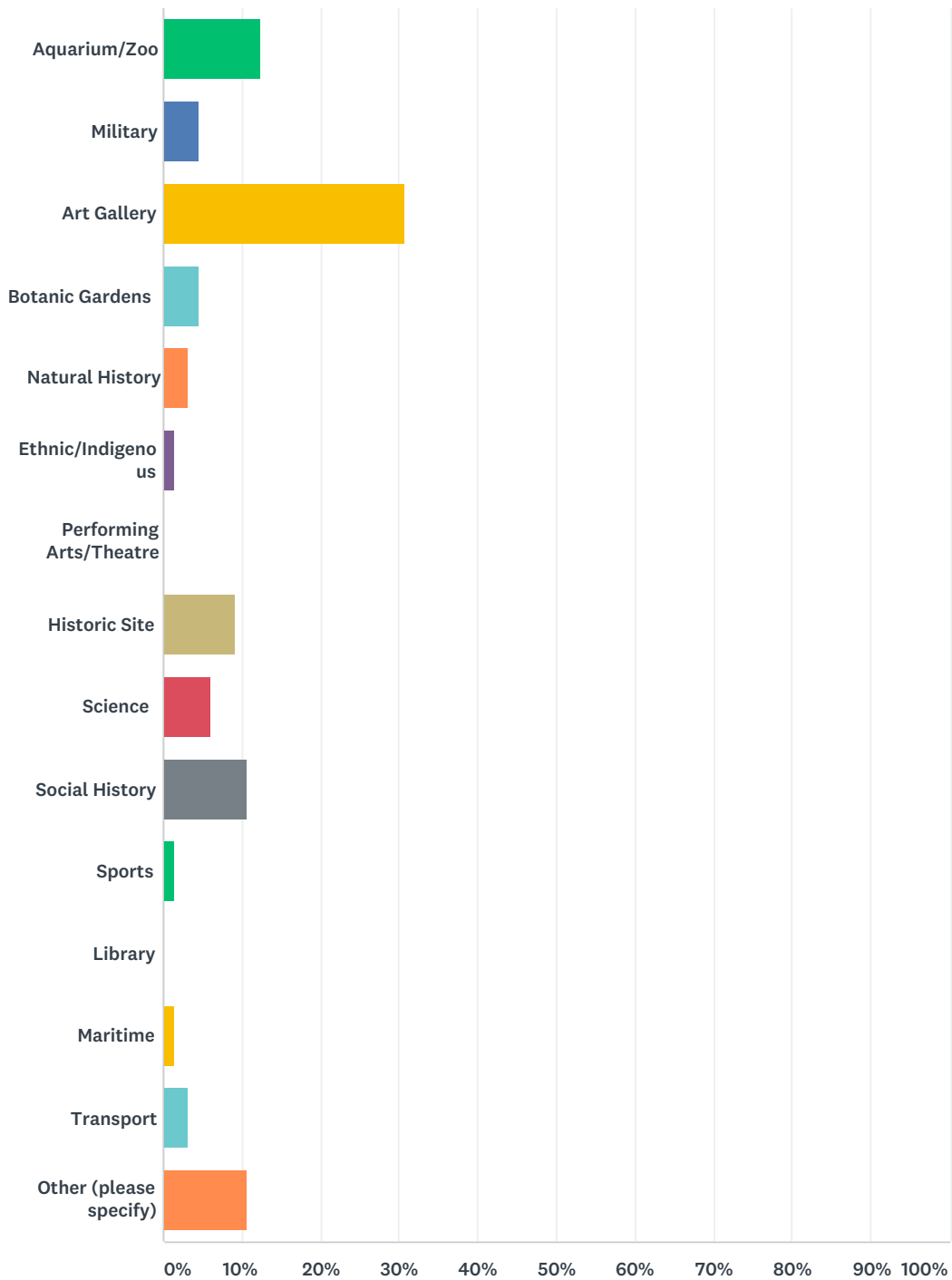


Q1 What would best describe the type of museum or institution in which your store is located?

Answered: 65 Skipped: 0



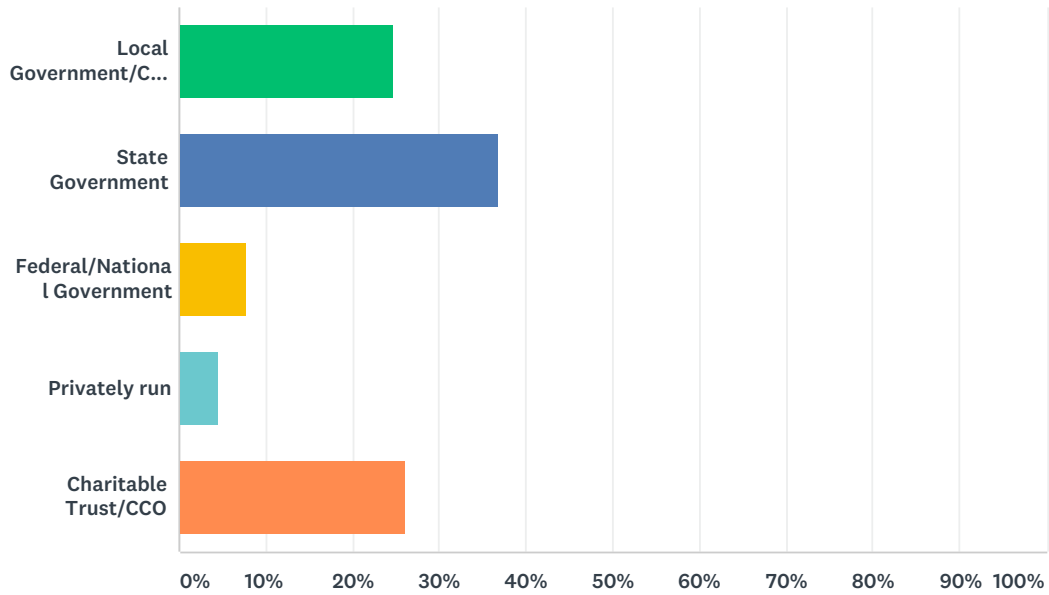
ANSWER CHOICES	RESPONSES
Aquarium/Zoo	12.31% 8
Military	4.62% 3

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Art Gallery	30.77%	20
Botanic Gardens	4.62%	3
Natural History	3.08%	2
Ethnic/Indigenous	1.54%	1
Performing Arts/Theatre	0.00%	0
Historic Site	9.23%	6
Science	6.15%	4
Social History	10.77%	7
Sports	1.54%	1
Library	0.00%	0
Maritime	1.54%	1
Transport	3.08%	2
Other (please specify)	10.77%	7
TOTAL		65

Q2 Who is the governing body of your institution?

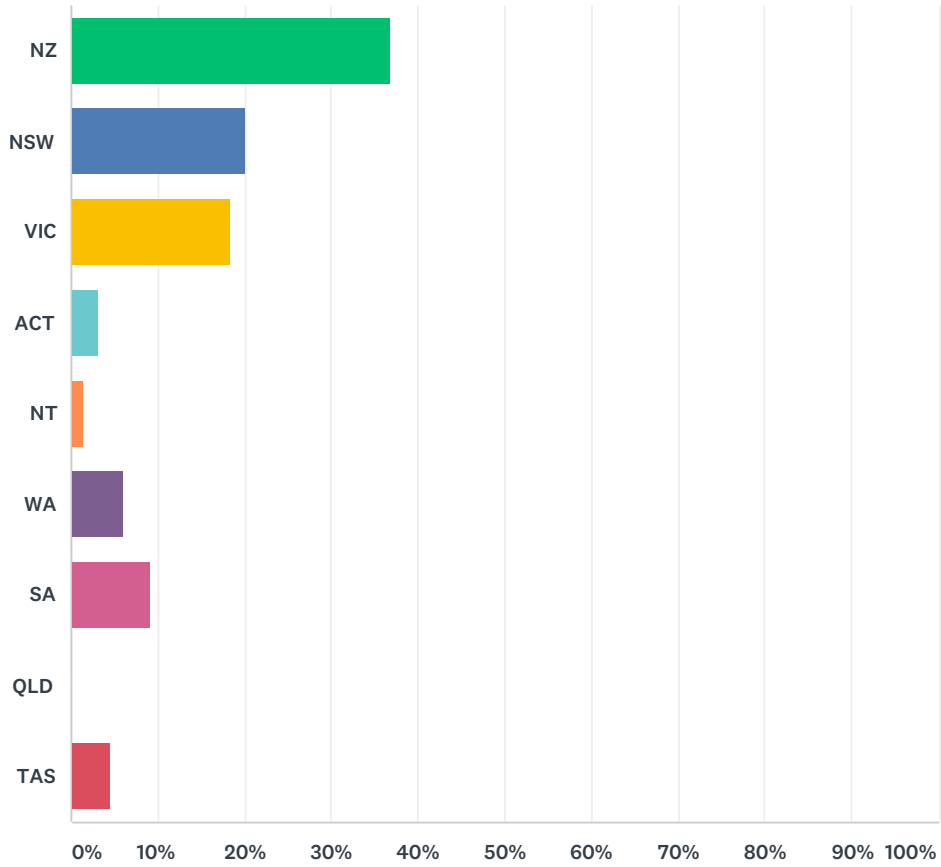
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Local Government/Council	24.62%	16
State Government	36.92%	24
Federal/National Government	7.69%	5
Privately run	4.62%	3
Charitable Trust/CCO	26.15%	17
TOTAL		65

Q3 In what area do you operate?

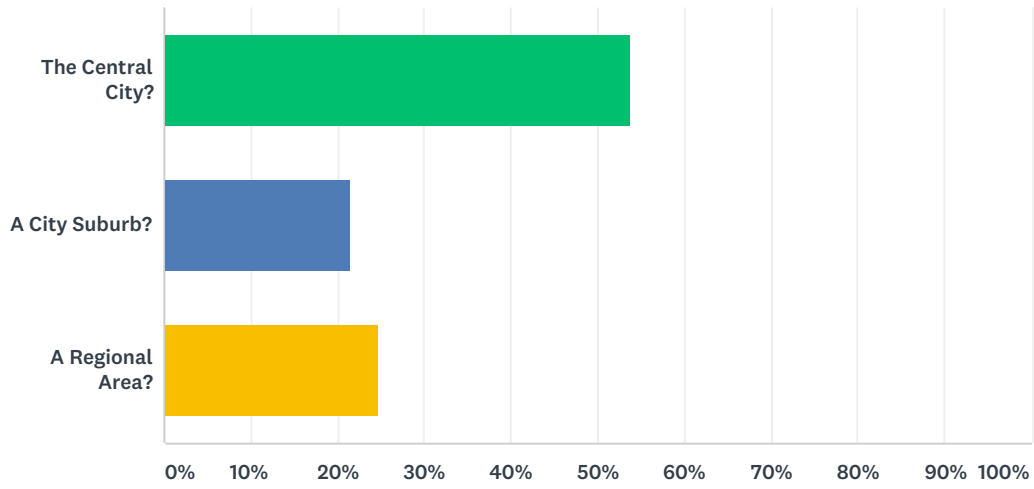
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
NZ	36.92%	24
NSW	20.00%	13
VIC	18.46%	12
ACT	3.08%	2
NT	1.54%	1
WA	6.15%	4
SA	9.23%	6
QLD	0.00%	0
TAS	4.62%	3
TOTAL		65

Q4 Are you located in

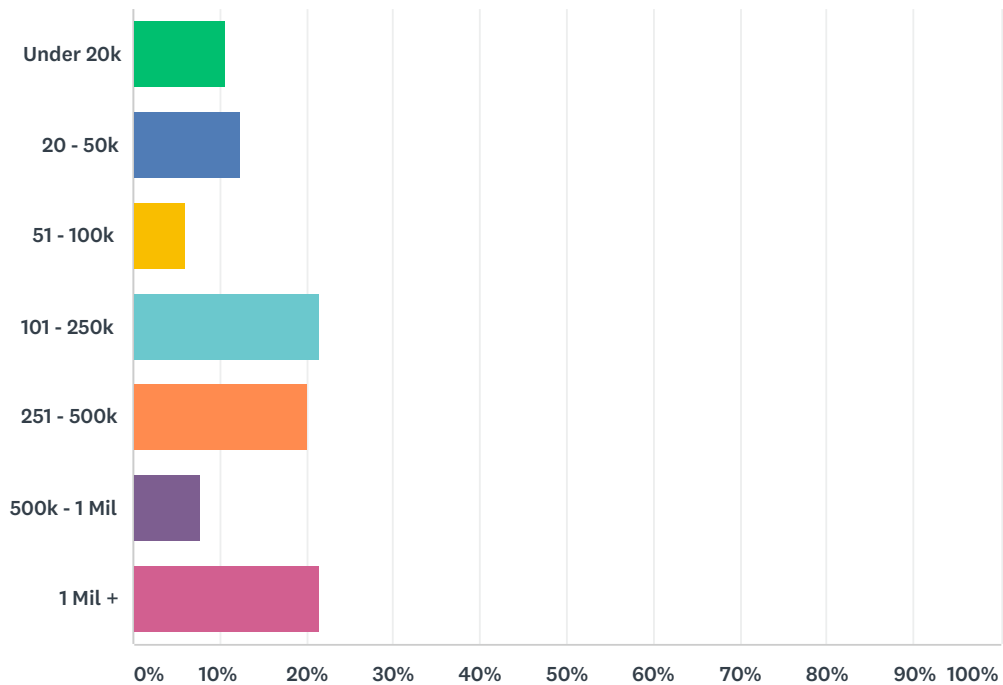
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
The Central City?	53.85%	35
A City Suburb?	21.54%	14
A Regional Area?	24.62%	16
TOTAL		65

Q5 What was the annual visitation to your institution in the last financial year?

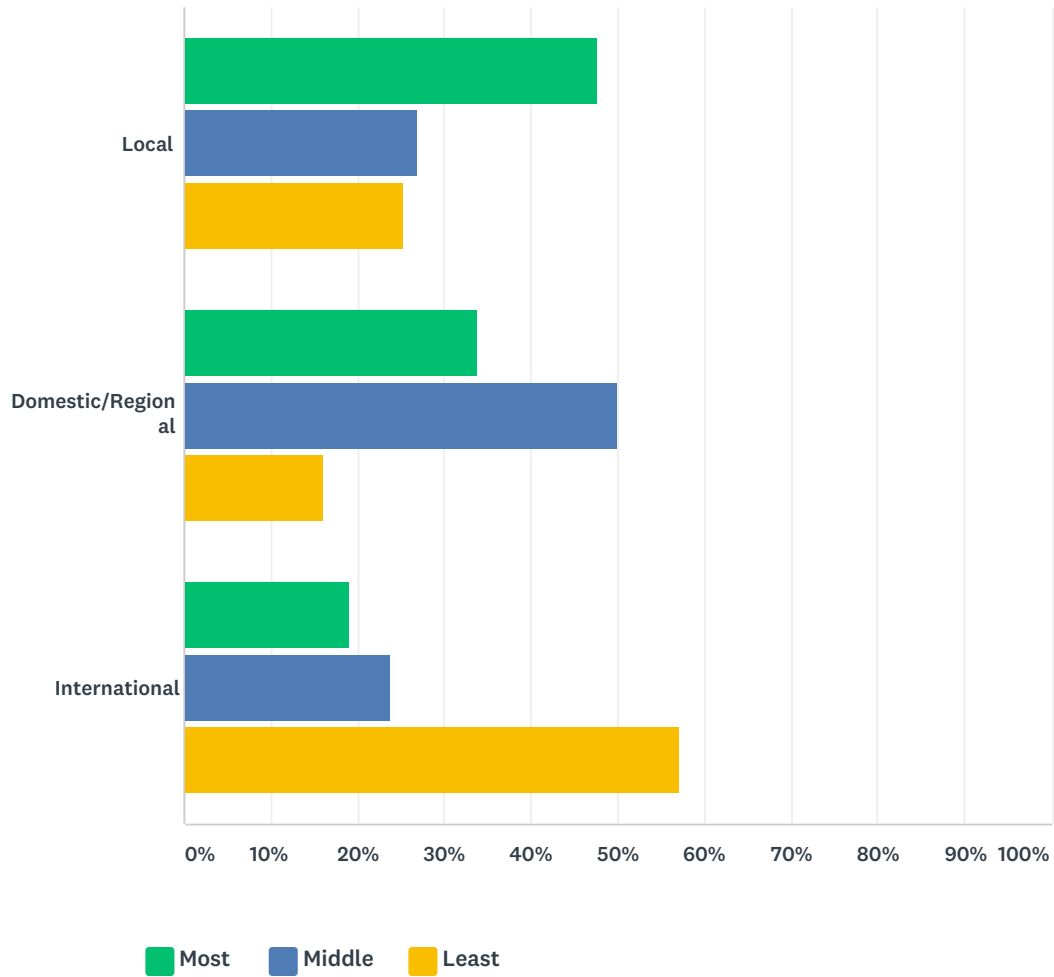
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 20k	10.77%	7
20 - 50k	12.31%	8
51 - 100k	6.15%	4
101 - 250k	21.54%	14
251 - 500k	20.00%	13
500k - 1 Mil	7.69%	5
1 Mil +	21.54%	14
TOTAL		65

Q6 Rank the following demographics in order of majority of visitors?

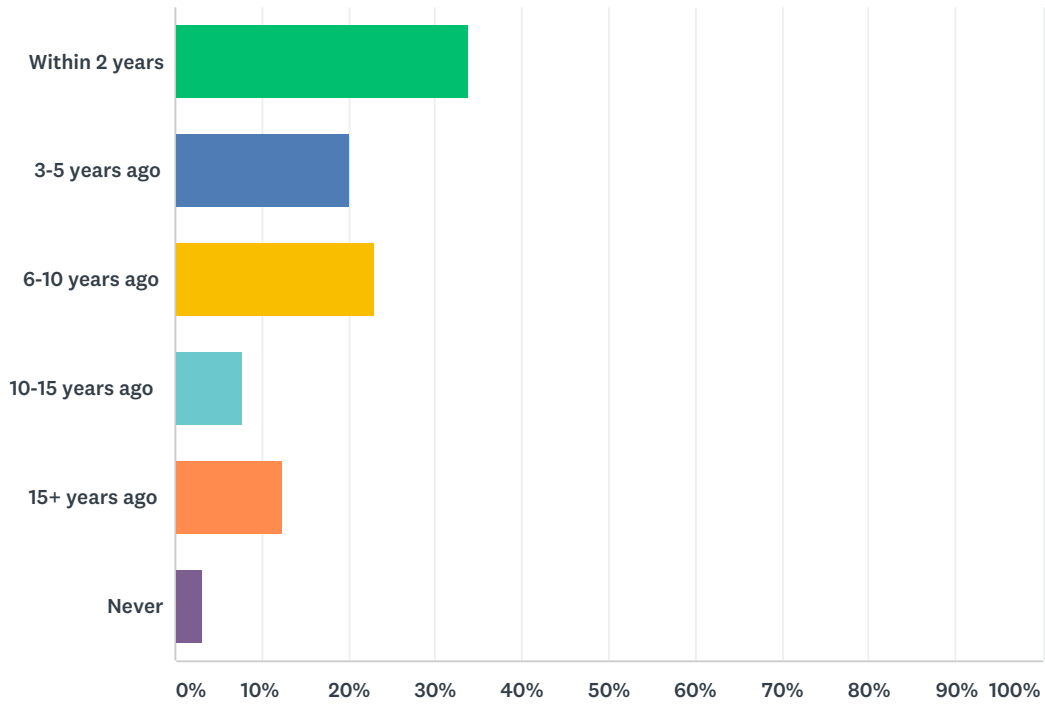
Answered: 63 Skipped: 2



	MOST	MIDDLE	LEAST	TOTAL	WEIGHTED AVERAGE
Local	47.62% 30	26.98% 17	25.40% 16	63	1.78
Domestic/Regional	33.87% 21	50.00% 31	16.13% 10	62	1.82
International	19.05% 12	23.81% 15	57.14% 36	63	2.38

Q7 When was the last major renovation to your institution?

