

TRADITIONAL RURAL CRAFTS PROJECT

SURVEY OF BASKETMAKERS (65 responses) Summary of survey results

PERSONAL PROFILE

- 1. Gender:** 42 female = 64.6%
- 2. Average Age:** 48 yrs **Minimum:** men 35, women 22 **Maximum:** men 79, women 69
- 3. Residence:** City 20%, town 22%, village 35%, countryside 23%
- 4. Years of residence:** 24 years, **Minimum:** 1 year, **Maximum:** 70 years
- 5. Percentage having moved from another part of UK:** 72%

PROFESSIONAL PROFILE

- 6. Average hours worked per week:** 34, **Minimum:** 4, **Maximum:** 70,
Sole occupation basketmakers: average 41
- 7. With another occupation:** 38%
- 8. Age of starting:** 35 years
- 9. With a relative who is a crafts-person:** 25%
- 10. Where the craft was learned:** Apprentice: 23%, Student 23%, Self-taught 8%, Self taught with short course 46%
- 11. With a mentor for help and advice:** 62%

EDUCATIONAL PROFILE

- 12. With qualification in basketry:** 40% **City & Guilds:** 34%
- 13. Qualifications:** HND: nil, HNC: nil, **Degree:** 51% **Teaching qualification:** 38%
- 14. Training course in the past year:** 11%, **in the past 5 years:** 65%
- 15. Expect training in next 5 years:** 74%
- 16. Reasons for not needing training:** Already skilled: 14%, Too expensive 0%, Too far away: 2%, Course not on offer: 0%
- 17. Adequacy of training:** Good: 23%, Adequate: 38%, Poor: 32%
- 18. Need for NVQ:** 45%

- 19. Need for training in business methods: 60%**
- 20. Topics in business methods: book keeping: 43%, computing: 25%, computer aided design: 15%, e-commerce: 8%, web-site design: 31%, tax returns: 35%, marketing: 49%**
- 21. Computer skills: non-existent: 13%, beginner: 24%, limited competence: 47%, more competent: 15%, advanced: 6%**

BUSINESS PROFILE

- 22. Business: Growing: 58%, Static: 34%, Falling: 3%**
- 23. Compared with 1996-7 are trading profits,
Higher: 63%, Similar: 20%, Lower: 8%**

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

1. Word of mouth	4.90	88
2. Home or workshop	3.91	74
3. Craft fairs	3.02	60
4. Exhibitions	2.60	57
5. Agricultural & horticultural Shows	2.00	45
6. Other (own website or farmers' market)	1.74	35
7. Shops	1.45	31
8. Garden centres	0.69	15
9. Mail order	0.63	15
10. Sub-contract to dealers	0.37	12

- 25. Proportion of sales through middlemen: 0-25%: 77%,
26-50%: 11%
51-75%: 3%
76-100%: 5%**

- 26. Do you advertise products/services: 52%**

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

Yellow pages:	14%	26%
Newspapers:	5%	9%
Parish magazines	5%	9%
Countryside magazines	3%	6%
Trade magazines	5%	9%
Personal web-site	18%	35%
Organisation/group web-site	20%	38%
Promotional leaflet	31%	59%

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

Traditional basket-wares:	46%	100%	48%
Chair-seating	3%	40%	3%
Contemporary willow structures	19%	100%	20%
Willow sculptures	6%	95%	6%
Teaching/demonstrations	21%	100%	21%

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

1. Foreign competition	3.2	85%
2. Declining public interest	2.6	68%
3. Falling standards of craft skills	2.6	66%
4. Markets undermined by hobbyists	2.4	66%

30. Workload: Too light: 17%, Just right: 62%, Too heavy: 20%

31. Having to turn down offers of work: 42%