

marquee tech

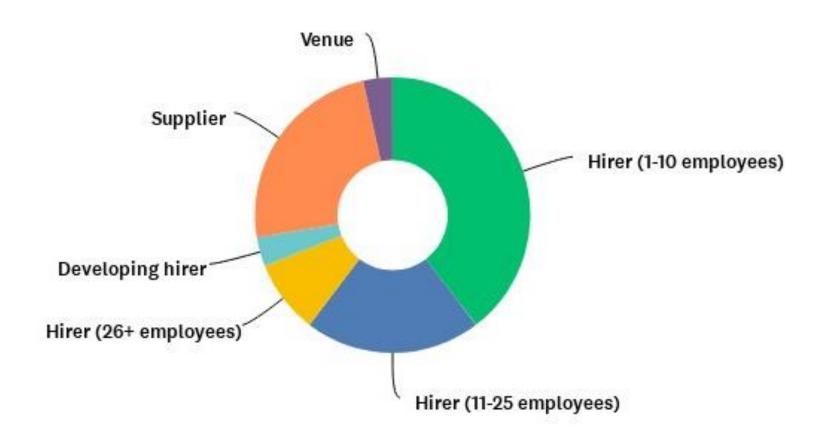


Q2 Please describe your business

Approx. 70% hirers

Approx. 25% suppliers

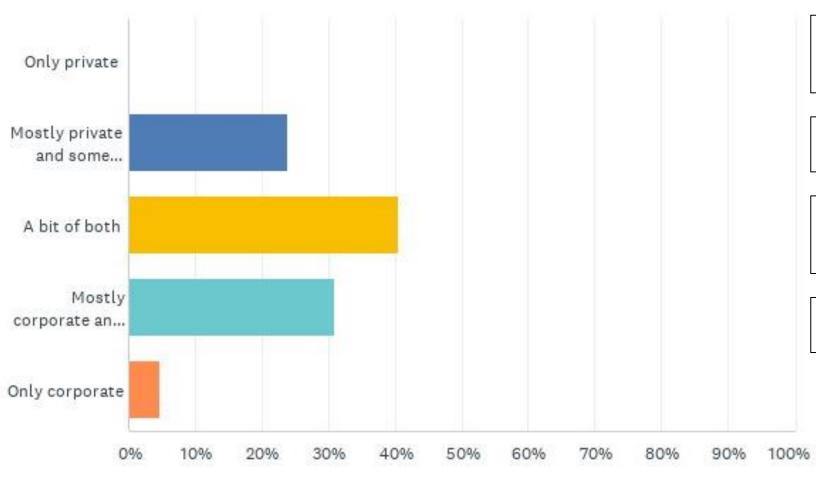
Approx. 5% venues





Q3 What is your main business focus?

NB: question 3 was only for hirers



Approx. 23% rely mostly on private and some corporate

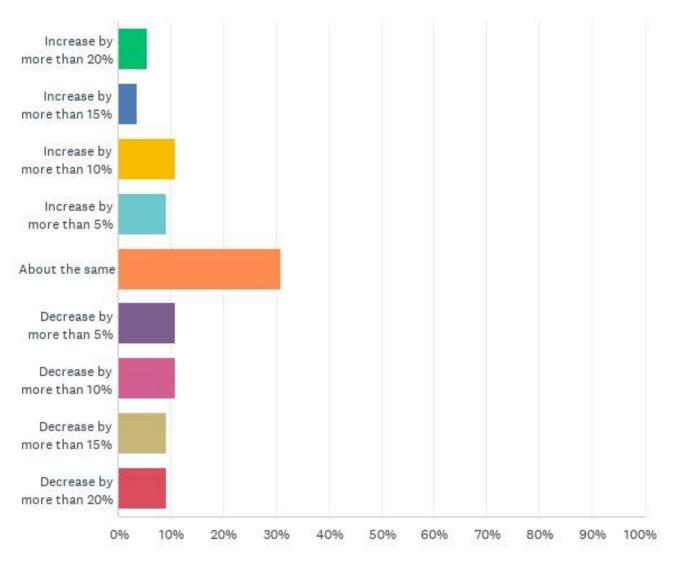
Approx. 42% are a bit of both

Approx. 30% are rely mostly on corporate and some private

Approx. 5% are corporate only



Q4 What do you expect your forecasted turnover to be in 2023 compared to 2022?