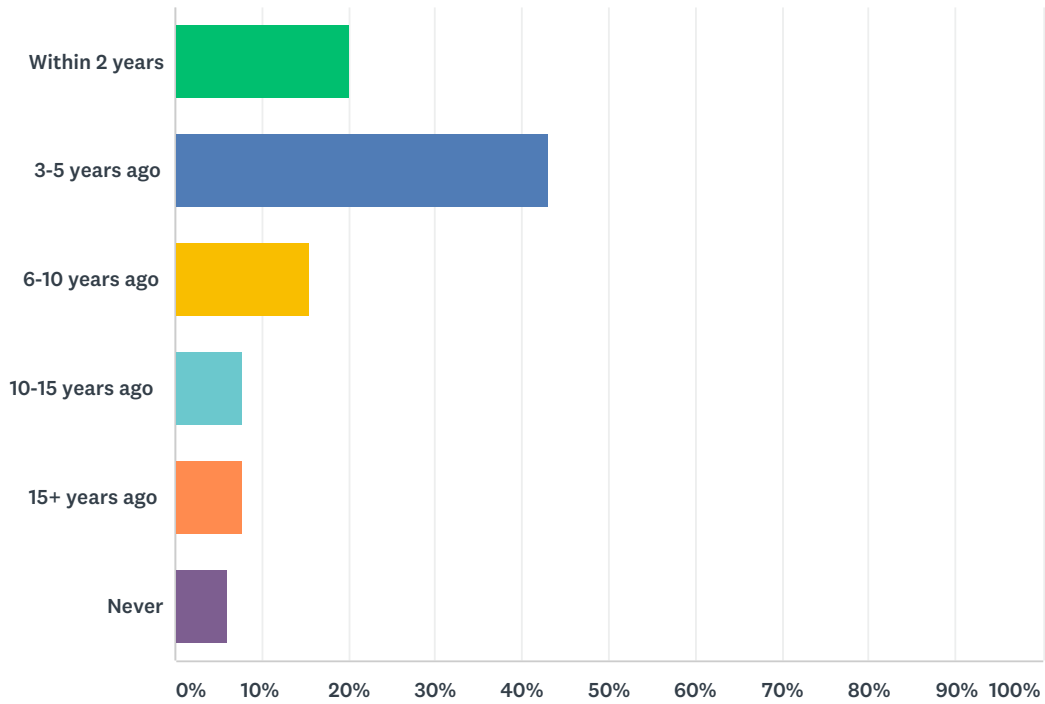
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Within 2 years	33.85%	22
3-5 years ago	20.00%	13
6-10 years ago	23.08%	15
10-15 years ago	7.69%	5
15+ years ago	12.31%	8
Never	3.08%	2
TOTAL		65

Q8 When was the last major renovation to your Store?

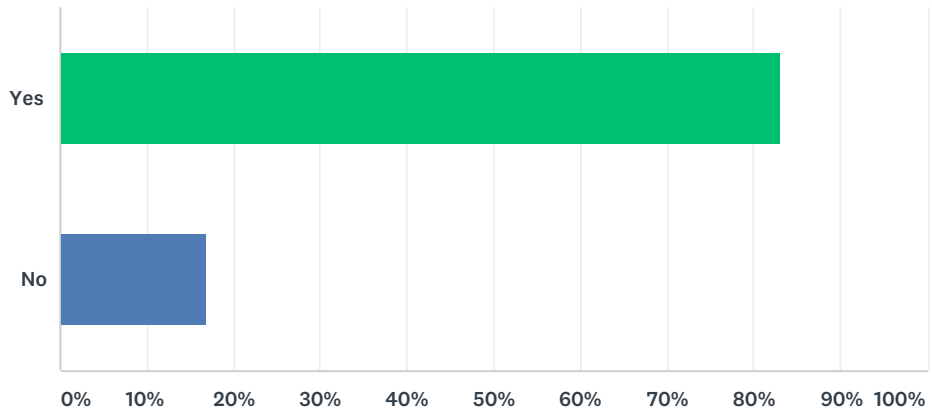
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Within 2 years	20.00%	13
3-5 years ago	43.08%	28
6-10 years ago	15.38%	10
10-15 years ago	7.69%	5
15+ years ago	7.69%	5
Never	6.15%	4
TOTAL		65

Q9 Do Visitors have admission free access to your store?

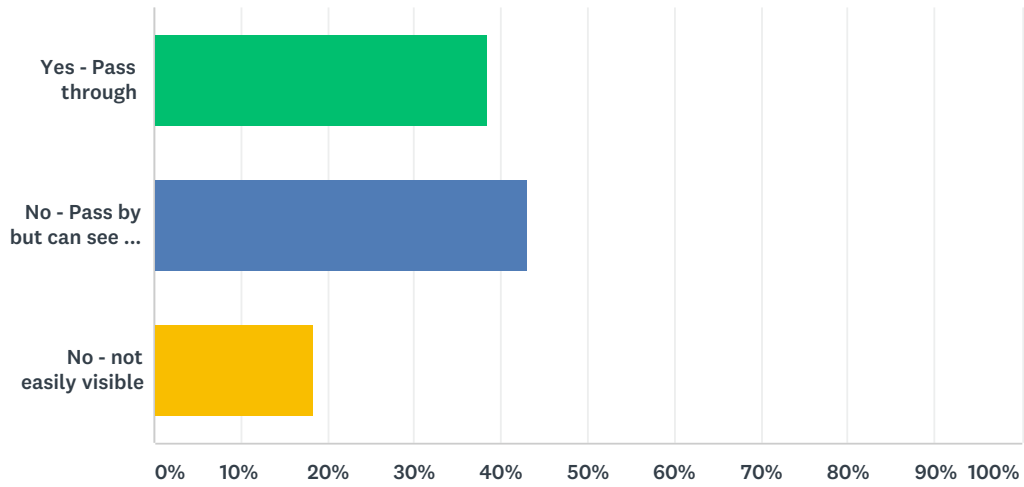
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	83.08%	54
No	16.92%	11
TOTAL		65

Q10 Do Visitors pass through your Store on exiting the institution?

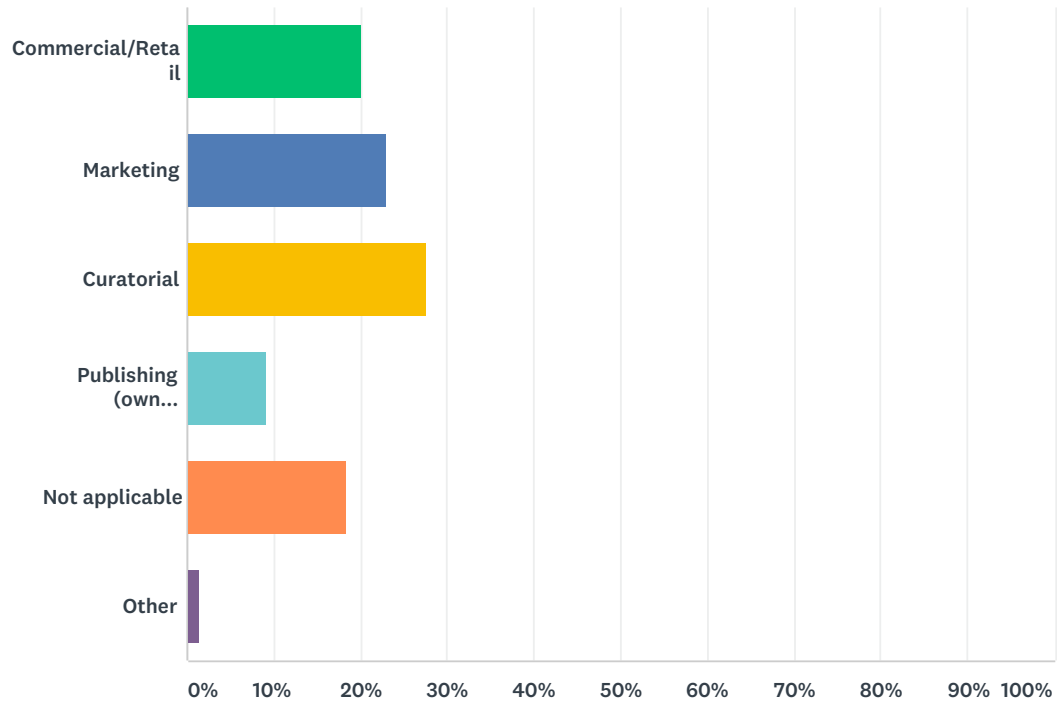
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes - Pass through	38.46%	25
No - Pass by but can see it clearly	43.08%	28
No - not easily visible	18.46%	12
TOTAL		65

Q11 Under what department does publishing sit in your institution?

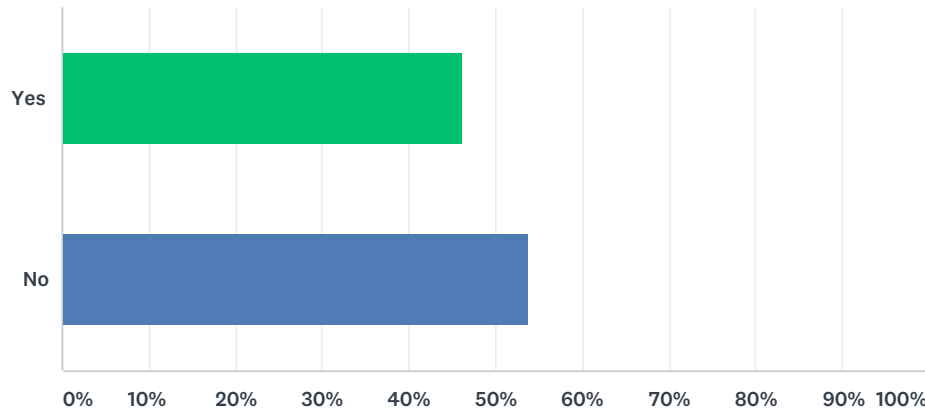
Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Commercial/Retail	20.00%	13
Marketing	23.08%	15
Curatorial	27.69%	18
Publishing (own department)	9.23%	6
Not applicable	18.46%	12
Other	1.54%	1
TOTAL		65

Q12 Is there an admission charge at your institution?

Answered: 65 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	46.15%	30
No	53.85%	35
TOTAL		65

Q13 What is the Admission charge for an Adult?

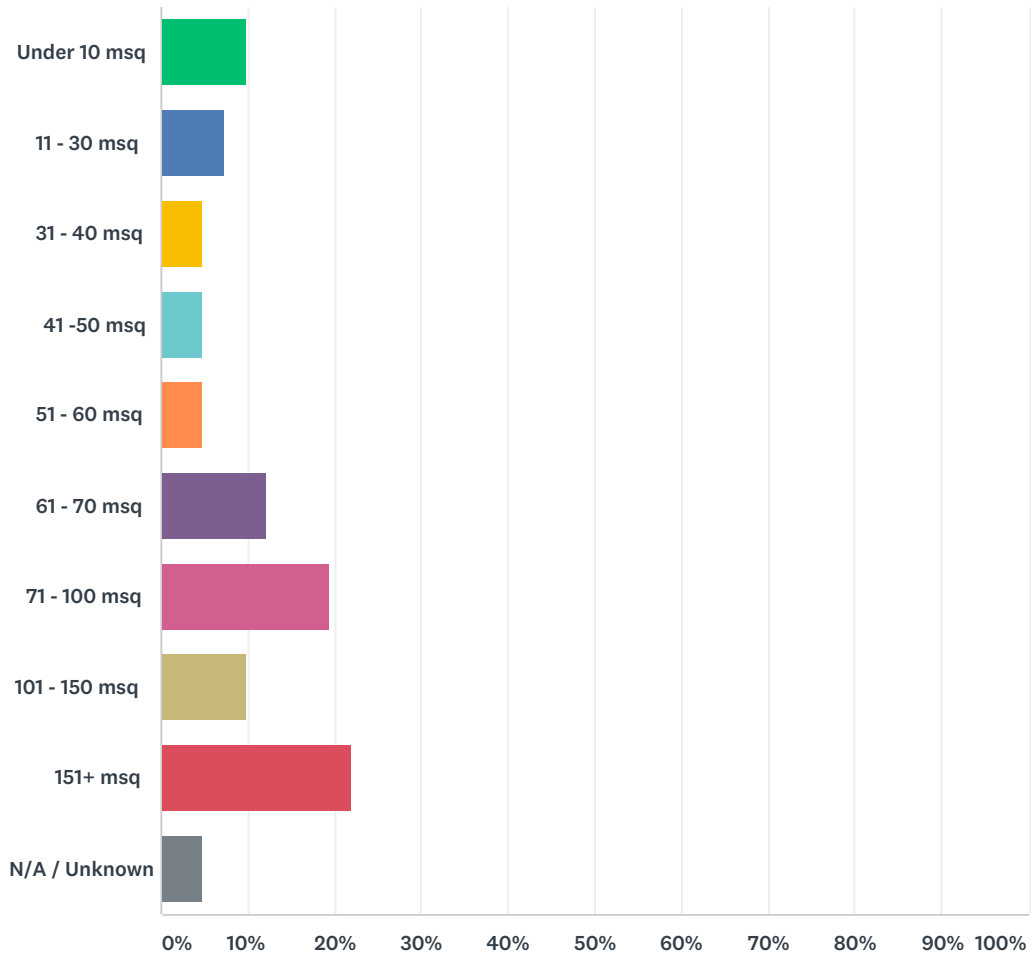
Answered: 30 Skipped: 35

Q14 What is the Admission charge for a Child?

Answered: 30 Skipped: 35

Q15 What is the square meterage of your Store? (multiply length by width)

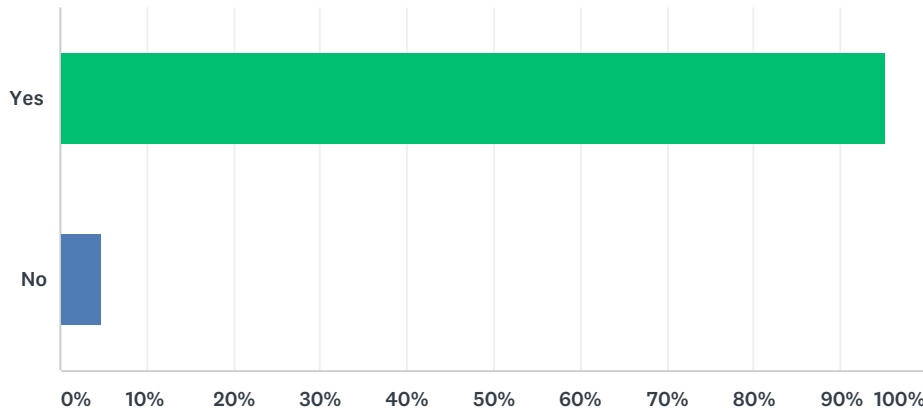
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Under 10 msq	9.76%	4
11 - 30 msq	7.32%	3
31 - 40 msq	4.88%	2
41 -50 msq	4.88%	2
51 - 60 msq	4.88%	2
61 - 70 msq	12.20%	5
71 - 100 msq	19.51%	8
101 - 150 msq	9.76%	4
151+ msq	21.95%	9
N/A / Unknown	4.88%	2

Q16 Does your store have an EPOS/POS system?

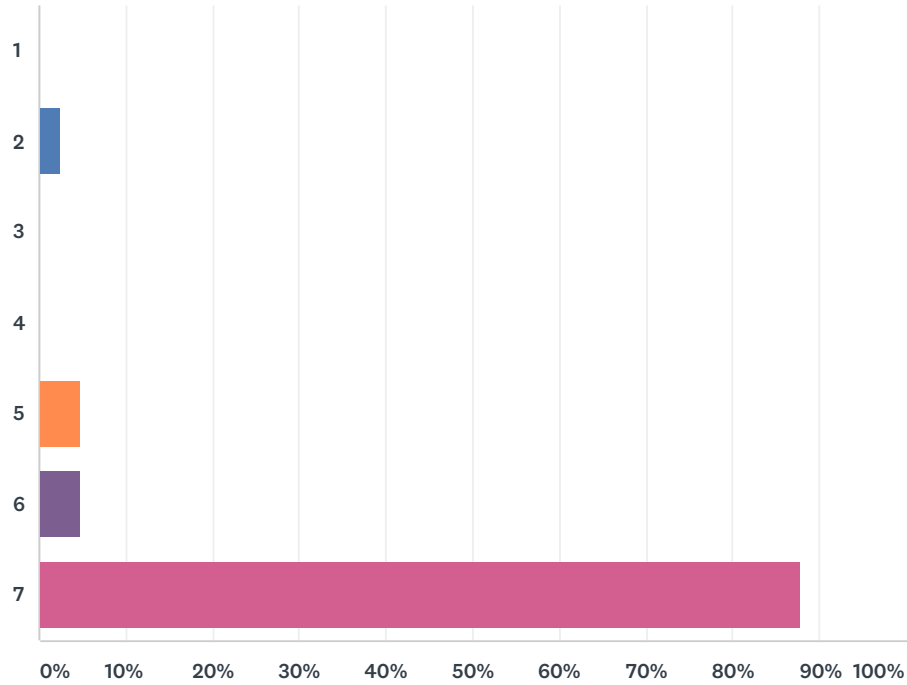
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	95.12%	39
No	4.88%	2
TOTAL		41

Q17 How many days a week is your Store open?

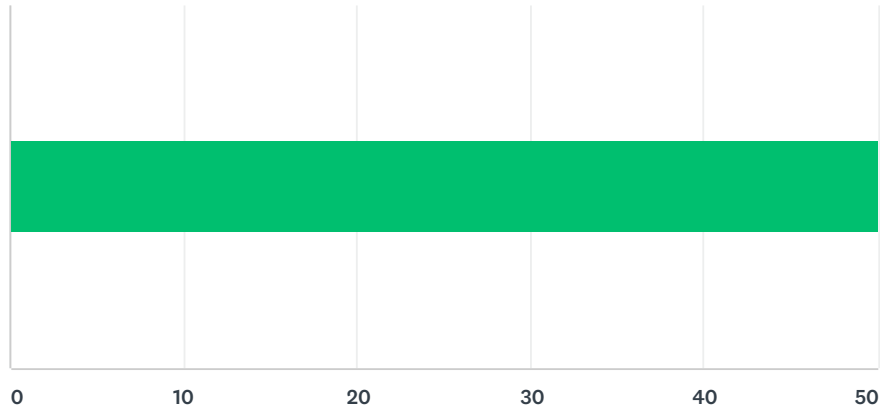
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
1	0.00%	0
2	2.44%	1
3	0.00%	0
4	0.00%	0
5	4.88%	2
6	4.88%	2
7	87.80%	36
TOTAL		41

Q18 How many hours a week is your Store open?

