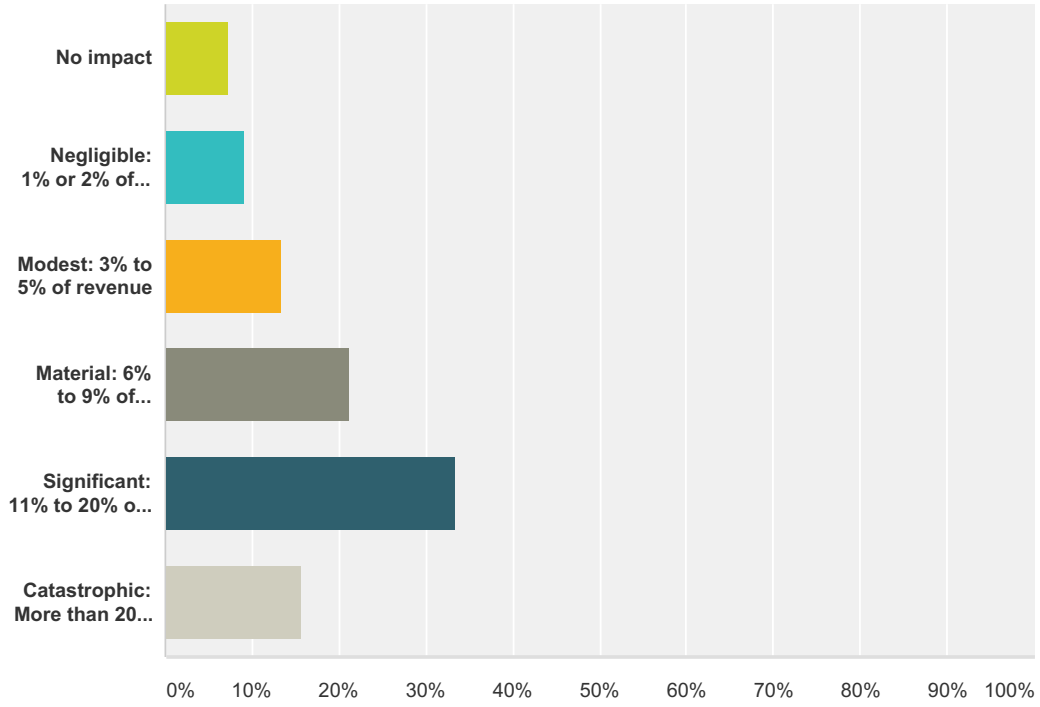


**Q1 If you lost your customer database (names, spending, emails, social media friends) what impact would it have on your revenue?**

Answered: 165 Skipped: 0



Answer Choices	Responses
No impact	7.27% 12
Negligible: 1% or 2% of revenue	9.09% 15
Modest: 3% to 5% of revenue	13.33% 22
Material: 6% to 9% of revenue	21.21% 35
Significant: 11% to 20% of revenue	33.33% 55
Catastrophic: More than 20% of revenue	15.76% 26
<b>Total</b>	<b>165</b>