

Annual Business Satisfaction Survey 2025



202 Telephone interviews with businesses in the district



79% Satisfied with their local area as a place to do business



75% Claim to pay at least the Real Living Wage



28%

Had contacted the council, primarily using phone or email



47%

Agreed the council provides value for money



86%

Have an online presence



56%

Agreed the council cares about people and businesses in the community

71%

Agreed the information provided was clear and easy to follow

63%

Agreed that council services have been maintained to a good standard

62%

Are satisfied with the way the council runs things

51%

Of businesses were negatively impacted by the cost of living crisis

32%

Used the council website for information about services and support on offer



81%

Of those businesses found it useful

86%

Of businesses have an online presence



Things that businesses felt the council could do to help their business flourish...



Reduce costs/business rates/rents

Support for small businesses/start ups/innovation hubs and coworking spaces

Invest in tourism

Improve roads, potholes/decrease roadworks



63%

Agreed the council is working to improve the environment



Businesses would like support reducing their carbon emissions through:

- Funding and grants
- Information on the website
- On-site visits from officers



The green arrow indicates the result has increased since 2024 results

We can be 95% confident that the survey results provide a margin of error* of +/-7%

* A margin of error of +/-4.4% means we can be 95% sure that if the entire population of the Stroud district been surveyed, the result would not differ more or less than 4.4% from the survey finding. Source: 202 telephone interviews with business decision makers.