

# 2011 26th Annual Survey Results

## PRODUCT MIX

Categories	Stores Carrying
Balloons	74.6%
Wedding/Bridal Merchandise	71.9%
Stationery/Invitations	63.2%
Custom Creations (centerpieces, favors, etc.)	60.5%
Partyware (decorations, novelties, confetti, favors, etc.)	60.5%
Licensed products	58.8%
Paperware (plates, cups, napkins, etc.)	53.5%
Gifts	47.4%
Halloween costumes	44.7%
Greeting cards	39.5%
Sexy costumes	34.2%

## Need More Information?

Get a complete look at the past 26 years in the party industry.

Call 616-887-9008 to order your copy of Party & Paper Retailer's survey results from the last 26 years, compiled in one convenient book — available for only \$19.95.

\*Note: Some respondents may have included one category with another, which results in a total of more than 100%

## DOLLAR VOLUME

The total dollar volume amounted to more than \$10.5 billion this year, about the same as last year's survey.

### VOLUME

VOLUME	Percent of stores
Less than \$250,000	54.5%
\$250,000-\$749,999	23.1%
\$750,000-\$1,500,000	11.9%
More than \$1,500,000	10.4%

### TYPES OF STORES (Primary Business)

Party	39.6%	Bridal	9.4%
Balloon Specialty	16.7%	Card/Gift/Stationery	2.1%
Costume/Halloween	12.5%		

### STORE DEMOGRAPHICS

Number of years in business	16.6
Number of stores	7.3
Average square footage	3,706
Full-Time employees	2.7
Part-Time employees	3.2
Sales per square foot	\$125
Average transaction per customer	\$33.61
Use the Internet for business	94.9%
Have a website	85%
Sell products on website	35.3%

### EXPANSION PLANS

	2011	2010	2009	2008
Plan to Expand	26.1%	28.2%	37.3%	49%
Plan to Relocate	20.7%	18.4%	20.6%	26%
Plan to Renovate	22.8%	23.3%	24.2%	40%

### WHAT SOCIAL MEDIA SERVICES DO YOU USE FOR YOUR BUSINESS?

Facebook	71.1%	LinkedIn	28.9%	Twitter	19.3%
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### SPECIAL SERVICES

Balloon delivery	57.3%	Party rentals	36.6%
Invitation books	52.4%	Gift wrapping	28.2%
Party planning	40.8%	Costume rentals	15.7%
Imprinting in store	41.7%		

### DO YOU DISCOUNT?

77.6% answered YES to this question

### WHO IS YOUR MAJOR COMPETITOR?

Chain Retailer	35.8%	Franchise	14.2%
Online Store	20.8%	Other	10%
Independent	15.8%	Supermarket	3.3%

### WHAT PERCENTAGE OF YOUR TOTAL SALES IS\*:

Balloons	25.4%	Adult Birthday	9.5%
Bridal	23.4%	Graduation	8.8%
Costumes	18.5%	Christmas	8.8%
Kids' Birthday	15.8%	Baby	7.5%
Theme Parties	15%	New Year's	7.1%
Halloween	12.9%		