Approx. 29% are expecting their turnover will have increased in comparison to last year

Approx. 31% are expecting their turnover to be about the same as last year

Approx. 40% are expecting their turnover to decrease in comparison to last year



Survey Question. Do you think there has been a drop in customers for 2023?

Introduction:

This data analysis examines the perceptions of businesses in the marquee and tent rental industry regarding a potential drop in customers for the year 2023. The dataset contains responses about whether there has been a drop in customers and the reasons behind this trend, providing insights into the industry's challenges and opportunities.

Key Findings:

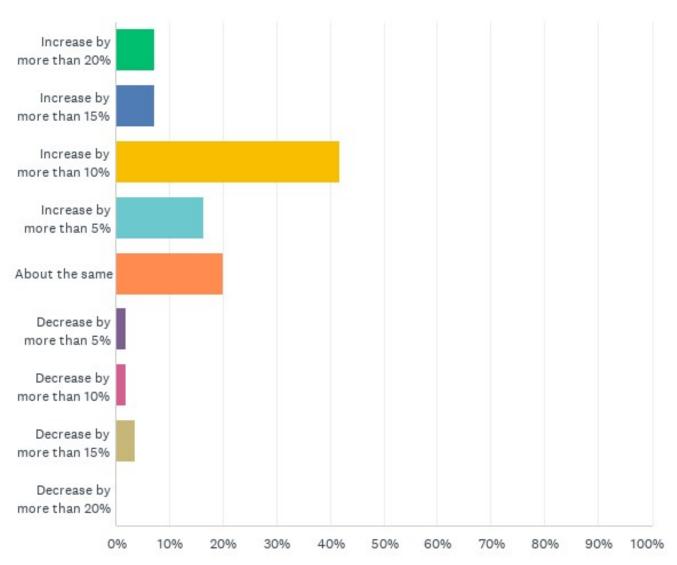
Perceptions of a Drop in Customers:

- Approximately 32% of respondents believe that there has been a drop in customers for 2023.
- Around 40% of respondents do not perceive a drop in customers for the same year.
- Approximately 27% of respondents remain uncertain (or "Can't say") about the trend in customer numbers.





Q5 What do you expect your forecasted costs to be in 2023 compared to 2022?



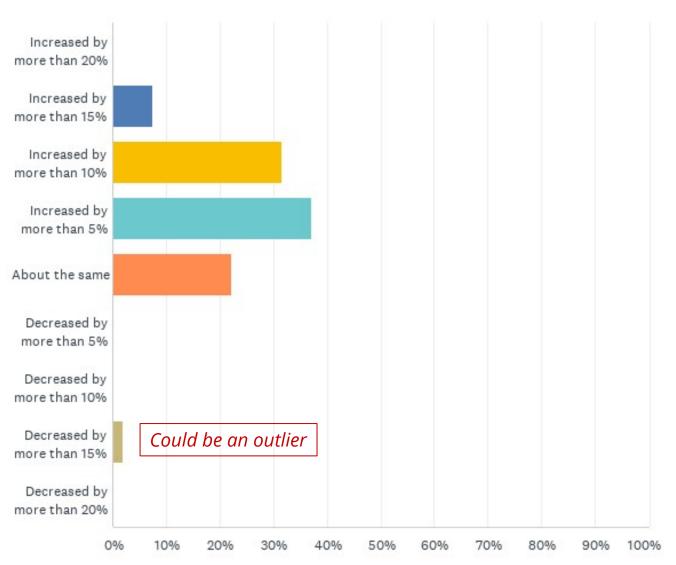
Approx. 72% are reporting that your costs have increased in comparison to last year

Approx. 20% are expecting their costs to be about the same as last year

Approx. 8% are expecting their costs to have decreased in comparison to last year



Q6 How do your 2023 prices compare to 2022?

