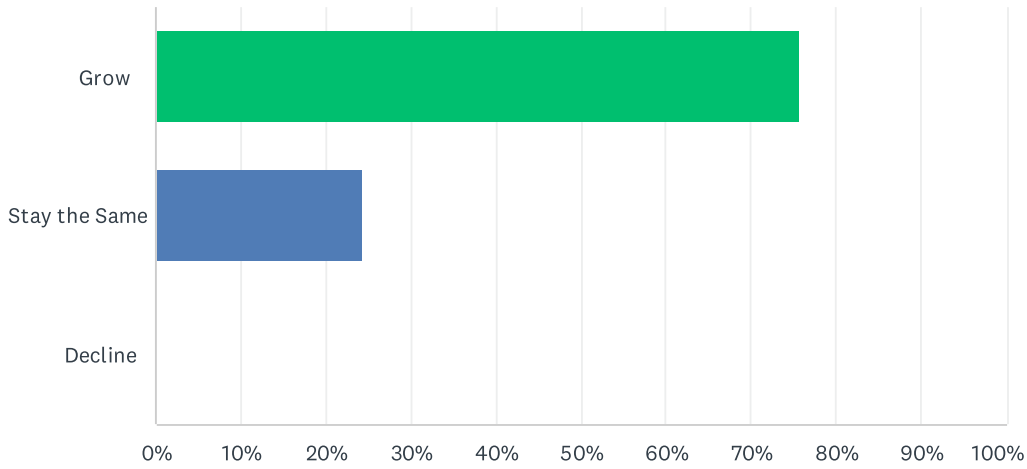


Q1 Are you expecting your business revenues to Grow, Stay the Same, or Decline in 2024?

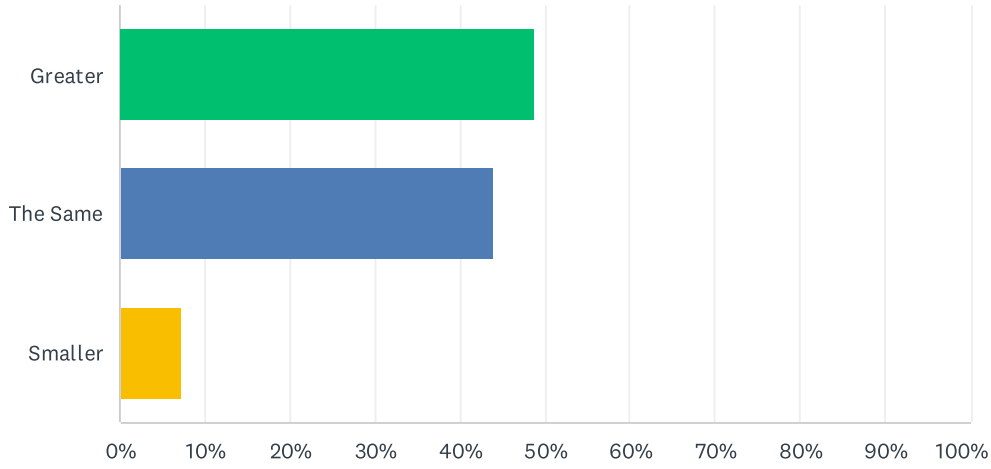
Answered: 41 Skipped: 0



ANSWER CHOICES		RESPONSES	
Grow		75.61%	31
Stay the Same		24.39%	10
Decline		0.00%	0
TOTAL			41

Q2 Is your New Business pipeline Greater, The Same or Smaller than this time last year?

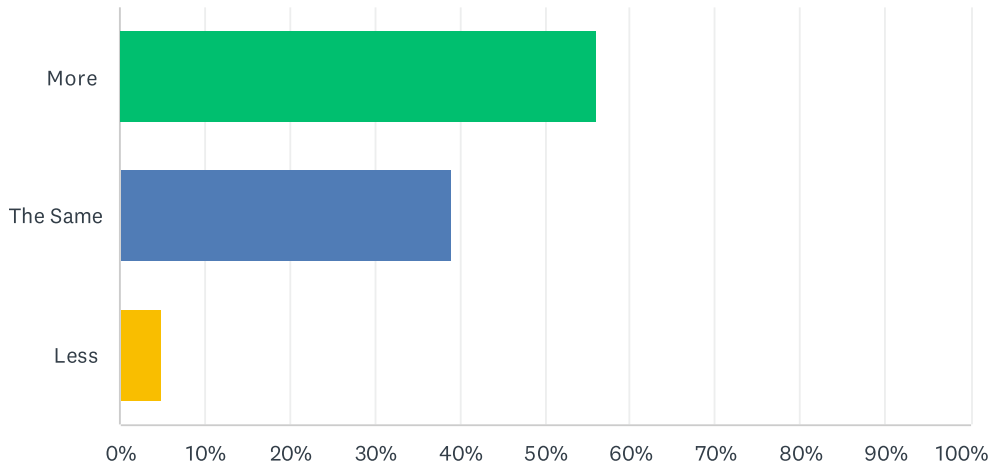
Answered: 41 Skipped: 0



ANSWER CHOICES		RESPONSES	
Greater		48.78%	20
The Same		43.90%	18
Smaller		7.32%	3
TOTAL	TOTAL		41

Q3 Do you expect to be pitching More, The Same or Less in 2024?

