



### Constant Contact Survey Results

**Survey Name:** Sep 06 2017 Trends Survey

**Response Status:** Partial & Completed

**Filter:** None

10/9/2017 11:15 AM CDT

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**TextBlock:**

This is a short survey targeting the Live Events segment in North America. If you don't think you fit in, then feel free to close the tab and get on with your life. The results will be published in October's AV Matters webinar: The Changing Marketplace. Register now.

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**In your opinion, how will 2018 compare overall economically to 2017?**

Answer	0%	100%	Number of Response(s)	Response Ratio
The economy will slow down significantly			3	3.6 %
The economy will slow down slightly			15	18.2 %
The economy will remain the same			25	30.4 %
The economy will increase slightly			35	42.6 %
The economy will increase significantly			4	4.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>82</b>	<b>100%</b>

In your opinion, how will your response to Question #1 affect the Live Events and/or Production Rental segment in terms of revenue? We are interested in how you feel the segment will be affected, not just your company.

Answer	0%	100%	Number of Response(s)	Response Ratio
We will see a significant slow down			4	4.8 %
We will see a slight slow down			9	10.9 %
We will not see any change			23	28.0 %
We will see a slight increase			40	48.7 %
We will see a significant increase			6	7.3 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>82</b>	<b>100%</b>

How will the following trends impact your business in 2018?

1 = Hurt a lot, 2 = Hurt a little, 3 = None, 4 = Help a little, 5 = Help a lot

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Customers shopping on price						82	2.2
Low barriers to entry in market						82	2.4
Dropping prices on new technology						80	3.1
Influx of inexpensive LED products						81	3.1
Slight increase in cost of capital						82	2.6
Customers requesting multi-year pricing						81	3.4
Consolidation of venue-based AV providers						82	2.6
Historically low unemployment						82	2.8

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What is your biggest concern (or hope) about the economy and how it will affect your business in 2018?

63 Response(s)

Just for fun: If you could have an unfair advantage over your competitors, what would it be? How would you leverage it?

60 Response(s)