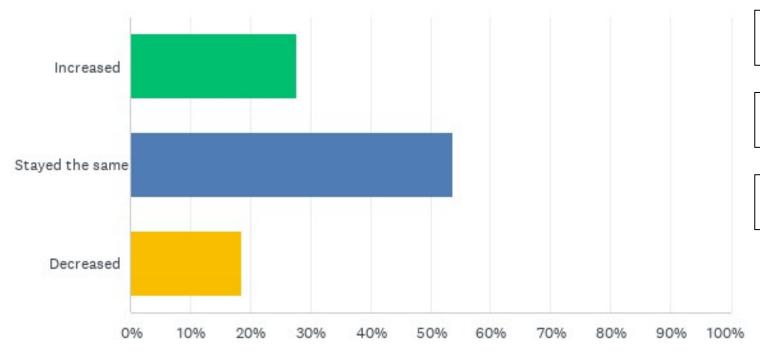


Approx. 75% increased their prices in 2023

Approx. 22% have kept their prices the same



Q7 How did the number of employees at your business in 2023 compare with 2022?



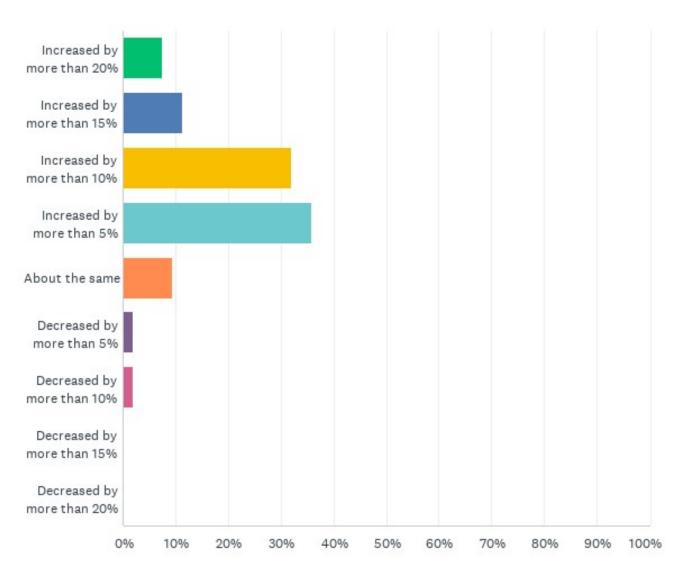
Approx. 28% have increased in size

Approx. 54% have remained the same size

Approx. 19% have decreased in size



Q8 How do your 2023 employee wages compare to 2022?



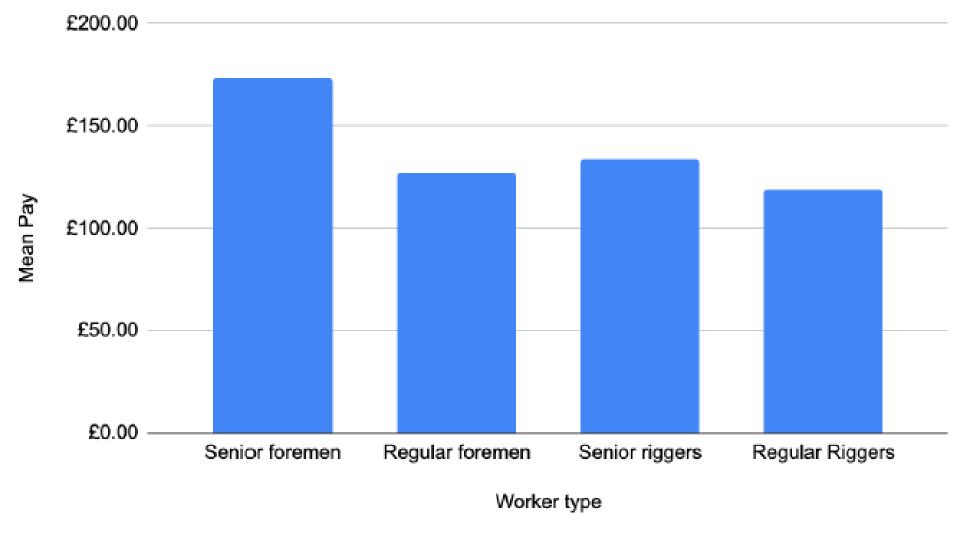
Approx. 86% have increased employee wages