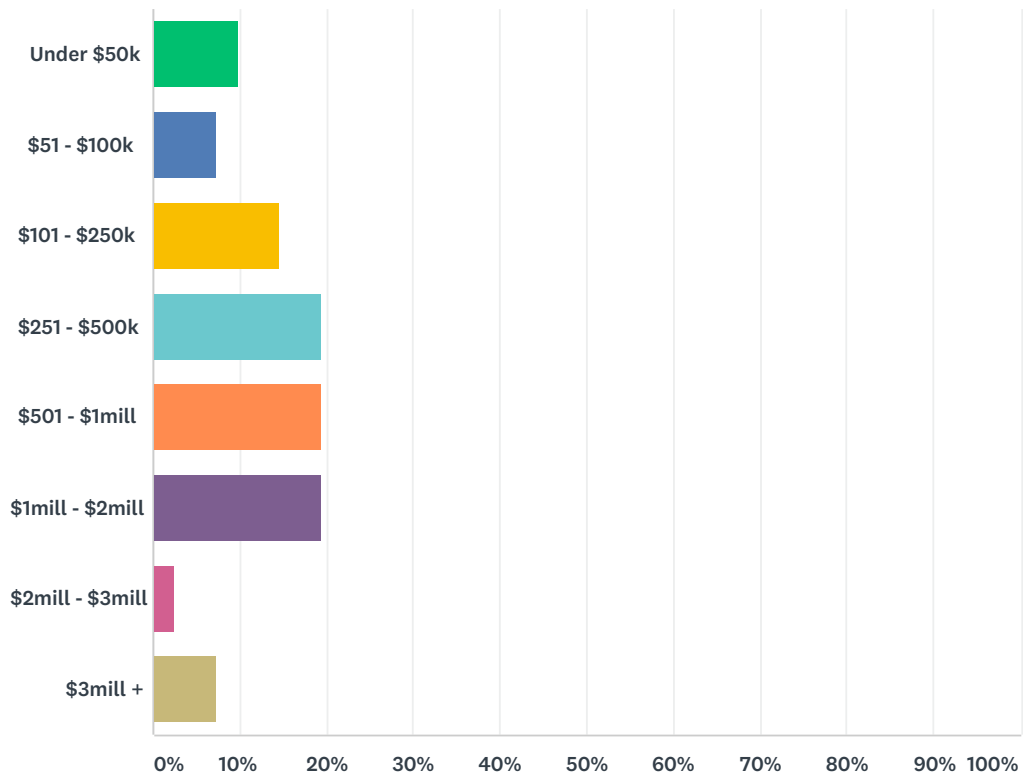
Answered: 41 Skipped: 24



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	50	2,049	41
Total Respondents: 41			

Q19 What were the total retail sales for the last financial year? (excluding GST)

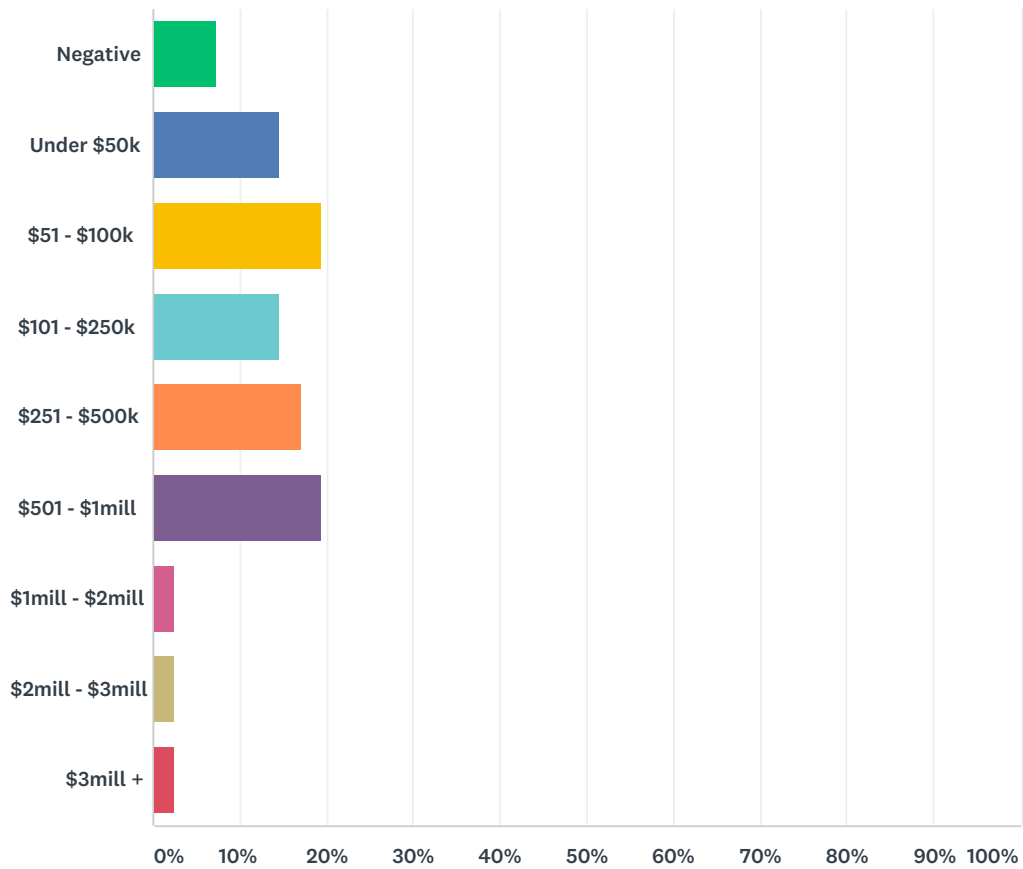
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES
Under \$50k	9.76% 4
\$51 - \$100k	7.32% 3
\$101 - \$250k	14.63% 6
\$251 - \$500k	19.51% 8
\$501 - \$1mill	19.51% 8
\$1mill - \$2mill	19.51% 8
\$2mill - \$3mill	2.44% 1
\$3mill +	7.32% 3
TOTAL	41

Q20 What was your total gross profit for the last financial year? (excluding GST)

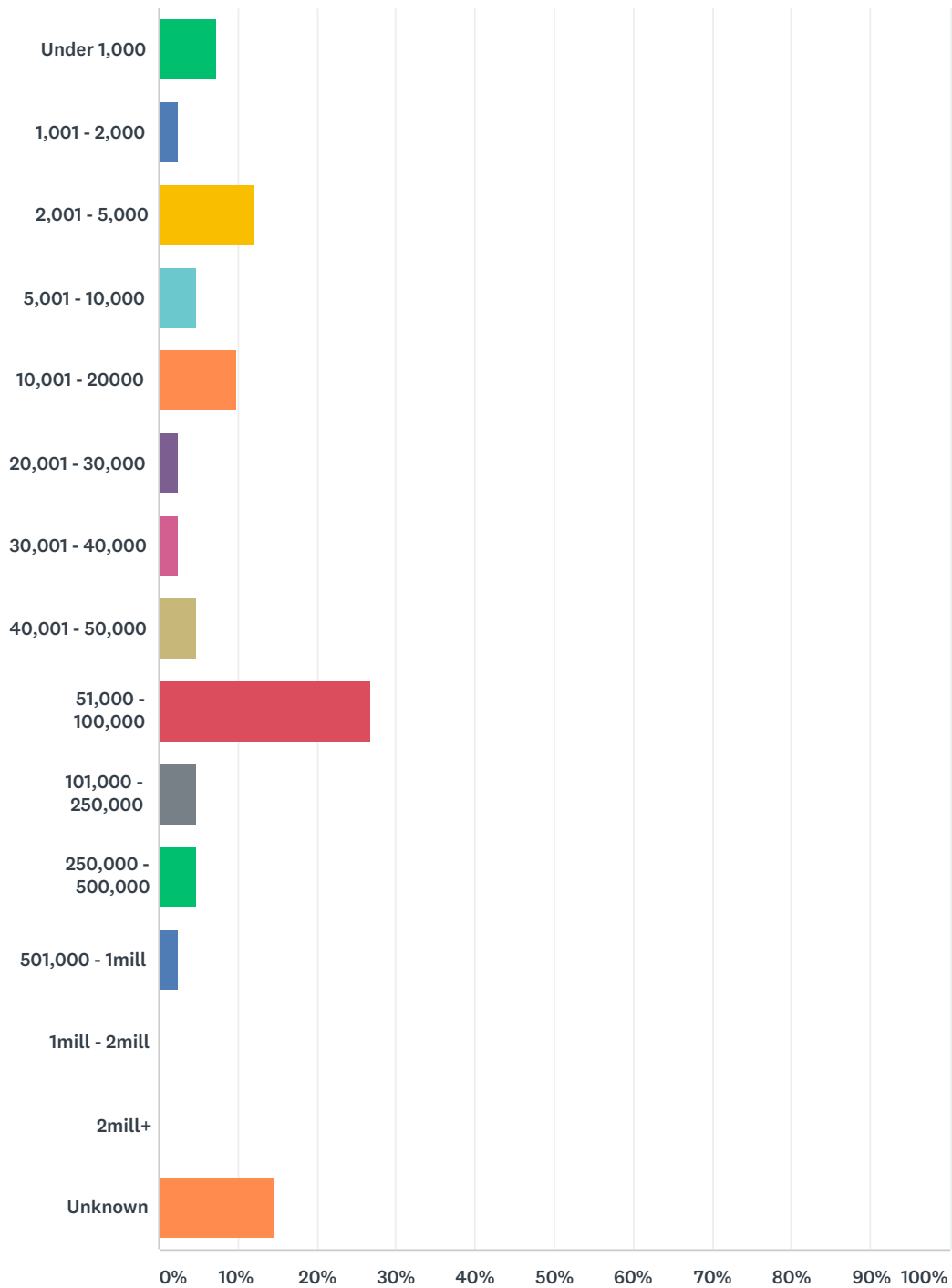
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Negative	7.32%	3
Under \$50k	14.63%	6
\$51 - \$100k	19.51%	8
\$101 - \$250k	14.63%	6
\$251 - \$500k	17.07%	7
\$501 - \$1mill	19.51%	8
\$1mill - \$2mill	2.44%	1
\$2mill - \$3mill	2.44%	1
\$3mill +	2.44%	1
TOTAL		41

Q21 What was the total number of transactions for the last financial year?

Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES
Under 1,000	7.32% 3
1,001 - 2,000	2.44% 1

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2,001 - 5,000	12.20%	5
5,001 - 10,000	4.88%	2
10,001 - 20000	9.76%	4
20,001 - 30,000	2.44%	1
30,001 - 40,000	2.44%	1
40,001 - 50,000	4.88%	2
51,000 - 100,000	26.83%	11
101,000 - 250,000	4.88%	2
250,000 - 500,000	4.88%	2
501,000 - 1mill	2.44%	1
1mill - 2mill	0.00%	0
2mill+	0.00%	0
Unknown	14.63%	6
TOTAL		41

Q22 What was your average spend per visitor last financial year? (Total net retail revenue / Total visitors)

Answered: 38 Skipped: 27

Q23 What was your average spend per transaction last financial year?
(Total net retail revenue / Total transactions)

Answered: 36 Skipped: 29

Q24 What was your conversion % rate last financial year? (Total transactions / Total visitors) * 100

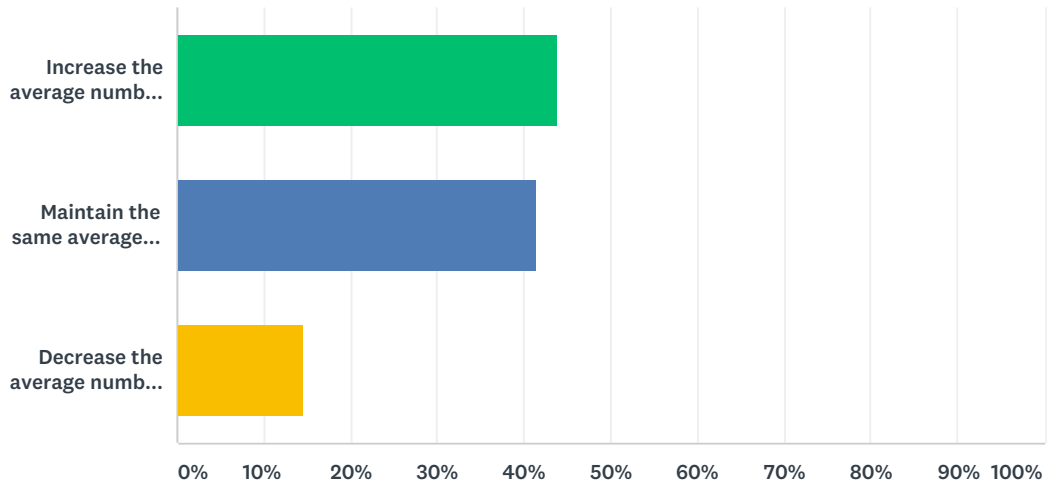
Answered: 35 Skipped: 30

Q25 What was your annual GPM% last financial year? If unsure please use the following calculation $100 * (\text{Total Revenue} - \text{Total Cost of Goods})$ Then divided by Total Revenue

Answered: 34 Skipped: 31

Q26 Last financial year did you

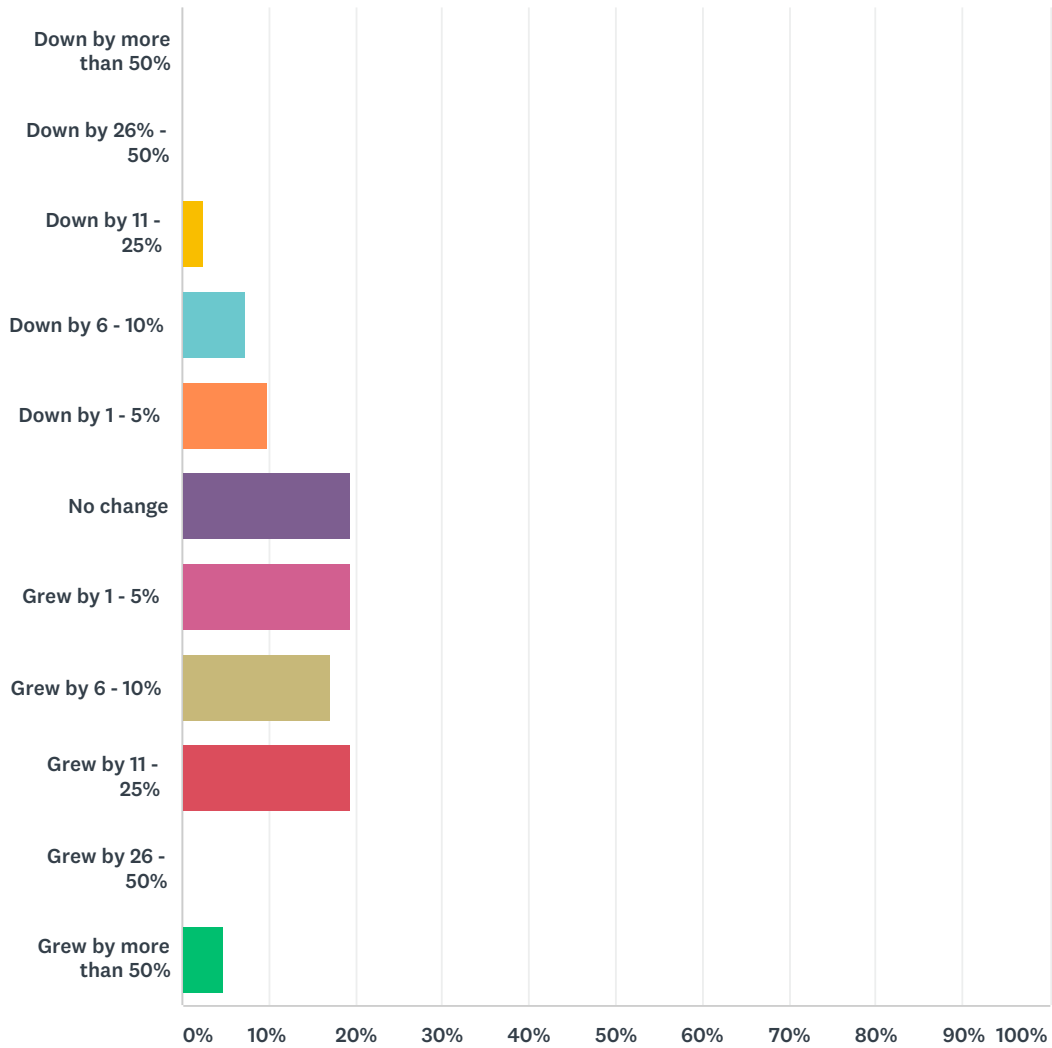
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Increase the average number of items for sale?	43.90%	18
Maintain the same average number of items for sale?	41.46%	17
Decrease the average number of items for sale?	14.63%	6
TOTAL		41

Q27 How did your Total Revenue change the the previous financial year?

Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Down by more than 50%	0.00%	0
Down by 26% - 50%	0.00%	0
Down by 11 - 25%	2.44%	1
Down by 6 - 10%	7.32%	3
Down by 1 - 5%	9.76%	4
No change	19.51%	8
Grew by 1 - 5%	19.51%	8
Grew by 6 - 10%	17.07%	7
Grew by 11 - 25%	19.51%	8
Grew by 26 - 50%	0.00%	0

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Grew by more than 50%	4.88%	2
TOTAL		41

Q28 What was your average inventory/stock on hand at cost?

Answered: 41 Skipped: 24

Q29 What was your stock turn factor?(Total revenue divided by Stock value at cost at the end of the financial year)

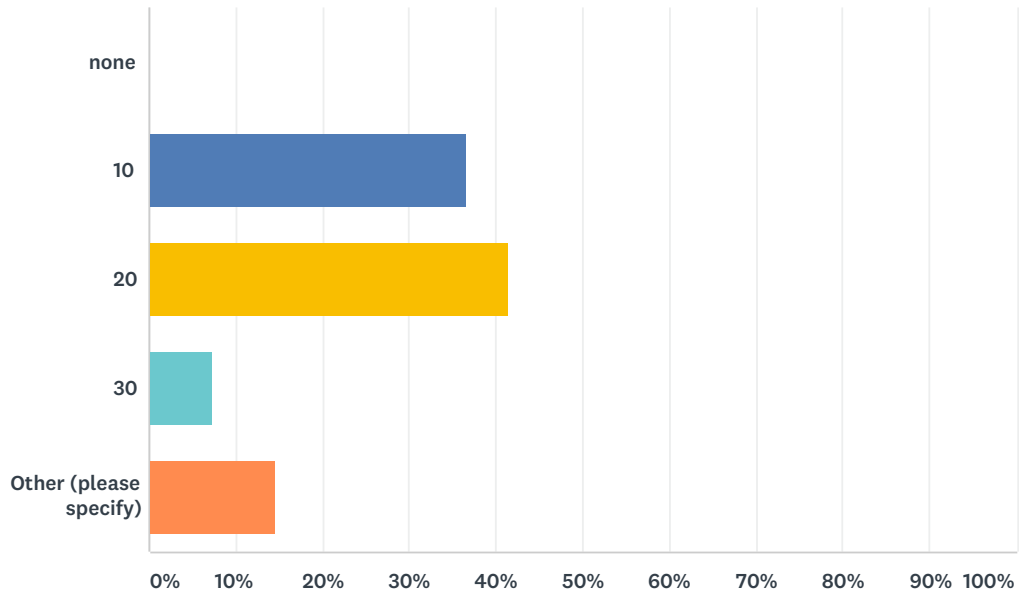
Answered: 32 Skipped: 33

Q30 What was your percentage of shrinkage? (Total net loss/Total net revenue) * 100

Answered: 31 Skipped: 34

Q31 What % discount do you give to staff?

