








1. Do you see sales reps in your newsagency?

| | | Response Percent | Response Count |
|----------------------------------|--|------------------|----------------|
| Yes |  | 90.6% | 96 |
| No, because I refuse to see them |  | 0.9% | 1 |
| No, because they don't visit |  | 8.5% | 9 |
| answered question | | | 106 |
| skipped question | | | 0 |

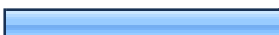

2. How important are sales reps in guiding stock buying decisions you make?

| | | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| Very important |  | 6.6% | 7 |
| Important |  | 34.9% | 37 |
| No so important |  | 49.1% | 52 |
| Not at all |  | 9.4% | 10 |
| answered question | | | 106 |
| skipped question | | | 0 |







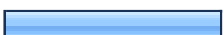

3. Sales reps... (select all responses that apply)

| | | Response Percent | Response Count |
|-----------------------------------|--|------------------|----------------|
| Keep me informed about products |  | 81.1% | 86 |
| Keep me informed about other news |  | 45.3% | 48 |
| Are my friends |  | 8.5% | 9 |
| Waste my time |  | 31.1% | 33 |
| Help me run my business |  | 22.6% | 24 |
| | Other (please specify) | | 11 |
| answered question | | | 106 |
| skipped question | | | 0 |

4. Would you like to see more sales reps?

| | | Response Percent | Response Count |
|-------------------|---|------------------|----------------|
| yes |  | 44.3% | 47 |
| No |  | 55.7% | 59 |
| answered question | | | 106 |
| skipped question | | | 0 |



5. If you want to see more sales reps, for what product categories?

| | | Response Percent | Response Count |
|------------------------|--|------------------|----------------|
| Stationery |  | 44.9% | 31 |
| Gifts |  | 84.1% | 58 |
| Plush |  | 63.8% | 44 |
| Toys |  | 56.5% | 39 |
| Tobacco |  | 10.1% | 7 |
| Confectionery |  | 10.1% | 7 |
| Magazines |  | 34.8% | 24 |
| Newspapers |  | 17.4% | 12 |
| Other (please specify) | | | 4 |

answered question 69

skipped question 37


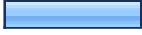
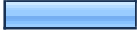


6. If more suppliers provided an online live alternative to sales reps would that help?

| | | Response Percent | Response Count |
|------------------------|---|------------------|----------------|
| Yes |  | 67.9% | 72 |
| No |  | 32.1% | 34 |
| Other (please specify) | | | 10 |

answered question 106

skipped question 0

7. Where are you located?

| | | Response Percent | Response Count |
|---------------------------------|---|---------------------|-------------------|
| Capital city shopping centre |  | 17.0% | 18 |
| Capital city high street |  | 21.7% | 23 |
| Regional centre |  | 20.8% | 22 |
| Regional high street |  | 21.7% | 23 |
| Rural |  | 18.9% | 20 |
| answered question | | | 106 |
| skipped question | | | 0 |