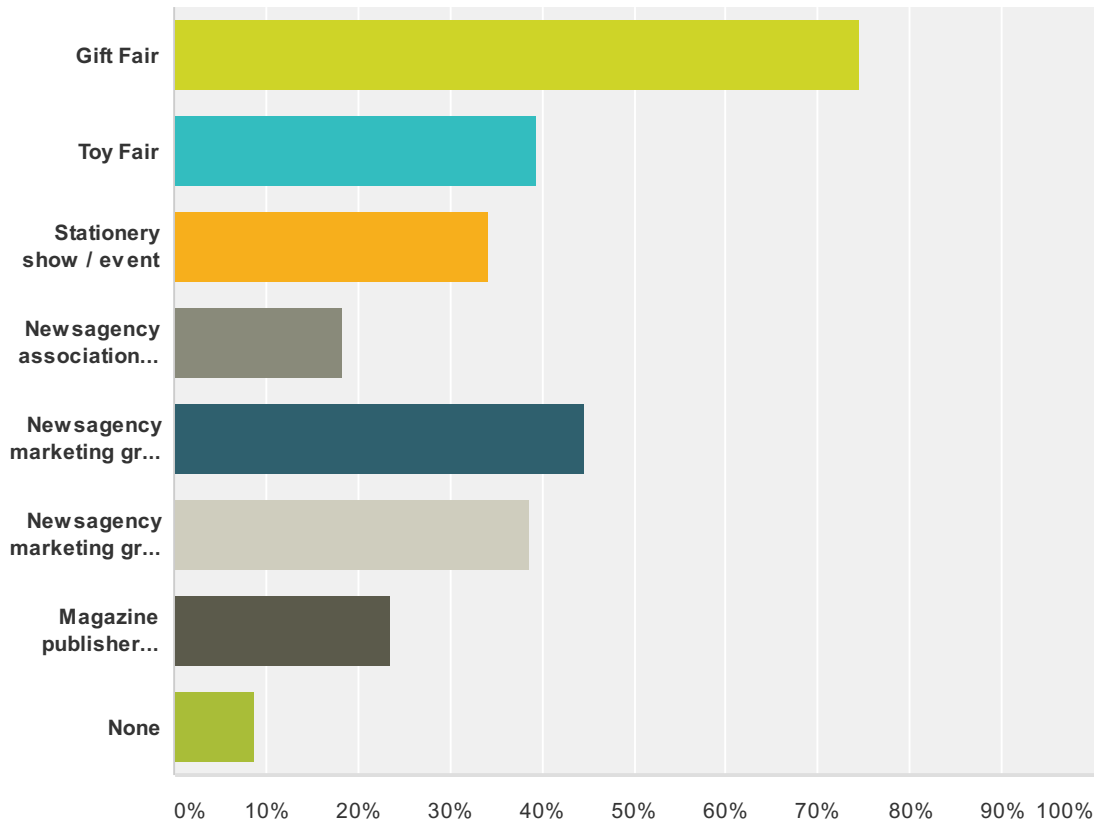


## Q1 What conferences or trade shows will you attend this year?

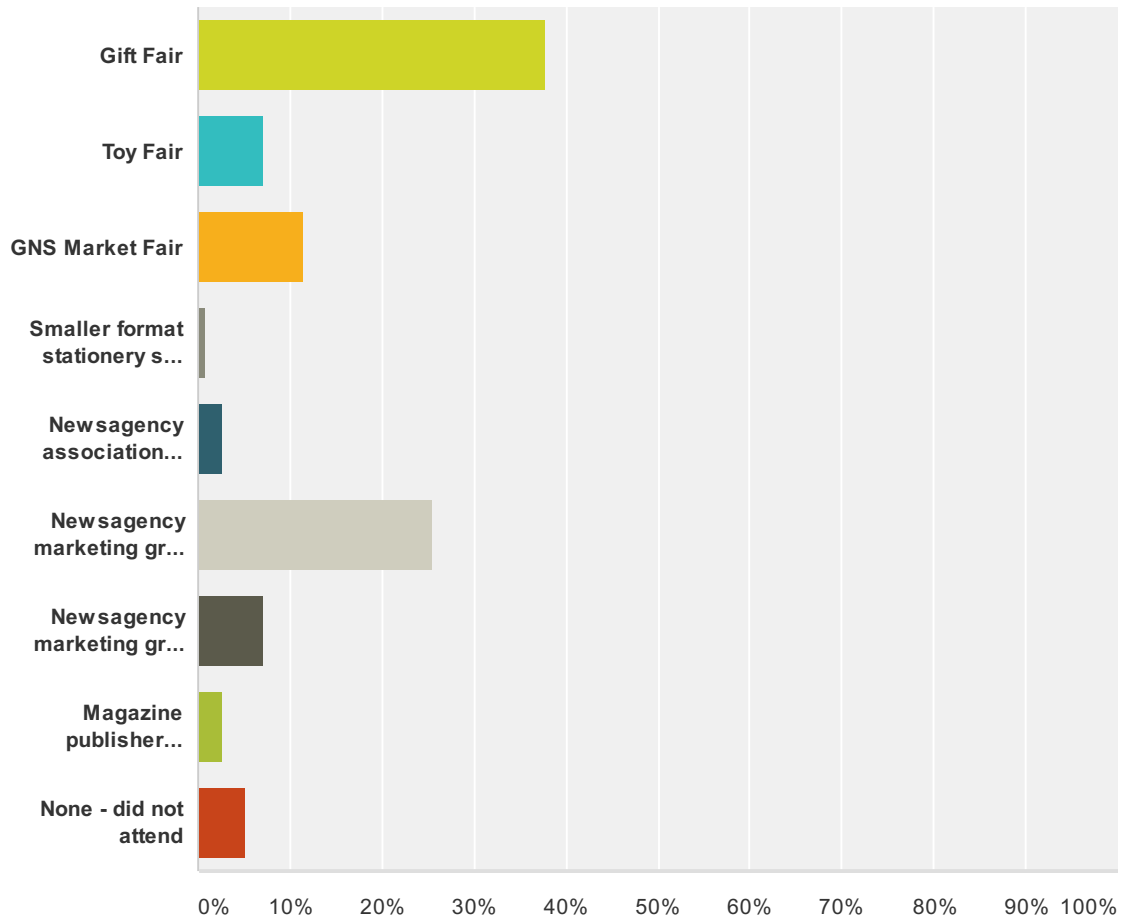
Answered: 114 Skipped: 0



Answer Choices	Responses	
Gift Fair	74.56%	85
Toy Fair	39.47%	45
Stationery show / event	34.21%	39
Newsagency association conference	18.42%	21
Newsagency marketing group conference	44.74%	51
Newsagency marketing group regional meeting	38.60%	44
Magazine publisher conference i.e. Connections	23.68%	27
None	8.77%	10
Total Respondents: 114		

