



# Customers' behaviour is changing



of retailers agree customers are buying more products on special offer



of retailers agree customers are shopping around more between shops



of retailers agree customers are buying fewer branded products



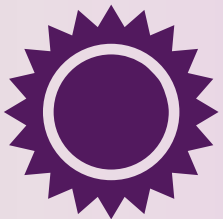
of retailers agree customers are doing more shopping online

Retailers have responded to these trends through a variety of methods including...



66%

reduced number of floor staff



60%

reduced profit margin by discounting prices



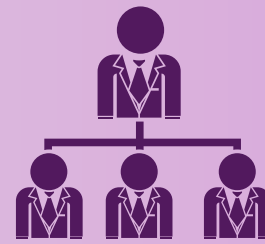
35%

reduced the range of products in-store



32%

changed opening hours



30%

reduced number of managers/office staff



29%

increased advertising



23%

greater use of Internet Social Media/Mobile Apps

# Difficult trading conditions



57%

experienced decreased turnover over the last 12 months



26%

stayed the Same



16%

increased Turnover

# Expansion and Succession Plans



have plans for expansion



have not decided what their exit strategy will be