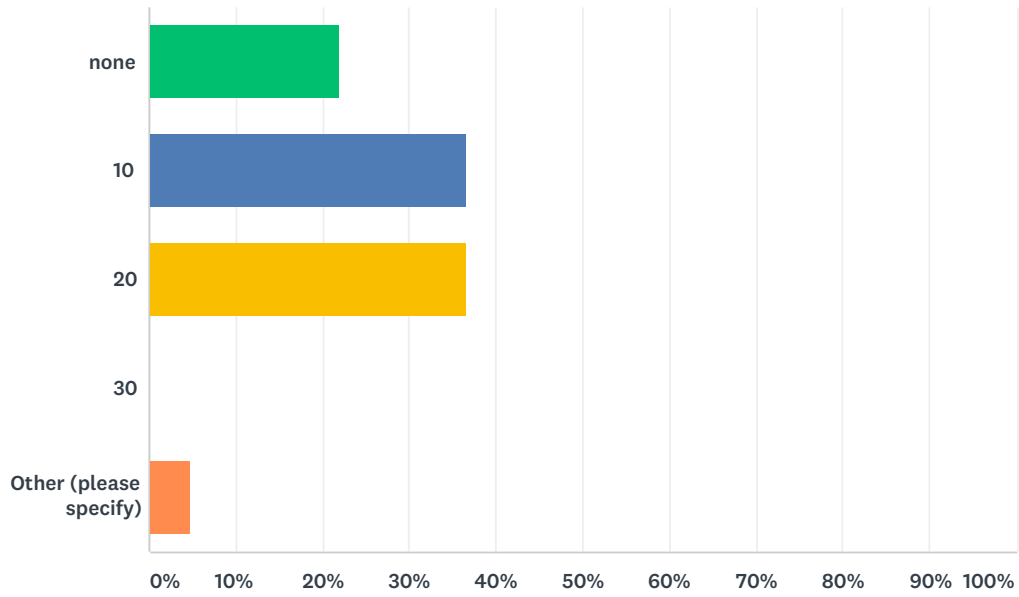
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
none	0.00%	0
10	36.59%	15
20	41.46%	17
30	7.32%	3
Other (please specify)	14.63%	6
TOTAL		41

Q32 What % discount do you give to volunteers?

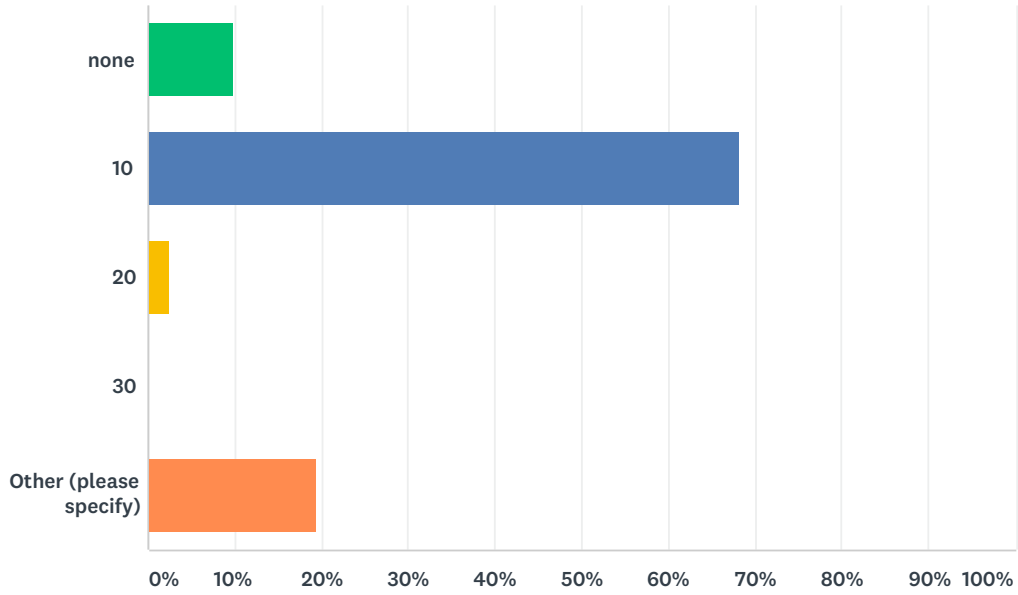
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
none	21.95%	9
10	36.59%	15
20	36.59%	15
30	0.00%	0
Other (please specify)	4.88%	2
TOTAL		41

Q33 What % discount do you give to members?

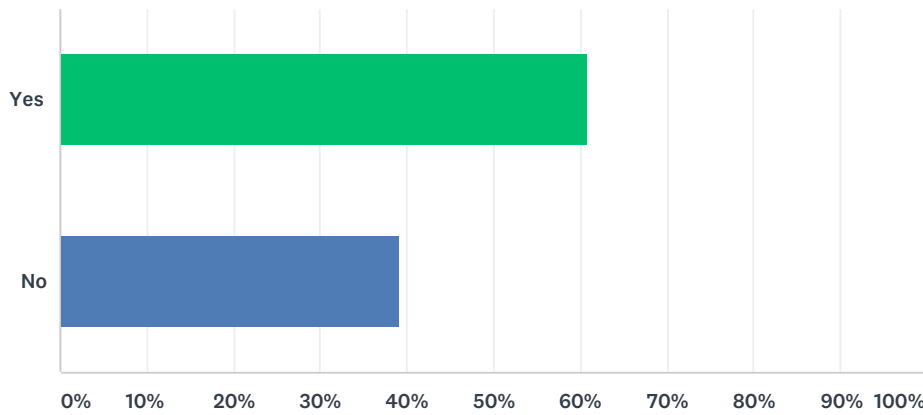
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
none	9.76%	4
10	68.29%	28
20	2.44%	1
30	0.00%	0
Other (please specify)	19.51%	8
TOTAL		41

Q34 Do you hold member shopping events, eg. Christmas shopping nights?

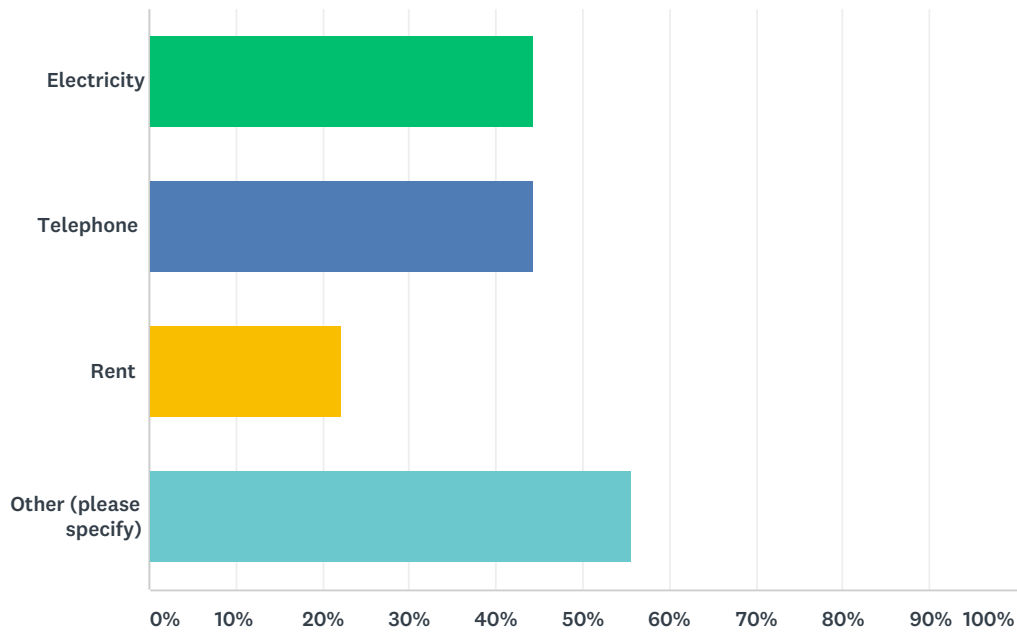
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	60.98%	25
No	39.02%	16
TOTAL		41

Q35 Are any of the following operating expenses charged to your store for the purpose of calculating net profit?

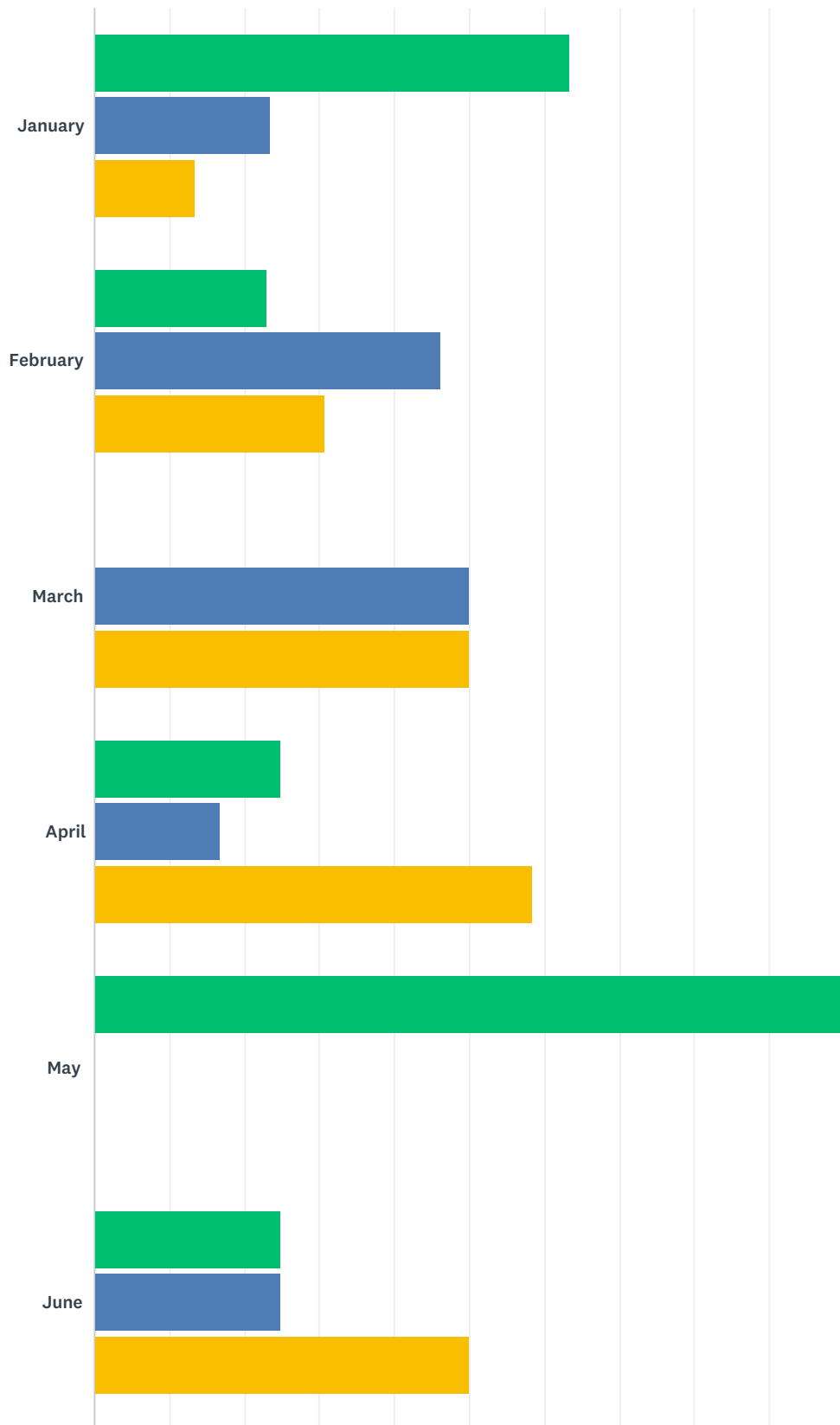
Answered: 9 Skipped: 56



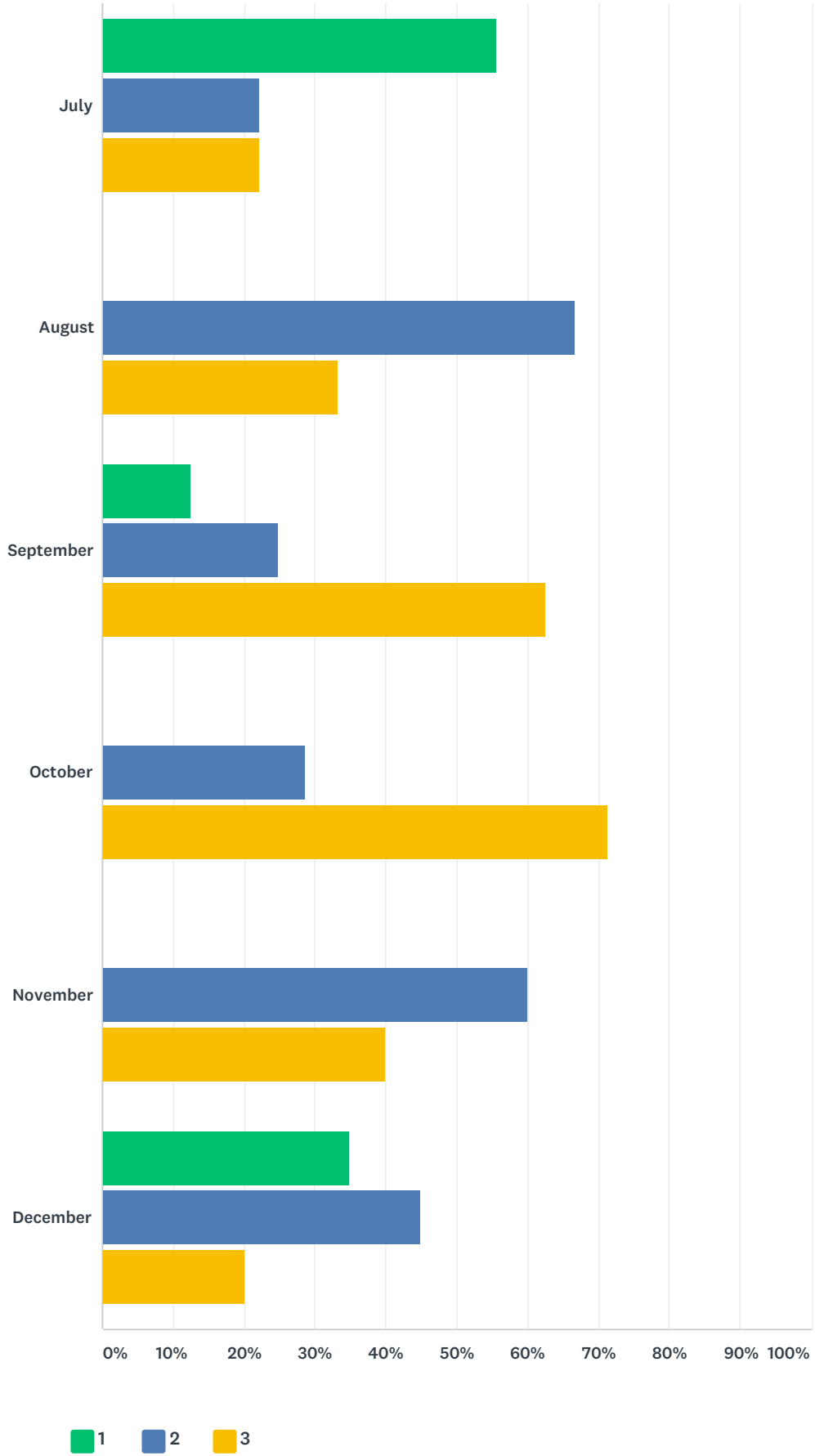
ANSWER CHOICES	RESPONSES
Electricity	44.44% 4
Telephone	44.44% 4
Rent	22.22% 2
Other (please specify)	55.56% 5
Total Respondents: 9	

Q36 With 1 being the highest, In terms of revenue, rank from 1 - 3 your busiest months of the year?

Answered: 41 Skipped: 24



Benchmarking Survey 2017



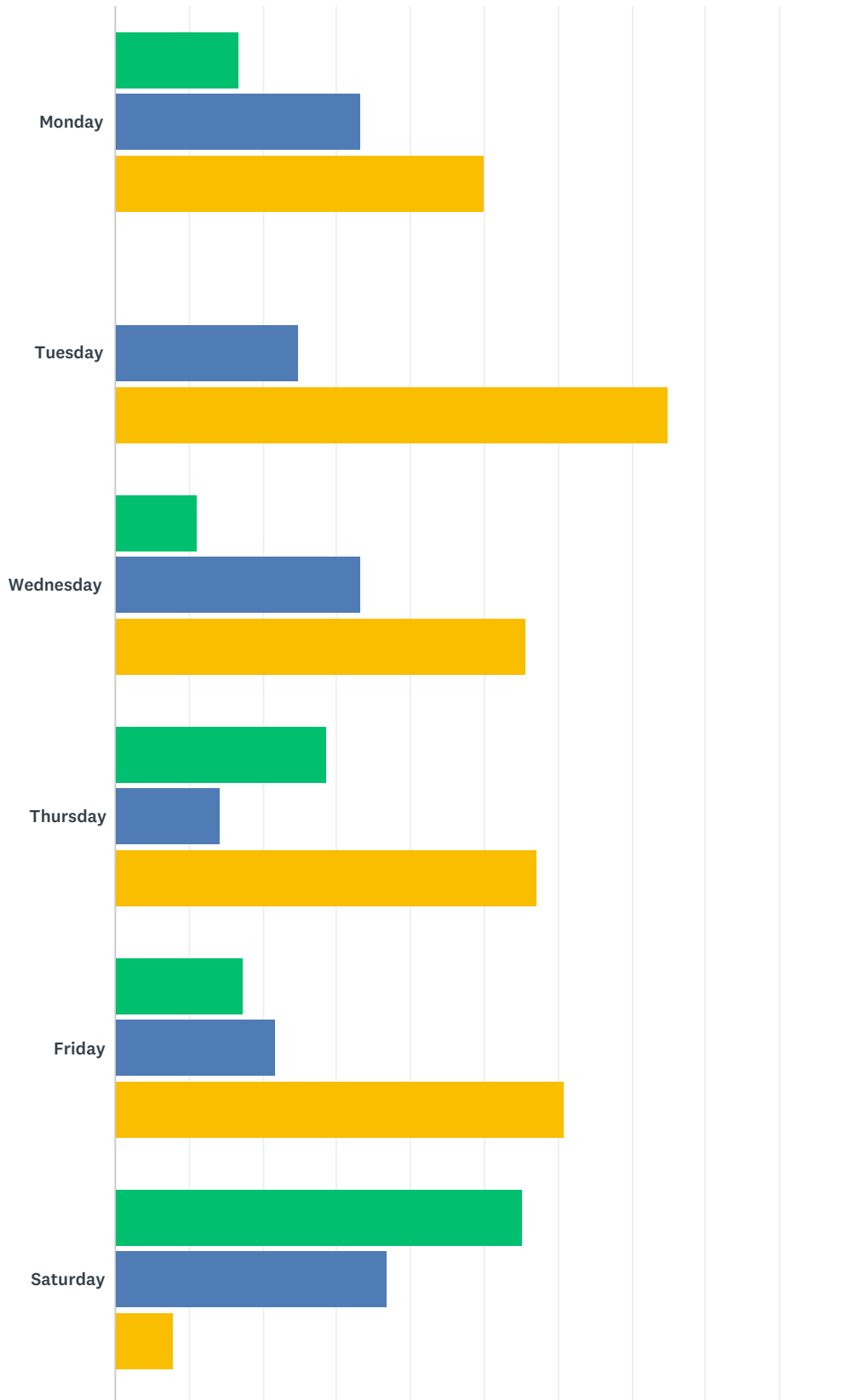
1	2	3	TOTAL	WEIGHTED AVERAGE
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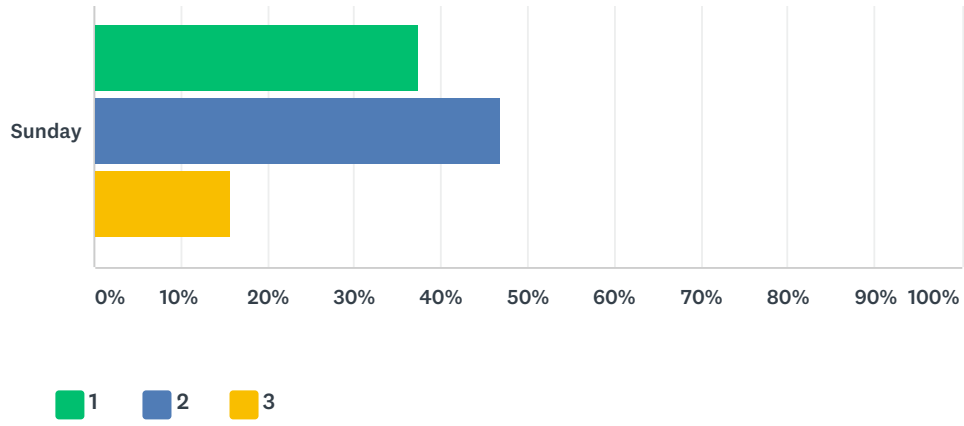
January	63.33% 19	23.33% 7	13.33% 4	30	1.50
February	23.08% 3	46.15% 6	30.77% 4	13	2.08
March	0.00% 0	50.00% 5	50.00% 5	10	2.50
April	25.00% 3	16.67% 2	58.33% 7	12	2.33
May	100.00% 2	0.00% 0	0.00% 0	2	1.00
June	25.00% 1	25.00% 1	50.00% 2	4	2.25
July	55.56% 5	22.22% 2	22.22% 2	9	1.67
August	0.00% 0	66.67% 2	33.33% 1	3	2.33
September	12.50% 1	25.00% 2	62.50% 5	8	2.50
October	0.00% 0	28.57% 2	71.43% 5	7	2.71
November	0.00% 0	60.00% 3	40.00% 2	5	2.40
December	35.00% 7	45.00% 9	20.00% 4	20	1.85

Q37 With 1 being the highest, In terms of revenue, rank from 1 - 3 your busiest days of the week?