Approx. 9% have remained the same

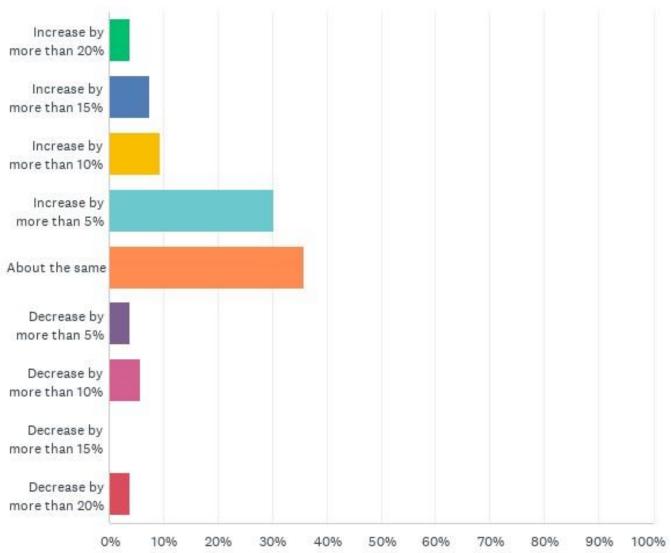
Approx. 4% have decreased employee wages



Mean Pay vs Worker type



Q9 Looking ahead to 2024, do you expect your forecasted turnover to...



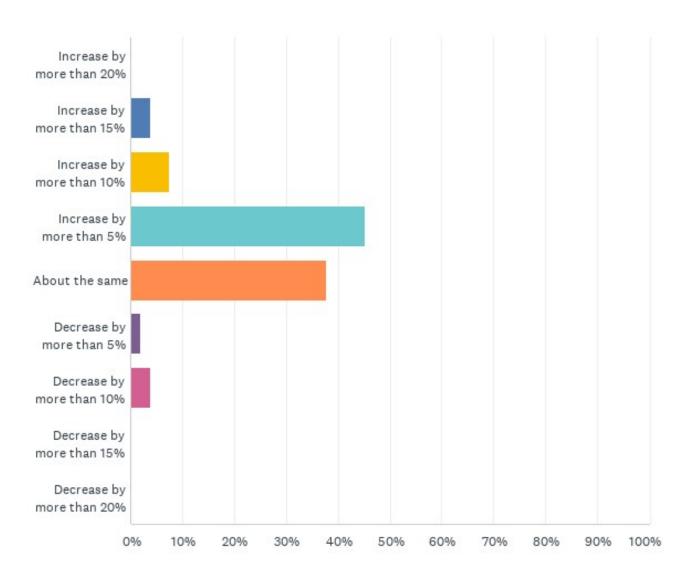
Approx. 51% are expecting their turnover to increase in 2024

Approx. 36% are expecting turnover to remain the same

Approx. 13% are expecting turnover to decrease in 2024



Q10 Looking ahead to 2024, do you expect your prices to...



Approx. 57% will be increase their prices next year

Approx. 38% will be keeping their prices about the same

Approx. 6% will decrease their prices next year



Q11 Please rank the significance of these concerns for your business (1 being the most concern and 8 being the least concern)

