

BUSINESS REPLY SERVICE
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**The Williams & Co State Of Trade Survey
7 Standard Way
FAREHAM
PO16 8BR**



BROUGHT TO YOU BY
Williams & Co

trade only

PLUMBING & HEATING SUPPLIES

The Williams & Co State of The Trade Survey 2014

FREE iPhone 5
prize draw

Are you charging enough for your work? Are your prices on a par with your competitors'? Ever wondered how the current financial climate has affected them? **The Williams & Co State of The Trade annual survey**, also published in **HPM trade magazine**, aims to find these things out and let you know. Please fill in the questionnaire below and post it back to us **FREEPOST** and we will enter you into our prize draw. We have an **iPhone 5** to **give away!**

1 What sort of work do you undertake?

- ☐ Plumbing work only
☐ Gas work only
☐ Plumbing and Gas
☐ Multi-trade, including either plumbing or gas

2 How many people do you employ on tools (excluding admin or support staff)?

- ☐ 1 man band
☐ 2 people
☐ 3 - 5 people
☐ 6 - 10 people
☐ 11 - 25 people
☐ 26+

3 Annual turnover of your business:

- ☐ £0 - £100,000
☐ £100,001 - £200,000
☐ £200,001 - £500,000
☐ £500,001 - £1m
☐ £1m +

4 How much did your basic labour rate change in the last 12 months?

- ☐ Rose by more than 25%
☐ Rose by between 10% & 25%
☐ Rose by less than 10%
☐ No change
☐ Fell by less than 10%
☐ Fell by between 10% & 25%
☐ Fell by more than 25%

5 How much do you expect your basic labour rate to change in the next 12 months?

- ☐ Rise by more than 25%
☐ Rise by between 10% & 25%
☐ Rise by less than 10%
☐ Remain the same
☐ Fall by less than 10%
☐ Fall by between 10% & 25%
☐ Fall by more than 25%

6 Do you think your rates are:

- ☐ Expensive compared to competitors?
☐ Average compared to competitors?
☐ Cheap compared to competitors?

7 Looking back over the last 12 months, would you say that business has been:

- ☐ Very good - plenty of work and good margins?
☐ Good - enough work and acceptable margins?
☐ Patchy - some good periods and some less good?
☐ Poor - not enough work and prices under pressure?
☐ Very poor - hardly worth getting out of bed?!

8 How do you expect the next 12 months' business to be, compared with the last 12 months?

- ☐ The next 12 months are likely to be much better than the last year
☐ The next 12 months are likely to a bit better than last year
☐ The next 12 months are likely to be much the same as last year
☐ The next 12 months are likely to be a bit worse than last year
☐ The next 12 months are likely to be much worse than last year

9 In the last few months, have you had to reduce a price in order to secure work?

- ☐ Yes, frequently
☐ Yes, but rarely
☐ No

10 Do you have work booked in for the next:

- ☐ 1 - 2 weeks?
☐ 2 - 4 weeks?
☐ 4 - 8 weeks?
☐ 8 - 12 weeks?
☐ 3 months +?

11 What is your call-out/minimum labour charge?

- ☐ Up to £30
☐ £30 - £40
☐ £40 - £50
☐ More than £50
☐ No call out charge

12 Does this call out charge cover the first period of labour?

- ☐ No
☐ Yes, 15 mins
☐ Yes, 30 mins
☐ Yes, 1 hr
☐ Yes, 1 hr+

Fill in for your chance for to get a free iPhone 5 on us!

Your details Name:

Company:

Address:

If you wish to remain anonymous please just write in the first half of your postcode in the shaded box below so that we can analyse the information you give us by area.

Postcode:

Tel No: Mobile:

13 How much per hour do you charge for:

- A standard gas boiler service? £
- A landlord's gas safety cert? £
- Gas work? £/hr
- General plumbing work? £/hr

14 Which of the following factors of the recession have affected your business in the last 12 months?

- | | No effect | Small effect | Large effect |
|--|--------------------------|--------------------------|--------------------------|
| Reduction in the volume of work | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Reduction in the price achievable for jobs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Difficulty in getting customers to pay | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Difficulty in getting credit from suppliers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Difficulty in getting overdraft/loan from bank | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other - please specify: | | | |

We're giving away a Free iPhone 5 to one lucky respondent

Respond now to enter our FREE prize draw

It could be you!



15 Do you expect to still be in the industry in 5 years?

- ☐ No, I will have retired
☐ No, I expect to change careers
☐ Unsure
☐ Yes, I will probably remain in the industry
☐ Yes, I am certain that I will remain in the industry

Thank you! The results will be published later in the year.