## Q2 In your experience, which of these is the MOST beneficial to you?

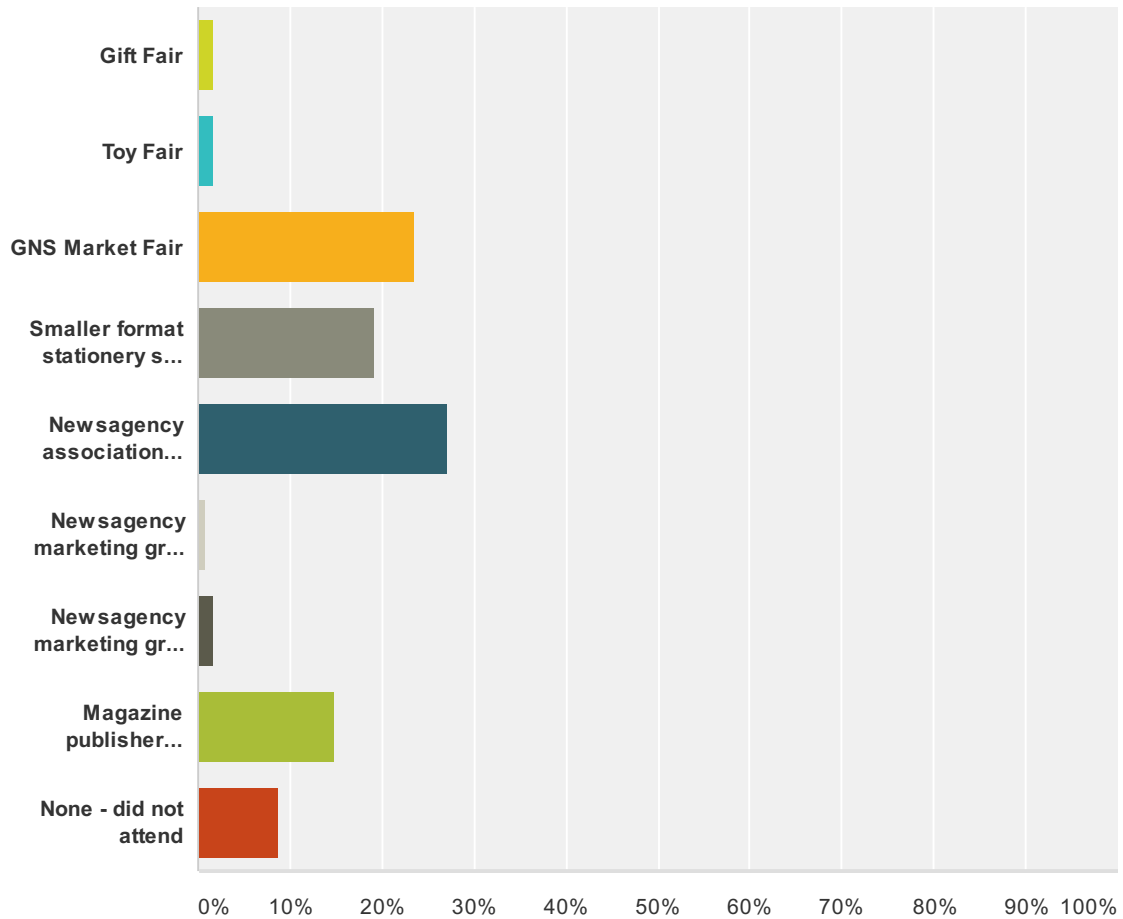
Answered: 114 Skipped: 0



Answer Choices	Responses	
Gift Fair	37.72%	43
Toy Fair	7.02%	8
GNS Market Fair	11.40%	13
Smaller format stationery show / event	0.88%	1
Newsagency association conference	2.63%	3
Newsagency marketing group conference	25.44%	29
Newsagency marketing group regional meeting	7.02%	8
Magazine publisher conference i.e. Connections	2.63%	3
None - did not attend	5.26%	6
<b>Total</b>		<b>114</b>

