of goods/services with the Rest of the World		87%
Net exporter of goods/services with the Rest of the World		13%