



Below is a summary of the data collected by the research team at The New Business Data Company during 2010. Each day the team interviews new business start ups to collect information which is then supplied to clients wanting to contact these companies. The figures show the types of business and their status across the four quarters of 2010.

Looking at some individual highlights –

- The number of hair and beauty salons starting up increased along with restaurants.
- Alternative and complementary medicines and therapies showed a large increase in the number of new businesses opening, this was due to the increase in the number of new fish pedicure outlets opening.
- Garage services and used car sales increased in quarter two but fell away by the end of the year.

2010 New Business Data				
	Qtr 1	Qtr 2	Qtr 3	Qtr 4
New Business	48%	50%	49%	53%
Relocated Business	34%	35%	36%	32%
New Owner of Business	16%	12%	12%	11%
New Branch of Existing Business	3%	3%	3%	4%
Grand Total	100%	100%	100%	100%

The major change over the year has been the increase in new businesses setting up and the decline in businesses relocating or new owners taking over existing businesses, particularly in the last quarter.

2010 Principle Business Areas				
	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Agriculture and Mining	0%	0%	0%	0%
Construction	4%	3%	3%	3%
Educational Activities	1%	1%	1%	1%
Finance	2%	2%	2%	2%
Food, Retail and Wholesale	35%	37%	39%	41%
Government and Infrastructure	1%	1%	1%	1%
Manufacturing	2%	2%	2%	2%
Miscellaneous	7%	7%	7%	7%
Services - Business and Consumer	35%	34%	32%	31%
Travel and Leisure	13%	11%	11%	12%
Utilities	1%	0%	1%	1%
Grand Total	100%	100%	100%	100%

New businesses are setting up in the food, retail and wholesale sector, which has shown steady growth. Decline is in the number of businesses setting up in the Services sector.