Answered: 41 Skipped: 24



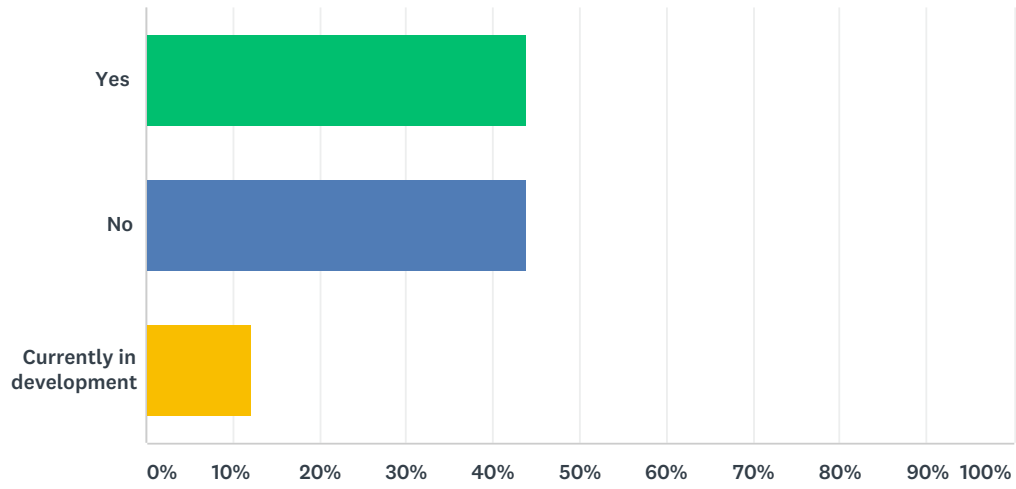
Benchmarking Survey 2017



	1	2	3	TOTAL	WEIGHTED AVERAGE
Monday	16.67% 1	33.33% 2	50.00% 3	6	2.33
Tuesday	0.00% 0	25.00% 1	75.00% 3	4	2.75
Wednesday	11.11% 1	33.33% 3	55.56% 5	9	2.44
Thursday	28.57% 2	14.29% 1	57.14% 4	7	2.29
Friday	17.39% 4	21.74% 5	60.87% 14	23	2.43
Saturday	55.26% 21	36.84% 14	7.89% 3	38	1.53
Sunday	37.50% 12	46.88% 15	15.63% 5	32	1.78

Q38 Does your store have online shopping?

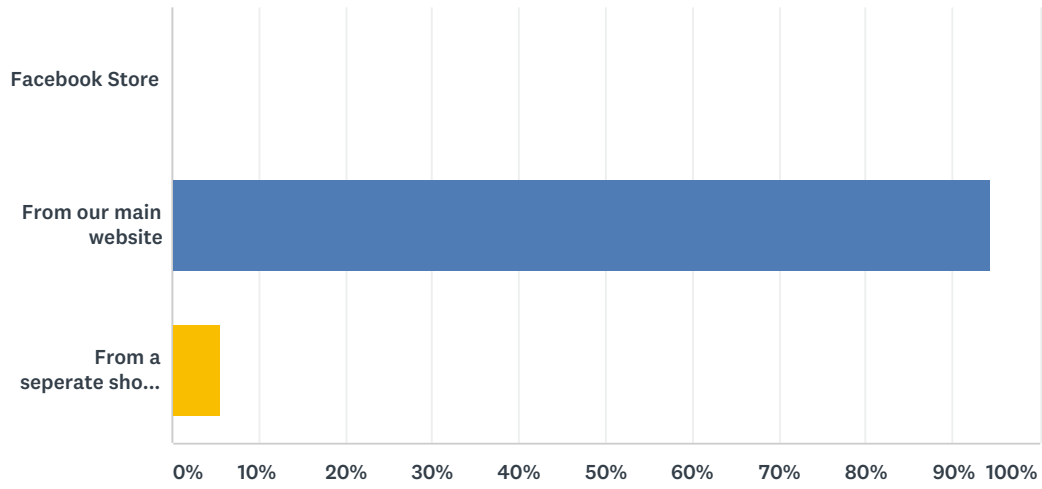
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	43.90%	18
No	43.90%	18
Currently in development	12.20%	5
TOTAL		41

Q39 How do your customers access your online store?

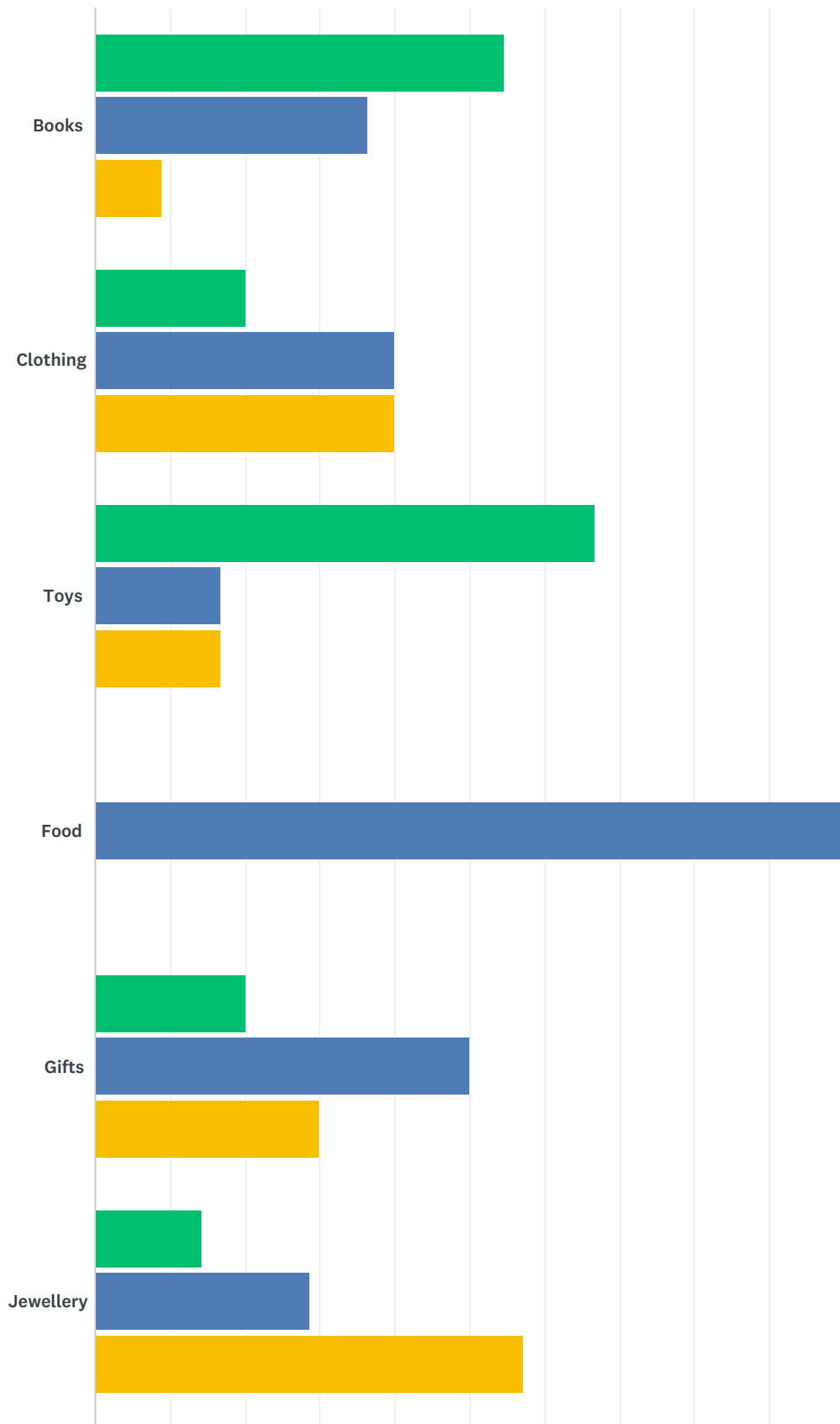
Answered: 18 Skipped: 47



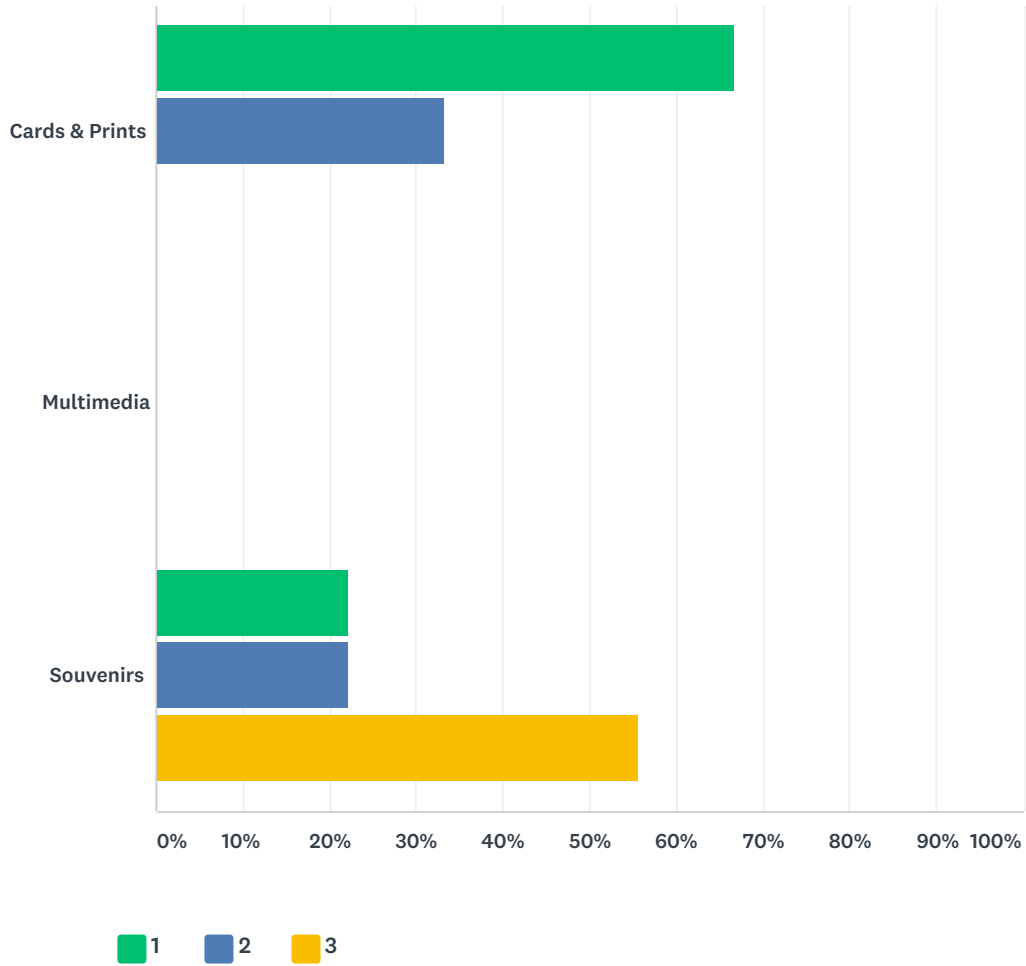
ANSWER CHOICES	RESPONSES	
Facebook Store	0.00%	0
From our main website	94.44%	17
From a seperate shop website	5.56%	1
TOTAL		18

Q40 With 1 being the highest, what were the top 3 selling categories in your online store? Rank in order from 1 - 3

Answered: 18 Skipped: 47



Benchmarking Survey 2017



	1	2	3	TOTAL	WEIGHTED AVERAGE
Books	54.55% 6	36.36% 4	9.09% 1	11	1.55
Clothing	20.00% 1	40.00% 2	40.00% 2	5	2.20
Toys	66.67% 4	16.67% 1	16.67% 1	6	1.50
Food	0.00% 0	100.00% 1	0.00% 0	1	2.00
Gifts	20.00% 2	50.00% 5	30.00% 3	10	2.10
Jewellery	14.29% 1	28.57% 2	57.14% 4	7	2.43
Cards & Prints	66.67% 2	33.33% 1	0.00% 0	3	1.33
Multimedia	0.00% 0	0.00% 0	0.00% 0	0	0.00
Souvenirs	22.22% 2	22.22% 2	55.56% 5	9	2.33

Q41 What percentage of your total sales was from your online store?

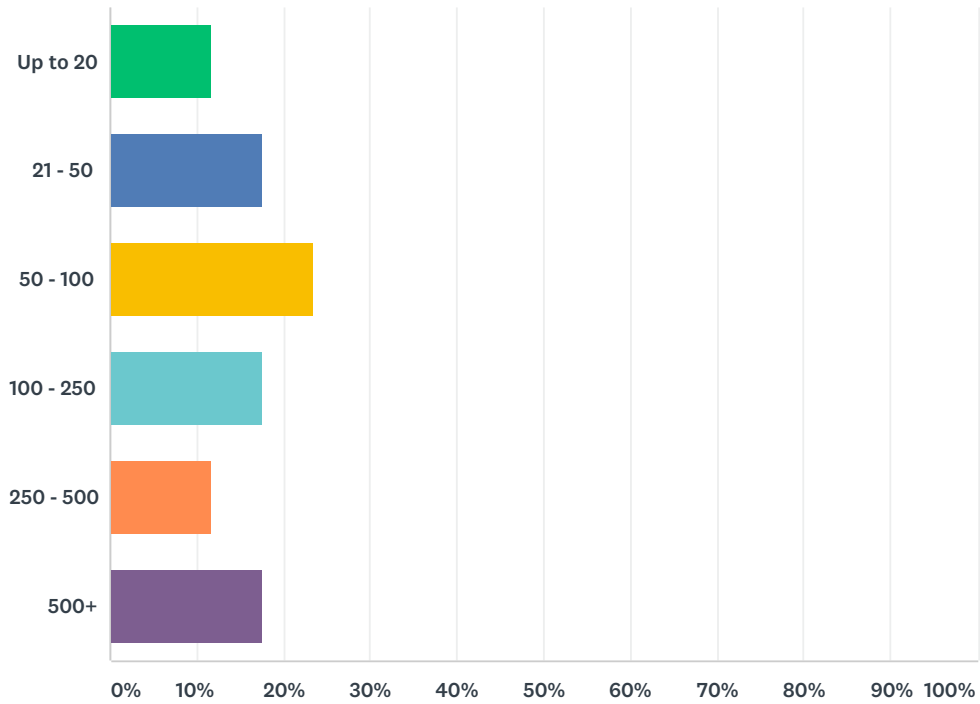
Answered: 16 Skipped: 49

Q42 What was the average transaction amount from your online sales?

Answered: 15 Skipped: 50

Q43 How many products are featured on your site?

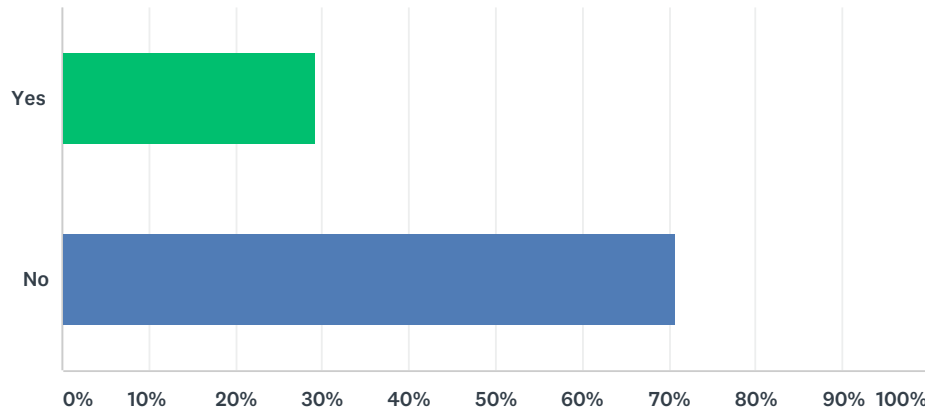
Answered: 17 Skipped: 48



ANSWER CHOICES	RESPONSES	
Up to 20	11.76%	2
21 - 50	17.65%	3
50 - 100	23.53%	4
100 - 250	17.65%	3
250 - 500	11.76%	2
500+	17.65%	3
TOTAL		17

Q44 Do you wholesale products to other Institutions/Shops?

