

## 2020 Greeting Card Industry Survey

### Getting to Know You

1. Which best describes your role in the greeting card industry? If you have multiple roles, you will have the opportunity to respond to additional questions later in the survey. Please select your primary role.
2. Please enter the zip/postal code of your main office
3. What is your gender?
4. What is your age?
5. Which race/ethnicity best describes you? (Please choose only one.)
6. How many greeting cards are sold in the US each year?
7. How many companies in the US create and produce greeting cards?
8. How many retail storefronts sell greeting cards in the US?
9. How many sales representatives sell greeting cards in the US?

## 2020 Greeting Card Industry Survey

### Makers and Manufacturers

1. How many years have you been in business?
2. Number of Employees? (Please include full-time (1), part-time (.25, .5, .7), and contractors.)
3. Do you consider greeting cards to be:
4. What other products do you produce besides greeting cards?
5. How many lines/brands of greeting cards does your company produce?
6. Total number of cards currently in the line/s (styles being actively marketed)
7. You sell your cards...
8. Describe the tone of your line or lines
9. Describe the design for your line/lines
10. What are the target audiences for your lines?

### Wholesale

1. Number of customers, not storefronts, that sell your lines (Paper Source has 120 stores – counts as 1)
2. Number of storefronts that sell the line/s (Paper Source has 120 stores – counts as 120)
3. What is your average initial order?
4. What is your minimum order?

## Sales and Price

1. Annual sales for this past 12 months?
2. Annual sales for this past 12 months, greeting cards only?
3. What wholesale price ranges are represented in your line? (Please select all that apply)

## Occasions and Holidays

1. What occasions (non-holiday) do you represent in your line this year?
2. What are your top 3 selling occasions (non-holiday)?
3. Please estimate the percent of birthday cards in your line
4. What holidays are represented in your line this year?
5. What are your top 3 selling holidays?

## Operations

1. What printing styles do you use to for your line/s?
2. How do you print your cards?
3. Where do you print your cards?
4. Do you choose/source your own paper?
5. What sizes of cards are in your lines?
6. Are your greeting cards
7. How many different color envelopes do you use?
8. Are your envelopes:
9. What special processes do you use for your cards?
10. Do you package your single cards in cello or any type of packaging?
11. What is your primary shipper to fulfill wholesale orders?
12. What is your primary shipper to fulfill retail orders?
13. Do you fulfill your own orders or outsource?
14. What paper weight do you use for your cards?

## Marketing and Sales

1. How many times do you plan to introduce new styles in 2021?
2. What months do you plan to release new styles in 2021?
3. Do you produce a paper catalog?
4. How many times a year do you produce a catalog?
5. Please select the Top 3 forms of marketing/sales most effective for gaining new retailer customers
6. Please select the Top 3 forms of marketing/sales for placing reorders
7. Please select the Top 3 ways for finding new suppliers
8. What states/regions do you currently have rep coverage?

## 2020 Greeting Card Industry Survey

### Retailers

1. Primary location
2. How long have you been in business?
3. Number of Employees?
4. Number of stores?
5. Are you part of a larger chain of stores?
6. In my store, greeting cards are a
7. I would describe my store as
8. Which of these is your target audience for your store?
9. Do you sell products online?
10. Did you sell online prior to the COVID-19 pandemic?

1. How many greeting card lines/brands do you carry in your store?
2. How many greeting cards (styles/skus) do you carry in your store?
3. On average how many styles from a single brand do you carry?
4. What are the retail prices of your greeting cards? (Please select all that apply)
5. How many greeting cards do you sell in a year?
6. How long do you keep a best selling style in your collection?

### Occasions and Holidays

1. What occasions (non-holiday) do you sell in your store?
2. Please estimate the percent of Birthday cards in your selection
3. What are your top 3 selling occasions (non-holiday)?
4. What holiday greeting cards are sold in your store?
5. What are your top 3 selling holidays?
6. During any given holiday season, what percent of your total greeting card selection is committed to the holidays above?

1. How do you display your greeting cards?
2. Where do you source your displays?
3. Please select your Top 3 forms for the discovery of new greeting card products
4. Please select your Top 3 preferred forms for reordering greeting cards
5. What are your top-selling three greeting card lines?

## 2020 Greeting Card Industry Survey

### Sales Representative

1. What is your zip code for your primary location? (Where you start your day, used to calculate your roadwarrior metric)
2. Are you part of a Rep Group?
3. Are you the principal of the Rep Group?
4. Do you have a showroom?
5. What state/s do you represent?
6. What zip codes, counties, or towns do you represent?
7. What other products do you represent?
8. How many greeting card companies do you represent?
9. What is your standard commission rate for greeting card sales?

1. How many active greeting card accounts do you have?
2. How many accounts are on your prospective list?
3. On average, how many times a year do you visit a single account?
4. Do you service/merchandise greeting cards also? *Defining Service/Merchandise as organizing stock, recommending orders, and shelving products.*

1. What wholesale price ranges do you represent? (Please select all that apply)
2. How do you take orders?
3. How do you send the orders to the maker?
4. Do you use paper catalogs for marketing and sales?
5. Do you use physical samples?
6. Do you require a full deck of samples from each maker?
7. Do you require digital images from each maker?

1. Please select your Top 3 preferred methods for finding new greeting card lines
2. Please select your Top 3 preferred methods for finding new greeting card accounts
3. What are your top three greeting card lines in terms of sales?

## 2020 Greeting Card Industry Survey

### Industry Suppliers and Support

1. Primary Location
2. How long have you been in business?
3. Number of Employees?
4. What is your primary support of the industry?
5. How many greeting card companies do you work with?
6. What is the average price point for a single instance of your primary support?

7. What other services to the industry do you provide?
8. Please select the Top 3 forms of marketing/sales that are most effective in gaining new greeting card customers

## 2020 Greeting Card Industry Survey

### Artist, Designers, and Copywriters

1. I provide the greeting card industry with:
2. How many greeting card companies actively publish your content?
3. Is your art/design/copy
4. What is the average licensing royalty rate? (Please enter 0 (zero) if not applicable)
5. What is the average price of a purchase? (Please enter 0 (zero), if not applicable)
6. Please select your Top 3 preferred methods for finding new greeting card clients