**Yorkshire coast – NCTA business survey results**

See attached excel spreadsheet for full results. Below are some notes of key points where results differ from the National Results:

* Higher proportion of retail responses than national sample
* 45% back to profitability (national 46%)
* 23% will be more than a year before back to a profit (national 28%)
* Similar trading comparison to national sample – 24% so far 2022 is better than 2019, 41% worse
* Confidence levels very similar to national average 59% confident or somewhat confident about next 6 months
* Forward bookings (among those businesses that take bookings in advance) marginally lower but very similar to national picture
* Business sentiments around consumer spend and unpredictable nature of demand this year are stronger than national sample – 63% agree consumer spend is lower than previous years, 82% agree demand is very unpredictable, 82% agree consumers are booking closer to departure
* Recruitment challenges mirror national picture
* Top 3 external challenges impacting on the business mirror national performance – 78% poor UK economic climate, 63% increasing energy and fuel costs, 56% increasing supplier costs – slight variation in next set of responses though notable with increased minimum wage and NI costs featuring much higher than national responses.
* Higher proportion of businesses cutting costs than national sample.
* Business interventions requested similar to national sample.