Answered: 41 Skipped: 24



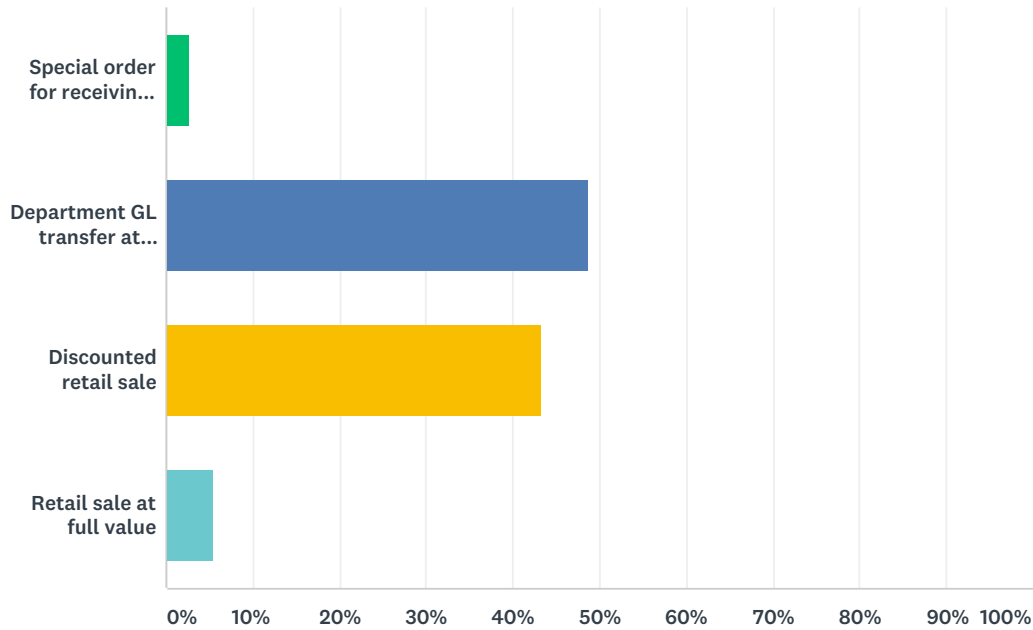
ANSWER CHOICES	RESPONSES	
Yes	29.27%	12
No	70.73%	29
TOTAL		41

**Q45 Last financial year what percentage of your total revenue was from
wholesale?**

Answered: 10 Skipped: 55

Q46 How do you manage inter-department sales

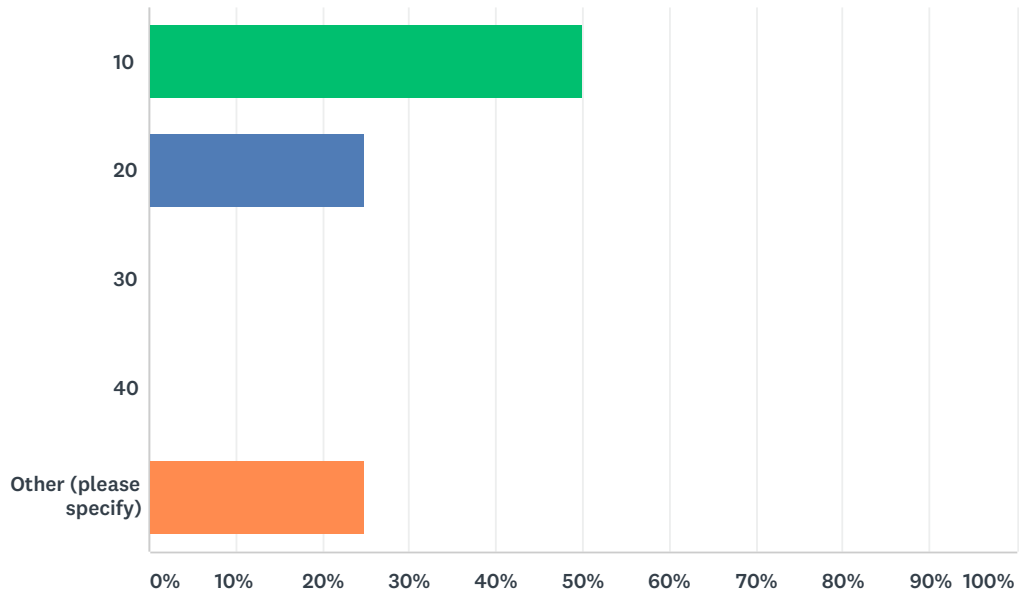
Answered: 37 Skipped: 28



ANSWER CHOICES	RESPONSES	
Special order for receiving department who pay the invoice	2.70%	1
Department GL transfer at cost	48.65%	18
Discounted retail sale	43.24%	16
Retail sale at full value	5.41%	2
TOTAL		37

Q47 What % discount is given to the purchasing department?

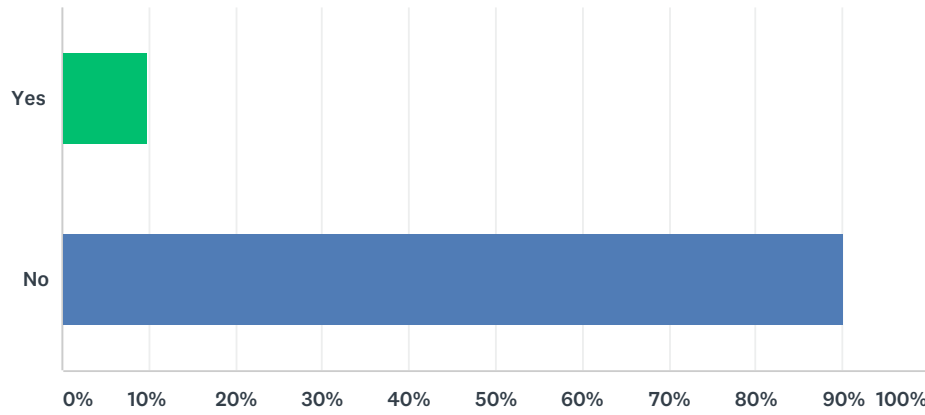
Answered: 16 Skipped: 49



ANSWER CHOICES	RESPONSES	
10	50.00%	8
20	25.00%	4
30	0.00%	0
40	0.00%	0
Other (please specify)	25.00%	4
TOTAL		16

Q48 Does your Store pay rent to your Institution?

Answered: 41 Skipped: 24



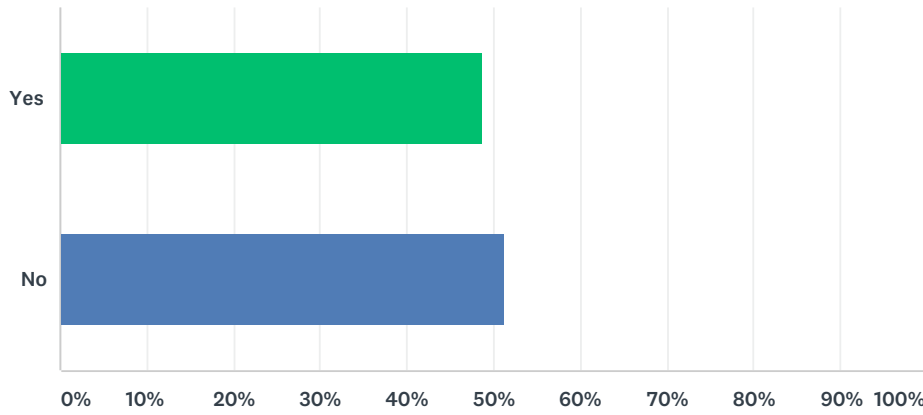
ANSWER CHOICES	RESPONSES	
Yes	9.76%	4
No	90.24%	37
TOTAL		41

Q49 How much rent do you pay per annum?

Answered: 4 Skipped: 61

Q50 Do you have exhibition/pop up shops?

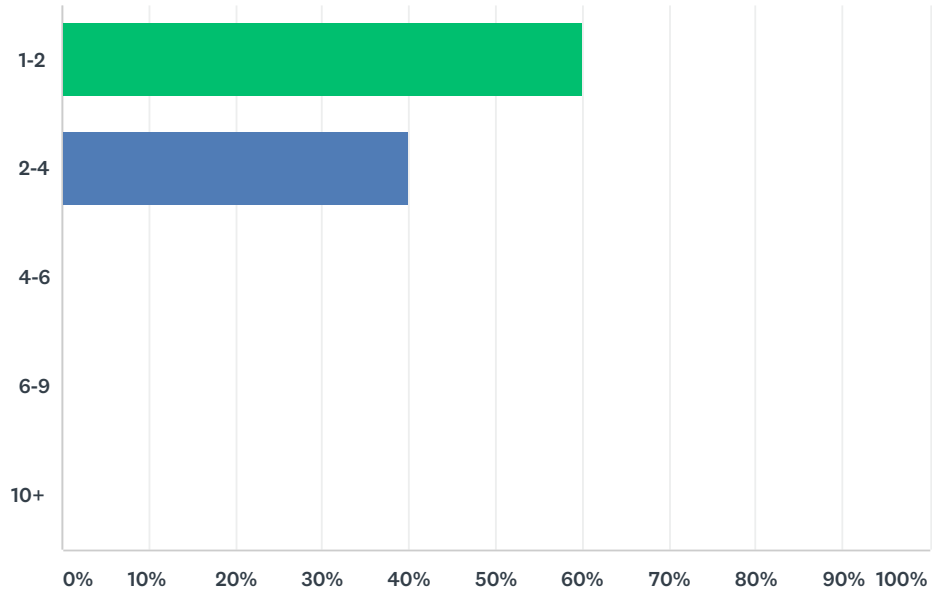
Answered: 41 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	48.78%	20
No	51.22%	21
TOTAL		41

Q51 Approximately how many per year?

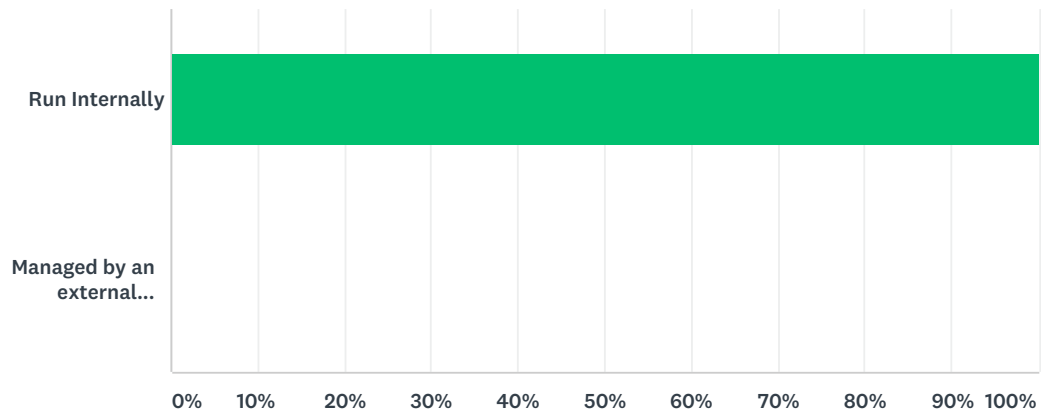
Answered: 20 Skipped: 45



ANSWER CHOICES	RESPONSES	
1-2	60.00%	12
2-4	40.00%	8
4-6	0.00%	0
6-9	0.00%	0
10+	0.00%	0
TOTAL		20

Q52 Are your exhibition stores run internally or managed by an external partner/exhibitor?

Answered: 19 Skipped: 46



ANSWER CHOICES	RESPONSES	
Run Internally	100.00%	19
Managed by an external partner	0.00%	0
TOTAL		19

Q53 How many paid full time employees does your Store have?

Answered: 40 Skipped: 25

Q54 How many paid part time employees does your Store have?

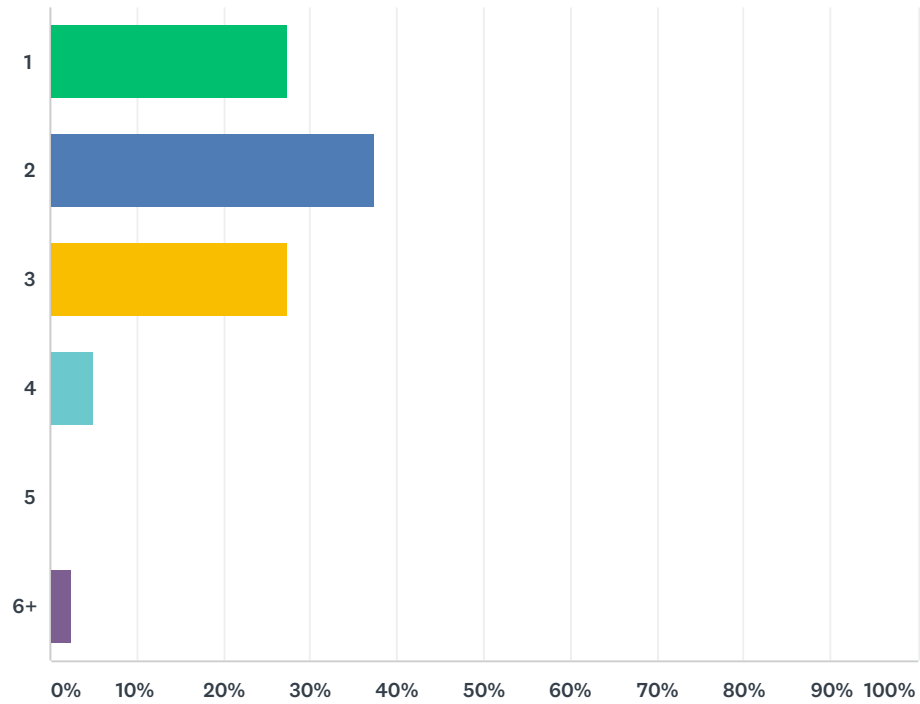
Answered: 40 Skipped: 25

Q55 How many casual employees does your store have?

Answered: 40 Skipped: 25

Q56 What is the average number of floor staff each day?

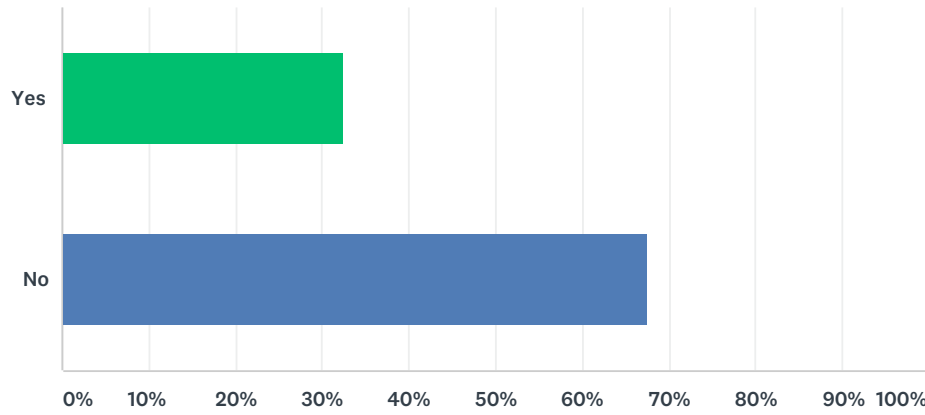
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
1	27.50%	11
2	37.50%	15
3	27.50%	11
4	5.00%	2
5	0.00%	0
6+	2.50%	1
TOTAL		40

Q57 Does the above number include the Retail Manager?

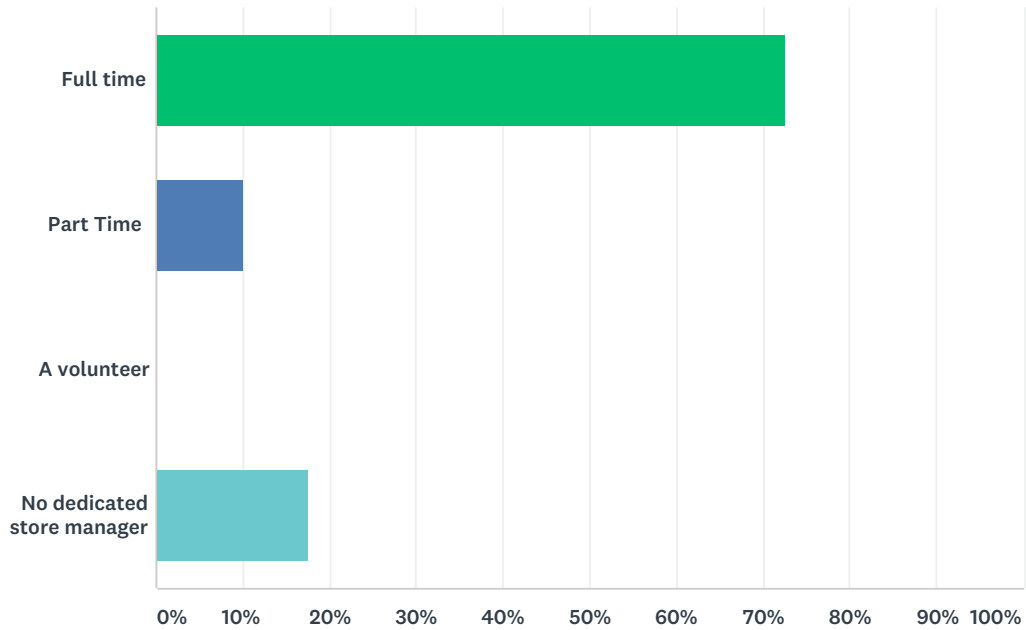
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	32.50%	13
No	67.50%	27
TOTAL		40

Q58 The Store Manager is

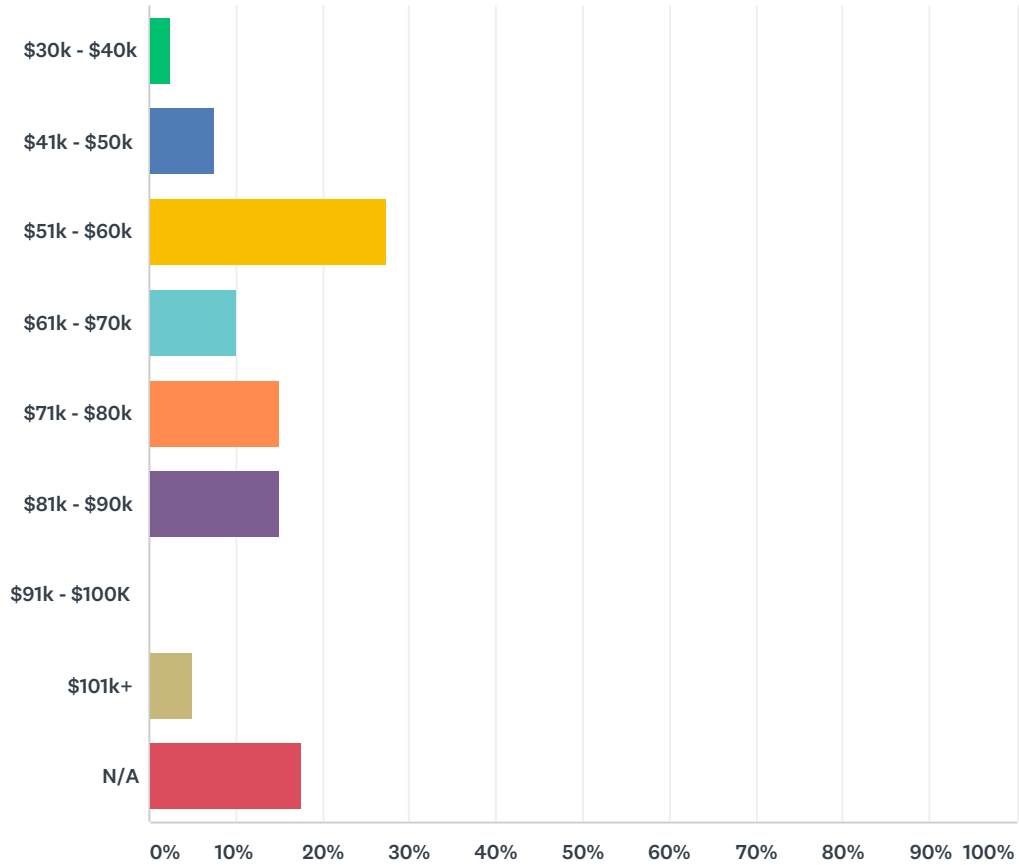
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Full time	72.50%	29
Part Time	10.00%	4
A volunteer	0.00%	0
No dedicated store manager	17.50%	7
TOTAL		40

Q59 What is the FTE annual salary of the Store Manager?

