

# 2008

## 23rd Annual Survey Results

### PRODUCT MIX

Categories	Stores Carrying
Stationery/Invitations	67.1%
Balloons	64.6%
Bridal Merchandise	63.7%
Custom Creations (centerpieces, favors, etc.)	58.9%
Gifts	58.6%
Partyware (decorations, novelties, confetti, favors, etc.)	54.9%
Paperware (plates, cups, napkins, etc.)	49.4%
Greeting cards	49.1%
Licensed products	44.3%
Halloween costumes	24.3%
Sexy costumes	18.9%

### DOLLAR VOLUME

The total dollar volume amounted to more than \$10.4 billion this year.

VOLUME	Percent of stores
Less than \$250,000	55.1%
\$250,000-\$749,999	22.4%
\$750,000-\$1,500,000	9.4%
More than \$1,500,000	13%

### TYPES OF STORES

Party	33.8%	Costume/Halloween	6.4%
Card/Gift/Stationery	18.6%	Craft/Floral	2.6%
Balloon Specialty	15.1%	Manufacturer	1.9%
Bridal	6.4%	Mass Merchant	.3%

### STORE DEMOGRAPHICS

Number of years in Business	12.5
Number of Stores	4.8
Average Square Footage	3,213
Full-Time Employees	3.5
Part-Time Employees	3.2
Sales per square foot	\$128.25
Average transaction per customer	\$25.99
Use the Internet for Business	96.1%
Have P.O.S.	30.1%
Have a Web site	65.9%

EXPANSION PLANS	2008	2007	2006	2005
Plan to Expand	49.3%	57%	69%	70%
Plan to Relocate	26.2%	29%	23%	18%
Plan to Renovate	39.7%	30%	26%	22%

### SPECIAL SERVICES

Invitation Books	59.1%	Party Rentals	35.4%
Party Planning	56.3%	Gift Wrapping	32.7%
Balloon Delivery	51.6%	Costume Rentals	10.8%
Imprinting in store	35.8%		

### DO YOU DISCOUNT?

66.5% answered YES to this question

### WHO IS YOUR MAJOR COMPETITOR?

Independent	26.4%	Franchise	13.8%
Chain Retailer	27.2%	Other	12.3%
Online Store	17.2%	Supermarket	3.2%

### WHAT PERCENTAGE OF YOUR TOTAL SALES IS:

Adult Birthday	24.7%	Halloween	15.4%
Kids' Birthday	27.9%	Luau	8.2%