### Q3 In your experience, which of these is LEAST beneficial to you?

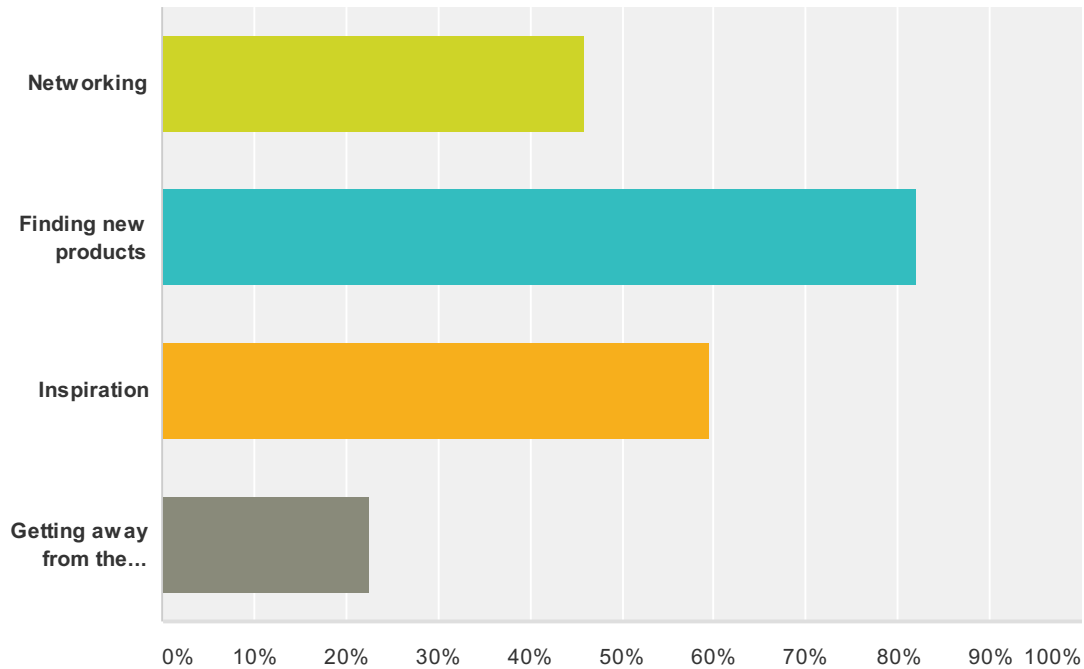
Answered: 114 Skipped: 0



Answer Choices	Responses	
Gift Fair	1.75%	2
Toy Fair	1.75%	2
GNS Market Fair	23.68%	27
Smaller format stationery show / event	19.30%	22
Newsagency association conference	27.19%	31
Newsagency marketing group conference	0.88%	1
Newsagency marketing group regional meeting	1.75%	2
Magazine publisher conference i.e. Connections	14.91%	17
None - did not attend	8.77%	10
<b>Total</b>		<b>114</b>

## Q4 What do you like the most about conferences and or trade shows?

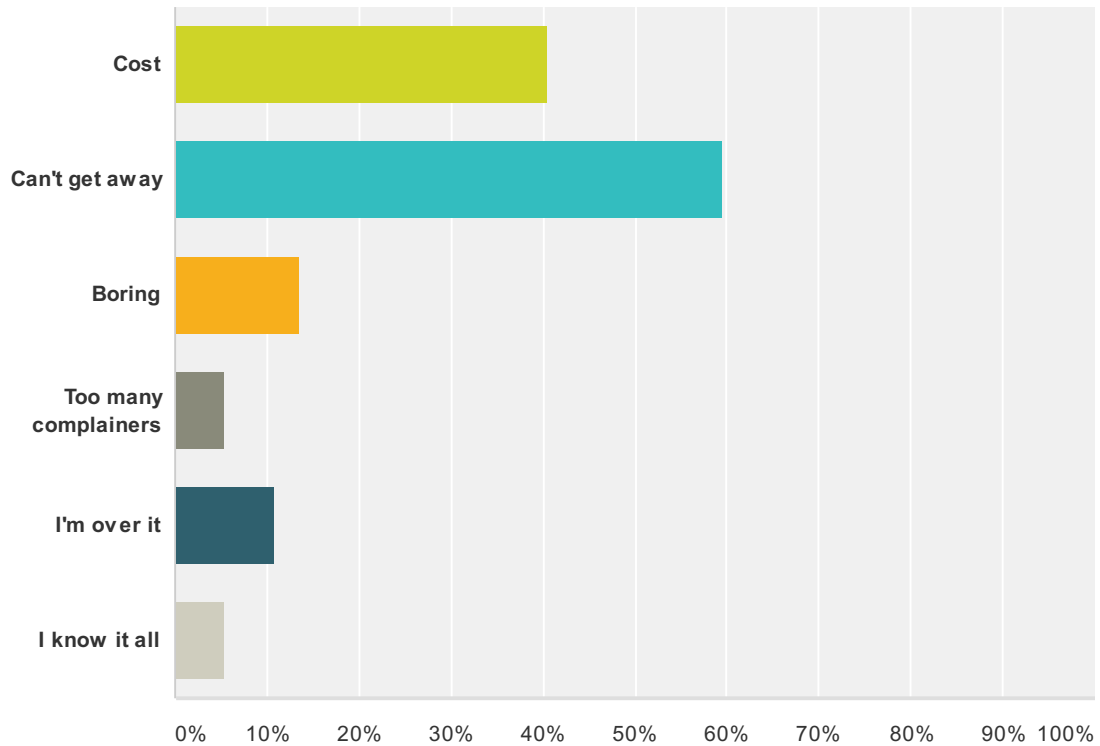
Answered: 111 Skipped: 3



Answer Choices	Responses	
Networking	45.95%	51
Finding new products	81.98%	91
Inspiration	59.46%	66
Getting away from the business	22.52%	25
Total Respondents: 111		