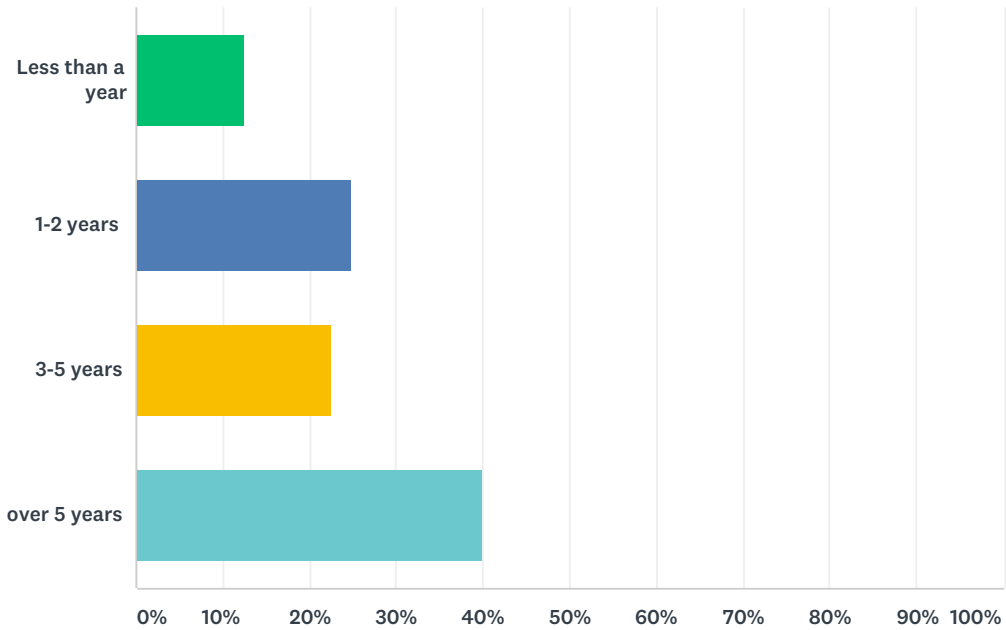
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
\$30k - \$40k	2.50%	1
\$41k - \$50k	7.50%	3
\$51k - \$60k	27.50%	11
\$61k - \$70k	10.00%	4
\$71k - \$80k	15.00%	6
\$81k - \$90k	15.00%	6
\$91k - \$100K	0.00%	0
\$101k+	5.00%	2
N/A	17.50%	7
TOTAL		40

Q60 How long has the Store Manager been in their role?

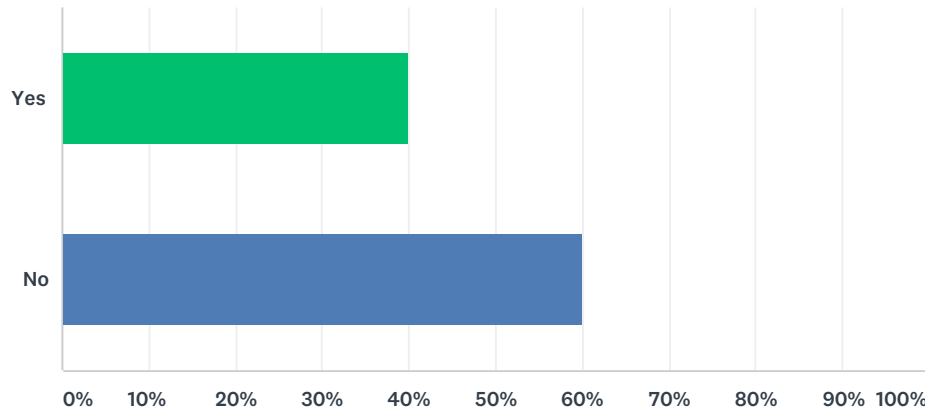
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Less than a year	12.50%	5
1-2 years	25.00%	10
3-5 years	22.50%	9
over 5 years	40.00%	16
TOTAL		40

Q61 Does your store have a separate buyer?

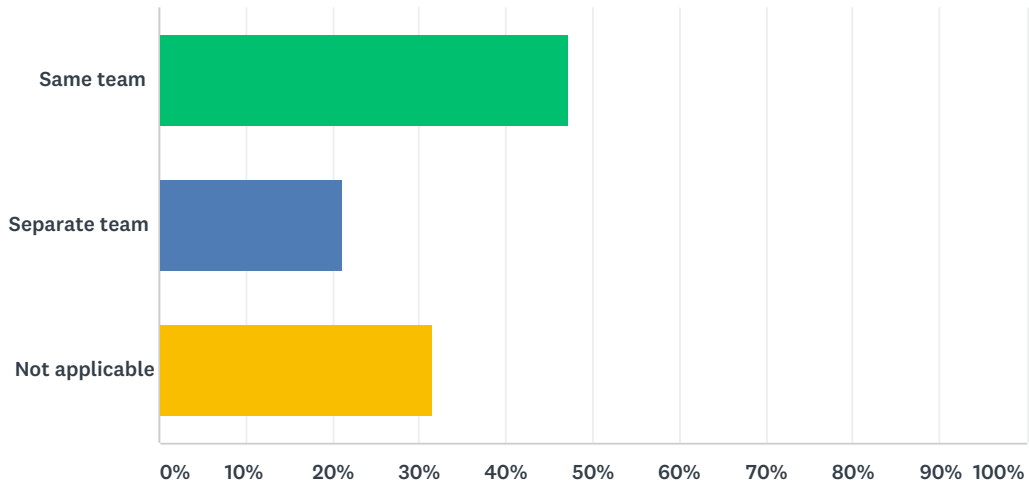
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	40.00%	16
No	60.00%	24
TOTAL		40

Q62 Do the store staff sit in the same team as the buyers or separate?

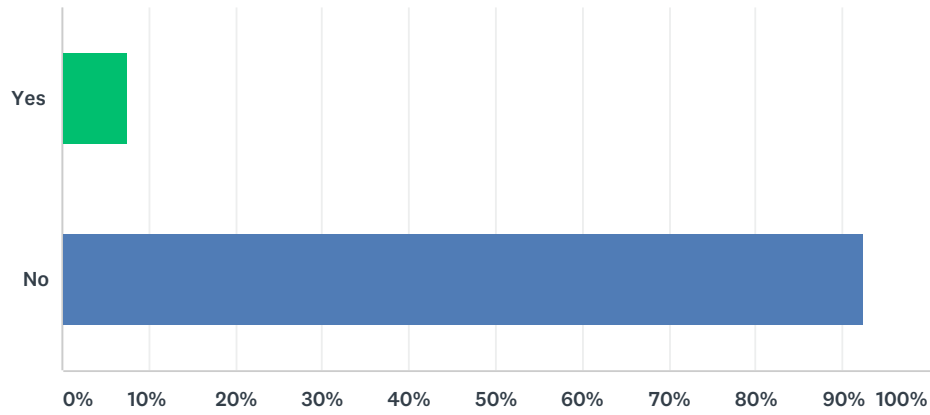
Answered: 38 Skipped: 27



ANSWER CHOICES	RESPONSES	
Same team	47.37%	18
Separate team	21.05%	8
Not applicable	31.58%	12
TOTAL		38

Q63 Does your store have a separate product development specialist?

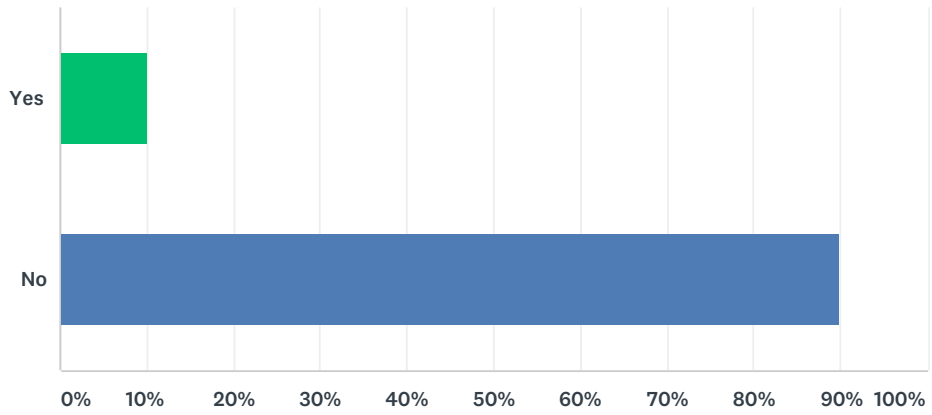
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	7.50%	3
No	92.50%	37
TOTAL		40

Q64 Does your store have a separate visual merchandiser?

Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	10.00%	4
No	90.00%	36
TOTAL		40

Q65 What is the total annual cost of all your retail staff including the manager?

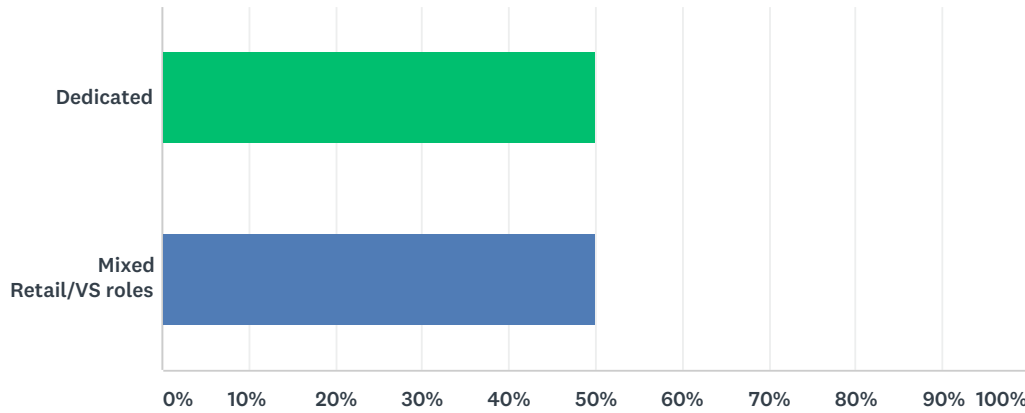
Answered: 36 Skipped: 29

Q66 What percentage of sales is your wages bill?(Total wages / Total net revenue) * 100

Answered: 29 Skipped: 36

Q67 Are your retail staff dedicated to the store or have mixed retail/visitor services roles?

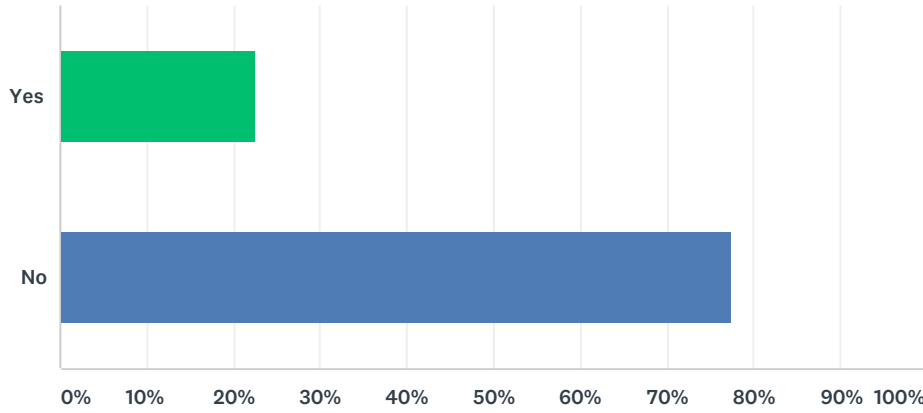
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Dedicated	50.00%	20
Mixed Retail/VS roles	50.00%	20
TOTAL		40

Q68 Do you use volunteers in your store?

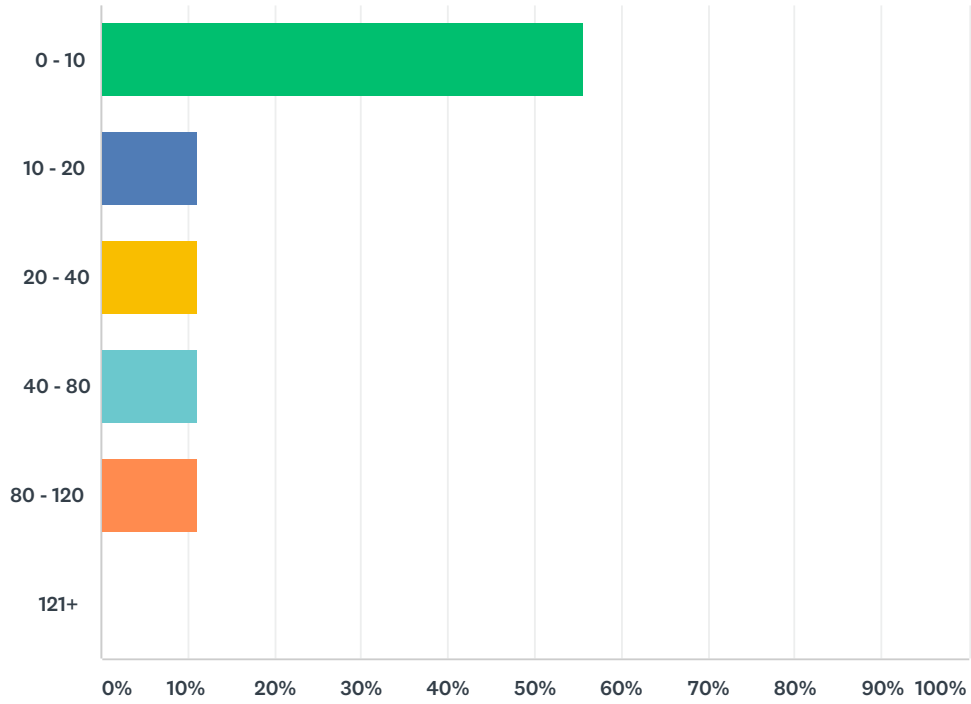
Answered: 40 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	22.50%	9
No	77.50%	31
TOTAL		40

Q69 Approximately how many volunteers hours do you use per week?

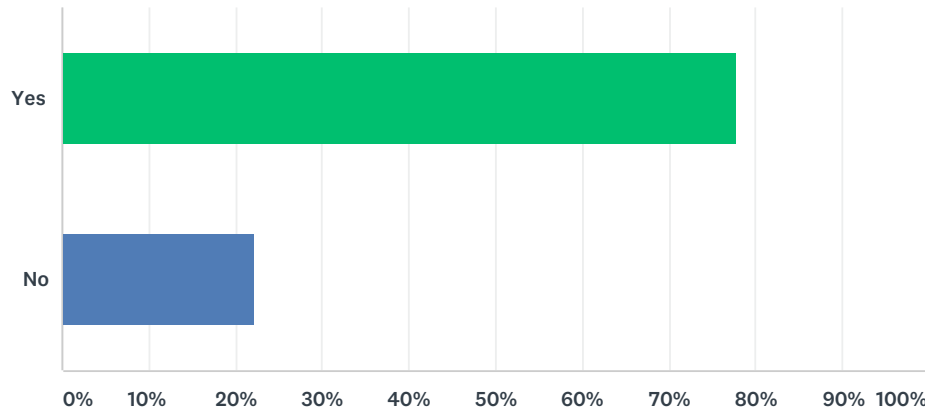
Answered: 9 Skipped: 56



ANSWER CHOICES	RESPONSES	
0 - 10	55.56%	5
10 - 20	11.11%	1
20 - 40	11.11%	1
40 - 80	11.11%	1
80 - 120	11.11%	1
121+	0.00%	0
TOTAL		9

Q70 Are your volunteers involved in cash handling?

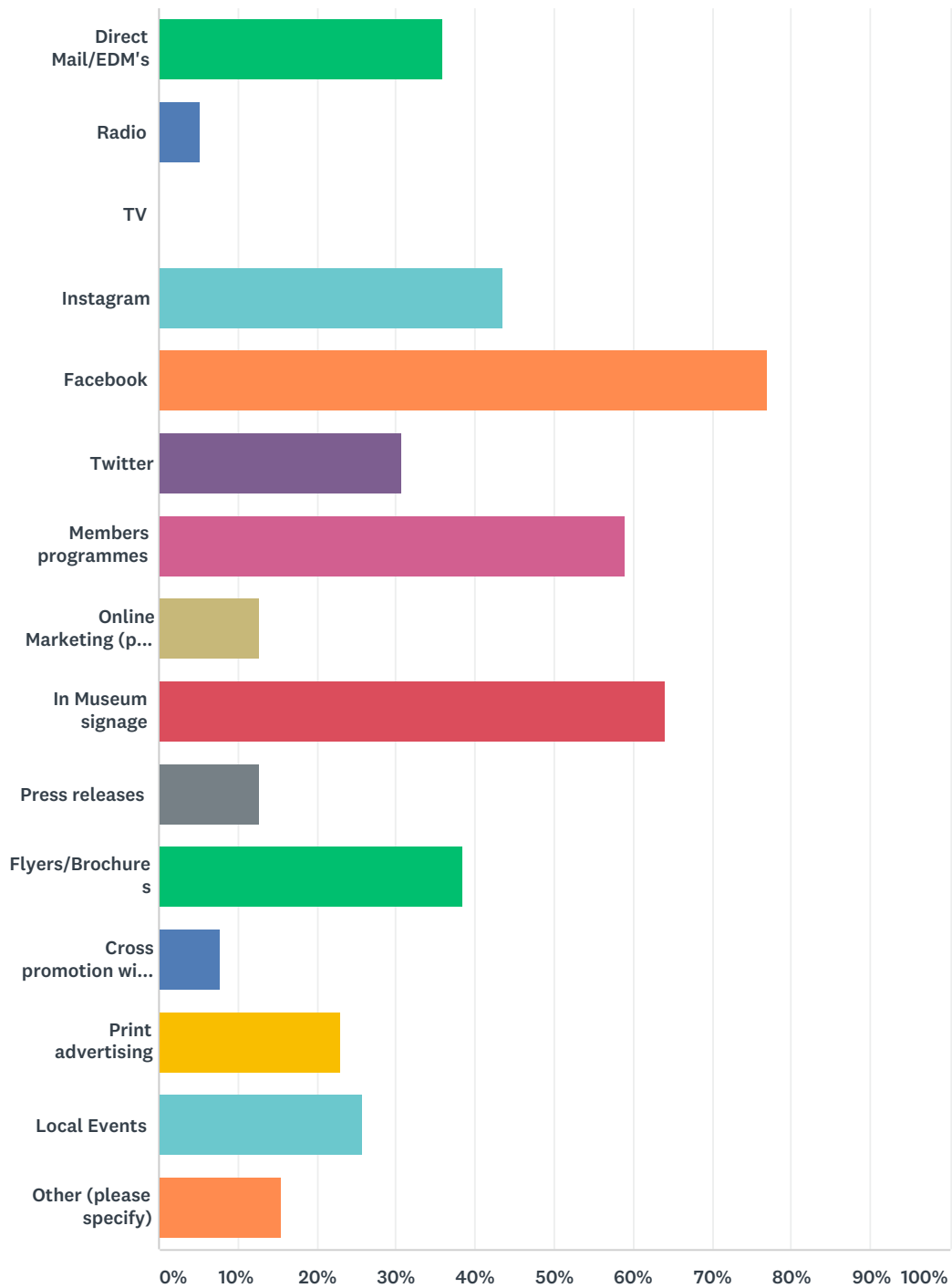
Answered: 9 Skipped: 56



ANSWER CHOICES	RESPONSES	
Yes	77.78%	7
No	22.22%	2
TOTAL		9

Q71 Which of the following marketing methods are used to promote your store?

