

TRADITIONAL RURAL CRAFTS PROJECT

SURVEY OF CHAIR SEATERS (47 responses) Summary of survey results

PERSONAL PROFILE

- 1. Gender:** 26 female = 55%
- 2. Average Age:** 60 yrs **Minimum:** men 37, women 35
Maximum: men 81, women 90
- 3. Residence:** City 21%, town 19%, village 49%, countryside 11%
- 4. Years of residence:** 30 years, **Minimum:** 9 years, **Maximum:** 75 years
- 5. Percentage moving from another part of UK:** 70%

PROFESSIONAL PROFILE

- 6. Average hours worked per week:** 30, **Minimum:** 5, **Maximum:** 76,
Sole occupation chair-seaters: average 41
- 7. With another occupation:** 28%
- 8. Age of starting:** **Average:** 44 years **Minimum:** 16 years **Maximum:** 65 years
- 9. With relative craftspersons:** 26%
- 10. Where the craft was learned:** Apprentice: 4%, Student 19%, Self-taught 28%, Self taught with short course 49%
- 11. With a mentor for help and advice:** 57%

EDUCATIONAL PROFILE

- 12. With qualification in chair seating:** 13% **City & Guilds:** 13%
- 13. Qualifications:** HND: 2%, HNC: nil, **Degree:** 30% **Teaching qualification:** 32%
- 14. Training course in the past year:** 2 %, **in the past 5 years:** 36 %
- 15. Expect training in next 5 years:** 36%
- 16. Reasons for not needing training:** Already skilled: 25%, Too expensive: 2 %, Too far away: 4%, Course not on offer: 0%
- 17. Adequacy of training:** Good: 21%, Adequate: 45%, Poor: 30%

18. Need for NVQ: 32%

19. Need for training in business methods: 28%

20. Topics in business methods: % of all, % of those needing training

book keeping:	17%	62%
computing:	15%	54%
computer aided design:	2%	8%
e-commerce:	2%	8%
we b-site design:	11%	38%
tax returns:	9%	31%
marketing:	17%	62%

21. Computer skills: non-existent: 51%, beginner: 6%, limited competence: 36%, more competent: 4%, advanced: 2%

BUSINESS PROFILE

22. Business: Growing: 49%, Static: 49%, Falling: 2%

**23. Compared with 1996-7 are trading profits,
Higher: 53%, Similar: 43%, Lower: 4%**

24. Sales channels ranked with scores: Scored 1 to 7, Percentage of total:

1. Word of mouth	5.60	98
2. Sub-contract to dealers	3.79	72
3. Home or workshop	2.77	51
4. Craft fairs	2.66	51
5. Other (own website or farmers' market	1.41	32
6. Agricultural & horticultural Shows	1.19	32
7. Exhibitions	1.15	32
8. Manufacturers	0.62	21
9. Shops	0.47	11
10. Garden centres	0.32	6

**25. Proportion of sales through middlemen: 0-25%: 77%,
26-50%: 11%
51-75%: 9%
76-100%: 2%**

26. Do you advertise products/services: 57%

27. Methods of advertising: % of all respondents: % of those that advertise

Yellow pages:	21%	37%
Newspapers:	6%	11%
Parish magazines	28%	48%
Countryside magazines	2%	4%
Trade magazines	4%	7%

Personal web-site	6%	11%
Organization/group web-site	11%	19%
Promotional leaflet	30%	52%

28. Allocation of professional working time : Average: Maximum: Av. sole occupation

Chair seating -rush:	28%	100%	25%
Chair-seating - cane	44%	100%	40%
Chair seating - other	13%	97.5%	19%
Teaching/demonstrations	15%	50%	24%

29. Worries about future of basketry: Score out of 4: % of total

1. Foreign competition:	2.2	68%
2. Declining public interest	2.8	72%
3. Falling standards of craft skills	2.9	68%
4. Markets undermined by hobbyists	2.2	72%

30. Workload: Too light: 11%, Just right: 70%, Too heavy: 19%

31. Having to turn down offers of work: 17%