## Q5 If you do NOT attend conferences or trade shows, why?

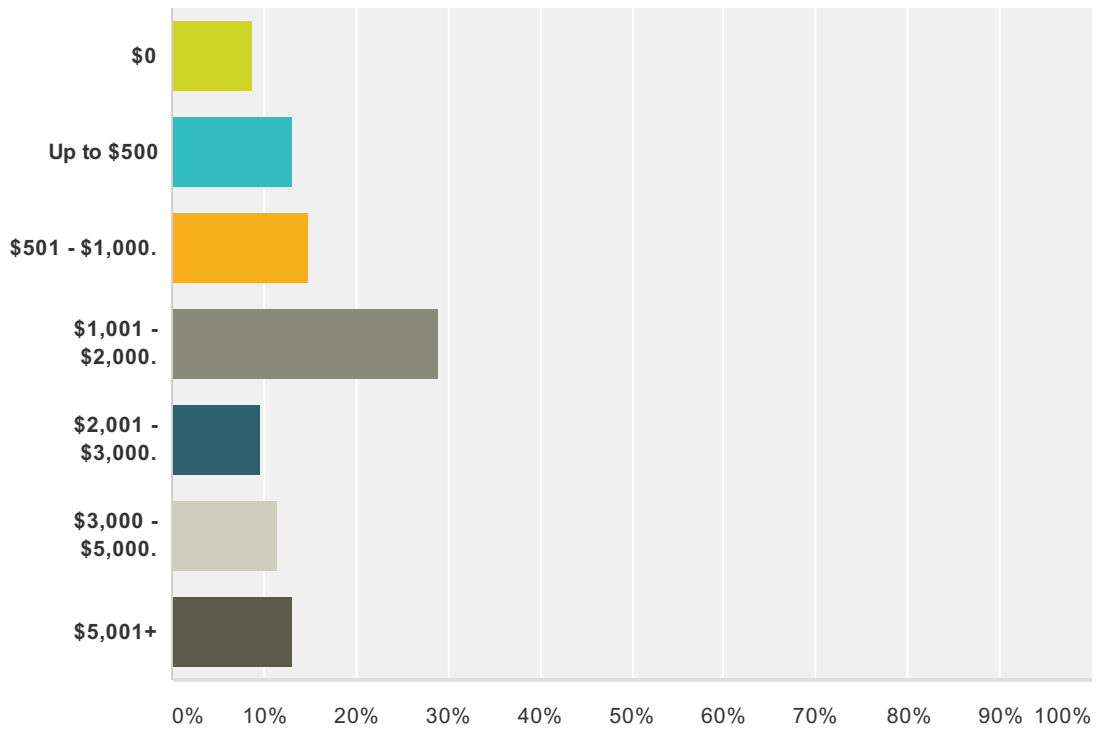
Answered: 37 Skipped: 77



Answer Choices	Responses	
Cost	40.54%	15
Can't get away	59.46%	22
Boring	13.51%	5
Too many complainers	5.41%	2
I'm over it	10.81%	4
I know it all	5.41%	2
Total Respondents: 37		