Answered: 39 Skipped: 26



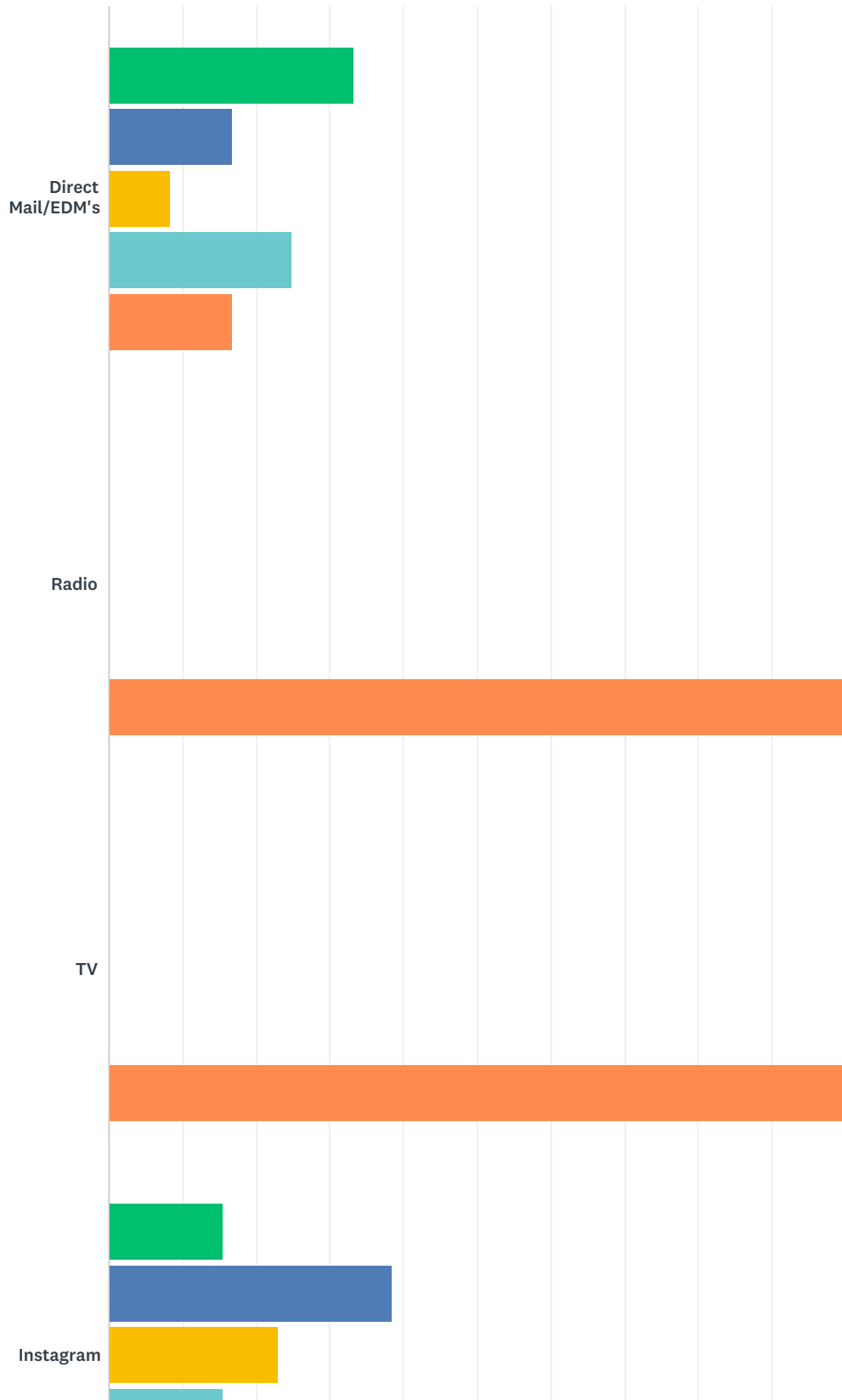
ANSWER CHOICES	RESPONSES	
Direct Mail/EDM's	35.90%	14
Radio	5.13%	2

Benchmarking Survey 2017

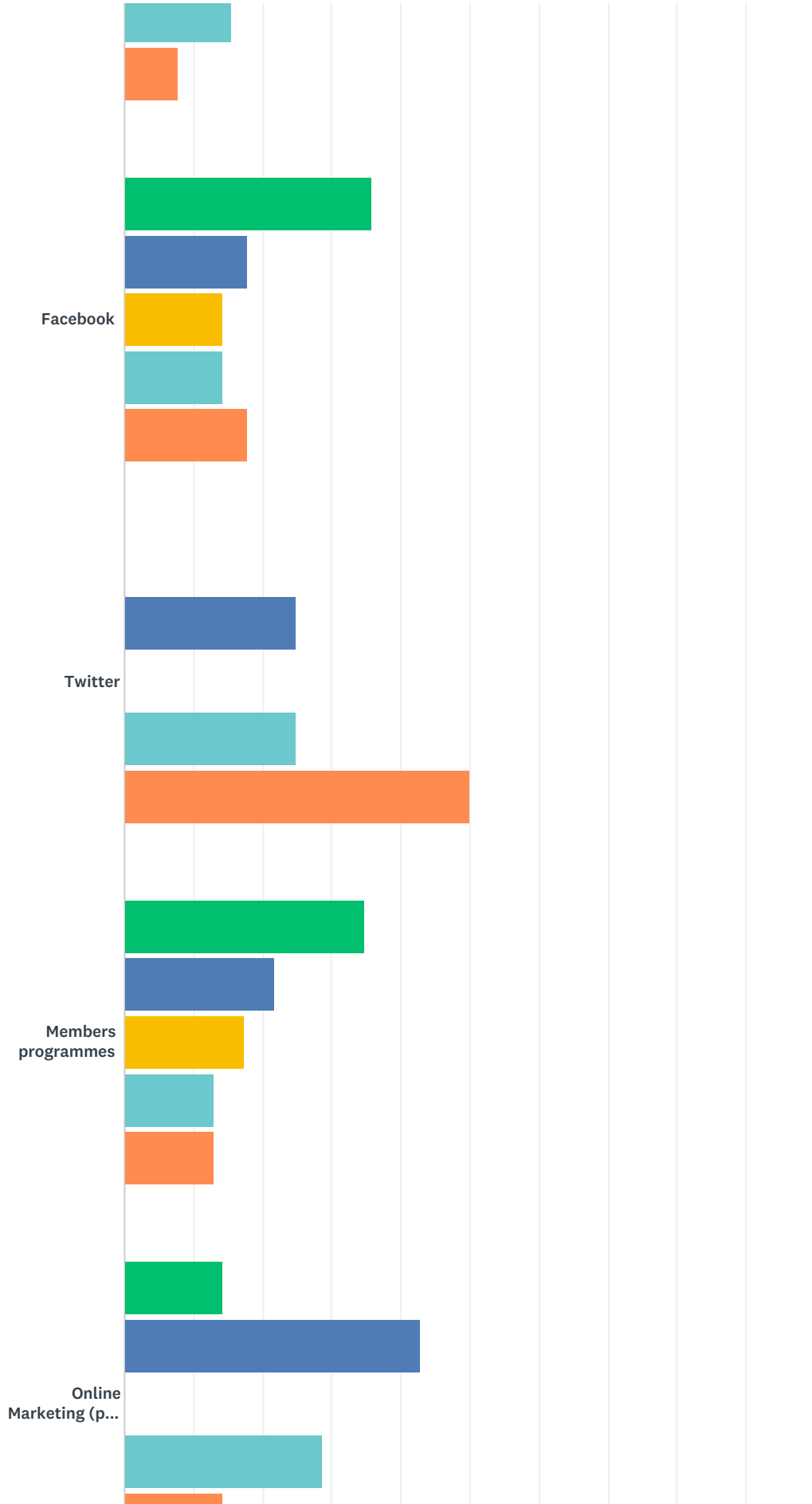
TV	0.00%	0
Instagram	43.59%	17
Facebook	76.92%	30
Twitter	30.77%	12
Members programmes	58.97%	23
Online Marketing (paid banner ads, Google Adwords)	12.82%	5
In Museum signage	64.10%	25
Press releases	12.82%	5
Flyers/Brochures	38.46%	15
Cross promotion with other institutions	7.69%	3
Print advertising	23.08%	9
Local Events	25.64%	10
Other (please specify)	15.38%	6
Total Respondents: 39		

Q72 With 1 being the top, rank from 1 - 5 the methods you find most effective

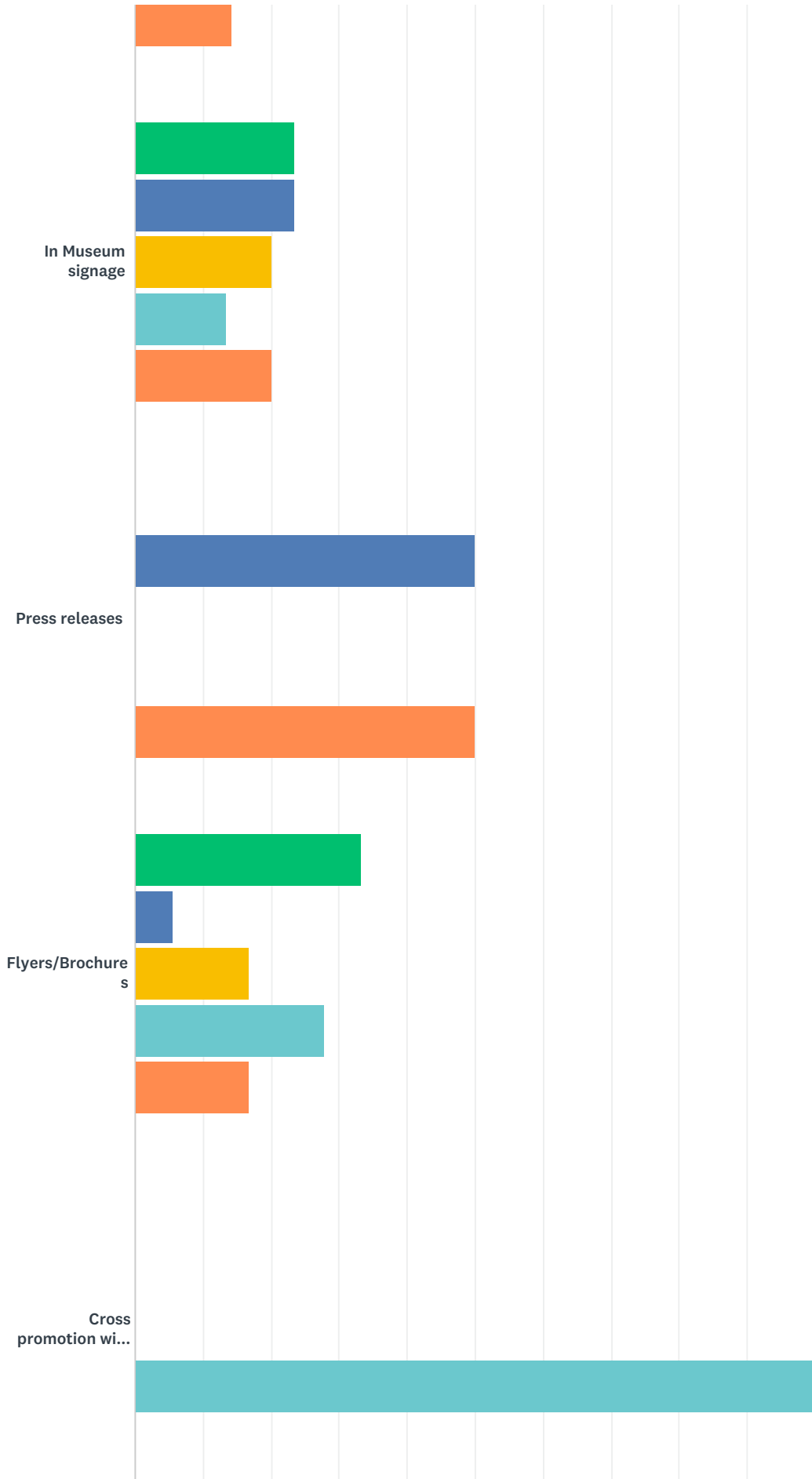
Answered: 39 Skipped: 26



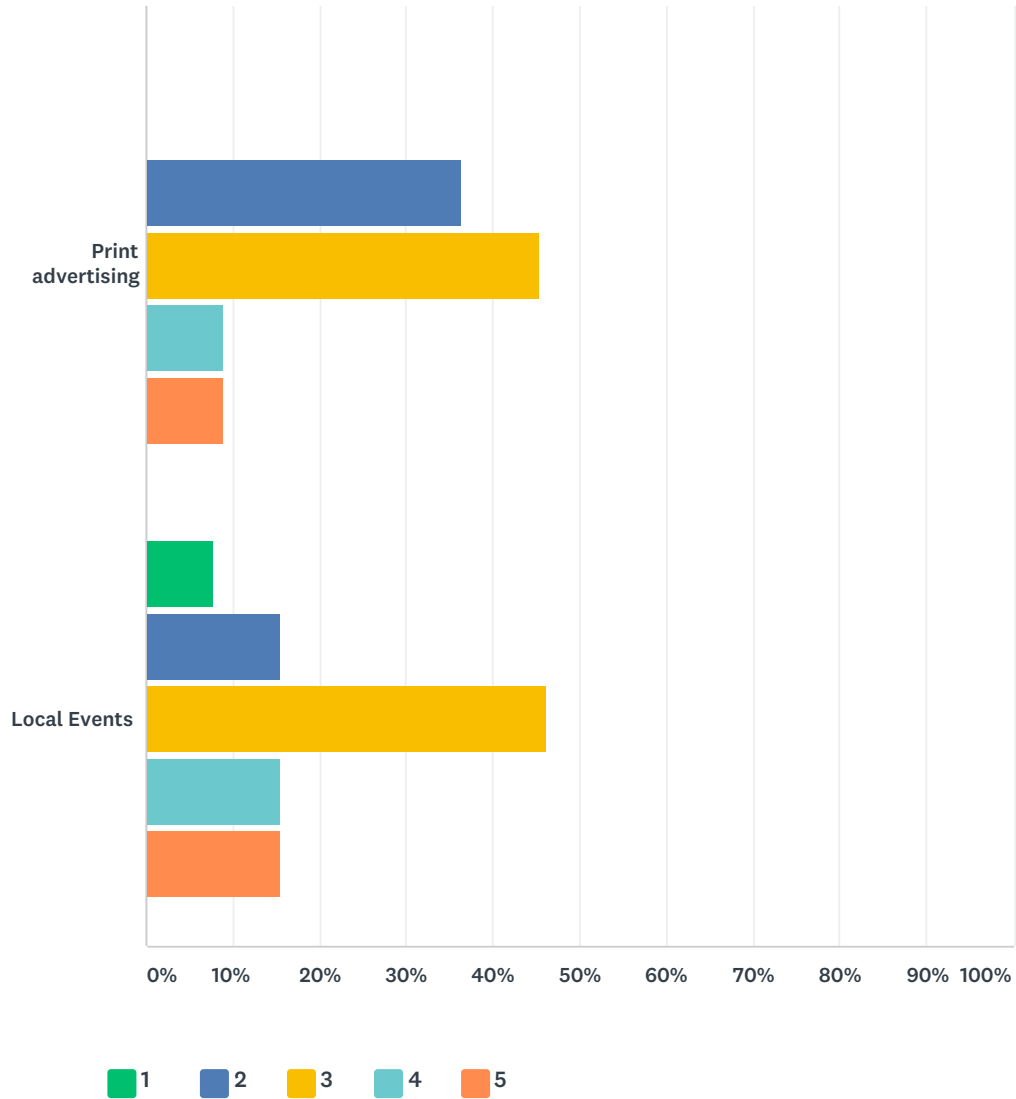
Benchmarking Survey 2017



Benchmarking Survey 2017



Benchmarking Survey 2017



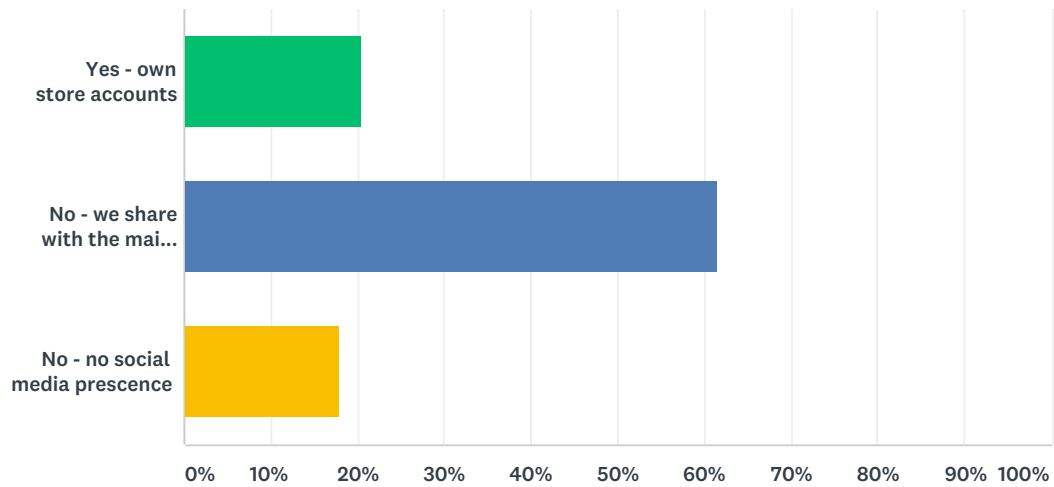
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Direct Mail/EDM's	33.33% 4	16.67% 2	8.33% 1	25.00% 3	16.67% 2	12	2.75
Radio	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	1	5.00
TV	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	1	5.00
Instagram	15.38% 2	38.46% 5	23.08% 3	15.38% 2	7.69% 1	13	2.62
Facebook	35.71% 10	17.86% 5	14.29% 4	14.29% 4	17.86% 5	28	2.61
Twitter	0.00% 0	25.00% 1	0.00% 0	25.00% 1	50.00% 2	4	4.00
Members programmes	34.78% 8	21.74% 5	17.39% 4	13.04% 3	13.04% 3	23	2.48
Online Marketing (paid banner ads, Google Adwords)	14.29% 1	42.86% 3	0.00% 0	28.57% 2	14.29% 1	7	2.86
In Museum signage	23.33% 7	23.33% 7	20.00% 6	13.33% 4	20.00% 6	30	2.83

Benchmarking Survey 2017

Press releases	0.00%	50.00%	0.00%	0.00%	50.00%		
	0	1	0	0	1	2	3.50
Flyers/Brochures	33.33%	5.56%	16.67%	27.78%	16.67%		
	6	1	3	5	3	18	2.89
Cross promotion with other institutions	0.00%	0.00%	0.00%	100.00%	0.00%		
	0	0	0	2	0	2	4.00
Print advertising	0.00%	36.36%	45.45%	9.09%	9.09%		
	0	4	5	1	1	11	2.91
Local Events	7.69%	15.38%	46.15%	15.38%	15.38%		
	1	2	6	2	2	13	3.15

Q73 Does your store have its own social media presence or is it incorporated in to the main institutions accounts?

Answered: 39 Skipped: 26



ANSWER CHOICES	RESPONSES	
Yes - own store accounts	20.51%	8
No - we share with the main institution accounts	61.54%	24
No - no social media prescence	17.95%	7
TOTAL		39

Q74 What is the most successful strategy you have utilised in increasing sales?

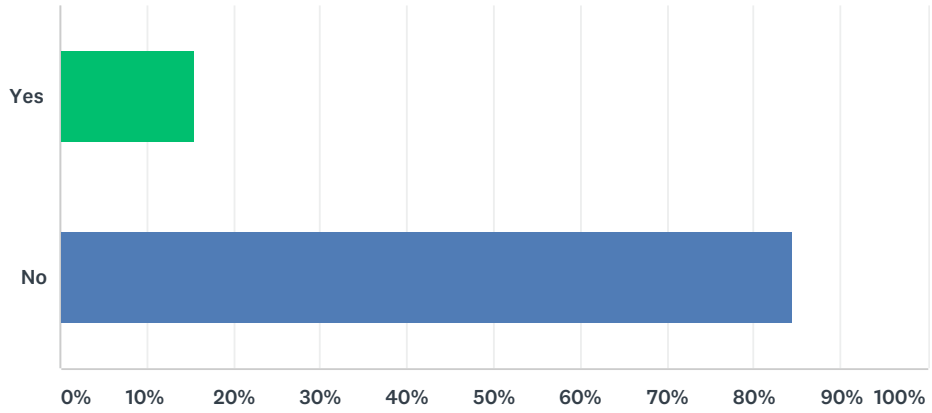
Answered: 26 Skipped: 39

Q75 What is the biggest obstacle you face in increasing sales/profits?

Answered: 28 Skipped: 37

Q76 Does your store have its own marketing/promotions budget?

Answered: 39 Skipped: 26



ANSWER CHOICES	RESPONSES	
Yes	15.38%	6
No	84.62%	33
TOTAL		39

Q77 If yes, what percentage of your total sales is your marketing/promotional budget?(total marketing budget/Total Revenue) *
100

Answered: 5 Skipped: 60