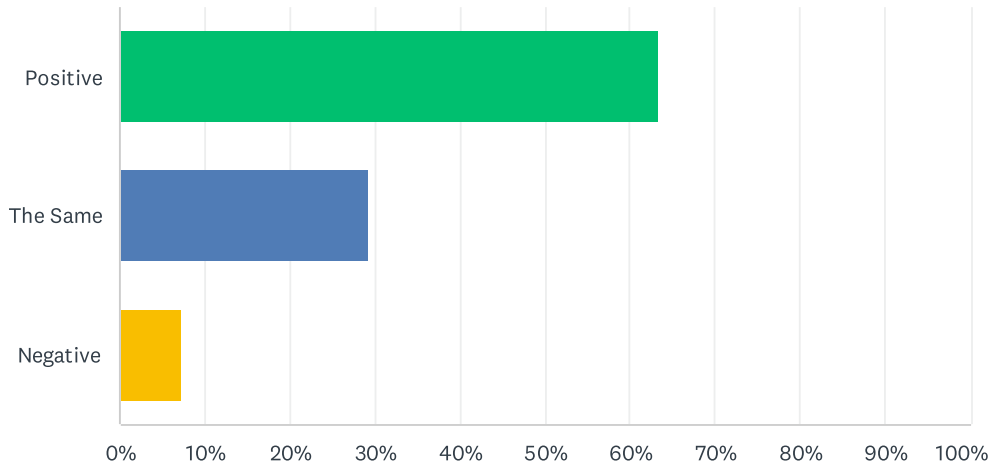
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES	
More	56.10%	23
The Same	39.02%	16
Less	4.88%	2
TOTAL		41

Q4 Do you generally feel positive, the same or negative about agency performance in 2024?

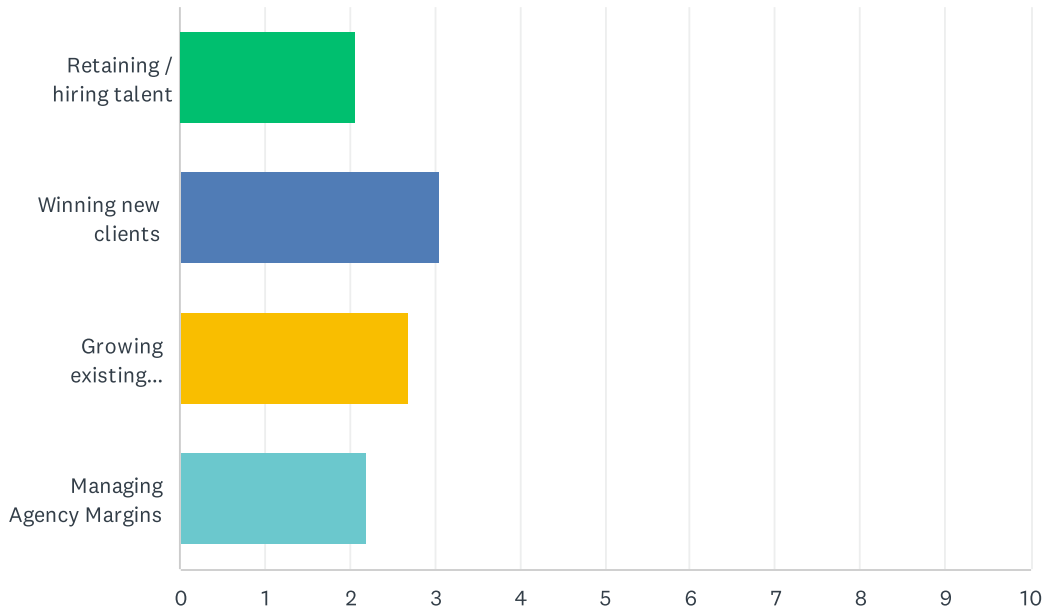
Answered: 41 Skipped: 0



ANSWER CHOICES		RESPONSES	
Positive		63.41%	26
The Same		29.27%	12
Negative		7.32%	3
TOTAL			41

Q5 Please rank in order (most critical first) which issues you see being most key to your performance in 2024:

Answered: 41 Skipped: 0



	1	2	3	4	TOTAL	SCORE
Retaining / hiring talent	9.76% 4	19.51% 8	39.02% 16	31.71% 13	41	2.07
Winning new clients	48.78% 20	21.95% 9	14.63% 6	14.63% 6	41	3.05
Growing existing clients	26.83% 11	36.59% 15	14.63% 6	21.95% 9	41	2.68
Managing Agency Margins	14.63% 6	21.95% 9	31.71% 13	31.71% 13	41	2.20