## Q6 How much will you spend this year on attending conferences and or trade shows?

Answered: 114 Skipped: 0



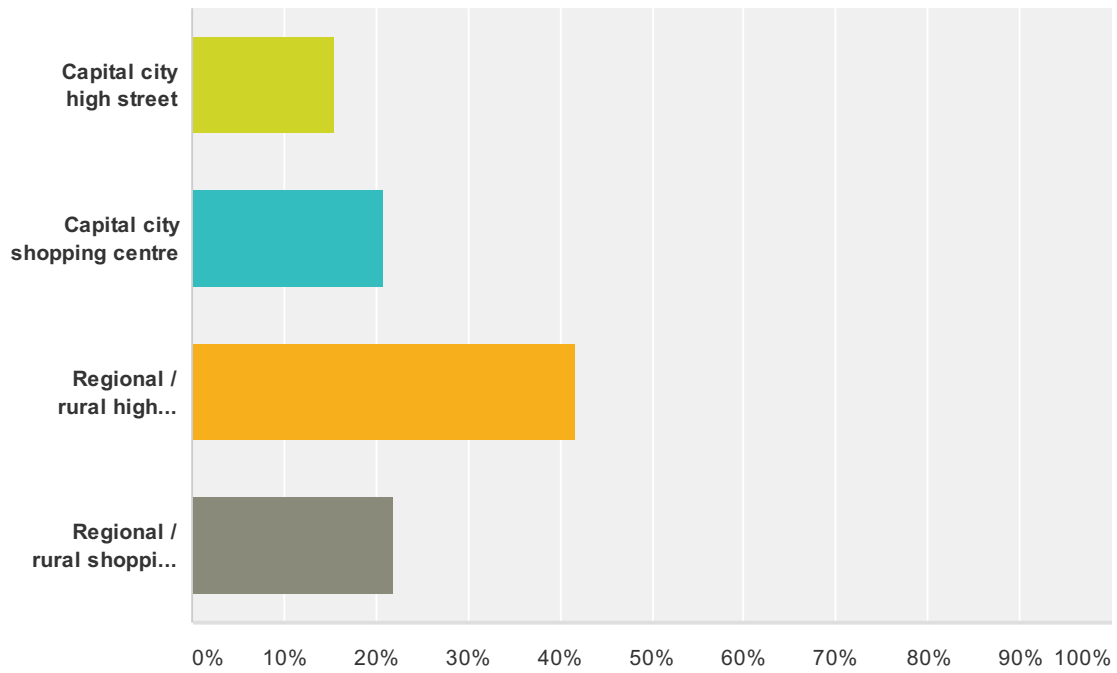
Answer Choices	Responses	
\$0	8.77%	10
Up to \$500	13.16%	15
\$501 - \$1,000.	14.91%	17
\$1,001 - \$2,000.	28.95%	33
\$2,001 - \$3,000.	9.65%	11
\$3,000 - \$5,000.	11.40%	13
\$5,001+	13.16%	15
<b>Total</b>		<b>114</b>

**Q7 If you could create a perfect conference, trade show or related event for newsagents what would it be and what would it cost?**

Answered: 57   Skipped: 57

## Q8 Where is your newsagency?

Answered: 110 Skipped: 4

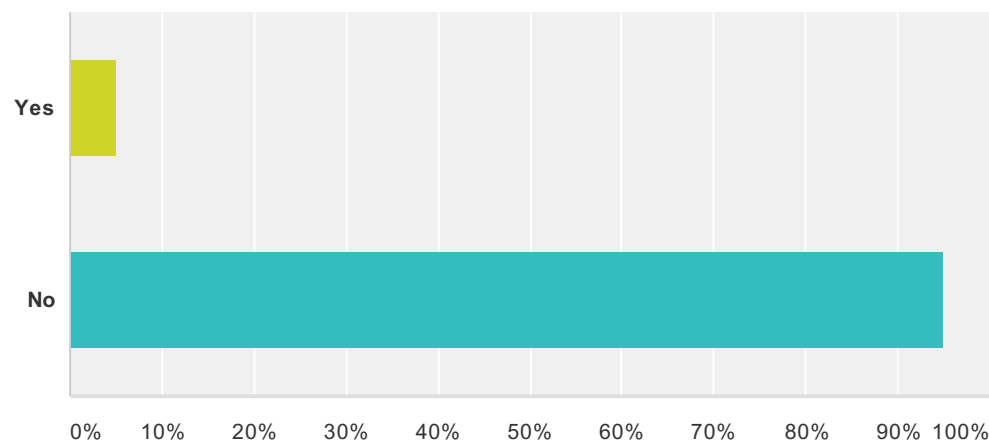


Answer Choices	Responses	
Capital city high street	15.45%	17
Capital city shopping centre	20.91%	23
Regional / rural high street	41.82%	46
Regional / rural shopping centre	21.82%	24
<b>Total</b>		<b>110</b>



Q9 Are you a supplier?

Answered: 60 Skipped: 54



Answer Choices	Responses
Yes	5.00% 3
No	95.00% 57
Total	60